

# Research on the Innovative Development of Chinese Excellent Traditional Culture in The New Era

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**Abstract:** Combining the spirit of the times, the article deeply analyzes and interprets the excellent traditional Chinese culture, excavates the humanistic spirit, ideas, moral norms and other elements contained therein, and realizes the inheritance and development of excellent cultural elements, which is the core task of national cultural construction. According to the relevant content of Marxist scientific theory, this paper systematically analyzes and discusses the excellent traditional culture of the Chinese nation in the new era, realizes the deep excavation of the connotation of excellent traditional culture on the basis of discussing and analyzing the scientific model of its creative transformation path, further enhances the innovative development ability and inheritance ability of excellent traditional culture, and promotes the scientific development of cultural construction while enhancing cultural self-confidence.

**Keywords:** Chinese excellent traditional culture, Creative transformation.

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## 1. Introduction

This paper systematically analyzes and discusses the excellent traditional culture of the Chinese nation in the new era according to the relevant content of Marxist scientific theory, realizes the deep excavation of the connotation of excellent traditional culture on the basis of discussing and analyzing the scientific model of its creative transformation path, further enhances the innovative development ability and inheritance ability of excellent traditional culture, and promotes the scientific development of cultural construction while enhancing cultural self-confidence, And contribute to the great rejuvenation of the Chinese nation.

## 2. The Concept of Excellent Chinese Traditional Culture and Creative Transformation

### 2.1. Excellent Chinese Traditional Culture

With the development of the Chinese nation, the traditional Chinese culture is rooted in social production and life and formed and evolved according to the needs of feudal rule, specifically in the form of material achievements, institutional norms, values and behavior patterns [3]. The traditional Chinese culture shows rich elements and complex connotations, and the excellent traditional Chinese culture contained in it can be specifically understood as the material and cultural achievements that are based on the special environment of the feudal society, showing positive values of the times and historical roles, and gradually formed by the vast number of working people in the process of their production and life in the long-term development of the Chinese nation Values and behavior patterns are the main forms of expression.

### 2.2. Creative transformation

It can be seen from its conceptual connotation that the creative transformation will be realized from different aspects such as ideological connotation and expression form. Specifically, it shows the connotation of certain reference value in the contemporary society and has certain potential

value itself. Based on the transformation and transformation, elements that meet the actual development of contemporary society and meet the needs of contemporary development can be formed.

## 3. The Necessity and Possibility of Creative Transformation of China's Excellent Traditional Culture in the New Era

Facing the new historical development period, the creative transformation of excellent traditional culture shows specific necessity and possibility characteristics. Its necessity is embodied in the internal requirements of the construction of socialism with Chinese characteristics in the new period, and is the objective demand of combining Marxism with Chinese practice. The possibility is embodied in the fact that excellent Chinese traditional culture can provide necessary subjective and objective conditions and external elements for creative transformation [5]. Therefore, the creative transformation of excellent traditional culture will become one of the elements of the creative transformation of Chinese excellent traditional culture, and also an important measure to enhance the soft power and cultural confidence of local culture.

### 3.1. The Necessity of Creative Transformation of China's Excellent Traditional Culture in the New Era

For the basic concepts such as public worldview, outlook on life and values, excellent traditional culture will show great influence, which is the key to the formation and transformation of individual moral concepts. Specifically, at the value level, China has formed a scientific concept system of socialist core values, which is an objective manifestation of China's socialist construction and development practice and socialist system, and a unified cognition covering different levels and subjects such as the state, society, and individuals based on the results of scientific cognition of excellent traditional culture. As far as individual moral cultivation is concerned, excellent traditional culture also shows a very significant strengthening and upgrading effect,

which can effectively promote the development of moral construction. Excellent traditional culture is closely related to the construction of socialist culture, so it still retains great practical value in contemporary China, which can provide scientific reference and reference for contemporary social governance and social construction activities, and also provide certain ideological value for the survival and development of human society, showing specific application value in the great rejuvenation of the Chinese nation.

### **3.2. The possibility of creative transformation of China's excellent traditional culture in the new era**

In the process of rapid socio-economic development, China's economic and technological strength has been significantly improved, which has laid a sufficient material foundation for the creative transformation of excellent traditional culture. On the basis of giving full play to its economic support function, the government can help the public understand the excellent traditional culture more comprehensively and scientifically, and provide strong support for the construction of cultural self-confidence and national self-confidence. Since the 18th National Congress of the Communist Party of China, excellent traditional culture has become the focus of common concern of the CPC Central Committee and the academic field. In addition, the growing spiritual and cultural needs of the public have jointly promoted the research and development of excellent traditional culture, creating a favorable environment for the creative transformation of excellent traditional culture. With the continuous deepening of international exchanges, the excellent traditional Chinese culture has also been recognized by many countries, which has triggered an upsurge of learning Chinese traditional culture. The above favorable environment has provided strong support for the inheritance and development of China's traditional culture and an effective guarantee for the smooth implementation of creative transformation.

## **4. The Difficulties Faced by the Creative Transformation of China's Excellent Traditional Culture in the New Era**

In the new historical period, unbalanced and insufficient development has had a negative impact on the stability and harmonious development of our society, and has formed certain constraints on different fields such as economy, politics and culture. At the cultural level, the imbalance between urban and rural development is very prominent, which is not conducive to the innovative development of excellent traditional culture, but also has a negative impact on the creative transformation.

### **4.1. The unbalanced and insufficient development of culture restricts the creative transformation of excellent traditional culture**

In the new development period, due to the objective differences in the level of social and economic development, China's cultural field also has problems such as unbalanced demand and development, which have adversely affected the interpretation, refining, inheritance and innovation of

excellent traditional culture, restricted and restricted the development level of China's cultural construction, and led to problems such as lack of cultural content and single form of expression. In addition, unreasonable problems such as structure and layout also have a negative impact on cultural construction. Backward systems and mechanisms will still be the main factors limiting and restricting cultural innovation.

### **4.2. New media poses great challenges to the creative transformation of excellent traditional culture**

In the face of increasingly complex social environment, the emergence and development of new media have also had a negative impact on excellent traditional culture. The specific performance is as follows: First, influenced by its complex system and extensive content, excellent traditional culture shows great difficulties in adapting to the new media environment. Second, some excellent traditional cultures even conflict with the new media environment, and there are irreconcilable contradictions between the two. The emergence and development of new media not only affected the public's ideas and behaviors, but also had a huge impact on excellent traditional culture, affected the normal inheritance and innovative development of excellent traditional culture, and increased the difficulty of creative transformation.

### **4.3. Marketization contains elements that restrict the creative transformation of excellent traditional culture**

In a new historical period, socialism with Chinese characteristics has become the core goal of national construction, and the level of marketization of Chinese society has also been constantly improving. The establishment and improvement of the market mechanism not only provides positive assistance for the inheritance and development of excellent traditional culture, but also has a negative impact on creative transformation due to its inherent commercial and market problems. In the process of creative transformation of excellent traditional culture, the market will play a very important supporting role. If we can give full play to the function of the market and realize the organic combination of excellent traditional culture and the market, we can significantly improve the inheritance effect of excellent traditional culture and inject new vitality into its innovative development. However, in the absence of scientific guidance, excessive commercialization will lead to misinterpretation of excellent traditional culture and affect the effect of creative transformation.

### **4.4. There are factors unfavorable to the creative transformation of excellent traditional culture in globalization**

At present, China is in a new period of rapid development of globalization, with increasingly close foreign exchanges and deepening integration of eastern and western cultures, which has created a favorable environment for the development of excellent traditional culture, but also has a certain impact on traditional culture. In the process of the blending of eastern and western cultures, the value of excellent traditional culture will be understood and accepted by more countries, and at the same time of cultural collision, they will further recognize the defects and deficiencies of their own culture, provide scientific guidance for the creative

transformation of excellent traditional culture, so as to improve the scientific level of cultural innovation. At the same time, China is also facing the adverse effects of cultural hegemonism at different levels, which to some extent restricts cultural creation and transformation activities.

## **5. Countermeasures for Creative Transformation of China's Excellent Traditional Culture in the New Era**

In the process of the great cause of national rejuvenation, the excellent traditional Chinese culture will provide support and guidance from the ideological and spiritual levels. With the further development of China's socialist construction, the social environment will become increasingly complex, which will adversely affect the creative transformation of excellent traditional culture. In order to overcome its adverse effects and provide a good development environment for creative transformation, the following work must be done well.

### **5.1. Promote balanced and full development of culture**

At this stage, we must focus on solving the problem of unbalanced and insufficient cultural development, and provide a good external environment for its development. Focus on the implementation of support and support for cultural development in backward areas, and try to narrow the cultural gap. We will increase support and security, constantly improve our capacity for cultural innovation and development, and overcome the problem of inadequate development. We will ensure the financial security of public cultural undertakings and actively meet the resource needs for the development of cultural undertakings. Give play to the functional role of cultural facilities and functional subjects, create and provide the broad masses with rich, diverse and sufficient cultural activities, and promote the sound development of cultural undertakings while actively meeting the spiritual and cultural needs of the masses. We should focus on the training of cultural workers in backward areas and actively improve their cultural communication ability. We will strengthen the innovation and creation of excellent cultural works and enrich the forms of expression and carriers of inheritance of excellent traditional culture. Do a good job in research, deeply tap the value connotation of excellent traditional culture, realize the organic integration and scientific unity of cultural achievements and social development, and lay a good foundation for the inheritance and development of excellent traditional culture. Give full play to the advantages of modern multimedia technology, enrich cultural communication, improve the communication effect, and improve the public's awareness and recognition of excellent traditional culture.

### **5.2. Strengthen the supervision of new media**

In order to ensure the scientific development of new media, the government must do a good job in supervision and management, create a good communication environment on the basis of improving the system, give full play to the communication advantages of new media, and improve the level of cultural communication. Specifically, it is necessary to establish and improve the regulatory system, do a good job in monitoring and analyzing media public opinion, give full play to the role of cultural regulatory authorities, effectively supervise and review new media, timely find and deal with

adverse factors, avoid the impact of adverse culture, and provide effective guarantee for the harmonious development of society. In addition, it is necessary to develop a scientific and perfect public opinion detection mechanism, do a good job in training professional talents, comprehensively improve the scientific level of innovative development of new media, guide the sound development of network culture, enrich the inheritance channels of excellent traditional culture, and severely crack down on violations of laws and regulations in the cultural field, especially in the new media field, so as to provide strong guarantee and effective support for the healthy and stable development of new media, and better play its cultural communication function.

### **5.3. Deepening the Legal Construction of Creative Transformation**

In order to ensure the scientific inheritance and innovative development of excellent traditional culture, it is necessary to do a good job in system guarantee, formulate relevant laws and regulations from the legislative level, provide effective guarantee for the scientific inheritance of excellent traditional culture, and ensure the scientific level of creative transformation of excellent traditional culture. Relevant functional departments of the government must actively perform their duties, formulate and implement supporting rules and regulations according to the specific requirements for the protection, inheritance and innovation of excellent traditional culture, and provide strong support for its creative and innovative development while guiding the scientific inheritance of excellent traditional culture. Specifically, we should define the scope of functions of different departments, define their respective responsibilities and tasks, do a good job in overall planning and coordination, jointly promote the improvement of intellectual property law and other laws, create a stable external environment for the inheritance and development of excellent traditional culture, effectively avoid the adverse impact of foreign bad culture, and ensure the sound development of cultural construction. At the same time, it is also necessary to improve and perfect the publicity mechanism, improve the communication ability and effect of excellent traditional culture, guide and constrain public ideas and behaviors in combination with social public opinion and moral system, and further improve the inheritance and development effect of excellent traditional culture.

### **5.4. Enrich creative transformation methods of excellent traditional culture**

In the field of contemporary education, excellent traditional culture is also a very important educational content and the core element of cultural construction. Therefore, it is necessary to fully guarantee the important position of excellent traditional culture in the education cause and create a favorable environment for the creative transformation of excellent traditional culture. In specific work, it is necessary to improve the scientific cognition level of school administrators on excellent traditional culture, truly integrate it with school education activities, create scientific and rigorous education programs, fully ensure the education effect, and realize the effective dissemination and scientific inheritance of excellent traditional culture. Both cultural and educational undertakings should highlight the importance of excellent traditional culture, innovate the working mechanism in combination with the needs of the times, fully ensure the effect of education and communication, create a favorable

environment for the creative transformation of excellent traditional culture, and lay a good foundation for the development of cultural industry. The cultural industry is an important carrier for the inheritance and development of excellent traditional culture. Therefore, it is necessary to fully ensure the scientific development level of the cultural industry, provide active and effective institutional support for its rapid development, and lay a solid foundation for the inheritance and development of excellent traditional culture on the basis of improving the comprehensive development level of the cultural industry, so as to enhance the international influence of excellent traditional culture.

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