

Application of Traditional Cultural Elements into Film and Television Dramas

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Abstract: China's traditional culture, rich and profound, has a long and profound history and is part of Chinese culture. With the deepening development of the economy and the improvement of people's living standards, there has been a growing interest in enhancing the quality of life. To improve the quality of plays, many films and televisions are introduced with traditional cultural elements such as intangible cultural heritage, etiquette culture, and traditional values. The application of traditional cultural elements in film and television not only enriches their connotation, evokes empathy of the audience, and boosts cultural confidence, but also contributes to the inheritance and development of traditional culture. The significance of this cannot be overstated. Therefore, to effectively disseminate traditional culture through film and television dramas in the new era, it is essential to first gain a deep understanding of China's rich cultural heritage and enhance awareness of disseminating traditional culture. Secondly, innovative ways of its expression should be explored to promote the creative transformation and development of traditional culture. Finally, film and television producers should strive for perfection and pay attention to details.

Keywords: Traditional Cultural Elements, Film and Television Dramas, Inheritance and Development.

1. Introduction

Film and television works are art forms that spread widely and fast and that meet the personalized needs of the audience. The audience demand drives the film and television industry to a growing increase, providing strong support for its healthy and long-term growth. However, the industry is lagging behind in terms of innovation, presenting a phenomenon of convergence. To enhance innovation in the industry, many film and television producers apply traditional cultural elements into their productions, which helps to disseminate and preserve the fine traditional Chinese culture through film and television dramas. As an important part of Chinese culture, traditional Chinese culture is rich in connotation and deep in cultural heritage after thousands of years of inheritance and development. In recent years, with the broadcasting of a series of popular dramas such as "A Drama of Splendor," "Serenade of Peaceful Joy," "Ming Dynasty" (a play that tells the story of a concubine in the Ming Dynasty), and "The Story of Ming Lan," more and more people are paying their attention to the traditional culture of China. For example, the tea-fighting scene in A Drama of Splendor allowed viewers to learn about the creating tea are in cups, or dian cha in Chinese of the Song Dynasty. It can be seen that traditional cultural elements have become an important part of the creation of film and television dramas, and through the spread of film and television, traditional Chinese culture has been able to show its charm in the context of the new era. Therefore, we can say that Chinese film and television dramas, as an important artistic carrier for the inheritance and promotion of Chinese outstanding traditional culture, the frequency and capacity of Chinese outstanding traditional culture presented in film and television dramas is an important basis for evaluating the cultural connotation of Chinese film and television dramas, and also an important criterion for measuring China's soft power of culture[1].

2. The Importance of Traditional Culture in Film and Television Dramas

Chinese excellent traditional culture is the "root" of the Chinese nation, and is the spiritual nourishment of the Chinese nation[2]. As a medium for spreading traditional culture, the importance of utilizing traditional culture in film and television is mainly reflected in the following aspects:

2.1. Promoting the Dissemination and Development of Traditional Culture

From the perspective of traditional culture, there is a wealth of cultural elements that have been passed down over thousands of years of history. It is of great significance to protect traditional Chinese culture by inheriting and promoting these elements. In the process of modernization, with the changes in people's lifestyles and aesthetic tastes, some traditional cultures have gradually faded out of people's life, so how to pass on traditional culture has become a tough problem. Fortunately, some film and television creators respond candidly and take the initiative to spread traditional culture when faced with such issues. As more film and television producers recognize the importance of traditional culture, more and more traditional cultural elements have been introduced into films and television dramas. Moreover, combined with the scripts of plays and the figuration of actors, traditional culture has been presented to the audience in a more vivid way. Therefore, it is not difficult to find that the film and television industry has breathed new life into the dissemination and development of traditional culture, thus promoting the dissemination and evolution of traditional Chinese culture.

2.2. Enhancement of Cultural Self-confidence

Excellent traditional Chinese culture is the foundation of the Chinese nation, and traditional culture must be deeply recognized[3]. The excellent traditional Chinese culture has

nourished the new creation and development of the Chinese nation under the new historical conditions, and laid the deepest historical foundation for our cultural self-confidence. The film and television drama producers then apply the excellent traditional Chinese culture and traditional cultural elements into their dramas. This adds traditional culture elements in film and television dramas can directly display Chinese traditional culture in a more intuitive way, or through the portrayal of some actors, so as to convey the virtues contained in traditional culture. While watching TV dramas, viewers can also feel the rich connotation of traditional culture, thus enhancing their identification with traditional culture and cultural confidence.

2.3. Enriching Film and Television to Resonate

The application of traditional culture into film and television dramas can also enrich the connotation of them, giving these dramas more historical and cultural heritage. Chinese excellent traditional culture is not only the main element that constitutes the good quality and the forms of the unique aesthetic style of domestic film and television dramas, but also an important factor that arouses the empathy and resonance of the general audience[4]. For example, in the movie "Farewell My Concubine," the director used the elements of performance of traditional Chinese opera, which empowered the movie with more Chinese cultural characteristics, so that more people could understand the Chinese culture of opera more easily. At the same time, through the opera's singing, stances and other expressive methods in opera, the emotional changes and twists of fate of the characters are shown, so that the audience can more deeply feel the emotions and themes expressed in the work. This not only enriches the connotation of the movie and TV drama, but also causes the audience to resonate with the traditional cultural elements.

2.4. Enhance the Uniqueness of Movie and Television Works

Our country is a multi-ethnic country, respecting the cultural characteristics of each ethnic group. Therefore, on the basis of respecting the cultural differences of each ethnic group, strengthening the cultural identity of each group is particularly important. Meanwhile, it is an important foundation for strengthening the spirit of patriotism as well as the national sentiment of the masses of each ethnic group. With the continuing advancement of China's cultural construction, people of all ethnic groups have a deeper sense of identification with traditional cultural elements. In recent years, creators of film and television dramas have added traditional costumes, ornaments and other traditional cultural elements into film and television dramas. Audiences at home and abroad, thus, can learn about China's traditional costumes and other elements, which brings the dramas producers closer to the audience and enhances the uniqueness of the film and television works.

3. Traditional Cultural Elements in Film and Television Dramas

Traditional culture is the main source of the creation of film and television dramas. Adding traditional cultural elements into film and television dramas can not only enrich the content and connotation of the plays, better convey the information and emotion of the film and television. And at the same time,

they can also allow the audience to immerse themselves into the charm of traditional elements and even the traditional Chinese culture. This paper mainly discusses the elements of intangible cultural heritage, the etiquette culture, and traditional cultural values in the film and television dramas.

3.1. Elements of Intangible Cultural Heritage

Intangible cultural heritage is the core of the wisdom of the Chinese nation, and the development of the film and television industry has brought opportunities for the inheritance of intangible cultural heritage. In recent years, elements of intangible cultural heritage have frequently appeared in some movies and television. For example, in the hit drama "The Story of Yanxi Palace," there are a lot of intangible cultural heritage elements such as kunqu opera (one of the oldest extant forms of Chinese opera), Beijing embroidery (also known as Palace embroidery), velvet flower (also called plush flower), kingfisher feather art, as well as skill tapestry. In the drama of The Story of Yanxi Palace, tapestry skill is utilized when making a circular fan, which is one of China's traditional hand-weaving techniques with high artistic, historical and cultural value. The fan held by the queen mother is modeled after a fan with cranes and peach trees on gauze and silk in the Qing Dynasty, while the fan used by the noble consort is modeled after a fan with a red wool and ebony carved flower handle in the Qing Dynasty. Through the use of the tapestry skill, the fans and costumes in the drama show the unique charm of traditional Chinese culture. In the drama, the use of fans and costumes not only shows the identity and status of the characters, but also reflects the profound heritage of traditional Chinese culture. In addition to this, there are also the chabaixi (a hundred forms of making tea) in "A Drama of Splendor," the kites of the Emperor's family in "Serenade of Peaceful Joy," and the Tie-Dyeing skill of the Bai people in "Going to a Windy Place." The use of elements of intangible cultural heritage not only improves the quality of film and television dramas, but also contributes to the spread of intangible culture, through which more people get the charm of intangible culture, which has been better spread and developed.

3.2. Etiquette Culture

China has been a country of etiquette since ancient times, and the culture of etiquette has deeply penetrated into our daily life. This culture, whether in ancient times or modern times, is always influential and profound. In some movies and TV dramas, especially historical dramas, the audience can learn about the status, position and cultivation of the characters through the etiquette norms expressed by the actors. For example, in the TV drama "Empresses in the Palace" (or Betty Sun), the etiquette of greetings of empresses varies with their different ranks. Concubines are usually required to perform the three-kneeling and nine-kowtowing rituals on some formal occasions. The so-called three kneeling and nine kowtowing refers to the concubine kneeling once, then raising her handkerchief three times, then standing up and kneeling down again, repeating three times. This ritual is often seen when a concubine is promoted, when she first enters the palace to meet the Empress, or when she is being lectured by the Empress. Unlike some formal occasions, in everyday life, women in the palace perform the "Wanfu" salute. In the case of concubines, the hands are folded on the right side, and in the case of courtesans, on the left side, the left hand is placed under the right hand, the left leg is bent at the knee, and the

right leg is kneeling on the ground. In the Longest Day in Chang'an, for example, ministers are required to cross their arms when they go to court or have an audience, and when show their respect for others.

3.3. Traditional Cultural Values

The hit drama Love Between Fairy and Devil tells the love story between the main character Xiaolanhua (a fairy) and the moon honored Dongfang Qingcang. The heroine, Little Orchid, is simple and kind. Whether as a fairy in the fairy world or as a goddess of the Mountain of Rest who takes on the task of saving the world, she always upholds the heart of benevolence and love, and the goddess loves all and loves one. And the male lead Dongfang Qingcang from the beginning does not know how to love to the end with the heroine to take up the big task of saving the world, it can be seen that love and peace has always been the core of the drama, throughout the whole drama, and this is also the values that the drama wants to convey, and the Confucianism with benevolence and love as the core of the idea, which profoundly embodies the application of the traditional cultural values in film and television dramas.

4. Strategies for Disseminating Traditional Culture in Film and Television Dramas

As a popular way for people to see and hear, film and television dramas have become an important medium for spreading traditional culture, so spreading traditional culture in film and television mainly includes the following three aspects. First of all, it should be based on the excellent traditional culture of our country, deeply understand its rich connotation, and enhance the awareness of spreading traditional culture. With the rapid development of the film and television industry, film and television works are increasingly diversified, new film and television works released gradually shorten the cycle, through the analysis of the quality of film and television works in recent years found that, although the number of film and television works suddenly increased, but the quality of its view, or less than ideal, the reason for which, there is generally a thematic ideology is not deep enough, the work of the loss of connotation and so on, in the face of such problems, the film and television creators should be our country's traditional culture has a more profound understanding and dissemination of traditional culture. In the face of such problems, film and television creators should have a deeper understanding of China's traditional culture and the awareness of spreading traditional culture. In the face of such problems, film and television creators should have a deeper understanding of China's traditional culture and an awareness of spreading traditional culture. Producers should further understand the background, origin and development of traditional culture in order to better spread Chinese traditional culture.

Secondly, it is necessary to innovate its mode of expression and promote the creative development of traditional culture. If traditional culture wants to enter the public's field of vision and be disseminated, it needs to rely on people's popular ways. Although the creators of film and television dramas have integrated traditional cultural elements into their dramas, it is

not enough to rely solely on the form of television broadcasting to disseminate the traditional cultural elements. The development of modern media technology has made it possible to disseminate traditional culture through the medium of film and television in a more up-to-date and rapid way. Through some social media or short video platforms, traditional culture has come to people in a more vivid way, and it is no longer a dusty symbol.

Last but not least is the craftsmanship of the filmmakers. The success of a drama naturally cannot be separated from the producers, actors, staff and other efforts of the creation of plays. The traditional culture needs to be reflected in some details by producers and actors. For the dissemination of traditional cultural elements, film and television producers should start from the details of costumes, props, backgrounds, buildings, etc., to convey traditional cultural symbols to the audience, so as to resonate with the audience, and to better disseminate and pass on the traditional culture. Also, the actors are also an important factor that affects the audience's feelings. Actors should study the script carefully, deeply understand the characters' images, and dig out the characters' innermost emotions and character traits, so that the audience can better understand and feel the characters' emotions and destinies, thus conveying the values and connotations that the film and television are trying to express. Other people need to carefully study the costume, makeups, and other aspects, so as not to be outline of history, and to truly convey the traditional cultural elements.

5. Conclusion

The excellent traditional Chinese culture condenses the wisdom and spirit of the working people of our country through generations, which is not only the distinctive identity of the Chinese nation, but also the foundation of self-confidence for the Chinese nation to ride the waves. Therefore, it has become a trend to utilize traditional cultural elements in film and television dramas. Through the broadcasting of film and television dramas, the dissemination of Chinese traditional culture can be broadened. Moreover, under the help of Chinese culture, film and television dramas are shown with more connotation and charm. The form of film and television has enabled China's intangible cultural heritage, traditional cultural values, and etiquette to reach millions of households. This not only provides visual enjoyment but also facilitates the dissemination and inheritance of traditional culture in the context of the new era.

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