

On the Propaganda and Education of Chinese Excellent Traditional History and Culture can not be “Fancircle”

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Abstract: With the rise of new media and under the influence of the trend of fan culture, the excellent Chinese traditional history and culture has also attracted extensive attention. This phenomenon reflects that some platforms treat Chinese traditional culture in the way of entertainment, relaxation and consumption, which causes damage to the history and tradition of Chinese traditional culture and affects its normal publicity and education. The rise of new media has enabled Chinese traditional history and culture to be widely spread, and also gave birth to the prosperity of fan culture. This phenomenon not only makes people misunderstand the cognition of traditional culture, but also makes some teenagers despise and alienate the history and tradition. This paper deeply studies the phenomenon of “enclosure” of fans to Chinese traditional history and culture, and puts forward the countermeasures of propaganda and education, which provides certain reference significance for future related research.

Keywords: Chinese traditional culture, history education, cultural propaganda, fan circle

Introduction

With the take-off of China's economy, people's understanding and attention to the excellent traditional Chinese culture has gradually increased.^[1] However, there are some problems in the publicity and education of Chinese excellent traditional culture. In addition, the publicity and education of some traditional culture is “refined”, which only stays at the superficial efforts such as calling for stars and showing off their cultural literacy, which is difficult to give full play to the true value of excellent traditional Chinese culture.

This paper aims to discuss the phenomenon of “Fancircle” which is easy to appear in the publicity and education process of Chinese excellent traditional history and culture, and put forward countermeasures to improve the current situation. In particular, we will discuss the following three aspects: First of all, we will analyze the reasons for the existence of the phenomenon in the traditional Chinese history and culture. Secondly, we will deeply discuss the publicity and education of the excellent traditional Chinese history and culture. Finally, we will discuss the current situation and countermeasures of the publicity and education of Chinese traditional history and culture.

1. The phenomenon of Chinese traditional history and culture

1.1 Definition and characteristics of “Fancircle” culture

With the development of the Internet, “Fancircle” culture has become a unique subculture. It can be said that “Fancircle” culture refers to a cultural phenomenon formed around a certain star or idol. In “Fancircle” culture, a person’s behavior and speech will be spread and strengthened within the circle of die-hard fans. The communication channels between fans are mainly concentrated in some special network forums, social software and fan groups. It makes “Fancircle” culture not only a platform for idol culture, but also a creative cultural feast.

1.2 The phenomenon of Chinese traditional history and culture

In the past few years, the popularity of the Internet and the development of the social media. “Fancircle” culture refers to a small circle formed around a star, work or event, in which members are keen to share relevant content and interactive discussions on the Internet, and establish certain rules and values.

1.3 Impact and hazard analysis

With the phenomenon of rice circle gradually prevalent in the field of Chinese excellent traditional history and culture, the influence and harm it gradually emerged^[2]. The popularity of “Fancircle” culture leads to the distortion of the aesthetic standards of many young people, which further affects their acceptance and understanding of the traditional history and culture.

For the propaganda and education of Chinese excellent traditional history and culture, it is also crucial to avoid the negative impact of the phenomenon of rice circle on it.

2. The publicity and education of Chinese excellent traditional history and culture

2.1 The importance of publicity and education

Under the background of information explosion in today’s society, the propaganda and education of Chinese traditional history and culture is particularly important. As a country with a long history and culture, the Chinese traditional history and culture is the cultural root of the Chinese nation, and also the spiritual pillar of our nation.

At the same time, various ways should be adopted to let the teenagers have more contact with and experience the traditional culture, and to develop their love for the traditional culture. Only in this way, can we truly protect and inherit the traditional Chinese history and culture.

2.2 Current situation and problems of publicity and education

In the contemporary society, the propaganda and education of Chinese excellent traditional history and culture are faced with multiple problems. First of all, the spread of modern life style and values makes it difficult for young people to have access to traditional culture, and even more difficult to understand and appreciate the value of traditional culture. Secondly, in the Internet era, people’s ways to obtain information become more and diversified, and people are more vulnerable to the vulgar cultural content, leading to the dilution and neglect of traditional culture and values.^[3]

The publicity and education of Chinese excellent traditional history and culture needs to develop continuously under the background of modernization, so as to better contribute to our social development.

2.3 Significance of publicity and education for the protection and inheritance of the Chinese traditional history and culture

In the contemporary society, the traditional Chinese history and culture are facing various challenges, one of which is how to carry out publicity and education to play a role in protecting and inheriting the traditional culture. Traditional culture is the spiritual wealth of every nation, the cultural foundation of the Chinese nation, and the unique symbol of the Chinese nation. Therefore, the importance and urgency of publicity and education are self-evident.

3. The present situation and countermeasures of Chinese traditional history and culture propaganda and education

3.1 Status quo analysis

At present, the publicity and education of Chinese traditional history and culture have made some achievements in inheriting and carrying forward the excellent traditional culture, but there are also many problems. First of all, the propaganda form is single, the content is inflexible, and the lack of innovation. Most cultural propaganda activities take the traditional forms of explanations, exhibitions and performances, which often fail to attract the attention of young people.

Secondly, the propaganda is too utilitarian, and does not pay attention to the dissemination and interpretation of the cultural connotation, and only emphasizes the “eulogize” and “propaganda” of the Chinese cultural tradition, while ignoring the importance of deeply excavating its spiritual core and further carrying forward the excellent traditional culture of the Chinese nation.

3.2 The shortcomings of publicity and education

In the propaganda and education of Chinese excellent traditional history and culture, there are some shortcomings that cannot be ignored. First, the lack of systematization and comprehensiveness. At present, most of the propaganda and education of traditional Chinese history and culture often only focus on some specific historical events or figures, but ignore the complete presentation of the whole historical background and cultural tradition. Secondly, there is an obscure phenomenon. Many people think that the content of traditional Chinese history and culture is too esoteric to start.

These deficiencies not only affect the effect of the traditional Chinese propaganda and education of history and culture, ^[4] but also have a certain impact on the feasibility of the implementation strategy. Therefore, we need to put forward the corresponding countermeasures and suggestions in view of these problems, so as to better promote the development of the traditional Chinese history and culture publicity and education.

3.3 Countermeasures and suggestions

3.3.1 To promote fine traditional culture

Chinese traditional history and culture is extensive and profound, inherited to the present, with profound cultural deposits and extensive historical origin. Therefore, we should pay attention to the publicity and education of excellent traditional culture, so that more people can understand its connotation and value, and enhance the sense of identity with Chinese culture.

3.3.2 To strengthen traditional culture and education

In the process of publicity and education of traditional culture, we should strengthen the teaching of traditional Chinese culture knowledge, cultivate the love and perception of young people for traditional culture, and enhance their cultural confidence and feelings of family and country.

3.3.3 To retain the traditional cultural characteristics

Chinese traditional culture has distinctive characteristics and style, which is transmitted from the essence of ancient culture. While carrying out the publicity and education of traditional culture, we should adhere to the protection and inheritance of the characteristics of traditional culture, and avoid simple imitation and adaptation.

3.4 Feasibility analysis of the implementation strategies

3.4.1 Increasing investment in cultural resources

The publicity and education of Chinese traditional history and culture needs a large number of cultural resources, and the investment of these resources is essential. Therefore, increasing the investment of cultural resources is one of the feasible strategies to implement cultural inheritance.

3.4.2 Establishing diversified communication channels

In today's society, the publicity and education channels of traditional history and culture are far more than the traditional paper media. We should make full use of the advantages of the Internet and new media, open up diversified communication channels, and expand the coverage and influence of publicity and education.

3.4.3 Strengthening the base construction and personnel training

The establishment of various cultural and education bases, to provide integrated cultural experience and traditional culture courses for the broad masses of the people, not only effectively promote the traditional Chinese culture,^[5] but also make up for the shrinking vacancy of traditional temple fairs and other forms. At the same time, we should strengthen personnel training, train and select a group of talents who inherit and develop traditional Chinese culture.^[6]

4. Conclusion

In the study of this paper, we are deeply concerned about the negative impact of the phenomenon of “rice circle” in the publicity and education of Chinese excellent traditional history and culture. Through research, it has been found that this phenomenon has been widely existed in the society, and has caused a certain negative impact on the spread of Chinese excellent traditional history and culture. In this context, we put forward some countermeasures to protect the purity and integrity of the excellent traditional Chinese history and culture. It's believed that in the future, the development of publicity and education on traditional Chinese history and culture will usher in a better tomorrow.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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