Exploring the Penetration of Traditional Cultural Elements in Film Art

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Abstract: Film is a typical cultural product, which can not only create huge economic benefits for the society, but also fully demonstrate the artistic aesthetic effect, and its vivid communication content and image expression have a profound impact on the values of the general public. With the change of science and technology, the infiltration of traditional cultural elements in film art can provide the public with attractive cultural forms, so it is necessary to systematically summarize the manifestations of traditional cultural elements, and then find a strategy to effectively penetrate traditional cultural elements in film art, which is only for the reference and analysis of industry insiders.

Keywords: film art, traditional cultural elements, infiltrate

1. Introduction

The excellent traditional Chinese culture has a long history, and in the long history, various forms of cultural forms have emerged, and many cultural elements have been derived, which show dazzling light with its strong historical accumulation, majestic art forms, and splendid expressions. Therefore, only by deeply exploring the integration point of film art and traditional cultural elements and interpreting the penetration of traditional cultural elements can we effectively express the traditional cultural elements and make the film art have a strong heritage.

2. Expressions of traditional cultural elements

The elements of traditional Chinese culture are broad and profound, and it is a shining pearl in the world art forest. Many traditional cultural elements embody the crystallization of the wisdom of the Chinese nation, and have been integrated into daily life and work and personal words and deeds.

2.1 Literary elements of traditional culture

The so-called traditional cultural elements of literature mainly include language and writing, poetry and songs, classic masterpieces and classical operas. For example, "Mencius" and "Analects" Zhuzi Hundred Schools, Tang poems, Song Ci, Yuan Qu and other contents all belong to the traditional literary cultural elements, among the many literary traditional cultural elements, calligraphy and Chinese characters are representative elements, Chinese characters are the only remaining hieroglyphs in the world, which contains the rich heritage of traditional culture; The art of calligraphy is a unique form of expression among the elements of traditional culture, which mainly highlights the substantive connotation of traditional culture based on its unique charm.

2.2 Elements of traditional cultural arts

There are many traditional cultural elements in the arts, which are cultural elements with piano, chess, calligraphy and painting as the main content. For example, Chinese Go, folk instrumental music, landscape painting, and the Four Treasures of the Scholar's Chamber, among these many cultural elements, the form of painting is the key content [1]. Because Chinese painting can fully demonstrate the national spirit and aesthetic taste of the Chinese nation when using freehand and gongbi techniques to depict landscapes, flowers, birds, fish and beasts, pay attention to freedom and freedom, and let the audience sincerely feel the spiritual world of the creator, so if we want to effectively penetrate the traditional cultural elements, we should pay attention to the cultural elements in the form of painting.

2.3 Elements of traditional social culture

The excellent traditional Chinese culture has been deeply integrated into the daily life of the people. Chinese knots, "Yellow Emperor Neijing", Tai Chi, clay figures, ceramics, traditional pavilions and archways are important representatives of social traditional cultural elements, among which ceramic art, Spring Festival couplets and other elements are the most direct presentation of the life of the ancient people in China, fully revealing the life of the ancient literati, so it has become an important element in the traditional cultural elements of society. In addition, red is the true embodiment of the connotation

of Confucianism in the excellent traditional Chinese culture, such as the use of red in the art of paper-cutting and the art of Chinese knot weaving to convey the festive meaning, so it is the top priority in the traditional cultural elements of society.

3. Specific strategies for effectively infiltrating traditional cultural elements in film art

In the context of the new era, if we want to make the traditional cultural elements effectively infiltrate the film art, we need to use the invisible force to enhance the spiritual value of the film art.

3.1 Excavate the spiritual culture of the traditional cultural system and enhance the effect of penetration

Although the traditional culture accumulated in China's 5,000-year-old history must be carried forward and developed in the new era, with the rapid development and change of social values and the times, traditional culture must follow the trend of the times and develop with the times. For example, in the famous film "Push Hands", the core concept to be conveyed is love and family affection, as Wu Danru said, "the concept of home has nothing to do with wealth and poverty, house, and the meaning and feeling of life have an important relationship", the spirit of filial piety is an excellent traditional Chinese virtue, is the affirmation of family affection and love, so it is necessary to fully excavate the spirit of filial piety to be conveyed in the film, and inspire each generation to carry forward and inherit the excellent traditional culture in the development of the new era, and ultimately improve the penetration effect.

3.2 Grasp the value of the times and improve the quality of penetration

When storylines and visual symbols are used in film art, the audience can deeply feel the characteristics of the times that the film is trying to convey, so it is essential to grasp the values of the times. For example, by making full use of the narrative structure and grasping the values of the times, the traditional cultural elements are integrated into the storyline and character relationships of the film, such as in the movie "One Man's Shadow Puppetry", what it wants to reveal is that the new entertainment method replaces the traditional culture, which makes the shadow puppet show not only as a symbol of traditional culture, but also makes the shadow puppet show have more connotations of the times, and the audience can experience the extraordinary artistic charm brought by shadow puppetry when watching the work; Another example is in the movie "Huang Feihong", through the use of cloudy scenes to show the special elements of the film era, that is, the era when the Chinese nation was bullied at the end of the Qing Dynasty and the beginning of the Republic of China, so as to bring a strong sense of visual impact to the audience, let the audience sprout a patriotic and hard-working spirit, and then improve the quality of traditional culture infiltration.

3.3 Revisiting national traditions and achieving organic integration

In film art, the common way to show traditional cultural elements is to be concrete, to create an alternative cultural artistic conception in the movie screen, so it is necessary to revisit the national tradition, infiltrate the traditional cultural elements in the film, realize the organic integration of the two, and let the audience feel the image of traditional culture invisibly [2]. For example, the suona in the movie "Hundred Birds and Phoenix", the brave and outstanding they presented in "The Thirteen Hairpins of Jinling" are the best display of the firm quality of the Chinese nation, and in "Nezha's Demon Boy Descends to the World" through the image of Nezha to awaken the cultural complex of the masses, which can not only make the film art have a unique atmosphere and enhance the artistic appeal of the film, but also further strengthen the artistic effect of the film works, and play a promoting role in the process of enhancing the influence of traditional culture.

3.4 Create typical characters to achieve effective penetration

Since ancient times, the Chinese nation has advocated "righteousness", and the goal of enhancing the spiritual strength of the nation can be achieved by integrating national spiritual elements into film artworks, so it is necessary to create typical characters in film art, so that traditional culture can be effectively penetrated. For example, the creation of typical characters to present the charm of traditional culture, such as the film works of art "The Defender", "Mekong River Action", "Yimeng Six Sisters", etc., by creating a typical character image to show the indomitable and courageous spirit of the Chinese nation, so as not only to achieve the promotion of traditional culture, but also to further excavate the connotation of the national spirit, to achieve twice the result with half the effort.

3.5 Innovate narrative techniques to enhance the characteristics of film art

Traditional cultural elements have a strong penetration in the process of family development, such as "home and everything" is the perfect presentation of traditional cultural elements in family construction, so it can be improved by innovating

narrative techniques in film art works, so that traditional cultural elements can be effectively penetrated. For example, the film art works "Old Things in the South of the City", "Spring in the South of the City", "Xiyingmen", etc., through in-depth excavation of traditional cultural elements, show the feelings of family and country and national spirit of traditional culture in the narrative structure of the film, so that traditional culture has universal values and improves the penetration effect.

4. Conclusion

All in all, infiltrating traditional cultural elements into the art of cinema is not achieved overnight. Only by fully excavating the connotation of traditional culture and finding the convergence point between traditional culture and film art can we realize the effective expression of traditional cultural elements in film art works, so that traditional cultural elements can be effectively penetrated, and finally realize the common development of traditional culture and film art.

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