



# On the Inheritance of Excellent Traditional Chinese Culture in the Creation of New Media Art

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**Abstract:** China has a long history and culture, and under the precipitation of time, these cultures glow with profound value, which are important treasures of the Chinese nation and can become the driving force for the continuous development of the country and the nation. With the development of the times, science and technology are changing with each passing day, and intuitive progress has been made, and China has entered the digital era, and new media art with digital media as the core has become an important part of people's lives. New media art undoubtedly has a positive role in the inheritance and development of China's excellent traditional culture, which can bring new development opportunities to it, thereby enriching people's inner world and meeting people's practical needs in terms of spirituality. This article will explore the inheritance of excellent traditional Chinese culture in the creation of new media art, hoping to bring some reference suggestions for relevant personnel.

**Keywords:** excellent traditional culture, new media art creation, inheritance

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## 1. Introduction

The excellent traditional culture of the Chinese nation has a long history of inheritance, which covers the wisdom and spirit of the Chinese nation for thousands of years, and is an important foundation for national development and the great rejuvenation of the Chinese nation. However, in the traditional mode of communication, the excellent traditional Chinese culture uses books, newspapers and other things as carriers to disseminate, but there are certain limitations on the efficiency and quality of this communication, especially in today's continuous development of the times, the traditional mode of communication has been unable to adapt to the current rapid social rhythm. However, under the influence of new media, the communication channels of the excellent traditional Chinese culture have been broadened, making it move towards a multi-directional and interactive path, and injecting new impetus into the development of the excellent traditional Chinese culture. However, how to correctly use new media art to create and realize the innovation and inheritance of China's excellent traditional culture is a topic that many new media workers need to explore.

## 2. The significance of the integration of excellent traditional Chinese culture and new media art creation

### 2.1 Deepen the cultural connotation of new media art

If new media art wants to effectively improve people's attention and interest, it needs to optimize the visual and technical aspects, improve the visual impact, and innovate the corresponding technology, but this can easily enter the road of formalism. The integration of excellent traditional Chinese culture into the creation of new media art can deepen the cultural connotation of new media art and provide it with new ideas and content. For example, in the process of creation, new media artists can integrate poetry, painting, dance, etc., of excellent traditional Chinese culture, so that the new media works themselves can show a higher level of cultural heritage and emotion. At the same time, it also allows new media art to show a unique style and has a higher viewing value. This breakthrough in the integration of time and space undoubtedly provides a new idea for the expression of new media art[1], and realizes the promotion and deepening of the cultural connotation of artworks.

### 2.2 Promote the innovation and development of excellent traditional Chinese culture

The integration of Chinese excellent traditional culture into new media art not only creates a new channel for new media art creation, but also provides a new carrier for the inheritance and development of Chinese excellent traditional culture. New media artists can use modern technology to transform traditional culture, such as in ancient Chinese architectural culture, they can use 3D modeling technology to show it to the public, or in traditional Chinese festivals, they can use virtual

reality technology to let the public truly feel the festival atmosphere. In addition, the use of new media art can also innovate the traditional narrative mode, disseminate different cultural stories through the Internet, and improve people's interest and cognition of the excellent traditional Chinese culture. Or in terms of traditional crafts, digital art can be introduced to give the works a sense of the future while retaining the charm of traditional Chinese culture. It can be seen that the integration of Chinese excellent traditional culture and new media art creation is undoubtedly an innovation and transformation of traditional culture, so that it can appear in the public's field of vision in a new form, and then improve people's awareness of traditional culture, which is undoubtedly very beneficial to the development and inheritance of traditional culture.

### **2.3 Improve national cultural self-confidence and cultural soft power**

In today's era of continuous development, countries around the world have strengthened ties, in this context, it is very important to maintain national cultural self-confidence and improve national cultural soft power. The integration of Chinese excellent traditional culture and new media art creation can meet the above needs, because new media art itself has intuitive international characteristics, and after the transformation of traditional culture, it can be brought to the world in a new form, so as to improve the attention of countries around the world to the excellent traditional Chinese culture and enhance the influence of Chinese culture in the world. As a result, the people of our country can further realize the profound value of traditional culture and form a strong sense of pride and identity. Meantime. The integration of the two can improve the influence of traditional culture in China, attract more people to understand traditional culture, and form a group of new media art creators who love traditional culture. In the process of creation, these creators can further broaden the channels for the inheritance and development of excellent traditional Chinese culture, promote the dissemination and innovation of traditional culture, and effectively enhance the cultural self-confidence of the nation and enhance the soft power of national culture.

## **3. The inheritance strategy of excellent traditional Chinese culture in new media art**

### **3.1 Establish a sense of inheritance for new media art creators**

As one of the main groups for disseminating the excellent traditional Chinese culture, new media artists first need to establish a good sense of inheritance in order to further improve the inheritance efficiency of traditional culture. Relevant workers first need to understand the important value of new media art to the inheritance of traditional culture, and recognize the actual needs and psychological changes of the people under the influence of the new media era, understand the advantages and characteristics of different new media platforms, master different ways of using them, and strengthen the learning and cognition of excellent traditional Chinese culture, establish the awareness of spreading traditional culture from their own thoughts, and assume the important responsibility of promoting the inheritance and innovation of traditional culture.

Relevant workers can also adjust the direction of creation according to the changes in the market, and combine their own ideas and characteristics, so that the excellent traditional Chinese culture can appear in the public's field of vision with more advantages. In addition, there is a need to strengthen the understanding of minority cultures. As many ethnic minority cultures are facing the dilemma of lack of inheritance, creators need to flexibly use new media art and combine the specific content and characteristics of ethnic minority cultures to publicize these cultures to the public, so as to raise people's attention to ethnic minority cultures and promote the inheritance and development of minority cultures.

### **3.2 Realize the transformation of traditional culture with the help of new media art**

The use of new media art can transform and innovate traditional culture, so that it can go to the market and the world in a new form, improve people's awareness and interest in excellent traditional Chinese culture, and promote the good development and inheritance of traditional culture. To this end, relevant workers need to strengthen the exploration of new media and transform traditional culture. For example, with the help of audio-visual principles, you can realize the dynamics of China's excellent traditional culture, here take the Shanghai World Expo's "Qingming Riverside Picture" as an example, the creator with the help of new media art, let the characters in this painting "move", so that the audience can more realistically appreciate the painting, and let the audience feel the market life in the Northern Song Dynasty, and experience the unique charm of Chinese traditional culture.

Relevant workers need to pay attention to the fact that when combining information technology with traditional culture, it is necessary to retain the original characteristics and charm of traditional culture, and combine the aesthetic characteristics of modern people, so that the integration of the two can glow with new colors and open up new channels for the inheritance of traditional culture.

### **3.3 Use new media platforms to publicize excellent traditional culture**

At present, China has entered the information age, and information technology has become an important part of peo-

ple's lives. According to this characteristic, relevant workers can strengthen the application of new media platforms [2], open up new channels for the publicity and development of excellent traditional Chinese culture, further improve the influence of traditional culture among the people, and improve the public's sense of identity and pride in traditional culture. For example, the current common platforms such as Weibo and Douyin have a high penetration rate among the people, and new media art creators can use these platforms to promote different excellent traditional cultures, and integrate their own ideas and creativity into them, so as to improve the efficiency of traditional culture communication, so that more people can understand China's traditional culture.

In addition, new media art creators can also strengthen the use of art platforms, and upload artworks related to traditional culture on these platforms, broaden the communication channels of traditional culture, attract more people to understand the excellent traditional Chinese culture, so as to effectively promote the inheritance and development of traditional culture.

#### **4. Conclusion**

New media art itself has many advantages, which can be combined with the excellent traditional Chinese culture to open up new channels for the dissemination and inheritance of traditional culture. To this end, new media art creators need to strengthen their understanding of the excellent traditional Chinese culture, establish the awareness of inheritance, strengthen the application of different technologies, realize the transformation of traditional culture, and use different platforms to expand the scope of communication, so that the excellent traditional culture can radiate greater vitality.

#### **References**

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