

Original Paper

Exploring the Integration Development Path of Red Culture and Chinese Excellent Traditional Culture in the New Era

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Abstract

This thesis discusses how to carry out the inheritance and integrated development of red culture and Chinese excellent traditional culture in the new era, and puts forward the corresponding path exploration. By defining and elaborating the concepts and connotations of red culture and Chinese excellent traditional culture, as well as analyzing their important value and significance in contemporary society, this thesis discusses in depth the combination of red culture and Chinese excellent traditional culture. In terms of the inheritance and development of red culture and Chinese excellent traditional culture, this dissertation discusses the inheritance methods, inheritance mechanisms as well as relevant policies and measures. In addition, this dissertation proposes specific paths and methods for the integration and development of red culture and Chinese excellent traditional culture, including the exploration and practice of cultural creative industry, education and training, and tourism culture. Through the exploration of inheritance and integrated development, red culture and Chinese excellent traditional culture can make up for and enhance each other, play their important roles in contemporary society, and make positive contributions to social progress and cultural prosperity. The innovation of this thesis is to deeply explore the combination of red culture and Chinese excellent traditional culture, and put forward specific inheritance and integration development paths, aiming to provide useful reference and inspiration for the cultural construction and development of contemporary society. Through the research and exploration of red culture and Chinese excellent traditional culture, this thesis comes to the conclusion that through inheritance and integration development, red culture and Chinese excellent traditional culture can make up for and enhance each other, play their important roles in contemporary society, and make positive contributions to social progress and cultural prosperity.

Keywords

Red Culture, Inheritance, Chinese Excellent Traditional Culture, Integrated Development, Exploration

1. Concept and Connotation of Red Culture and Chinese Excellent Traditional Culture

Red culture refers to China's revolutionary culture, which is characterized by the revolutionary struggle of the Chinese working class led by the Party and the revolutionary struggle of the peasants, who are the mainstay of the peasantry, and by the Chinese Workers' and Peasants' Red Army. The core content of red culture is the heroic struggles and great sacrifices of the Party and the pioneers of the proletarian revolution, such as the Chinese Workers' and Peasants' Red Army, as well as the ideals, beliefs and spiritual pursuit of the Chinese revolution. Red culture is the crystallization of the great struggles and explorations of the Chinese working class and working people under the leadership of the Party for the realization of the Chinese Revolution and socialist modernization, and it has distinctive class and period characteristics.

Chinese excellent traditional culture is the characteristic cultural heritage accumulated in Chinese history, the crystallization of the wisdom of the Chinese people, and the unique spiritual wealth of the Chinese nation. Chinese Excellent Traditional Culture is a summary of the theories and practices of ancient Chinese philosophy, politics, economy, culture, art, education, military and other disciplines, and is the crystallization of the progress of ancient Chinese civilization. Chinese excellent traditional culture embodies the uniqueness and profound heritage of Chinese culture, including Confucianism, Taoism, Buddhism, ancient Chinese literature, ancient Chinese art and so on.

As two important parts of Chinese culture, red culture and Chinese excellent traditional culture have deep historical origins and rich connotations. Red culture is the spiritual representative of the Chinese revolution, carries forward the revolutionary will and heroism, contains the theoretical achievements and practical experience of the Party, and has the spiritual power to inspire the people to strive for the great rejuvenation of the Chinese nation. Chinese excellent traditional culture is the crystallization of ancient Chinese wisdom, showing the spiritual pursuit and values of the Chinese nation, promoting the traditional virtues and moral norms of the Chinese nation, and has a profound humanistic heritage and philosophical thinking.

The combination of red culture and Chinese excellent traditional culture is not only the inheritance and development of traditional culture, but also the inheritance and extension of red culture. The combination of red culture and Chinese excellent traditional culture can promote the modern transformation and vitality of Chinese excellent traditional culture and give full play to the leading and shaping role of red culture in contemporary society. The combination of red culture and Chinese excellent traditional culture can not only inherit and carry forward the essence of excellent traditional culture, but also enrich and enhance the connotation of red culture, jointly construct a socialist cultural system with Chinese characteristics, and promote the prosperity and progress of Chinese culture.

From the historical dimension, the combination of red culture and excellent traditional Chinese culture is inevitable. The birth and development of the Party cannot be separated from the nourishment of traditional Chinese culture, but also unites the essence of red culture. Red culture and Chinese excellent traditional culture have influenced, infiltrated and integrated with each other over a long period of joint

development, forming a socialist cultural system with Chinese characteristics. The combination of red culture and Chinese excellent traditional culture is both the choice of history and the requirement of the times.

In terms of practical needs, the combination of red culture and Chinese excellent traditional culture is necessary. The new era has put forward new requirements and challenges for China's cultural construction, requiring us to inject the spiritual connotation of red culture into the inheritance and development of Chinese excellent traditional culture, so as to better lead and shape China's socialist culture. The combination of red culture and Chinese excellent traditional culture can inspire the people to strive for the realization of the great rejuvenation of the Chinese nation, promote the dissemination and practice of socialist core values, and push forward the expansion of the confidence and influence of Chinese culture.

Red culture and Chinese excellent traditional culture are important parts of Chinese culture, and their combination has historical origin and contemporary characteristics, with deep connotation and rich value. The combination of red culture and Chinese excellent traditional culture can not only inherit and carry forward the essence of traditional culture, but also inject more cultural genes into red culture, jointly build a socialist cultural system with Chinese characteristics, and make positive contributions to the realization of the great rejuvenation of the Chinese nation. In the new era, the combination of red culture and Chinese excellent traditional culture will continue to develop in depth, providing powerful spiritual strength for the prosperity and progress of Chinese culture.

2. Inheritance and Development of Red Culture and Chinese Excellent Traditional Culture

2.1 Exploration of Inheritance Methods

Red culture and Chinese excellent traditional culture are important parts of Chinese culture, and the selection and implementation of the inheritance methods have an important impact on the protection and promotion of the value and significance of these cultures. Inheritance methods involve both traditional oral or written inheritance and modernized digital and network inheritance. At the same time, the mode of transmission also needs to take into account the diversity and individualized needs of cultural transmission. In the inheritance of red culture, the essence of red culture can be spread to future generations through red study education and red tourism. For the inheritance of Chinese excellent traditional culture, the values of excellent traditional culture can be rooted in people's hearts through the curriculum of the education system, cultural and artistic activities and other ways.

The choice of different inheritance methods should be decided according to the characteristics of different cultures, the needs of the inheritance targets and the changes in the social environment. The traditional written or oral transmission method can preserve the original flavor of culture, but with the change of time, this method has gradually revealed the problem of not being able to meet the needs of the public and being difficult to pass on and spread. Therefore, it is of great significance to establish and develop a digital cultural resource platform and network transmission methods. The digital cultural

resources platform can realize the digital organization, storage and dissemination of cultural resources, which provides a convenient way of cultural inheritance for more people. At the same time, the emergence of network inheritance method greatly expands the space and audience scope of cultural inheritance, which makes the red culture and Chinese excellent traditional culture to be better disseminated and inherited.

2.2 Construction of Inheritance Mechanism

Inheritance mechanism refers to a set of systems and norms established to maintain the continuity and stability of culture in the process of cultural inheritance and development. The construction of the inheritance mechanism of red culture and Chinese excellent traditional culture is aimed at ensuring the effectiveness and sustainability of its inheritance.

The construction of the inheritance mechanism needs to consider the following aspects. First, a perfect system of laws and regulations should be established to regulate the behaviors and activities of cultural inheritance and to provide protection for the legitimate rights and interests of the inheritors and protectors. Secondly, the training and education of inheritors and protectors should be strengthened to improve their professionalism and ability of cultural inheritance. In addition, it is also necessary to actively carry out research and studies on cultural inheritance, and do a good job of protecting and excavating cultural resources. Finally, it is necessary to pay attention to the participation and support of all sectors of society to form a favorable atmosphere for the whole society to participate in cultural inheritance.

The establishment of a perfect inheritance mechanism can effectively protect and inherit the unique value of red culture and Chinese excellent traditional culture. By clarifying the inheritance object, inheritance mode and inheritance norms, it can promote the smooth progress of cultural inheritance and stimulate the initiative and creativity of the people for cultural inheritance.

2.3 Analysis of Relevant Policies and Measures

In order to promote the inheritance and development of red culture and Chinese excellent traditional culture, the formulation and implementation of relevant policies and measures are crucial. These policies and measures are formulated with the aim of providing the necessary support and protection for cultural inheritors and protectors in order to promote the inheritance of red culture and Chinese excellent traditional culture.

The government can formulate and implement relevant laws, regulations and policy documents in the area of cultural inheritance to clarify the legal status and policy orientation of the inheritance of red culture and Chinese outstanding traditional culture. At the same time, the government can also increase the financial support for the research of red culture and Chinese excellent traditional culture, and strengthen the guidance and management of relevant research institutions and colleges and universities. In addition, the government can raise public awareness of and attention to cultural inheritance work by strengthening the publicity of cultural education and cultural heritage protection.

In addition to government support and promotion, all sectors of society should also actively participate in cultural heritage work. Non-profit-making organizations can give full play to their role in cultural preservation and inheritance by launching various cultural activities and projects to attract more people to participate in cultural inheritance. At the same time, the business sector can also provide financial support for cultural inheritance by subsidizing cultural inheritance projects and activities.

Through the formulation and implementation of relevant policies and measures, the inheritance and development of red culture and excellent traditional Chinese culture will be better safeguarded and promoted. The active guidance of the government and the joint participation of all sectors of society will create a favorable environment and conditions for the integration and development of red culture and Chinese outstanding traditional culture.

3. Exploration of the Integration and Development Path of Red Culture and Chinese Excellent Traditional Culture

This chapter will discuss in detail the integration and development path of red culture and Chinese excellent traditional culture, and put forward corresponding specific methods and exploration. Through the practice of cultural and creative industries, education and training and tourism culture, the organic integration and complementarity of red culture and Chinese excellent traditional culture can be realized, and then play its important role in contemporary society.

3.1 Exploration of the Path of Integration of Cultural Creative Industries and Red Culture Inheritance

In the new era, cultural and creative industries have become an important support for economic development, and at the same time, they also provide a new opportunity for the integration and development of red culture and Chinese excellent traditional culture. Through the development of cultural and creative industries, the inheritance and development of red culture and Chinese excellent traditional culture can be enhanced, and at the same time, it can also create a win-win situation of economic and social benefits.

The development of cultural creative industry needs to deeply excavate the connotation and essence of red culture and Chinese excellent traditional culture, and integrate them into cultural creative products through artistic creation, design innovation and other ways. For example, the stories, images, symbols and other elements of red culture and excellent traditional Chinese culture can be utilized to design creative products such as souvenirs, cultural and creative IPs, etc., in order to meet people's emotional needs for traditional culture, and at the same time to enhance the influence of traditional culture in contemporary society.

Promote the inheritance and innovation of red culture and Chinese excellent traditional culture in cultural creative industry. By tapping the rich resources of red culture and Chinese excellent traditional culture, a number of cultural creative enterprises and projects with characteristics and innovation can be cultivated. These enterprises and projects can promote the red culture and Chinese excellent traditional culture to go abroad and enhance their international influence and competitiveness by

innovating the marketing mode and creating brand effects.

Strengthen policy support and market cultivation in the field of cultural creativity. The government can introduce relevant policies to optimize the development environment of cultural and creative industries, and support enterprises and individuals to participate in the creative practice of integrating and developing red culture and Chinese excellent traditional culture. At the same time, it is necessary to cultivate a perfect market system, provide more opportunities and platforms, create a good environment for creation and exchange, promote the innovation and promotion of cultural and creative products, and promote the integration and development of red culture and Chinese excellent traditional culture in cultural and creative industries.

3.2 Exploration of the Path of Integration of Education and Training and Red Culture Inheritance

Education and training are an important way to inherit and develop red culture and Chinese excellent traditional culture. By integrating red culture and Chinese excellent traditional culture into the education and training system, more excellent talents with red gene and Chinese traditional culture inheritance consciousness can be cultivated, and new impetus can be injected into the inheritance and development of red culture and Chinese excellent traditional culture.

It is necessary to improve the education and training system and incorporate the red culture and Chinese excellent traditional culture into the education content. In school education, the education and education of red culture and Chinese excellent traditional culture should be strengthened, through red education bases, traditional culture inheritance learning centers and other carriers, so that students can have a deep understanding of the historical value and significance of the red culture, and enhance their love for the motherland and national pride.

We should strengthen the construction of teaching staff and improve the quality of teachers. Teachers are the backbone of education and training work. By strengthening the educational content of red culture and Chinese excellent traditional culture in teacher training colleges and universities, we should train and select excellent teachers with relevant professional knowledge and educational experience, and improve their educational and teaching level so that they can effectively inherit and develop red culture and Chinese excellent traditional culture.

Social education and vocational training should be strengthened to broaden the coverage of red culture and Chinese excellent traditional culture education. Social education and vocational training is an important way for people's lifelong learning. By offering relevant courses and organizing training courses, more people can understand and learn about the red culture and the excellent traditional Chinese culture, and enhance their sense of identification with the traditional culture.

3.3 Exploration of the Path of Inheritance and Integration of Tourism Culture and Red Culture

Tourism culture is an important field for the integration and development of red culture and Chinese excellent traditional culture. By carrying out red cultural tourism, the organic integration of red culture and Chinese excellent traditional culture can be realized, and at the same time, the development of tourism and cultural inheritance can be promoted.

It is necessary to explore the tourism resources of red culture and Chinese excellent traditional culture. Red culture tourism resources include party history memorials, red attractions and red sites, etc. Chinese excellent traditional culture tourism resources include scenic spots, folk customs and traditional festivals. By protecting and integrating these resources, more tourism products and experiences can be provided to satisfy people's demand for red culture and Chinese excellent traditional culture.

Tourism product design and publicity and promotion should be strengthened. In terms of tourism product design, it is possible to create distinctive and attractive tourism products by designing tourism routes and projects with relevant themes and by organically integrating the red culture with the excellent traditional Chinese culture. In terms of publicity and promotion, it is necessary to make use of modern media means, such as the Internet and social media, to spread the charm of red culture and excellent traditional Chinese culture to more people and attract more tourists to experience them.

The enhancement of tourism services and cultural activities should be strengthened. Tourism service is an important part of the tourism industry, and by providing high-quality tourism service, the satisfaction and experience of tourists can be enhanced. In red culture tourism, colorful cultural activities can also be organized, such as traditional folk performances, red-themed exhibitions, cultural exchanges, etc., so that tourists can more deeply understand and feel the charm of red culture and excellent traditional Chinese culture.

4. Conclusion

This chapter discusses in detail the integration and development path of red culture and Chinese excellent traditional culture, and proposes corresponding specific methods and exploration. Through the practice and exploration of cultural and creative industries, education and training, and tourism culture, the organic integration and complementarity of red culture and Chinese excellent traditional culture can be realized, thus playing its important role in contemporary society. In the future development, it is necessary to strengthen the policy support and market cultivation to enhance the strength and level of the integration and development of red culture and Chinese excellent traditional culture, so as to make positive contributions to social progress and cultural prosperity.

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