

The Value and World Impact of Chinese Traditional Culture in the Context of Cultural Globalization

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Abstract: The cultural exchanges among different nationalities and groups around the world are getting closer and closer. While cultures are constantly blending and influencing, conflicts and confrontations are constantly emerging. Cultural globalization brings not only challenges, but also opportunities for all countries. Based on the value of Chinese traditional culture and its influence in the world under the background of cultural globalization, this paper makes an in-depth analysis of the strategic position, basic principles and innovative development direction of Chinese culture under the background of cultural globalization. The demonstration shows that in the face of the trend of cultural globalization, Chinese traditional culture needs to actively respond to challenges, and actively adopt new cultural strategies and development ideas from the political, cultural and economic perspectives in order to achieve the goal and demand of building a harmonious socialist society.

1. Introduction

Globalization originated from economic globalization, which has deeply affected people's life, politics, even lifestyle and eating habits [1]. With the further development of economic globalization, its influence gradually involves cultural globalization. Faced with the impact of different cultures, different countries and regions have different strategies and solutions. Under the trend of cultural globalization, developed countries hope to promote their ideas of dictatorship and economic and cultural monopoly through cultural infiltration, while developing countries hope to learn advanced cultural thoughts and cultural construction ideas of developed countries through cultural opening up [2]. However, the blending of a large number of cultures has resulted in a large number of conflicts and contradictions between different cultures. As a dazzling pearl in the forest of world culture, rational and effective cultural thinking and cultural development strategies are conducive to the promotion and integration of Chinese traditional culture in the world, and also to the improvement of the cultural soft power of Chinese traditional culture [3].

In view of the trend of cultural globalization, a large number of scholars and research institutions have analyzed and discussed the promotion and research of Chinese traditional culture, and put forward corresponding development strategies and programs. British scholar [4] once put forward the theory of "the conflict of civilizations and the reconstruction of the world order" for the protection and promotion of traditional culture. He believed that cultural globalization led to the convergence of cultures, and that cultural globalization itself was a kind of cultural war and needed to thoroughly protect its own culture. This theory was obviously too extreme to be conducive to the integration and progress of cultures. Relevant American and other European and American scholars [5, 6] have put forward the mixed theory, which mainly emphasizes that only continuous integration and exchange can realize the protection and development of culture in the strategy of enhancing cultural soft power. Chinese scholar [7] put forward that the protection of Chinese traditional culture should focus on the research and development of cultural nationality. Based on the above research and analysis, this paper will take the value of Chinese traditional culture and the influence of the world under the background of cultural globalization as the argument, and thoroughly

analyze and discuss the strategic position, basic principles and innovative development direction of Chinese culture under the background of cultural globalization. The article makes the following arrangements in terms of structure: the second section of this paper will focus on the analysis of the impact of foreign culture on traditional Chinese culture under the background of cultural globalization; the third section will focus on the analysis of innovative strategies of traditional Chinese culture under the background of cultural globalization; the last section of this paper will make a summary of the contents discussed in this article.

2. The Impact of Foreign Culture on Chinese Traditional Culture under the Background of Globalization

Cultural globalization, as a trend of cultural development, affects all aspects of cultures in various countries. It is first highlighted in the cultural economy, and then extended to all aspects of people's lives. Figure 1 shows the proportion of foreign cultures in China's cultural GDP under the background of cultural globalization. As can be seen from Figure 1, the economic volume brought about by cultural integration has become an important part of China's cultural economy and has an increasing trend year by year.

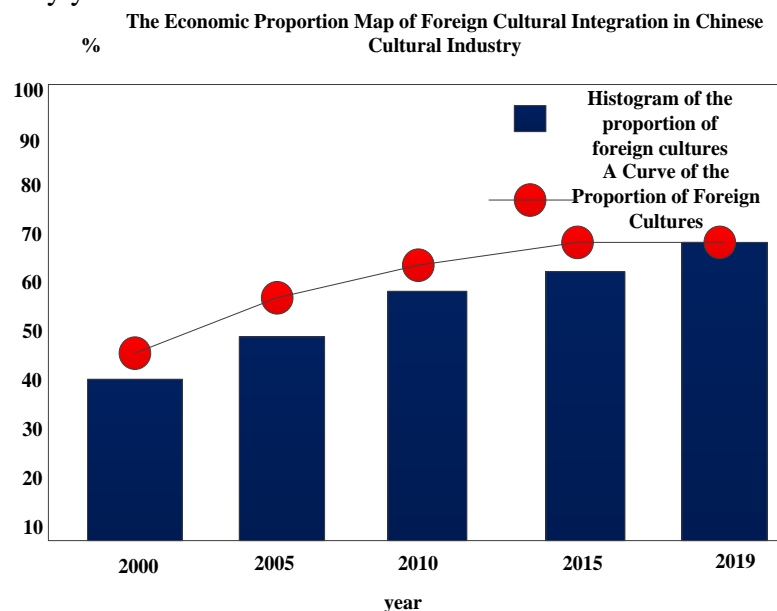


Figure 1. The Economic Proportion Map of Foreign Cultural Integration in Chinese Cultural Industry

In the new era, from the modern Opium War to the recent background of economic globalization, the influence of foreign culture on Chinese traditional culture is mainly manifested in the following three aspects:

The most important contribution of cultural globalization lies in providing a good platform for cultural exchanges between China and foreign countries, as well as providing important prerequisites and conditions for friendly exchanges between China and foreign countries. The most profound influence of foreign culture on Chinese traditional culture is American culture. Sino-US cultural exchanges have gone through a process from small to large, from shallow to deep, and from point to face. The influence of American culture on Chinese traditional culture mainly lies in the following aspects: folk culture, fashion culture, new culture, cultural industrialization, business operation mode, etc. The influence of European culture on Chinese traditional culture mainly comes from the classical dramatic art, opera art and performing art in Europe. The quantity, quality and level of cultural cooperation and exchanges between China and Europe are also constantly improving and improving. The most typical cultural exchanges between China and Europe originate from the cultural exchanges between China and Russia. The impact of Russian culture has influenced the initial stage of the founding of New China. Cultural exchanges also promote the

friendship between China and Russia. The cultural exchanges between China and East Asia have also become frequent with the increasing penetration of economic globalization, covering music, dance, drama, film, painting, calligraphy, library construction, cultural relics and archaeology, photography, folk music, folk culture, literary works and mass culture. Cultural exchanges between China and other Asian countries have further enhanced the considerable development of bilateral cultures, giving new significance to Chinese traditional culture and injecting new vitality at the same time.

Cultural globalization has blurred the barriers between science and technology, provided a platform for China to contact the world's technological frontiers, and promoted the balanced development of global technology. As far as China is concerned, the globalization of science and technology brought about by cultural globalization provides an opportunity and platform for China to learn advanced science and technology. China's current science and technology culture has always emphasized that science and education and science and technology are the purpose of the first productivity. Therefore, seizing the opportunity, increasing investment in science and technology, strengthening the construction of scientific and technological innovation capacity in an all-round way, striving for certain scientific and technological advantages, have a very significant impact on the economic development and social development of the whole country. Cultural globalization has a great impact on China's education. It broadens the development space of China's education and makes China's educational means more diversified.

Cultural globalization essentially redefines and adjusts the order of cultural association, which makes the communication between dispersed nations and people in the world friction, collide, absorb and merge with each other because of cultural differences. Cultural globalization is conducive to the development and dissemination of strong culture. Therefore, the culture of western developed countries will invade the developing countries, which will have a strong impact on the beliefs, festivals, costumes, customs and corresponding ceremonies of developing countries, and some traditional cultures may be forgotten. Therefore, Chinese traditional culture is facing the dilemma of being eroded by strong culture. Figure 2 shows the degree of influence of strong culture in Chinese traditional culture. From the figure, we can see that foreign culture has great influence on such aspects as language, clothing and festivals. Therefore, in the context of cultural globalization, we must attach great importance to cultural construction and grasp the direction of cultural progress.

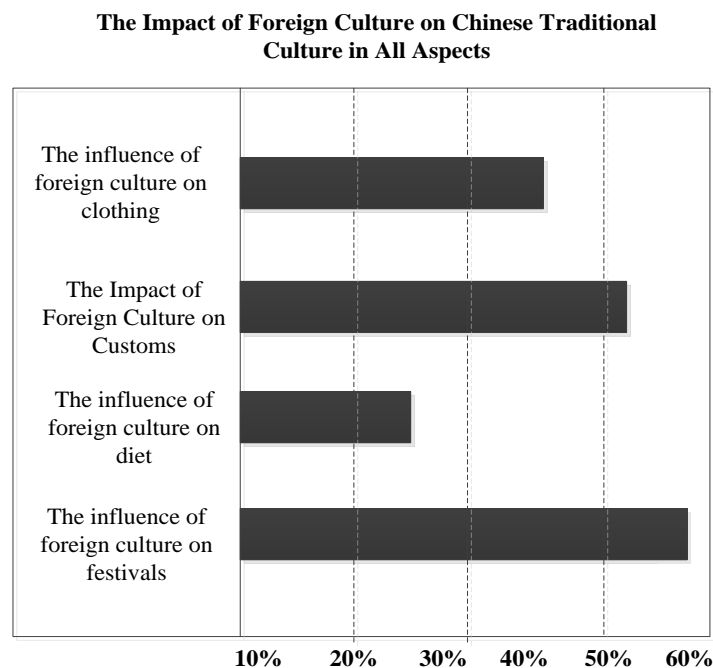


Figure 2. The Impact Map of Foreign Culture on Chinese Traditional Culture

3. Cultural Innovation Strategies and Impact Analysis of Chinese Traditional Culture under the Background of Globalization

This section will mainly analyze the innovation strategy and its influence of Chinese traditional culture, and then provide theoretical support for the follow-up related cultural innovation strategy and soft power promotion strategy.

3.1. Cultural Innovation Strategies of Chinese Traditional Culture under the Background of Globalization.

Under the background of cultural globalization, Chinese traditional culture must adhere to the principle of theoretical innovation. Its essential connotation is: putting forward new ideas and theories based on practice, so as to achieve a breakthrough in old knowledge and theories. Theoretical innovation comes from practical innovation, which is mainly the understanding of practice rather than subjective understanding. Practice, as an objective material activity for human beings to consciously, purposefully and actively transform the world, is itself constantly developing and progressing.

Based on the essence and motivation of cultural innovation mentioned above, this paper puts forward the following measures for the implementation of cultural innovation strategies, which are as follows:

Its main implementation methods mainly focus on the idea that the main body of cultural innovation is to realize the direction of cultural mechanism innovation. Based on this, we should actively promote the establishment of a scientific evaluation mechanism to continuously promote the development of cultural innovation. In this process, we need to constantly strengthen and follow the law of cultural development. Cultural innovation itself is an activity rather than an ideological activity at will. In fact, it is launched and promoted in practice.

Cultural system reform is the most powerful weapon to liberate and develop culture, the first productive force and the fundamental means to enhance our cultural innovation ability. In the process of promoting cultural innovation, we must adhere to the following principles: adhere to the reform of cultural institutions, clarify the nature and responsibilities of institutions; attach equal importance to deepening reform and cultural restructuring, while carrying out cultural reform, adhere to scientific and technological progress as the main support; adhere to the combination of cultural reform and China's national conditions, follow the socialist spirit of very civilized construction, firmly adhere to. Grasp the direction of cultural development.

The essence of cultural innovation lies in the cultivation of cultural talents. It is very important to actively cultivate the ability, innovative spirit, innovative consciousness and operational ability of cultural talents. The essence of cultivating innovative consciousness of cultural talents lies in cultural education. Cultural education or quality education is an important means to improve citizens' cultural literacy and innovation ability.

Culture plays a distinct role in shaping human beings, and human beings are the most active factor in many factors of productivity, as well as the main factor in the development of science and technology. Cultural innovation can imperceptibly influence the progress of science and technology, and science and technology will bring new forms to culture, which enriches the field of culture and makes traditional culture glow with new vitality and vitality.

3.2. An Analysis of the Impact of Chinese Traditional Culture under the Background of Globalization.

Under the background of cultural globalization, Chinese traditional culture has always been a shining pearl. Chinese traditional culture has exerted far-reaching influence on its own nationals and many countries in Asia. However, there are still some problems in the soft power and influence of Chinese traditional culture. Its related problems and concrete manifestations are shown in Table 1.

Table 1 Problems and Details of Soft Power in Chinese Traditional Culture

Existing problems	Summary of problems	Solution
The inadequate ability of cultural soft power resources transformation	Serious waste of traditional cultural resources	Attaching Importance to the Inheritance and Protection of Traditional Culture
	The inadequacy of the practical transformation ability of traditional culture	Focus on the transformation ability of traditional culture and transform traditional culture in time
	Neglect of Excellent Culture under the Guidance of Marxism	Strengthening the Study and Development of Marxist Culture
Defects in the Subject of Cultural Soft Power Construction	The ideological and moral quality of social members is generally not high	Strengthen the Education and Promotion of Social Members' Ideological and Cultural Quality
	The serious shortage of talents in the construction of cultural soft power	Strengthen the Training and Development of Cultural Soft Power Talents Reserve Team
Lack of Leadership and Integration Ability of Core Values	Core values are not motivated and lack the ability to lead and guide.	Strengthening the Construction and Leading Ability of National Core Values
The development of cultural industry is backward	The main manifestation is that the motive force of cultural undertakings is insufficient and the cultural industry is too single.	Diversified cultural industry development model, actively leading cultural development and progress
Insufficient level of cultural export	Culture lacks strong extension and influence	Promoting Cultural Going Out Strategy

4. Discussion and Summary

This paper mainly discusses and analyses the influence of Chinese traditional culture under the background of cultural globalization, the value of Chinese traditional culture and the influence of the world. This paper makes an in-depth analysis of the strategic position, basic principles and innovative development direction of Chinese culture in the context of cultural globalization. The demonstration shows that in the face of the trend of cultural globalization, Chinese traditional culture needs to actively respond to challenges, and actively adopt new cultural strategies and development ideas from the political, cultural and economic perspectives in order to achieve the goal and demand of building a harmonious socialist society.

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