

The Value of Inheriting and Developing Excellent Traditional Culture from the Perspective of Cultural Identity

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Abstract: *In the current interaction process of diverse conceptual cultures, the phenomenon of cultural integration and conflict coexistence is becoming increasingly prominent. In this context, it is particularly important to emphasize the maintenance of spiritual bonds and the unity of cultural identity to unite the people, shape the national image, and cultivate a new generation of talents. Our traditional culture is not only the ideological foundation for the unity and struggle of the Party, the country, and the nation, but also the fundamental basis for us to maintain stability in the global changes. The inherent mechanism of its inheritance and development is unique. Therefore, from the perspective of cultural identity, it is particularly necessary to conduct in-depth analysis of traditional cultural inheritance strategies. This article aims to explore the value of traditional cultural inheritance and development from the perspective of cultural identity, and propose corresponding strategies to promote the development of this field.*

Keywords: Cultural identity; Excellent traditional culture; Inheritance and development; Value.

1. INTRODUCTION

With the intensification of globalization, the issue of cultural identity has gradually emerged. In this context, the inheritance and development of excellent traditional culture have attracted people's attention. In depth exploration of the significance of traditional culture inheritance and development can help enhance public attention to the inheritance and maintenance of cultural heritage, and promote the prosperity and progress of China's cultural field. Therefore, it is extremely necessary to propose corresponding cultural inheritance and development strategies, and relevant personnel should attach importance to this content in order to promote national spirit and enhance cultural confidence.

2. THE VALUE OF INHERITING AND DEVELOPING EXCELLENT TRADITIONAL CULTURE FROM THE PERSPECTIVE OF CULTURAL IDENTITY

Firstly, traditional culture provides the ideological foundation and spiritual guarantee for China's socialist modernization construction. Modernization is not exclusive to the West, nor is it static. However, if a nation's modernization process is disconnected from its own cultural traditions, it is like a river that has dried up. Only through localization can modernization take root. Meanwhile, under the influence of modernization, traditional culture can gain new vitality. Therefore, from the perspective of cultural identity, tradition and modernization are not contradictory, but should be seen as complementary relationships.

In addition, the national spirit derived from cultural heritage is the core value chain that unites various ethnic groups. The diverse and inclusive traditional culture, which draws on the strengths of others, constitutes the common spiritual wealth of the Chinese nation. It can gather forces from all aspects of society, so that members of various ethnic groups have a sense of belonging, identity, and enterprising consciousness, thus forming a sense of cohesion and creativity, and promoting social development. Excellent traditional culture has gone through a long period of time, forging the national characteristics of unity, advocating peace, diligence and perseverance, and relentless struggle with patriotism as the soul. These characteristics constitute the driving force for the survival, growth, and even strength of a nation, and are also the cornerstone for the nation to move towards glorious rejuvenation.

Finally, the wisdom contained in excellent traditional culture has a certain driving effect on social development. Excellent traditional culture is a symbol of Chinese national identity and a cultural symbol for maintaining

national spiritual unity. In today's world pattern of economic integration and cultural diversity, we must not only maintain the foundation of national culture, but also uphold the fortress of national spirit. At the same time, we must actively engage in exchanges and mutual learning between different civilizations, and promote the common progress of human civilization.

3. STRATEGIES FOR THE INHERITANCE AND DEVELOPMENT OF EXCELLENT TRADITIONAL CULTURE FROM THE PERSPECTIVE OF CULTURAL IDENTITY

3.1 Based on reality, create an environment

Within the current framework of cultural identity, ensuring the smooth inheritance of traditional culture is particularly important. Therefore, it is necessary to build a social environment conducive to the dissemination of traditional culture. However, relying solely on television media promotion methods is clearly insufficient to meet this demand. Therefore, government agencies should fully utilize the characteristics and advantages of local media, formulate and implement relevant policies to promote the creation and dissemination of program content with traditional cultural features. In addition, the government can invite local scholars and experts engaged in traditional culture research to participate in media interviews and showcase the essence of Chinese traditional culture to the public through television programs. At the same time, local governments should cooperate with social organizations and educational institutions to jointly organize cultural activities such as "classical poetry recitations" and "traditional art performances", and invite professional television production teams to record on-site in order to widely disseminate the content of the activities to the public. Through such diversified dissemination strategies, traditional culture can attract the attention of different social groups, enabling them to enjoy cultural feasts while gaining knowledge enlightenment and spiritual cultivation, thus achieving the inheritance and promotion of traditional culture in daily life.

3.2 Integrating education and cultural heritage together

The inheritance and promotion of excellent traditional culture in our country is a complex task, especially in infiltrating excellent traditional culture into every field and link of national education, combining education with cultural inheritance and development, and promoting cultural inheritance through education. This requires sufficient attention to teaching methods and the adoption of advanced teaching methods to achieve cultural inheritance. At the same time, through the infiltration and indoctrination of education, the recognition of excellent traditional culture among the people, especially young people, is constantly enhanced, and their ideological level and quality are improved. In the process of inheriting excellent culture, we can not ignore the relationship between Chinese and foreign education. We should establish Confucius Institutes and other ways to maximize the essence and attraction of China's excellent culture, so as to promote the inheritance of culture.

3.3 Utilizing external tools to inherit excellent culture

In today's era, everyone is an inheritor of excellent traditional culture. In this process, we can establish cultural identity through external factors and inherit excellent traditional culture. The development of each culture cannot be separated from the exchange, reference, and integration with other cultures. Our country's culture has an open attitude and strong inclusiveness, which requires borrowing and learning from the achievements of other civilizations. In this context, it is necessary to innovate and break through traditional culture. People can present culture in more diverse ways based on the reality of traditional culture. In addition to using new media technology to create cultural identity, cultural identity also reflects multiple aspects. Therefore, cultural forms are diverse. In this process, cultural innovation and inheritance gradually integrate with real life. For example, in the current development of the tourism industry, combining culture and tourism can fully tap into historical and cultural resources, thereby promoting the development of the tourism industry, allowing tourists to experience excellent traditional culture, understand different cultures, and achieve outstanding results in cultural dissemination. In recent years, China's creative industry has received increasing attention, especially with the awakening of the national cultural spirit, its influence is also growing. Cultural and creative industries need to be creative and integrated, and the focus varies from region to region, which further enhances cultural identity and enables people to better inherit excellent traditional culture.

3.4 Highlighting Cultural Consciousness

The process of cultural inheritance and accumulation is the result of the interaction between the subject and the content. In this process, the government, intellectual elites, and the general public constitute the main entities. Talents, as a key factor in inheritance, play multiple roles as creators, practitioners, and recipients. In the context of the new era, we should demonstrate a strong sense of responsibility and urgency, and open up broader space for the inheritance and development of Chinese culture. Specifically, we need to actively reflect and summarize culture, combining traditional wisdom with the modern social context, and through comparative analysis, extract cultural elements that can promote human social progress. Only by deeply exploring the core driving force of excellent traditional culture can we achieve true cultural innovation and actively contribute personal strength. In addition, it is crucial to promote the dissemination and popularization of excellent traditional culture at the grassroots level, which will help enhance the public's understanding of the value and status of excellent culture, and maintain the due respect for it. In this way, it can enhance people's cultural identity, guide them to consciously regulate their thoughts and behaviors, make excellent traditional culture the core of their life philosophy, and ensure its transmission from generation to generation. At the same time, the focus of education should be on the youth group, guiding them to examine Western culture from a dialectical and long-term perspective, strengthening cultural guidance and education for them, helping them establish self-esteem in cultural exploration, fulfill personal missions and responsibilities, and further strengthen cultural identity.

3.5 Building a Inheritance Guarantee System

From a legal perspective, China's culture needs to demonstrate stronger authority at the macro level in order to influence the general public. China has long established the grand goal of building a strong rule of law country. To achieve this vision, we must strive hard, and of course, it requires a strong sense of faith from the people. China's excellent traditional culture is the source of strength to enhance people's faith. Without sound legal support, it is destined to become unstable. In this context, we need to highlight the importance of intellectual property rights, conduct more in-depth design of participants and objects in the cultural market, clarify the division of responsibilities and rights of all parties, thereby enhancing the standardization of cultural economy and production activities, preventing infringement or patent confusion, and cracking down severely on unfair competition, so that cultural resources can be allocated in the most reasonable way.

3.6 Engage in active communication and cooperation

Traditional culture, as a precious heritage of a nation and a country, encompasses multiple dimensions such as history and philosophy. Driven by the wave of globalization, international exchanges are becoming increasingly frequent, and countries around the world are deepening their understanding and recognition of traditional culture. Active international exchange and cooperation have become key ways to inherit and develop traditional culture. Organizing international traditional cultural events and exhibitions has become an extremely effective means. Taking China as an example, by hosting large-scale festival events such as the Spring Festival temple fair and tea festival, international friends can be invited to gain a deeper understanding of our traditional culture. In addition, traditional Chinese art forms such as calligraphy, painting, and music can also go abroad to showcase China's unique cultural charm to the world. Such activities and exhibitions not only promote cultural exchanges between China and the world, but also deepen the international community's understanding and recognition of traditional culture.

4. CONCLUSION

Based on the comprehensive analysis of the above content, it is necessary to inherit and develop excellent traditional culture from the perspective of cultural identity. Inheriting and promoting excellent traditional culture can enhance people's sense of cultural identity and trust, strengthen national cohesion and centripetal force, and promote the improvement of people's aesthetic literacy. To achieve this goal, it is necessary to continuously inherit traditional culture, increase the protection and promotion of excellent traditional culture, and make excellent traditional culture innovative.

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