

Research on the Influence of Chinese Regional Elements on Traditional Culture and Language

Hui Xiao

Teachers College, Hubei Polytechnic University, Huangshi, 435000, China

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Abstract: The biggest characteristic of Chinese language compared to Western writing is that it is a visual text, a type of text created by simulating the image of things. This article conducts a study on the impact of Chinese regional elements on traditional culture and language. The integration of traditional culture and language within a certain geographical range has created a local imprint with certain uniqueness. The "region" in regional culture is the geographical background of cultural formation, and the cultural atmosphere generated by different regions naturally varies. The cultural atmosphere also affects the performance of local people in various aspects such as thinking concepts, moral consciousness, value orientation, and lifestyle. The material and spiritual elements in regional culture are also constantly changing in the new era environment, adding many marks of modernization in the process of inheritance and promotion. Language should be able to promptly and sensitively detect these changes, appropriately use new vocabulary and elements in language, and cooperate with changes in the era environment, so that more people can directly experience the new forms and profound connotations of traditional culture, Guide people to accept the deep meaning conveyed by advertisements through subtle influence.

1. Introduction

In China's traditional culture and regional culture, the elements of clean culture have always existed. It is an educational innovation way to re-recognize the excellent traditional culture, inherit the elements of clean culture with regional characteristics, and carry out anti-corruption work in combination with today's reality. Compared with western languages, China's language is characterized by the following: China's characters are images, which are created by imitating the images of things. The semantics of China characters are relatively fixed, and the expression of tenses, antonyms and other semantics cannot be completed by itself, but must be cooperated with other words. Therefore, this may form three kinds of understanding, one is to emphasize stability, the other is to emphasize "position", and the third is to emphasize cooperation, highlight the mutual assistance of groups, and neglect the initiative of individuals. The absence of individuals is also one of the cultural characteristics of China. China's monosyllabic characters are directly derived from concrete images, such as fish as a "fork" and Yue as "Yue". The word "Bei" in the word "Cai" indicates that it is related to money and things; Phonetic sound indicates pronunciation, but it also has a more important function: "expanding meaning". This paper attempts to study the influence of China regional elements on traditional culture and language. Regional culture refers to the cultural

tradition with a long history and unique characteristics in a specific region, which is still playing a role today. It is a civilized expression of the ecological environment, folk customs and traditional habits in a certain region, including long-term historical remains, cultural forms, social customs, production and lifestyle [1-2]. China characters have the characteristics of "shape+other", and the shape is often independent into characters. This shows that the ancients consciously classified things according to their key characteristics when creating words, and each category has a "keyword" that reflects the general characteristics of the category. The whole writing system presents a pattern in which one word is the source and other words are derived from it. This thinking of creating words is the embryonic form of "unified thinking" [3]. It is not surprising that we use a writing system with "pictograph" as the general leader, resulting in a characteristic culture of "centralization" and "differential order pattern". The integration of traditional culture and language in a certain geographical scope has a certain uniqueness. The "region" in regional culture is the geographical background of cultural formation, and the cultural atmosphere produced by different regions is naturally different, which in turn affects the performance of local people in various aspects such as thinking concept, moral consciousness, value orientation and life interest [4].

2. The Relationship between Language and Traditional Culture

Traditional culture is a pure concept, and specific objects are only tools for expressing traditional culture. No matter how we understand traditional culture, we cannot ignore the impact of language on traditional culture. The direct, primitive, collective, and repetitive population and agricultural production of Chinese tradition monopolizes the value domain of Chinese traditional culture and excludes relatively independent, individual, and creative spiritual production[5]. In Chinese history, familialism has always influenced the basic values of social life, gradually forming a culture of familialism. If we consider language as a part of traditional culture, such as Malinowski's belief that "language is a part of traditional culture as a whole, but it is not a system of tools, but a set of pronunciation customs and a part of spiritual traditional culture." Language expression ability is an important standard to measure students' language proficiency level, and improving language expression ability is also an important training goal in language[6]. The Chinese language has always been ethereal, representing the enchanting beauty of traditional Chinese culture. The existence of ancient poetry indicates that traditional Chinese language, with the name of culture, operates in the form of art. For example, as shown in Figure 1, Du Fu's "Annotations on Sending Advice to Han". As shown in Figure 2, Li Shangyin's "Han Stele" and others.



Figure 1: Du Fu's "Annotations on Sending Advice to Han"



Figure 2: Li Shangyin's "Han Stele"

As shown in Figure 3, Wang Wei's "Journey to Taoyuan"; As shown in Figure 4, Li Bai's "Sleeping in Tianmu Yin Farewell" can only be a seven character song line.



Figure 3: Wang Wei's "Journey to Taoyuan"



Figure 4: Li Bai's "Sleepwalking in the Heavenly Grandmother Singing Farewell"

Therefore, combining the content of traditional culture, we should create a good language expression environment and set a clear language expression theme, so as to promote the improvement of language expression ability. After all, China's traditional culture did not provide the individual with the conscious transcendence of the group and the reality of history. Traditional folk culture is an outstanding representative of traditional culture. For example, when talking about the text *Ansai Waist Drum*, combined with the content of this text, I conducted language expression training on the theme of "traditional folk culture" and told a traditional folk culture of a certain region or ethnic minority that I knew. In the process of telling, I should explain in detail the basic evolution process and main characteristics of this folk culture [7]. According to the dialectical relationship that the whole determines, affects, partly reflects and reacts to the whole, the relationship between language and traditional culture is a problem of "chicken lays eggs, eggs lay chickens", and the key lies in where we end the "circular argument". According to monism, language is a symbol of meaning to express traditional culture, so we can't ignore the influence of tools on the results. Usually, the way to deal with things determines the effect that can be achieved. Different languages produce different types of traditional culture.

3. The Influence of Chinese Regional Elements on Traditional Culture and Language

3.1. Fully utilize element features to highlight individuality

China's language resources are extremely rich. In their own development and evolution, they have both a consistent vein and a colorful style. With their diverse and unified style, they show a unique, profound and charming national tradition and spirit [8]. The material elements and spiritual elements in regional culture are constantly changing in the new era environment, adding many marks of modernization in the process of inheritance and development. Language should be able to detect these changes promptly and keenly, use new words and elements appropriately in the language, and cooperate with the changes of the times environment, so that more people can directly feel the new manifestations and far-reaching connotations of traditional culture, and guide people to accept the deep meaning of advertising transmission in a subtle way [9]. Different regional cultures have different spiritual connotations embodied in the elements of clean culture. The incorruptible elements in Hainan's traditional culture reflect the spiritual connotation of upholding integrity, upholding integrity, being diligent and frugal, and being down-to-earth. If they are integrated with the incorruptible culture construction and the incorruptible concept of corporate culture, the incorruptible culture with unique regional cultural characteristics can be embodied, which is of special significance for carrying forward the incorruptible spirit, inheriting and carrying forward the traditional excellent culture, and building an incorruptible corporate culture with regional cultural characteristics, obvious characteristics of the times and clear incorruptible consciousness [10]. Strengthening anti-corruption and building a harmonious society have something in common with ancient sages' ideas and ideals of incorruptibility, while regional culture embodies local cultural characteristics. These concepts of incorruptibility are not out of date, and these excellent cultural traditions should be better passed down in the new period and situation. Regional spiritual culture exerts a subtle influence on the emotional trend of the audience. In today's era of information explosion, the pace of human life is gradually accelerating and the social environment is rapidly changing. Therefore, many audiences can perceive their familiarity through regional culture, and regional language can establish emotional resonance.

3.2. Exploring Regional Culture and Expanding Language Resources

The formation of traditional culture is a long historical process, and people's practice is creating

their own history, which nurtures the continuation of culture. Any era will produce a culture that is in line with this era. Currently, our entire nation is experiencing a great national rejuvenation in the history of development. At this great stage, it is undoubtedly timely and appropriate to explore how to inherit and develop the precious traditional cultural wealth left to us by our ancestors. Regional elements are not only the geographical features and natural ecological civilization within a region, but also the historical traditions, folk customs, production and lifestyle, religious beliefs, and other civilizations developed within a specific region. The characteristics of traditional culture in regional elements include dialect culture, dietary culture, folk belief culture, and folk architectural culture. The diversity of traditional culture and language expression forms is also the accumulation of human civilization development and the comprehensive embodiment of human wisdom. Compile the organized materials into volumes, create historical books of honest officials, portraits of honest figures, picture albums, cards or calendars, and distribute them to employees. Combine them with the organized learning enterprise activities to learn, so that traditional excellent culture can penetrate into the lives of employees and accompany their growth. Regional elements are cultural treasures extracted from historical accumulation, which not only gather the wisdom of working people and their understanding of traditional cultural life, but also serve as a source of people's sense of regional belonging and unity.

3.3. Improvement and innovation of traditional elements

Traditional culture, like a long history, flows from ancient times to the present and from the present to the future. Thousands of years of wind and rain of the Chinese nation are reflected in this long river, which not only echoes the proud voice of the descendants of the Chinese people, but also has the unique cultural memory of mankind. We need to further understand the value of national art and oriental culture. The research and attention to tradition has also formed a new atmosphere of returning to tradition and creation. In this paper, the traditional elements are improved and innovated by regional elements, which are rich and colorful, providing a large number of valuable resources for the language. In order to make the language have local characteristics, we should explore more local folk customs, local customs, historical context and other cultures, form a new Chinese real estate advertising design idea that keeps pace with the times, promote the language level, inherit the excellent local traditional cultural spirit and promote the rationality of the city. There are many traditional elements in regional elements, and continuous innovation and improvement are needed in the application, so as to reflect the sense of the times of cultural elements. The formation and influence of incorruptible elements in regional culture, incorruptible elements in folk art, incorruptible value orientation in Qiong Opera, and the organic combination of traditional incorruptible elements with Hainan power grid culture are discussed in depth, and theoretical research results are formed.

4. Conclusions

Language is a tool for people's thinking activities, and culture, as an artifact, cannot be separated from the influence of language. In this sense, this article conducts research on the impact of Chinese regional elements on traditional culture and language. Regional elements and their spiritual connotations need to be sorted and summarized. There is a large amount of information content in humanistic spirit, drama, song and dance, and folk customs. It is necessary to refine and summarize, clarify specific themes and connotations, and promote clarity. The spiritual connotations reflected in the elements of integrity culture vary depending on the regional culture. The elements of integrity in Hainan's traditional culture reflect the spiritual connotations of respecting integrity, upholding integrity, diligence, thrift, and down-to-earth work. By integrating it with the construction of

integrity culture and integrating it into the integrity concept of corporate culture, a unique integrity culture with regional cultural characteristics can be reflected, which is beneficial for promoting integrity and inheriting and promoting traditional excellent culture. The traditional Chinese culture has a long history, and the Chinese nation, which thrives and thrives in this cultural background, has its unique values, ways of thinking, and way of life. The characteristics of traditional culture in regional elements include dialect culture, dietary culture, folk belief culture, and folk architectural culture. The diversity of traditional culture and language expression forms is also the accumulation of human civilization development and the comprehensive embodiment of human wisdom.

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