

# A Study on the Dilemma and Countermeasures of Chinese Excellent National Culture Inheritance from the Perspective of Globalization

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**Abstract:** Under the trend of the development of the world economy to the direction of integration, the inheritance of national culture needs to make clear the development direction of the times, from the global perspective, look at the inheritance of national culture, master the national culture, can be in the world economic globalization development trend, can be spread. In carrying out the work of national culture protection and inheritance, we must clearly understand the content of national culture, understand the meaning of national culture, and think about the way of national culture inheritance. Therefore, this paper will focus on the discussion and analysis of the content of national culture inheritance and development under the perspective of globalization, comprehensively understand the connotation of national culture, inherit and develop national culture, establish a correct attitude, and inherit national culture.

**Keywords:** Global Vision, Traditional Chinese Culture, Cultural Inheritance, Dilemma, Strategies

## 1. Analysis of Cultural Trends

From the meeting of the Nineteenth National Congress, it can be found that strengthening the overall strength of national culture has become an urgent task at present. Under the trend of global economic integration, the overall strength and competitiveness of culture are facing many tests. How to ensure that our culture is not impacted by foreign culture under the collision of multi-national culture, we need to recognize the development trend of world culture and carry forward the advantages of Chinese national culture according to the overall characteristics of cultural development, and complete the task of cultural inheritance.

Under the trend of global economic integration, cultural development needs to strengthen the communication between each other according to the cultural connotation of each ethnic group, break the regional restriction to seek development, and ensure that the uniqueness and advantages of culture are retained under the situation of integrated development. Cross-border cultural exchanges and communication among ethnic groups will be accompanied by the collision of values, the conflict between different cultures, run-in is inevitable, multi-cultural coexistence will be the main trend of the future development of the world. During this period, culture will show both convergence and divergence [1]. During the development of global capitalism, homogeneity and heterogeneity exist at the same time, convergence and development will be the inevitable trend of cultural development.

In the process of economic globalization, countries will form the concept of global consensus, such as terrorism, ecological environment and other issues are directly related to the collective interests of the global human race, these problems rely on only a small part of the force is difficult to solve, can not achieve good results, so we need to pilot countries to reach consensus, through the joint management of rational integration of resources, so as to find the best way to solve the problem in the development stage. In this process, there will be a basic consensus and ideas, such as respect for human rights, equality and justice, protection of the environment, sustainable development, harmonious coexistence, etc. This is a global consensus and ideas beyond the constraints of nations and regions, and will gradually form a global culture with the development; secondly, cultural exchanges within the scope of implementation need to be carried out in the

context of the unity of purpose, the integration of ethnic exchanges must be reached in depth and breadth in order to achieve sustainable development. In the economic exchange, the storage of goods and services has formed the development trend of large circulation, which is the deep integration of the rapid development of science and technology and the economy, gradually breaking the regional restrictions, and the communication between countries is becoming more and more frequent [2]. Not only that, the way of life also presents the characteristics of global development, such as the living habits of various ethnic groups, food, clothing, housing and other characteristics of customs widely spread, through customs, can understand the differences between ethnic groups, and through customs and habits to strengthen the cultural integration between different regions. With the rapid development of network information technology, the construction of network platform also provides a good place for countries to communicate and communicate, which makes global cultural communication more convenient.

## **2. Principles for the Development of Chinese National Culture**

Under the background of global economic integration development, cultural convergence and divorce can coexist, and with the development of world convergence, culture presents diversity, which is also the inevitable trend of world development [3]. Under the impetus of globalization, the culture presents the pluralistic development, the culture itself is based on the human communication, the communication on the formation, the proposal, in the society forms the standard system, the national custom, the culture is formed on these basis, under the global multi-culture coexisting background, needs to enhance our people's self-confidence to the domestic culture, emphasizes the national culture subjectivity, under the global vision spreads the important principle of the national culture, this is our country handles the national culture and the foreign culture bottom line.

To adopt a correct attitude to inherit and develop national culture, we should attach importance to the development trend of economic global integration, correct the attitude of national culture inheritance, respect national culture, understand the connotation of national culture, and form an atmosphere of cultural respect in the whole society. National culture is the historical relic of national life, when carrying out the work of national culture inheritance, we need to understand the customs and habits of each nation, our country is composed of 56 ethnic groups, and understanding the culture of each nation is an important way to master the national culture [4].

According to the dietary life of the nation, the understanding of the national culture, and the understanding of the traditional national culture through the development of the national history, it is necessary to master the folkways and customs of the nation, the spiritual core of the nation, and the spiritual strength on which the nation depends for survival through the understanding of the national culture. Under the background of the present era, we need to understand the differences between the divisions, but we should not lose our own cultural traditions, and it is very important to develop and inherit the traditional culture.

## **3. Ways of Dissemination of Traditional National Culture**

### **3.1 Combined with Geographical**

The development of culture is based on the process of self-selection of the main body of each ethnic group, and according to the changes of the times, the inheritance and protection of national culture can not be carried out only by the way of preservation of cultural relics. In order to change this state, we must understand the cultural connotation and the way of cultural communication, strengthen the understanding of the national culture, and find that the cultural mobility can be fully integrated with the natural economy and social ecology during the period of development and dissemination.

Cultural heritage and protection can not be separated from the environment of culture growth, understand culture must understand the environment of breeding culture, according to the role of the ecological environment, the results, analysis of cultural connotation, understand cultural

characteristics, such as tropical valley and Dai culture because of its own environment is very different, in addition to the Mongolian culture and the local environment has a very large relationship, when referring to the regional environment, it will naturally think of its ethnic group, ecological environment and national culture together, is also an analysis of traditional culture, cultural resources to understand the true importance of the way. In the process of development, we must adhere to the cultural characteristics and connotations of our people and seriously consider the way of cultural inheritance.

Folk festival is a good carrier of traditional national culture, in addition to this should also be based on the connotation of national culture, festival performance, such as the Dai water splashing festival is a very bright example (picture 1 is the Dai water splashing festival), is a traditional national festival, in the protection of national traditional culture, heritage plays a very important role, but also play a role in promoting national culture. Through the national festival, the national culture can be passed on from generation to generation, and the fine traditions contained in it are embedded in the blood of people of various nationalities, so that they have unique spiritual charm and cultural characteristics.



Figure 11 Dai Water splashing Festival

### 3.2 Use of Festivals

The festival can pass on the national spirit and render the public mood. In the traditional festival, can through the festival activities, expressed certain feelings, some happy festival uses the dance way, the main purpose is to pray for the wind to adjust the rain smooth, prays for the safe moral. The activities of Chinese traditional festivals have a positive attitude to life, strengthen the cohesion and centripetal force of the ethnic people, under the influence of the festival, can imperceptibly deepen the influence of culture on the spirit of the masses, figure 2 shows the dance in Xinjiang.



2Figure 2 Xinjiang Dance

### 3.3 Through Education

Education is also an important way to pass on culture, and cultural inheritance is spread by way of education. In the process of spreading traditional culture, we should make full use of the role of family, society and school in cultural communication. Young people are the future successor of the motherland, and also the main force of inheriting national culture and carrying forward the traditional culture of the nation. Good cultural edification environment is very helpful for teenagers to accept traditional culture. Many traditional cultures are actually completed through family education, which is handed down by family members, and through family inheritance culture, there will naturally be certain limitations, but after comprehensive analysis, it will be found that family inheritance culture is the most effective means at present. In addition, the school also needs to give full play to the advantages of education and attach importance to the propaganda of the traditional culture of the nation. The teachers should combine the teaching content with the traditional culture,

impart the excellent national culture to the students, let the students master the unique spirit of the various ethnic cultures and good behavior habits, cultivate the young people to form a good consciousness, and expand the cultural channels.



Figure 33 Promotional slides

Culture must pay attention to the inheritance of minority culture, give play to the advantages of ethnic minorities in traditional culture, let them realize the importance of national culture inheritance, national culture inheritance not only needs the local environment to be closely linked, but also needs to expand the scope of cultural tradition, activate cultural vitality, in the process of culture need to clarify cultural principles, stimulate the local people to protect the enthusiasm of traditional culture, at the same time, they should be made aware that under the mode of economic integration development, they should constantly learn the excellent culture and cultural connotation, absorb the excellent elements of external culture, strengthen their own culture, and combine the two organic elements together, Enhance the vitality of national culture and do a good job of cultural inheritance. During the promotion of cultural inheritance, it is also necessary to develop the inherent culture of various nationalities, expand the way of cultural communication according to the form of social development, and complete the task of cultural inheritance.

#### 4. Conclusion

Under the trend of world economic integration, the inheritance of traditional culture becomes extremely important and influenced by the economy, and the collision between different cultures will become more and more fierce in the future. Therefore, it is necessary to understand the characteristics and advantages of Chinese traditional culture, stimulate the public's confidence in traditional culture, expand the way of cultural inheritance, activate cultural vitality, cultivate the youth to form a good consciousness, expand cultural channels and enhance the cultural propaganda effect, so that the traditional culture can be passed on from generation to generation.

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