Digital Inheritance Application of Chinese Traditional Folk Art in Art Teaching in Colleges and Universities

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Abstract:

Excellent Chinese traditional culture is the concentrated expression of national and national culture and spirit. It is an important cultural symbol to build cultural confidence and show national image. The Internet has developed to a higher stage, which creates a new communication environment for the spread and development of Chinese traditional culture. First of all, this paper develops the definition of Chinese elements, and believes that the necessary cultural screening is the key to adapt to the modern innovation and transformation of Chinese elements and to build a national image in cross-cultural communication. Secondly, this paper makes a systematic study on the digital art translation of Chinese elements, and discusses the principles and Strategies of digital art translation from five aspects: concise symbolic language expression and context inheritance in immersion experience. Thirdly, this paper discusses the network node advantages of the Internet and constructs a spontaneous growth type of communication structure. Finally, based on the higher development stage of Internet, this paper systematically discusses the theoretical research of digital art communication of Chinese elements. The results show that the method proposed in this paper can promote the digital inheritance of Chinese traditional folk art in college art teaching.

Keywords: *Traditional Culture, Cultural Symbols, Communication Environment, Digital Inheritance.*

I. INTRODUCTION

Behind the rise of a country and the enhancement of its national strength is the need for the construction of its external national image, as well as the psychological desire for the improvement of its international status and cultural influence and a strong sense of national identity [1-2]. All of these make the dissemination of traditional culture of great importance and necessity, and also usher in the best development opportunities [3]. Under the influence of the national strategy and the individual needs of the people, as well as the strong boost of the rapid development of the Internet to the dissemination, combined with the guidance of the National Palace Museum Network and the popular literature ensemble, the traditional culture has been highly sought after and reached an unprecedented popularity [4-5].

In addition to the guidance of the state and the need of national cultural identity, the digital means of communication in the Internet era is the key factor to realize the "hot" [6]. Chinese traditional cultural symbols are spread on the Internet in various ways, which is helpful to realize the "self shaping" construction of national image with cultural confidence, and influence "other shaping" with "self shaping", so as to

improve the national image and the international status. But we must also see that after the rise of traditional culture, there are some problems such as misuse and distortion of traditional culture [7]. Therefore, it is an important attempt to make use of the advantages of Internet communication to carry out effective and high-quality digital art communication of Chinese elements in order to make traditional culture develop and spread in a healthy, benign and sustainable way in the current social context.

II. RESHAPING AND SIGNIFICANCE OF CHINESE ELEMENTS IN DIGITAL ART COMMUNICATION IN THE INTERNET ERA

2.1 Opportunities of digital art communication of Chinese elements in the Internet Era

1) Youth as the main audience group —— the core and the most extensive inheritance power

The relationship between Internet and contemporary youth, to some extent, is mutually influential and mutually successful [8]. Young people are promoting the innovation and progress of the great technology of Internet. At the same time, the Internet age, especially the rapid development of mobile Internet, has exerted great influence on the youth group in changing the social form, even reshaping their collective image.

Take the national treasure, a digital art communication work, which has been popular among young people for two years. It must be admitted that the reason why it can be loved and respected by young people is in line with the characteristics of the group image of the youth group. At first, it has a wide atmosphere and gorgeous stage effect. This high-end and high-grade beautiful "beauty" instantly conquers a group of young people. Different from the serious and ancient cultural and Bo programs in the past, the national treasure (as shown in Figure 1) not only has super high "beauty value", but also conforms to the fans' psychology, invites the famous star to deduce the historical relics story of the past and the present life [9-10]. The dedication and reverence and love of Chinese traditional culture have affected the youth group. Stars, with the power of example, attract many fans to gather, and show the true and genuine "Star" representing traditional culture, national treasure cultural relics in the youngest way. Fans are not only fans of stars, but also fans of cultural relics. The super high score ignited the network and started to spread twice. The more extensive communication brought by the second or even third communication is the positive feedback from the scale effect of the first group of youth interest clustering.

Fig 1: "National Treasure" program scene

2) Scene Revolution under Mobile Media —— more abundant and broader communication space

The development of the Internet has changed from the early one-way and linear communication with the

portal website as the main communication channel to the two-way dynamic communication mode of we media and website platform. At the same time, social communication has become a major feature in the current social context. On the whole, the rapid development of the Internet not only brings about changes in social forms, but also brings about a revolution in communication relations.

It not only attracts people to understand the charm of traditional Chinese culture, but also makes full use of the fragmentation of traditional Chinese culture. For example, Netease's national style mobile game software "Jingmeng" (as shown in Figure 2) has been greatly sought after by young game lovers since it was launched.

While paying attention to emotion, the "Scene" of scene is also reflected in the presentation of "landscape" scene by technology and the attention to immersive experience, among which VR, AR and other technologies are the main scene technologies. These highly immersive scenes further strengthen people's emotional experience, as if immersed in it, and even produce a state of confusion of time and space, which will naturally leave an indelible mark in the hearts of users, and this state of intoxication is obviously more conducive to strengthening the presentation effect and dissemination of digital art of Chinese elements.

Fig 2: Screenshot of "Amazing Dreams" game

2.2 Modern Remodeling of the Inheritance of Chinese Elements by Digital Art Communication in Internet Age

Computer and network are indispensable tools in people's life and work for modern people. The emergence of digital image, digital painting and design has formed digital art derivatives supported by computer technology, and also constitutes an important part of current art activities. Digital art has become the most popular way of communication to adapt to the current development of the times with the characteristics of rich and diverse means of expression, refreshing visual modeling and wide and fast way of communication.

In the development of digital art, various symbols of Chinese elements, such as cloud pattern, window pattern and other modeling symbols, as well as musical symbols such as Pipa and Guqin sound, have been comprehensively applied in different types of digital art works. But judging whether a digital work of art really conveys the artistic aesthetics of Chinese culture, and whether it has the ancient charm in the digital transformation of modernity, its essence is not how to use the element symbols, but whether it flows the charm of Chinese classical aesthetic taste under the traditional symbol elements. As an Internet company, sun Yong, the founder of Tag design, always pursues to be an interpreter of traditional aesthetics. After the "tenon and mortise" of Minyi software, the "folding fan" (as shown in Figure 3) developed by his team also makes people understand the history and production method of the traditional folk custom of folding fan with vivid pictures and games. In addition, the elegant gradient background, 3D model suspended in the space,

wooden texture, linear and simple icons full of ancient charm create a simple and modern sense, a profound and flexible sense of artistic conception, as well as a light and simple and plain aesthetic feeling. This is an excellent digital art work that expresses the unique Oriental aesthetic taste of the Chinese nation.

Fig 3: Screenshot of "Folding Fan" Folk Art Software

III. THE PRESENT SITUATION OF DIGITAL ART COMMUNICATION OF CHINESE ELEMENTS IN THE INTERNET AGE

3.1 The main forms of digital art communication of Chinese elements in the new media environment

New media is usually regarded as a new form of media based on digital technology with Internet as the core. "New media is the product of the application of the latest achievements of information technology revolution in the field of human information communication. Its technical characteristics are digitization, networking and informatization. " With the rapid development of the Internet, new media, such as smart phones, portals and digital TV, have jointly constructed the discourse environment of new media, namely new media context. With the further development of the Internet, the forms of new media are also constantly enriched and innovating. The emergence and tiktok of new emerging media represented by WeChat, micro-blog, and short video of jitter are the most striking characteristics of the current social context.

The new media mode breaks the double restrictions of time and space. The audience can download and watch movies anytime and anywhere through mobile devices with the support of Internet technology, not limited to the cinema. On the subway, bus or Park seats, mobile devices such as mobile phones and tablets can be used to view news or TV programs. When you see wonderful and interesting cultural works, they can be transmitted twice through wechat and micro blog. Waiting for the gap can play in advance download good fairy chivalrous games; walking on the road can also listen to a national wind music, such life can be seen everywhere. New media has penetrated into our lives. The traditional new media forms continue to make efforts for the digital art communication of Chinese elements in the Internet era. While the emerging new media brings challenges to the communication of Chinese elements, it also brings unlimited development potential. Based on the new media environment, Chinese elements are also promoted by the progress of the Internet, showing a variety of forms of digital art communication.

3.2 Problems in the digital art communication of Chinese elements

1) Insufficient cultivation of new audience in modern context

This is mainly reflected in the loss of the audience of the older generation, but the cultivation of the new

audience is insufficient, resulting in the embarrassing situation of the audience group. At present, the mainstream audience of traditional art and culture, whether it is the poetry, calligraphy and painting, or the folk art drama, or the folk art of xialiba people, etc., have become the older generation with the advent of the aging society. It has to be said that with the loss of traditional soil and the aging of the main audience, the mainstream audience of Chinese traditional culture and art is gradually losing. Then, the wheel of the times brings the old audience, which can not be changed. The new audience is growing, but it has not been cultivated into a new audience of traditional culture and art, which is the key factor of the lack of audience.

2) The quality of digital art translation is low

The most critical step in the process of digital art communication of Chinese elements is the digital art translation of traditional culture represented by Chinese elements. In other words, the traditional form of expression of the Chinese elements, to get rid of the old media form, in order to better spread in the current media environment, and the transformation of modern media form. It mainly includes the extraction and processing of traditional cultural visual symbols, as well as the re refining and coding process of the national spirit and significance. That is to say, although the Chinese elements are abstracted, refined and processed, the visual form and expression are different, the essence and aesthetic connotation of Chinese traditional culture are still the same, and they are the core of digital art communication. However, traditional culture itself has the characteristics of invisibility, gradual change and high degree of invisibility, and its deep cultural implication and emotional value are difficult to fully express through digital art forms. Therefore, on the whole, the level and quality of digital translation of Chinese elements are relatively low, and it is difficult to express the intrinsic essence and national spirit of Chinese traditional culture through excellent digital works of art.

3) The emerging form of communication is not mature enough

Mobile client (APP), as a new form of communication in the Internet age, has developed rapidly, involving various categories of traditional culture, but we must also see that these APPs, as a new digital art form of Chinese elements, have just started in the development of mobile Internet, and their development is not mature enough. It can be said that the product quality is mixed and the scale has not formed a climate. Most apps designed with Chinese elements as symbols have relatively rough visual expression and lack of deep understanding of interactive design, and only a few works can visually give attention to both classical charm and modern aesthetics. Secondly, the user experience of interactive APP is still relatively poor, the design quality is low, and the interactive level and interactive experience are not enough.

Because the whole industry of "internet plus" traditional culture is still in the early primary stage, and the standardization is not enough, it also leads to the confusion of platform management, mixed product quality and other problems. However, with the development and accumulation of the industry and the guidance of a large number of high-quality apps, mobile clients that adapt to the development of the Internet will surely become a rising star and become more and more mature. Therefore, on the whole, the digital art form of Chinese elements presented by mobile APP is still in the vigorous development stage. Although it is not mature enough, with the deepening of people's understanding of the Internet, the development prospect of the digital art form of mobile APP is worth looking forward to.

IV. THE INNOVATION PATH OF DIGITAL ART COMMUNICATION OF CHINESE ELEMENTS IN THE INTERNET ERA

Art communication symbols, art works, artistic concepts and so on constitute the media and carrier of art communication. It can be seen that the symbol of art communication plays an important role in the whole process of art communication. Saussure, the father of modern linguistics and founder of structuralism, thinks that language is essentially a symbolic system, which is composed of "signifier" and "signifier". In the digital art communication of Chinese elements, symbols are the signifier that can represent the unique elements of traditional Chinese culture, and the meaning of conveying the connotation spirit and artistic conception of Chinese culture. The combination of the two is the Chinese symbol of Chinese elements in the digital art communication. Such Chinese art symbols are re created in the Chinese elements to express the creator, but also the communicators' feelings, thoughts, love for traditional culture, and the characteristics of Chinese "national character" reflected in it.

The concise form language of Chinese element symbols is actually refining and reconstructing Chinese elements to create modern form language, which is essentially an external manifestation of "nationalization", that is, infusing the internal and abstract nationality into the digital art works through design and other creative means, as well as the whole process of digital art communication. This is a materialization process and external efforts of disseminators' subjective initiative to show the nation's internal attributes and spirit. Chinese element symbol can be considered as the most direct way to show the national cultural identity and cultural temperament. Therefore, the digital art communication of Chinese elements requires modern innovation in the form of re creation such as design. However, traditional culture itself contains many elements and various kinds. Not all the elements and symbols related to traditional culture are suitable for modern digital translation innovation. It is necessary to screen the Chinese elements and symbols in order to have a definite aim and strengthen the communication power of its digital art.

The social context in the Internet era presents obvious fragmentation characteristics, which is an indisputable fact in the face of massive fragmented information, fragmented time under the rapid development of mobile Internet and fragmented communication mode under the catalysis of mobile media. To some extent, this is the social change brought about by the development of technology. History has repeatedly verified that there is a complex dialectical relationship between social culture and technological change: on the one hand, new technology will reconstruct human subjectivity and behavior. On the other hand, the reconstructed subjectivity will further guide and promote the change and development of new technology. "This highly interdependent and interactive relationship is an important way for us to understand the relationship between technology and social culture. "

The omnipresent and omnipotent Internet meets the audience's demands for information communication without constraints of time, space and region. With the advantages of convenient and efficient communication, it not only gets more attention from the audience, but also promotes the dissemination and flow of information in the form of fragmentation, which has become a typical feature in the information age and promotes the development of social form to fragmentation. With the development of Internet media technology, the rapid flow of fragmented information in the global village has become possible, and under the influence of factors such as the continuous decline of traditional media, the fragmentation and fragmentation characteristics of society have become more and more serious, which has become an important feature of modern social transformation and a decisive factor in the formation of the current fragmented

social context.

V. CONCLUSION

In the context of modern society, the innovation, artistic transformation, inheritance and development of Chinese traditional culture play a decisive role in China's future development, whether it is internal ideological and cultural construction or external national image display. As a superpower, China will face more challenges from inside to outside. In today's world where communication power is productivity and creativity, China is to establish an international communication system that is balanced and matched with its political status, economic strength and international influence, so as to fully show Chinese civilization, tell Chinese stories, and show the in-depth and three-dimensional national image to the world. The new stage of Internet development has created opportunities for the realization of this goal. The digital art communication of Chinese elements, which represents the blood of Chinese culture, is one of the paths, and also the best path to conform to the trend of the times. At the same time, we must also recognize the disadvantages brought by the Internet, such as the cultural digestion and heterogeneity of traditional cultural connotation, which need to be vigilant and avoided in the process of communication.

Although the current situation of cultural communication is still that the west is stronger than the West and I am weaker, it is only a matter of time to change the communication ideas, start anew with a new communication system, improve the cultural influence of the Chinese nation, build the national image, and catch up with or even surpass the cultural communication ability of the West. At the same time, the development and application of artificial intelligence makes it possible for more diversified innovative art forms of Chinese elements, which is the opportunity for social progress. In any case, we have ushered in the best era of traditional culture inheritance and development.

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