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Strategies for Publishing Traditional Chinese Culture in the New Technological Era: Postprint

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Abstract

The continuous advancement of technology has facilitated the extensive global exchange of China's traditional culture. Reform has propelled Chinese culture toward modernization and concurrently established a new culture adapted to the reform context. Chinese traditional culture, broad and profound, constitutes the cornerstone of China's value system. The publication of Chinese traditional culture can exert a significant influence on economic development, social progress, and ecological conservation in China; therefore, China should enhance the publication of its traditional culture under the new circumstances.

Full Text

Research on Countermeasures for the Publication of Traditional Chinese Culture under the New Situation of Science and Technology

Abstract: The continuous advancement of science and technology has facilitated the global exchange of China's traditional culture. Reform has not only modernized Chinese culture but also established a new cultural framework compatible with these reforms. Profound and extensive, traditional Chinese culture serves as the foundation of China's value system. The publication of traditional Chinese culture can play a significant role in promoting economic development, social progress, and ecological protection. Under the new circumstances, China should improve and strengthen the publication of its traditional culture.

Keywords: new situation; traditional Chinese culture; publication

China's traditional culture possesses distinct local and ethnic characteristics, intimately connected with the nation's destiny. As the soul of the Chinese nation

that must not be lost, China should develop its cultural undertakings alongside its economy to demonstrate the enduring vitality of its traditional culture. Under the new situation, China must promote the publication of traditional Chinese culture to fully realize its functions. In an era where national economic interests are intertwined, countries should increase trade exchanges while developing their economies. Although productivity drives economic growth, the global economy remains controlled by some developed countries, resulting in regional imbalances and persistent poverty in many developing nations. Building a harmonious world is a long-term and arduous task requiring global joint efforts. This concept extends traditional Chinese culture and serves as a principle for improving international relations. Through publishing traditional Chinese culture, China can promote worldwide cooperation, eliminate barriers, and accelerate the establishment of a harmonious world.

1. Definition of Traditional Culture

Traditional culture is not static but exists in a constant state of flux. Under human influence, it exhibits specific temporal and spatial characteristics. Containing profound human thought, culture emerges from human subjective initiative and remains independent and stable from politics and economy. Within particular historical spaces, people transform nature according to their philosophies, forming numerous traditional ideologies. Different ethnic groups develop distinct customs, etiquette systems, and cultural expressions—all manifestations of traditional culture.

2.1 Enhancing Cultural Soft Power and Achieving Cultural Confidence

As one of the world's four ancient civilizations, China possesses a deep historical and cultural heritage. However, the global influence of Chinese culture requires further enhancement, as its dissemination remains regionally limited. Perfecting socialist modernization is China's grand yet challenging goal. Confronted with the influence of Western liberalism, China must resist the erosion of undesirable foreign cultures while deepening the dissemination of its traditional culture to enhance its global influence. As the essence of the nation, traditional culture forms a crucial task in developing socialist culture with Chinese characteristics. Promoting the publication of traditional Chinese culture can strengthen national cohesion and centripetal force, showcase the richness of traditional culture, enhance China's cultural soft power, and secure discourse power and authority in international cultural development.

2.2 Building a Harmonious World Through Traditional Culture Publication

Traditional Chinese culture emphasizes harmony and inclusiveness, aligning with historical development patterns and contemporary trends. In the decade since the economic crisis, while many countries experienced shifts in economic

power, China seized the opportunity to develop its economy and enhance its cultural soft power. As the essence of the nation, traditional culture represents an important task in developing socialist culture with Chinese characteristics. The establishment of a harmonious world is inseparable from the publication of traditional Chinese culture, which can promote global cooperation and eliminate barriers.

3.1 Cultural Collision and Transformation Challenges for Traditional Culture

Market economy development requires continuous reform as the core of superstructure ideology. During this transitional period, traditional Chinese culture publication faces certain dilemmas, as elite culture gradually becomes buried by popular culture. While Chinese culture contains profound agricultural elements, Western culture is primarily industrial. With deepening economic globalization, Chinese and Western cultures collide, exhibiting fundamental differences that challenge traditional culture publication. Although traditional culture emphasizes a people-oriented approach, this focus often neglects the relationship between humans and nature, concentrating only on human-society relations and resulting in indifferent interpersonal relationships and rampant utilitarianism.

3.2 Online World Attacks on Traditional Culture Publication

Although tradition and modernity appear contradictory lexically, they share close connections: tradition forms the foundation for modern integration, while modernity represents the continuation of tradition. As China develops toward modernization, it must undergo a necessary transition. During this process, traditional culture faces inheritance difficulties. Technologically, as the birthplace of internet technology, the West maintains higher development levels than China, exposing traditional culture publication to attacks from the online world.

3.3 Globalization and Materialization Challenges in Modernization

Under modernization, traditional culture publication encounters obstacles. While deepening exchanges with other countries breaks traditional self-sufficient states and transforms culture into global trends, economic globalization inevitably produces cultural expansion. Although economic globalization drives cultural globalization, and close economic exchanges coupled with information technology progress provide platforms for showcasing national cultures, this trend favors Western cultural expansion. As Western festivals have entered the hearts of ordinary Chinese people, this phenomenon inevitably hinders traditional culture publication.

3.4 Commercial “Showmanship” in Traditional Culture Publication

Although a nation’s culture and economy share close ties, their development laws differ significantly. Due to market forces, traditional Chinese culture publication

has acquired a strong commercial flavor, damaged by superficial and vulgar commercial tactics. When cultural publication becomes a consumption industry, it breeds decayed thoughts and extreme individualism. The lack of responsibility and pervasive commercial showmanship in traditional culture publication causes it to lose its proper value and educational effectiveness.

4.1 Following the Development Laws of Advanced Culture

Advanced culture relies on productive forces as its material foundation while providing intellectual support for productivity development. As China remains in the primary stage of socialism with production levels requiring further improvement, traditional culture publication should integrate with advanced culture, eliminate feudal dross, fully excavate excellent traditional culture, and prevent erosion by bourgeois decadent culture. It should resist unjust and inhumane Western culture while combining with popular and open culture, as advanced culture eliminates ignorance and decay to promote mass culture development.

4.2 Emphasizing the Strategic Position of Cultural Revitalization

On the basis of economic globalization, culture shows diversified development trends. Countries with weak political and economic positions struggle to resist cultural aggression from developed nations. To maximize the effect of traditional culture publication, China should innovate traditional culture, utilize new media, adopt new technology, and follow publication trends. While many countries reflect on their native cultures, China, with its 5,000-year traditional culture, should also innovate in publication by employing new media to create a favorable publication atmosphere. China should adhere to a cultural diplomacy strategy, increasing cultural exchange channels in foreign affairs. Traditional culture publication requires support from both government and people, with the government combining forces with civil society to promote excellent traditional culture.

4.3 Valuing the Innovative Spirit of Intellectuals

In traditional culture publication, value transmission occupies a crucial position. The publication of traditional Chinese culture aims to spread cultural values, rebuild current social values, and inherit national culture. To achieve this, national cultural quality must be improved. Under the guidance of socialist core values and Marxist theory, cultural consciousness should be formed on the basis of identifying with mainstream ideology to enhance national quality. Excellent traditional culture publication should present national characteristics to foster patriotism. It should adopt a critical perspective to objectively analyze incoming Western culture—neither fully accepting nor completely rejecting it—adhering to the principle of “taking the essence and discarding the dross” to integrate local and foreign cultures.

4.4 Fully Utilizing Internet Platforms

To enhance influence in traditional Chinese culture publication, communication capabilities must be strengthened. Only with robust communication capabilities can culture reach broader audiences. China should promote modern media construction to achieve inheritance and development through traditional culture publication. By building a modern publication mechanism, establishing operational norms for newspapers and magazines, deepening traditional culture publication media, and establishing a modern publication system, China can enhance its communication capacity. The country should broaden traditional Chinese culture publication channels through the internet, cultivate numerous traditional culture communication talents, and effectively enhance the influence of traditional Chinese culture.

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