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## STATUS QUO OF CHINESE CULTURAL INHERITANCE

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### Abstract

Chinese culture has a long history and is one of the oldest ancient civilizations. In the course of thousands of years of development, the Chinese nation has created a rich and splendid Chinese culture. Chinese culture is the spiritual pillar for the long-term continuation and continuous development of the Chinese nation. The main spiritual core of Chinese culture is Confucian culture, which has been inherited for thousands of years. Confucian culture is the muscle and bone of Chinese culture. Meanwhile, Taoism, as a local religion, and Buddhism, which is integrated with society in the history of Chinese civilization for thousands of years. Chinese culture has been influenced by foreign cultures and embraces fine foreign cultures. The rapid development of national economy and the integration of global economy have accelerated the influence of foreign culture on China. Media and business hype, promote the "foreign festival" is heating up, behind which is mainly huge commercial profits; It is also inevitable that the Chinese people begin to lead a rich life and pursue a rich and colorful spiritual life. At the same time, traditional culture is regarded by a large number of young people as dross, feudal superstition, backward and unprogressive representative. Chinese culture has thrown off its shackles, been in line with The Times, actively innovated, and carried out new media communication. More and more people have spontaneously joined the camp of protecting cultural inheritance. The method of cultural inheritance also changes with The Times, but what remains unchanged is the sense of belonging to culture.

**Keywords:** Chinese culture; Traditional culture; inheritance.

## ҚЫТАЙ МӘДЕНИ МҰРАСЫНЫҢ МӘРТЕБЕСІ

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### Аңдатпа

Қытай мәдениеті ұзақ тарихы бар және ең көне өркениеттердің бірі болып табылады. Қытай халқы мыңдаған жылдар бойы даму барысында бай және тамаша қытай мәдениетін жасады. Қытай мәдениеті Қытай ұлтының ұзақ мерзімді жалғасуы мен үздіксіз дамуының рухани тірегі болып табылады. Қытай мәдениетінің негізгі рухани өзегі мыңдаған жылдар бойы мұра болып келе жатқан конфуций мәдениеті. Конфуций мәдениеті Қытай мәдениетінің бұлшық еті мен сүйегі. Сонымен қатар, жергілікті дін ретінде даосизм және мыңдаған жылдар бойы Қытай өркениетінің тарихында қоғаммен интеграцияланған буддизм. Қытай мәдениеті бөтен мәдениеттердің ықпалында болды және жақсы шетелдік мәдениеттерді қамтиды. Ұлттық экономиканың қарқынды дамуы және дүниежүзілік экономиканың интеграциясы шетел мәдениетінің Қытайға ықпалын жеделдете түсті. БАҚ және бизнес хайп, «шетелдік фестивальді» насихаттайды, оның артында негізінен үлкен коммерциялық пайда жатыр; Сондай-ақ Қытай халқының бай өмір сүре бастауы, бай және бояулы рухани өмірге ұмтылуы сөзсіз. Сонымен қатар, дәстүрлі мәдениетті жастардың көп бөлігі дөрекі, феодалдық ырымшылдық, артта қалған және озық емес өкіл ретінде қарастырады. Қытай мәдениеті бұғауларын тастады, The Times газетіне сәйкес болды, белсенді түрде жаңалықтарды енгізді және жаңа медиа коммуникацияларын жүзеге асырды. Мәдени мұраны қорғау лагеріне стихиялы түрде қосылатындар көбейді. Мәдени мұра әдісі де The Times газетімен бірге өзгереді, бірақ өзгеріссіз қалатын нәрсе - мәдениетке қатыстылық сезімі.

**Түйін сөздер:** Қытай мәдениеті; Дәстүрлі мәдениет; мұрагерлік.

## СТАТУС-КВО КИТАЙСКОГО КУЛЬТУРНОГО НАСЛЕДИЯ

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### Аннотация

Китайская культура имеет долгую историю и является одной из древнейших древних цивилизаций. В ходе тысячелетнего развития китайский народ создал богатую и великолепную китайскую культуру. Китайская культура является духовной опорой для долгосрочного продолжения и непрерывного развития китайской нации. Основным духовным стержнем китайской культуры является конфуцианская культура, передающаяся по наследству на протяжении тысячелетий. Конфуцианская культура — это мускулы и кости китайской культуры. Между тем, даосизм, как местная религия, и буддизм, интегрированный в общество, в истории китайской цивилизации на протяжении тысячелетий. Китайская культура находится под влиянием иностранных культур и включает в себя прекрасные иностранные культуры. Быстрое развитие национальной экономики и интеграция мировой экономики ускорили влияние иностранной культуры на Китай. Накаляется ажиотаж в СМИ и бизнесе, продвигающий «иностранный фестиваль», за которым в основном стоят огромные коммерческие прибыли; Также неизбежно, что китайский народ начнет вести богатую жизнь и стремиться к богатой и яркой духовной жизни. В то же время традиционная культура расценивается большим количеством молодежи как отбросы, феодальные суеверия, отсталые и непрогрессивные представители. Китайская культура сбросила свои оковы, шла в ногу с The Times, активно внедряла инновации и осуществляла коммуникацию с помощью новых средств массовой информации. Все больше и больше людей спонтанно присоединились к лагерю защиты культурного наследия. Метод культурного наследования также меняется вместе с «Таймс», но неизменным остается чувство принадлежности к культуре.

**Ключевые слова:** китайская культура; традиционная культура; наследование.

### Introduction

#### *An overview of Chinese culture*

Chinese culture, based on Chinese civilization, is a culture formed by the full integration of various regions and ethnic cultural elements. Different from the international nature of Chinese culture, it can be called "Chinese culture" (the culture of the People's Republic of China). In the course of thousands of years of development, the Chinese nation has created a rich and splendid Chinese culture. Chinese culture is the spiritual pillar for the long-term continuation and continuous development of the Chinese nation. Stalin believed that a nation not only shared a common language, a common region, and a common economic life, but also a "common psychological quality manifested in a common culture". Chinese culture is one of the four major civilizations in the world, one of the oldest and one of the longest lasting civilizations in the world. The Chinese civilization has a long history, dating back to 5,000 years during the reign of the Yellow Emperor. It is universally acknowledged that China is one of the oldest ancient civilizations. It is generally believed that there are many direct sources of Chinese civilization, among which the Yellow River civilization and the Yangtze River civilization are the main ones. The Yellow River and the Yangtze River are known as the "mother rivers" of the Chinese nation.

The word "culture" has more than hundreds of definitions, the most notable is that "culture" is divided into "culture in a broad sense" and "culture in a narrow sense". The concept of "culture in a broad sense" refers to everything created by human beings in their living activities as culture, which consists of three different levels: apparatus, system and concept (including the value concept as its core). The concept of "culture in narrow sense" mainly refers to the culture in ideology. This paper mainly discusses the concept of "culture in a broad sense" and its inheritance status.

### Materials and methods

#### *Confucianism and Confucius*

##### *The spiritual core of Chinese culture*

The main spiritual core of Chinese culture is Confucian culture, which has been inherited for thousands of years. Confucian culture is the backbone of Chinese culture and has had a profound influence on every aspect of Chinese society in the history of Chinese civilization for thousands of years. The main influence of Confucian culture lies in China's politics, economy, military, cultural education, social core values and so on. Confucian culture has shaped the unique national spirit and character of the Chinese nation. Confucian culture not only had an important impact on Japan and the Korean Peninsula, but also had a profound impact on Southeast Asian and South Asian countries such as Vietnam and Singapore and even the Americas. Confucian culture has also established its important influence position in East Asia, profoundly influencing the cultural mainstream thought, philosophy and religious system of the countries and regions in the "Confucian cultural circle".

Confucianism, founded by Confucius in the 5th century before the Qin Dynasty, is one of the hundred schools of thought and music. It is derived from the rites and music tradition of the Zhou Dynasty. It takes benevolence, forgiveness, sincerity and filial piety as its core values, emphasizes the moral cultivation of a gentleman, emphasizes the complementary nature of benevolence and rites, attaches importance to the five lunates and family ethics, advocates enlightenment and benevolent government, attacks tyranny, tries to rebuild the order of rites and music, changes customs and customs, and is full of the ideal of joining the world and humanism. Confucianism was on an equal footing with hundreds of schools of thought before its exclusive respect for Confucianism.

One of the representatives of the spiritual core of the Confucian school, his philosophical thought provides the ideological foundation for the development of Chinese culture. "First, positive and optimistic spirit; Second, the high value of moral values: third. It created a fine tradition of valuing historical experience."

#### *1. Buddhism*

Since Buddhism spread from India to China at the time of Han Dynasty, Buddhism has gradually formed a Buddhist culture with Chinese characteristics after a long collision and integration with China's native culture Taoism and Confucianism for nearly 2000 years, completing the localization of Buddhism. The most prominent is that Zen Buddhism has spread its branches, blossomed and bearing fruit in China, and has interacted with Taoism and Confucianism, forming the unique Zen Buddhism culture and jungle system, which has played a great role in the development and evolution of Chinese culture, and has extended and expanded to the entire literature, art, architecture, education and other fields, while enhancing the cohesion of the Chinese nation. Buddhism has become an important part of Chinese culture and has exerted great influence on Chinese culture.

The most important period of Buddhism localization was the Southern and Northern Dynasties, during which several great Buddhist thinkers contributed to the assimilation and assimilation of Indian and Western regions in Chinese Buddhism. The most representative of them are the great Sutra translator Kumarash and his Chinese disciples, as well as the Taoist monk Dao'an and his disciples from mainland China. Since the end of the Han Dynasty, foreign Buddhism has imported classics to the Han Dynasty in large quantities. Foreign monks also studied Chinese seriously and began the initial activities of translating and lecturing Sutras. At first, the Chinese people were deeply surprised and impressed by the magical and magnificent religions from the west, and then they made creative localization through their own

understanding and perception of them. Buddhism absorbed the construction core of China's native Confucianism and formed the indigenous Buddhism that belongs to China. In the process of integration and innovation, the level of Chinese ontological philosophy rose to a new height. The localization of Buddhism also influenced the expression of Chinese art, setting off the upsurge of building Buddha statues and pagodas, so the art of Chinese painting and sculpture reached its peak. (such as the murals in Dunhuang Mogao Grottoes, Maijishan Grottoes in Tianshui, Datong Grottoes and Leshan Giant Buddha). The influence of Buddhism has permeated various artistic fields such as poetry, music, architecture, sculpture and painting. "To this day, various Buddhist rituals and related temple fairs have formed major festivals in the daily life of various ethnic groups in China, integrated into the folk culture of China, and influenced the folk customs and national psychology of the Chinese people. The formation process of Chinese Buddhism is the whole process of Chinese culture absorbing foreign religious factors, and the influence of Buddhist concepts and institutions on the spiritual and social life of Chinese people. Undoubtedly, it is an important motivation for the development and transformation of Chinese culture." □

## 2. Taoism

Taoism is the only religion that originated in China and was founded by the Chinese. It is the native religion of the religion that was born and bred in China. It is closely connected with the local culture of China, deeply rooted in the land of China, with distinct Chinese characteristics, and has a profound influence on every level of Chinese culture. Taoism was formed after a long history of development. It can be traced back to the worship of nature and ghosts and gods in the primitive period. From the divination and other magic techniques of communication between man and god in the earliest period, the primitive religion gradually evolved into the worship of heaven and ancestors in the Yin and Zhou Dynasties.

The core of Taoist thought is "Tao", which Taoism believes is the origin of the universe and the law governing all movements in the universe. The relation between "Tao" and all things. In terms of static state, "Tao" is the ultimate guarantee for the common existence of all people and things, the highest value, and the ultimate source of value. In dynamic terms, Tao is the coagulative structure and driving force of order, the "nature" or "nature force", and the realization principle that enables all things to coexist, continue, transform and develop. Taoism believes that although the heaven and earth are different in form, they are the same in origin. The so-called "Heaven and earth are co-born with me, and all things are one with me" (Zhuang Zi · Qi Wu Theory). Heaven and earth and we are all born out of the great use of the Tao mind, and all things are the same with us and there is no difference between man and me. Taoism teaches people to fully understand and respect the laws of nature, to make everything in the universe "self-contained", and to fully respect the laws of movement of objective things. Taoist thought also shows that individuals and society are symbiotic and mutual existence relationship, cultivation should not only "self-restraint", but also "restraint", in various appropriate ways, to figure out the common interests of the world. Nowadays, Chinese social groups have a better interpretation of the Taoist concept of "symbiosis and mutual existence". (Mutual help from members of society in the face of novel coronavirus pneumonia)

## Results and discussion

### *Status quo of Chinese cultural inheritance*

Reform and opening up is a policy of domestic [] Since then, a large number of foreign investment has poured into China, bringing a new catering mode language consumption way. Nowadays, it is in the ascendant and permeates every corner of people's life. Fast food brings new ways of eating and even "subverts" the traditional concept of eating to some extent. The

first consequence caused by the spread of Western learning in KFC and McDonald's must be the alienation of Oriental taste buds. A large number of young people take this as the benchmark of fashion, watch foreign films and television works, and gradually westernize their life. The rapid development of national economy and the integration of global economy have accelerated the influence of foreign culture on China. Media and business hype, promote the "foreign festival" is heating up, behind which is mainly huge commercial profits; It is also inevitable that the Chinese people begin to lead a rich life and pursue a rich and colorful spiritual life. At the same time, traditional culture is regarded by a large number of young people as dross, feudal superstition, backward and unprogressive representative. Since 2010, China has taken some new measures to carry forward traditional Chinese culture.

*1. China Central Television helps promote the culture of sinology*

As an important communication front, the China Media Group has an unshirkable responsibility to carry forward the fine traditional Chinese culture.

In 2013, China Central Television (CCTV) and the State Language Commission jointly sponsored a Chinese character Dictation competition called "Chinese Character Dictation Conference" held on the Chinese mainland. The competition was broadcast live to all students in China. To enhance students' interest in learning Chinese characters and culture, and promote cultural inheritance. Once the "Chinese Character Dictation Conference" was broadcast, a wave of "Chinese character fever" swept across China. Schools and governments all over the country held "Chinese character dictation Conference" offline, which greatly improved the enthusiasm of Chinese national studies and the ability of primary and middle school students to write Chinese characters. Subsequently, China Central Television has held "Chinese poetry conference", "Chinese riddle conference", "Chinese idiom conference" and other Chinese cultural programs.

Through edutainment programs, we not only improve the level of Chinese culture, but also bring people closer to traditional Chinese culture.

In recent years, China Central Television (CCTV) has launched cultural variety shows such as China in Classics and National Treasure to spread Chinese culture to the public. "China in Classics" focuses on excellent Chinese cultural classics. Through the innovative form of time-space dialogue and the expression method of "drama + film and television", it tells the origin and circulation of the classics and the shining stories in the books in the long history of 5,000 years, so as to make the words written in the classics "alive" and show the Chinese wisdom, Chinese spirit and Chinese value contained in the classics. The ultra-high level of production enables the public to seek national cultural identity and national cohesion in the program.

*2. New media communication and secondary creation*

New media has built a convenient platform for us to understand and spread traditional culture. Under the economic stimulus of Internet celebrities, Chinese culture inheritance has found a new path of inheritance.

For example, the Palace Museum of China uses social networking software to build a cloud platform for the public to view exhibitions online. The documentary titled "I Repair Cultural Relics in the Forbidden City" shows the daily work of the conservators of cultural relics in the Forbidden City for the public, and also lets the public have a deeper understanding of the importance of traditional culture and cultural relics protection. Through the variety show named "New Forbidden City", based on historical facts, we created stage after stage of different scene small theater. Meanwhile, combined with the content, we also invited the developers of the innovative products of the Forbidden City and the mysterious guests to follow the experts

of the Forbidden City into the palace to explore the precious treasures and profound history and culture of the Forbidden City, and cooperated with designers and college design students to open their imagination. Each program will create a cultural creative derivative, opening up a new connection between the audience and the culture of the Forbidden City, so that more young people can "take the culture of the Forbidden City home".

"2021 Wonderful Night of Lantern Festival" is a special program of 2021 Lantern Festival launched by Henan Radio and Television Station All-Media Marketing and Planning Center. The evening party features traditional culture, takes the treasure of Henan Museum as the focus of attention, and takes time crossing and dimensional intersection as the time axis, combining elements of Henan's history and culture with artistic performances such as singing, dancing, opera and martial arts. The method of "traditional culture + modern science and technology" is adopted to show the thickness of Henan's cultural deposits, the strength of cultural innovation and the achievements of cultural construction, and to make beneficial attempts on the innovative expression of cultural elements, so as to bring cultural feast to the audience in the era of new media.

### 3. *The daily innovation of national dress*

As young people's cultural identity increases, more people are wearing Hanfu, which is the most representative of the Han culture in China. It has become a new problem to preserve its ornamental and characteristic while making it convenient for modern social life. Many independent designers solve this problem through their creations. Businesses have also opened the mass production mode, so that more and better national clothing become daily, life. Many of these independent designers are young. They consulted ancient books of various dynasties to design clothes in a more elaborate way. They are also the representative group of Chinese culture inheritance, but also the important embodiment of the youth generation to inherit national culture.

### Conclusion

Although Chinese culture has experienced degradation, it has been influencing Chinese people, the universal values of Chinese society and the inner spiritual world of Chinese people since thousands of years ago. What's more, Chinese culture has influenced Japan, South Korea, Vietnam and other countries that are also "Confucian cultural circles". Chinese culture is an inalienable part of Chinese people's blood and blood, and it is also the most intuitive tool to know or understand Chinese people in the context of the general environment. Chinese culture has contributed a lot of valuable wealth to the development of world culture, and has also played a leading role in East Asian culture. Nowadays, with the rapid development of science and technology, we should not regard these cultural treasures as dross, but should use science and technology to carry forward and spread traditional culture. In today's globalized world, we should learn from the excellent culture of other nations, take its essence and discard its dross, protect and carry forward traditional culture as far as possible with the concept of common development of human culture, and protect culture together with the benchmark of human community with a shared future.

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