

Cultural Inheritance and Dissemination of Movies: Taking China's movies as an Example

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Abstract: This article takes China's movies as an example to explore the cultural inheritance and dissemination of movie. Firstly, the characteristics and value of movies as cultural symbols were introduced, emphasizing the ability of movies as a powerful medium of communication to influence culture. Then an analysis was conducted on the cultural inheritance and dissemination of China's movies, including the historical and developmental characteristics of China's movies, as well as the cultural elements and meanings in China's movies. Subsequently, the inheritance and innovation of Chinese movie culture were discussed, including the presentation and inheritance of traditional Chinese culture in movies, as well as the impact of contemporary social changes on China's movies. Then, specific movie cases were used to analyse the inheritance and dissemination of Chinese movie culture, including the movies "Farewell My Concubine" and "Crouching Tiger, Hidden Dragon". Finally, strategies for the inheritance and dissemination of Chinese movie culture were proposed, including improving the quality of movie creation, perfecting the movie industry system, reforming the movie review system, strengthening international cooperation and exchange, in order to enhance the international status of China's movies.

Keywords: Cultural inheritance; Cultural dissemination; China's movies.

1. Introduction

With the acceleration of globalization, movies, as a widely influential cultural symbol, play an important role in cultural exchange and dissemination worldwide. As one of the most historically rich and uniquely charming movie genres in the history of world movie, China's movies stand out on the world movie stage with its profound cultural heritage and unique artistic expression.

Since its inception, China's movies have carried the rich historical memory, cultural traditions, and national spirit of the Chinese nation. Since the establishment of the People's Republic of China,

China's movies has gone through different historical stages such as socialist transformation, reform and opening up, and modernization construction, forming a unique style of movie art. In this process, Chinese moviemakers continuously explore and inherit national culture, integrating traditional cultural elements into movie creation, making China's movies unique and charming in the world movie market.

2. The Characteristics and Value of Movies as Cultural Symbols

2.1. Definition and Development History of Movies

movie, as a comprehensive art form, integrates various artistic elements such as literature, drama, music, and painting. Through the organic combination of image and sound, it presents rich storylines and character images, thereby conveying the creator's ideas and emotional experiences. The development process of movies can be described as long and legendary. From silent movies in the late 19th century to high-tech digital production today, movies have gone through multiple stages of development. Driven by technological innovation, the expressive techniques and artistic forms of movies continue to enrich, making them one of the most

attractive and influential cultural symbols worldwide. Movies not only have entertainment functions, but also carry rich historical, cultural, social, and psychological connotations, becoming a window for people to explore real life, examine historical memories, and imagine the future world. The value of movies as cultural symbols lies in their ability to overcome national, ethnic, and linguistic barriers, touch the hearts of audiences, stimulate resonance, and promote cultural exchange and dissemination. In addition, movies can also reflect the characteristics of the times, showcase national spirit, and become an important carrier for recording and inheriting human culture. In the context of globalization today, the unique value of movies as cultural symbols is becoming increasingly prominent, which is of great significance for strengthening international cultural exchange and enhancing mutual understanding [1].

2.2. The Characteristics of Movies as Cultural Symbols

Movies, as cultural symbols, have the following characteristics: firstly, they have extremely strong audio-visual expressive power. Movies, through the organic combination of image and sound, can create distinct visual effects and strong emotional impact, allowing the audience to resonate and empathize during the viewing process. Secondly, movies have a wide range of influence. As a popular cultural product, movies have a wide audience and huge influence, and can transmit a large amount of information and emotions in a short period of time. In addition, movies also have cross-cultural and cross regional characteristics. As an international language, movies can overcome language, cultural, and regional barriers and be accepted by global audiences. Finally, as a cultural symbol, movies have profound social and cultural connotations. Movies are not only a form of entertainment, but also a reflection and expression of various aspects of society, history, culture, psychology, etc., which can profoundly reveal the spiritual world and social reality of

humanity.

2.3. The Value of Movies as Cultural Symbols

Movies, as cultural symbols, have rich value and are an important tool for cultural dissemination. They can convey various cultures and values, and play an important role in promoting cultural inheritance and exchange. Meanwhile, as an art form, movies can express the thoughts and emotions of directors and screenwriters, allowing audiences to enjoy art and gain inspiration during the viewing process. In addition, as a form of entertainment, movies have a wide audience and strong appeal, which can bring economic benefits and cultural value to society. In addition, as a social and cultural phenomenon, movies can reflect the cultural background and values of society, and have important reference value for studying society and culture. Therefore, as a cultural symbol, movies have important social and cultural values and play an irreplaceable role in promoting cultural inheritance and exchange [2].

3. Cultural Inheritance and Dissemination of China's movies

3.1. The History and Development Characteristics of China's movies

The development process of China's movies is full of legendary colors, with distinct historical and developmental characteristics. Firstly, China's movies has a long history, having gone through a hundred years since the birth of the first domestic movie "Ding Jun Mountain" in 1905. Over the past century, China's movies has undergone evolution from silence to sound, from black and white to color, and from movie to digital, witnessing the rise and development of the Chinese movie industry. Secondly, the development of China's movies has distinct characteristics of the times. The works of various periods reflect the social background and historical culture of that time, such as revolutionary themed movies in the early days of the founding of New China and commercial movies after the reform and opening up. In addition, China's movies also emphasize the inheritance and promotion of traditional culture. Many works convey the traditional culture and values of the Chinese nation through telling historical stories and showcasing ethnic customs. Finally, China's movies have a wide influence and competitiveness internationally, with many works receiving important awards and recognition at international movie festivals, providing strong support for China's movies to go global.

3.2. Cultural Elements and Significance in China's movies

The cultural elements in China's movies are rich and diverse, ranging from traditional to modern, from ethnic to global. These cultural elements have been fully demonstrated and inherited through the form of movies, and have important cultural significance. The traditional cultural elements in China's movies, such as historical stories, myths and legends, and traditional art, have been inherited and developed through the form of movies, allowing audiences to better understand and appreciate traditional Chinese culture. The modern cultural elements in China's movies, such as modern urban life, youthful love, and technological development, have been fully demonstrated and explored through the form of movies, allowing audiences to better understand and reflect on modern

society. In addition, the ethnic cultural elements in China's movies, such as ethnic customs and folklore, have been fully displayed and inherited through the form of movies, allowing audiences to better understand and appreciate China's diverse culture. The world cultural elements in China's movies, such as international themes and cross-border productions, have been fully displayed and disseminated through the form of movies, providing an important bridge and platform for China's movies to go global [3].

3.3. International dissemination and influence of China's movies

The dissemination and influence of China's movies are becoming increasingly significant internationally. The share of China's movies in the international market has been increasing year by year, and many excellent domestic movies have achieved good box office and reputation internationally. The movie "Nezha's Demon Child" achieved impressive box office results in North America, Europe, and other regions, while "Wandering Earth" became the first Chinese movie to enter the top 100 global box office. Secondly, the performance of China's movies at international movie festivals is becoming increasingly prominent. Many directors and actors have received important awards and recognition at international A-class movie festivals, such as the works of directors Jia Zhang ke and Zhang Yimou, which have won numerous awards internationally. In addition, China's movies also play an important role in international cultural exchanges. Many foreign audiences learn about Chinese culture through China's movies, thereby deepening their understanding of China and Chinese culture. At the same time, the Chinese movie industry is constantly seeking cooperation and exchanges with the international market, such as cooperation with Hollywood and exchanges with international movie organizations [4].

4. The Inheritance and Innovation of China's movies Culture

4.1. Presentation and Inheritance of Chinese Traditional Culture in Movies

The presentation and inheritance of traditional Chinese culture in movies are of great significance. As a widely influential art form, movies can vividly and vividly showcase traditional Chinese culture to audiences, allowing them to not only enjoy a visual feast but also understand and inherit the excellent traditional culture of the Chinese nation. Through the mass media of movies, traditional Chinese culture can be pushed to the world, allowing audiences from all over the world to understand and appreciate the cultural charm of China. In addition, the traditional Chinese cultural elements in movies can also stimulate the audience's sense of national pride and cultural identity, thereby strengthening national cohesion [5].

In China's movies, the presentation and inheritance of traditional culture are mainly reflected in the following aspects: historical stories and mythological legends are common traditional cultural elements in China's movies. By telling historical stories and mythological legends, movies convey the wisdom and spirit of the Chinese nation. For example, the movie "Nezha's Demon Child Descends" showcases the brave, resilient, and indomitable spirit of the Chinese nation by telling the story of Nezha and Ao Bing's enmity. Ethnic customs and folk art are also common

traditional cultural elements in China's movies. By showcasing ethnic customs and folk art, movies convey the unique charm of the Chinese nation. For example, the movie "Fanghua" showcases the art of dance, allowing the audience to experience the charm of Chinese national culture. Traditional ideas and philosophical concepts are also common elements of traditional culture in China's movies. By showcasing traditional ideas and philosophical concepts, the movie conveys the Chinese nation's outlook on life, values, and worldview. For example, the movie "Crouching Tiger, Hidden Dragon" conveys the chivalrous spirit and traditional cultural values of the Chinese nation by telling martial arts stories.

4.2. The Impact of Contemporary Social Changes on China's movies

The impact of contemporary social changes on China's movies is comprehensive, with both positive and negative aspects. From a positive perspective, social changes have provided broader development opportunities for China's movies. With the development of the economy and the improvement of people's living standards, the demand for cultural and entertainment is also increasing, which provides a good market environment for the development of China's movies. In addition, social changes have also brought about technological progress, which has greatly improved the technical means and techniques of movie production, thereby enhancing the artistic expression of movies.

However, social changes have also brought some negative impacts on China's movies. With the advancement of globalization, China's movies are facing competition from all over the world, which has had a certain impact on their market share and influence. With the acceleration of social change, people's pace of life has accelerated, and the demand for movies has also changed, which requires continuous adjustment and innovation in the content and form of movies. In addition, social changes have also brought about changes in values, which requires the content and themes of movies to be more in line with the psychological needs of modern people [6].

4.3. Innovation and Breakthroughs in China's movies

In today's world movie market, China's movies are going through a period of innovation and breakthrough. In the past few years, the Chinese movie industry has continued to grow, achieving significant results in technology, themes, presentation techniques, and market operation models. The efforts of China's movies in innovation and breakthroughs are mainly reflected in the following aspects:

In terms of technology, China's movies have gradually transitioned from traditional movie movies to digital movies, which has greatly improved the production efficiency and viewing experience of movies. In addition, the technical level of visual and sound effects in China's movies has also been significantly improved, making the artistic expression of movies even higher.

In terms of themes, China's movies are gradually breaking away from traditional themes such as revolution, history, and love, and instead focusing more on real life, human nature, and social issues. This makes the content of China's movies richer, and the audience's viewing experience more diverse.

In addition, China's movies are constantly innovating in their expressive techniques. Chinese movie directors are no

longer limited to traditional narrative techniques, but use diverse expressive techniques such as non-linear narrative, symbolism, surrealism, etc., to enrich the artistic expression of movies.

In terms of market operation, China's movies have also made breakthroughs. The Chinese movie market has become one of the largest movie markets in the world, giving China's movies a greater voice and influence in the global movie market. At the same time, the innovation in promotion, distribution, and marketing of China's movies has also provided better protection for their box office and reputation [7].

5. Analysis of movie Cases for the Inheritance and Dissemination of China's movies Culture

5.1. Cultural Inheritance and Cross cultural Communication of the movie "Farewell My Concubine"

The movie "Farewell My Concubine" is a classic work in the history of China's movies. It tells the story of a Chinese opera life spanning half a century and showcases the inheritance and transformation of traditional culture in modern society. The movie is set in Beijing Opera and showcases the charm and vitality of traditional Chinese opera culture by depicting the love hate entanglement between two opera actors, as well as the various setbacks and difficulties they have experienced in the changing times.

In terms of cultural inheritance, "Farewell My Concubine" showcases the unique charm of Peking Opera art and conveys the traditional culture and values of the Chinese nation. The movie presents the beautiful melody, gorgeous costumes, and exquisite props of Peking Opera art to the fullest through delicate emotional depiction and exquisite artistic expression, allowing the audience to appreciate the charm of Peking Opera art while enjoying the movie. In addition, "Farewell My Concubine" also conveys the traditional cultural values of the Chinese nation, such as loyalty, responsibility, and responsibility, by telling the love hate entanglement between opera actors.

In terms of cross-cultural communication, Farewell My Concubine has received high praise and recognition internationally. The movie won the highest award at the Cannes movie Festival, the Palme d'Or, becoming the first Chinese movie to receive this honor. In addition, "Farewell My Concubine" has also been screened at movie festivals around the world, attracting a large number of foreign audiences. The movie showcases the charm of traditional Chinese opera culture, enabling foreign audiences to better understand and appreciate Chinese traditional culture. At the same time, the shared emotions and values of humanity conveyed in the movie, such as love, friendship, family, etc., also resonate with foreign audiences, thereby promoting international cultural exchange.

5.2. Cultural elements and international dissemination of the movie "Crouching Tiger, Hidden Dragon"

The movie "Crouching Tiger, Hidden Dragon" is a classic work in the history of China's movies. It focuses on martial arts and showcases the charm of traditional Chinese culture by telling a love story that happened in the late Ming and early

Qing dynasties. The movie is based on classical Chinese martial arts novels and showcases the spirit of chivalry, moral values, and aesthetic taste in traditional Chinese culture by depicting the love, hate, and hatred between martial arts heroes in the martial arts world.

In terms of cultural elements, "Crouching Tiger, Hidden Dragon" conveys the traditional culture and values of the Chinese nation by showcasing elements such as martial arts, qin, chess, calligraphy, and painting in traditional Chinese culture. The movie presents the beautiful text, martial arts atmosphere, and martial arts movements of martial arts novels to the fullest through delicate emotional descriptions and exquisite artistic expression, allowing the audience to appreciate the charm of traditional Chinese culture while enjoying the movie. In addition, Crouching Tiger, Hidden Dragon also conveys the traditional cultural values of the Chinese nation, such as loyalty, responsibility, and so on, by telling the love, hate, and grudges between martial arts heroes.

In terms of international dissemination, Crouching Tiger, Hidden Dragon has achieved great success. The movie won the Academy Award for Best Foreign Language movie, becoming the first Chinese movie to receive this honor. In addition, "Crouching Tiger, Hidden Dragon" has also been screened at movie festivals around the world, attracting a large number of foreign audiences. The movie showcases the charm of traditional Chinese culture, enabling foreign audiences to better understand and appreciate it. At the same time, the shared emotions and values of humanity conveyed in the movie, such as love, friendship, family, etc., also resonate with foreign audiences, thereby promoting international cultural exchange [8].

6. Cultural Inheritance and Communication Strategies of China's movies

6.1. Improving the quality of movie creation and emphasizing cultural connotations

The inheritance and dissemination strategies of China's movies include improving the quality of creation, emphasizing cultural connotations, and conducting cross-cultural cooperation. The key to improving the quality of movies lies in artistic expression, plot setting, and character shaping. Emphasizing cultural connotations makes movies an important carrier for inheriting Chinese culture and enhancing international competitiveness. Cross cultural cooperation helps to draw on creative experience, improve the level of Chinese movie art, promote international cultural exchange, and enable it to better go global. Through these strategies, China's movies will showcase richer cultural connotations and unique charm on the international stage.

6.2. Improve the movie industry system and enhance the level of the industry chain

The improvement of the movie industry system needs to start from various links in the movie industry chain, including movie production, distribution, screening, post production, etc. In these links, the optimization of each link can improve the overall level of the movie industry, thereby better inheriting and disseminating Chinese movie culture[9].

Improving the level of the industrial chain requires attention to the enhancement of industrial vitality, which is an important support for urban development. To optimize the

business environment and attract more investment and talent to enter the movie industry. In addition, it is necessary to configure the industrial chain to form a complete industrial system, in order to improve the competitiveness and market share of the industry.

In addition, strengthening the research and development of key core technologies and major weaknesses, and vigorously promoting the movie industry to move towards the mid to high end level, are also important measures to enhance the level of the industrial chain. Through technological innovation and addressing weaknesses, the production efficiency and product quality of the movie industry can be improved, thereby better inheriting and disseminating Chinese movie culture.

6.3. Reform the movie censorship system to ensure creative freedom

The movie censorship system has an important impact on the healthy development of the movie industry. Therefore, reforming the movie censorship system to ensure creative freedom is a key factor in promoting the development of China's movie industry.

Reforming the movie censorship system requires adhering to the principle of governing the country according to law and improving the legal and regulatory system for movie censorship. While ensuring the creative freedom of movie creators, it is also necessary to ensure that the movie content complies with national laws, regulations, and social moral norms. By improving the legal and regulatory system, strong legal guarantees can be provided for the development of China's movie industry.

Reforming the movie review system requires attention to the fairness and transparency of the review work. The review work should follow the principles of fairness, impartiality, and transparency, and avoid affecting the review results of the movie due to personal subjective reasons. In addition, a sound appeal and supervision mechanism should be established to enable movie creators and the general public to supervise and evaluate the review process.

Reforming the movie censorship system requires attention to the abilities and qualities of censors. Reviewers need to possess high cultural literacy and artistic appreciation skills in order to better understand and evaluate movie works. At the same time, reviewers also need to have independent thinking and judgment abilities, unaffected by personal subjective emotions and biases.

6.4. Strengthening International Cooperation and Exchange, Enhancing the International Status of China's movies

In the context of globalization, international cooperation and exchange are of great significance for the development of China's movies. By collaborating with movie creators from other countries and regions, we can learn from their movie creation experiences and improve the artistic level of China's movies. At the same time, international cooperation and exchange can also promote cultural exchange between countries, enabling China's movies to better reach the world.

Strengthening international cooperation and exchange requires attention to cooperation and exchange in the field of movie. Collaborate with movie creators from other countries and regions to create internationally influential movies. In addition, communication and cooperation with movie creators from other countries and regions can also be achieved

through participating in international movie festivals, movie fairs, and other means [10].

Strengthening international cooperation and exchanges requires attention to the cultivation of movie talents. Collaborate with movie academies and institutions from other countries and regions to jointly cultivate internationally competitive movie talents. In addition, through movie talent exchange programs, Chinese movie talents can have the opportunity to learn and exchange ideas in other countries and regions.

7. Conclusion

In summary, China's movies has achieved significant results in cultural inheritance and dissemination, but there are still some challenges and problems. In the future development, China's movies should continue to leverage the advantages of traditional culture, strengthen international cooperation and exchanges, and promote innovation and development in the movie industry. At the same time, it is also necessary to pay attention to the reform of the movie censorship system, ensure creative freedom, and provide a more relaxed creative environment for movie creators. Through these measures, China's movies will better inherit and spread Chinese culture, further enhance its international status, and inject new vitality into the development of world movie.

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