

"View Wisps of Smoke Rising from The Stove Again"

-- To Achieve the Inheritance and Development of Calligraphy Culture in The New Era

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Abstract: Chinese calligraphy is the carrier of cultural heritage and has profound cultural connotations. The origin of Chinese calligraphy can be traced back to the ancient oracle bone inscriptions and Chinese bronze inscriptions period, which has a history of several thousand years. It is a key element of Chinese culture and an important means to inherit China's excellent traditional culture in the new era. Under the impact of information technology and "fast food" culture, various computer fonts and personalized fonts have emerged, and people tend to use some "odd" fonts, and their cultural awareness is gradually weakened. In the new era, Chinese calligraphy culture is full of vigor, which requires us to deeply understand the essence of calligraphy culture, respect history and culture better, enhance cultural identity, and firmly believe in culture. We should adapt to the development of science and technology, using artificial intelligence technology to add new energy to traditional culture, inherit the historical context better, create an atmosphere where everyone strives to be a cultural inheritor, and carry forward the spirit of writing.

Keywords: Calligraphy culture, cultural self-confidence, digitize, heritage and development, science and technology.

1. Introduction

Chinese excellent traditional culture is the root and soul of the Chinese nation. General Secretary Xi Jinping emphasized that "insisting on combining the rationale and fundamentals of Marxism with China's concrete realities and combining them with China's excellent traditional culture, harmonizing the basic principles of Marxism with China's excellent traditional culture requires drawing nourishment and wisdom from China's excellent traditional culture, which constantly opens up a new realm for the Sinicization of Marxism, and continuously creates a new splendor of Chinese culture." In recent years, with the continuous development of electronic calligraphy, digital creation tools, virtual reality and artificial intelligence, etc. It has triggered a rethinking of the traditional forms of calligraphic expression, and a number of new cultural platforms have emerged, allowing people to create and appreciate calligraphy on digital platforms^[1] and jointly assisting the development and inheritance of culture.

2. A Skimmer a si, Continue to Write the Great China

Calligraphy, as a treasure of traditional Chinese culture, has a long history and rich connotations, and is regarded as "the treasure of culture, the treasure of art, and the treasure of the national essence". Ancestors looked up to observe astronomy and geography, and drew runes, from which writing slowly evolved. From the Cangjie create founts to KaiLiXingCao, from the figurative form to express emotion, each Chinese character has its unique charm: Although "freedom" of writing in Chinese characters would have been the rules and regulations, there is always a break out of the cage, freedom is beyond the gaze, above the field; "cage" of writing in Chinese characters, even though the wind on all sides, but the strength of the bull and dragon can not break through the shackles on top of the head, and can lock the bull and dragon

is precisely the most powerful cage "A word is a world, a stroke is a spirit", Chinese characters are not only for simple writing and recording, but also reflect the unique beauty of the Chinese people, and calligraphy can best convey the beauty of Chinese characters.

Mr. Feng Zikai's *Art and Life* puts forward that "Calligraphy is a unique art in China". Calligraphy records the history and culture of the Chinese nation and carries the spirit of the Chinese nation, which is different from any other art form in the world, and the culture of calligraphy must be passed on. In contemporary times, calligraphy culture is not only not popularized with the development of modern technology, but also replaced everywhere by computer characters and personalized fonts. Nowadays, the number of people who learn calligraphy culture is gradually decreasing, and the people who write brush strokes is also greatly reduced, so we must make a greater effort to understand calligraphy, adore calligraphy, encounter calligraphy, promote calligraphy. Only there are more people who real writing, in order to make our great cultural treasures to be passed on.

3. To Carry on With the Past and Think About the Present, We Must Consolidate Its Fundamentals and Dredge Its Fountainhead

Words record and spread the civilization of a nation and a country. From ancient times to the present, the excellent calligraphy works of all dynasties have conveyed not only the sense of beauty, but also the profound connotation of history and culture, becoming the witness, recorder and extoller of the constant development of the history of the Chinese nation^[2]. The evolution of Chinese characters is jumping, creative and intriguing, just like the history of China: from the seal script, which is based on shape and has many variations, to the clerical script, which has upright and upright strokes, to

the regular script, which has neat strokes and neat structure, to the cursive script, which is quick and flexible, and finally to the running script, which has many variations of strokes, is lively and attractive, is easy to write, and has a colorful structure, all of them present the basic concepts of beauty and harmony but not sameness. All of them are characterized by beauty and beauty, harmony and difference. The Chinese people created the script, and the Chinese script also guides the Chinese people to move forward. But nowadays, a high wall has appeared on the road of cultural development, and there is an urgent need to explore a new way of inheritance. Calligraphy culture has had a glorious past, and it should also have a sparkling present.

3.1. Calligraphy inheritance is in prison, with insufficient internal drive for inheritance

Chinese calligraphy culture has a long history and countless calligraphy works have been handed down. There are as many as 56 types of calligraphy mentioned in the Tang Dynasty, and only 5 contemporary calligraphy fonts are well-known. There are over a hundred ancient calligraphers, but only 20 contemporary calligraphers. There are tens of thousands of records of ancient calligraphy works, but contemporary calligraphy works are few and far between, and very few people truly understand calligraphy. Around 2018, an authoritative calligraphy training institution conducted a relatively scientific and comprehensive sampling survey nationwide, and it has come to the result that The result: measured by a population of 1.4 billion, the number of creators and calligraphy enthusiasts related to calligraphy in China accounted for approximately 0.7% of the national population, which means there is a team of about 12 million calligraphy lovers. The richness and variability of calligraphy culture seem to contradict the fast-food lifestyle of today's people. People complicate it and are unwilling to further explore and understand it. Most people are "unaware of words" or "unaware of them" and need tools to solve these problems. However, existing text recognition platforms have many problems, only able to achieve "simple recognition" and lack cultural connotations, The process of developing a high-value text recognition platform is complex, and the proportion of services that reflect positive energy and cultural confidence is not high.

3.2. The impact of fast food culture has squeezed the living space of traditional calligraphy culture

The torrents of the times has diluted people's sensitivity to character. In the new era, the pace of cities is getting faster and fewer people are using writing to convey information. Instead, more efficient keyboard typing and voice input, computer fonts, and personalized fonts are used horizontally. The frequency of people forgetting to write is also increasing, and "aphasia of writing" is becoming more and more serious. However, calligraphy culture is always a compulsory subject for Chinese people. In today's Chinese character education, Chinese calligraphy is classified as an art form, and students cannot appreciate the profound connotations of "harmony is precious" and "containing the Tao reflects things" in traditional Chinese calligraphy culture. The development of Chinese character education has not played the role of inheriting culture as it should be^[3]. When calligraphy is grouped with Western line art and binding art, the loss of Chinese characters is right in front of us. Once the nature of

elective courses is determined, Chinese calligraphy will no longer be inherited as characters, and the popularity of Chinese characters may gradually decline in today's era, losing their status. Enhancing confidence in Chinese culture is essential for the inheritance of Chinese characters.

4. Activate the "Engine" of Cultural Development and Work Together to Lay a Solid Foundation in History

In the documentary *Five Thousand Years of Chinese Characters*, it was said: "When discussing the future of Chinese characters, anyone should pay attention to a simple fact. Chinese characters are not just silent blocks of words, nor are they just simple writing tools. They are also bricks and stones, the building blocks of China's 5000 year history. There is absolutely no reason for a great civilization to cut itself off from its own glorious and unique history". Calligraphy is the best carrier of cultural beliefs. We should adhere to the development based on inheritance, inherit in the process of development, showcase the vast and profound art of calligraphy, and feel the beauty of calligraphy art.

4.1. Strive to become a cultural inheritor and contribute youth wisdom to the development of calligraphy culture.

Appreciation of calligraphy works helps to discover and understand the social significance and aesthetic value contained therein, cultivate cultural psychology and aesthetic personality, experience the inner and spiritual beauty of culture, so as to make the appreciators more actively carry out aesthetic re-creation, perfectly combining traditional culture with modern aesthetics, fully demonstrating personal wisdom and talent, and ultimately achieving self affirmation and self realization in aesthetic activities.

The ancients often said, "If one's character is not high, their writing cannot." Here, we emphasize the positive impact of learning calligraphy on individuals. To achieve a positive heart and handwriting, one must learn to appreciate Chinese calligraphy culture, inherit and promote it, and strengthen cultural confidence. Strengthening cultural confidence means deeply understanding the essence of calligraphy culture, better respecting history and culture, enhancing cultural identity, and better inheriting historical context. Contemporary young people should use creative thinking to explore traditional culture, interpret traditional culture with modern technology, treat foreign culture correctly, prioritize and use it for themselves, and continue to nourish their spirit; Proactively cultivate an interest in traditional culture in daily life, strive to learn traditional cultural knowledge, and take the responsibility of inheriting traditional culture. There is no shortcut to learning from the past and creating new things. It is necessary to connect with the source of tradition, innovate through inheritance, and go through long-term arduous exploration and pursuit in order to create new things, form one's own style, and be recognized by society^[4].

4.2. Innovative social mechanisms to promote the popularization of calligraphy for the times

On the one hand, through the establishment of social participation mechanism, encourage all sectors of society to participate in the inheritance and development of calligraphy

culture, vigorously implement calligraphy education, promote calligraphy into the community, into the campus, take the physical culture of calligraphy as an entry point, explore the way of calligraphy educate people, through the construction of a new mode of calligraphy education, and gradually form the calligraphy cultural characteristics of the curriculum system and calligraphy culture of the new pattern^[5]; enhance the people's understanding and ability to appreciate calligraphy, create a good learning style of calligraphy, make all sectors of society from passive participation in calligraphy cultural heritage to actively participate in the cultural temperature to reach a social consensus. On the other hand, adhere to the concept of openness and inclusiveness, promote the popularization of calligraphy culture in the times, vigorously inherit and carry forward China's excellent traditional culture, enhance the sense of national cultural identity, academics have no boundaries, culture has no walls, promote the calligraphy culture out of the country, promote international exchanges and cooperation, so that more people can understand and recognize the culture of calligraphy, and at the same time, learn from the excellent cultural elements of other countries and regions, to enrich and develop China's calligraphy Culture.

These practices are not only to solve the problem of "not knowing what you read" or "knowing but not knowing", but also to keep the thousand-year-old Chinese calligraphy culture "alive and well and passing the flame on from generation to generation".

4.3. Implementing the policy of calligraphy and culture, writing a "new chapter" of integrity and innovation

The report of the 20th CPC National Congress on "Promoting cultural self-confidence and self-improvement, and forging a new splendor of socialist culture" points out the direction for cultural and artistic development and provides a fundamental guideline. By formulating policies for the protection of calligraphy culture, including the protection, inheritance and promotion of calligraphic works, the state respects the differences between various ethnic groups and regions under the general strategy and planning, continues the Chinese cultural lineage, and allows traditional calligraphy culture to blossom and a hundred schools of thought to contend.

Cultural industries are effective in supporting and promoting certain cultural concepts and consciousness. The development of cultural industries cannot only rely on the spontaneous role of the market, the state should take the initiative to promote and support the potential, innovative and effective industries. In addition, to promote the cooperation and innovation between the calligraphy culture industry and other industries, and to promote the common development and mutual benefit and win-win situation among various industries. By weakening the mysticism and sublimity of China's calligraphy works, make it further contact with the general public and integrate it into their living environment, so that the calligraphy works can enter the society, rural areas and the masses^[6].

By strengthening the protection of the history of calligraphy, the state focuses on the construction and support of cultural institutions such as museums and libraries, as well as the timely rescue and protection of calligraphy relics, avoiding the loss of valuable cultural heritage of calligraphy

due to the passage of time, upgrading the techniques of restoration of calligraphy relics, and vigorously supporting the development of this technology.

4.4. Enriching new cultural forms and empowering value-added industries

Enterprises with a good cultural image can, to a certain extent, promote the development of the industry chain. At present, people have higher expectations for cultural heritage enterprises and are willing to understand and get close to the relevant cultural enterprises, maintaining a good corporate image will be a major advantage for enterprises. Enterprises should shape a good cultural image, always adhere to the principles of culture, dissimilarity, long-term and so on.

Corporate values, image, culture, brand building, vision, purpose, etc. should be injected into the cultural elements of calligraphy, to inject fresh blood into the corporate culture, to give the product, the enterprise, the brand to a rich personalized cultural connotation. For example, from the corporate culture, searching for its roots, showing its unique cultural background, in order to highlight the superiority of the brand; in product design and marketing, packaging with cultural stories and elements, in order to enhance the added value of the product, interpretation of the brand's cultural connotations; and cultural public welfare projects, or self-created public welfare activities, to increase the emotional value of the brand, and so on.

5. Science and Technology Help to Protect and Inherit Calligraphy Culture

The inheritance and development of culture needs innovation. The endless changes in ways follow the replacement of "to do a good job, one must first sharpen its tools", so as to achieve the integration of tradition and modernity, and cast the soul of traditional calligraphy culture. Through innovation and exploration, calligraphy will be combined with modern science and technology and art forms to form a new way of artistic expression, show the charm of The Times of traditional culture, and promote the harmonious development of traditional culture and modern society.

Under the background of the new media era, the rapid development of digital information, people can obtain a large amount of digital information every day, the dissemination speed of calligraphy art is also accelerating, breaking through the limitations of time and space, so that the audience can obtain information^[7] anytime and anywhere. With the continuous inheritance and promotion of Chinese character culture, more and more people have a special liking for ancient Chinese characters, and people urgently need calligraphy art to be closer to life and integrated into life.

In this case, many relevant cultural platforms have emerged to jointly help the development and inheritance of culture, and the scanning of ancient Chinese characters has become an emerging demand. Scanning of ancient Chinese characters refers to the use of scanners and other equipment to save the form, characteristics and other information of ancient Chinese characters, and to digitize the Chinese characters on ancient calligraphy works or tablet inscriptions. Taking "Wanzijie" platform as an example, on the one hand, "Wanzijie" takes advantage of the mobile Internet to provide more convenient and intelligent services for obtaining more calligraphy knowledge; on the other hand, it uses a huge database to

analyze and process all kinds of information, and inherits and carries forward the Chinese calligraphy culture in the new era.

5.1. Innovations in the Recognition of Cultural Symbols in Calligraphy Based on AI Technology by “wanzijie”

“Wanzijie” platform mainly based on deep learning and migration learning technology, the inscriptions, stone carvings, plaques and other ancient Chinese characters and its calligraphy style intelligent recognition, help users understand the ancient characters, calligraphy font style, related history and culture, etc., to provide users with further understanding of the excellent traditional culture, better inheritance and carry forward the Chinese calligraphy culture. The use of AI technology can better extract the style, strokes and other characteristics of calligraphy, higher efficiency, can automatically perform feature extraction, rapid processing and analysis of a large amount of data, and a higher degree of refinement, can identify a deeper cultural connotation from the cultural background level of calligraphy, It is very effective for the global feature extraction and the local feature extraction in calligraphy cultural symbols. Based on the extraction of calligraphy characteristics of AI technology, the platform realizes the "cultural symbol identification" of calligraphy as the carrier, configurations a variety of development tools, and provides efficient and accurate "one-stop service", so as to complete the concept change from "online to offline" and form a "multi-in-one" service mode.

5.2. “Wanzijie” help the inheritance and development of calligraphy culture

Based on the huge database, initially output the cultural and historical background. Users upload the pictures required to scan, the platform database identifies relevant elements, including calligraphy style, text characteristics, etc., edit, synthesize, output relevant historical background, text meaning and other expanded content. Through the roots and ancestors of calligraphy works, we can deeply understand the cultural spirit and philosophical connotation of calligraphy, experience its special aesthetic meaning, so that the current people can deeply recognize and understand the calligraphy culture, produce emotional resonance, life interaction and cultural echo with the calligraphy culture, and spontaneously participate in the protection and inheritance of calligraphy culture.

Use the comprehensive text recognition function of the platform to provide in-depth analysis services. Users can share their calligraphy works, stone inscriptions and famous calligraphy, and provide them with professional reference services; analyze the style of calligraphy works, match similar schools, and writing styles, so that users can not only browse the required information, but also feel the charm of calligraphy culture, thus bringing sensory pleasure and satisfaction, and achieve the effect of love and inheritance of calligraphy.

Through the establishment of calligraphy learning and communication area, to achieve accurate positioning of user attributes. User groups shall authenticate their identity, subdivide consumers, realize the one-stop solution of inquiry, reservation and sharing, and provide users with a free calligraphy communication platform. Through the fine vertical theme circle and excellent push algorithm, they can

find the areas of interest, communicate with each other to release social pressure, obtain positive feedback, and strengthen the unique attributes of each layer. To meet friends, to convey the truth, to create a colorful communication platform.

Establish an intelligent calligraphy simulator with the powerful analytical ability of the database. Users create online in the form of traditional brush writing on the intelligent feeling screen. Calligraphy simulator remembers the turning point, pause, stroke and structure in the process of writing, combined with big data for comprehensive analysis, and generates an analysis report on the writing strength and dots through an intelligent platform, which can effectively promote the communication of calligraphy^[8].

6. Conclusion

Science and technology improve culture, and culture accomplishes the future. Relying on the fusion of "culture & technology", we will realize the innovative development of Chinese calligraphy culture in the digital era, so that calligraphy can transcend time and space and become everlasting and new, and provide a new form for the dissemination of calligraphy culture and a new means for the inheritance and development of calligraphy culture. To face the world with the oriental heritage revitalized, and to draw a new chapter of Chinese Calligraphy.

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