

# Study on the Influence of Chinese New Year wood-block Print on the Technique and Style of Chinese Print

Mo Liu, Baharudin Bin Mohd Arus

City Graduate School, Faculty of Creative Industries (FCI), City University Malaysia, Petaling Jaya, 46100, Kuala Lumpur, Malaysia

---

**Abstract:** The article discusses the influence of Chinese woodblock prints on the techniques and styles of Chinese paintings, and analyzes the main problems existing in the current influence, including the challenges of inheritance faults and loss of skills, insufficient innovation and homogenization, as well as cultural identity and market acceptance. In response to these problems, the paper proposes corresponding optimization countermeasures, including strengthening the combination of inheritance and innovation, promoting cross-border integration and exchange, and strengthening cultural identity and market expansion. Through the implementation of these countermeasures, it aims to promote the inheritance and development of Chinese woodblock prints in contemporary society, as well as to deepen its positive influence on the techniques and styles of Chinese paintings, and to contribute to the inheritance and innovation of the excellent traditional Chinese culture.

**Keywords:** Chinese New Year Wood-block Print; Chinese Print Techniques; Stylistic Influence; Cultural Identity.

---

## 1. Introduction

As an important part of Chinese traditional art, Chinese woodblock prints, with their unique artistic charm and profound cultural connotation, have had a profound influence on the technique and style of Chinese painting. However, in today's accelerated modernization process, woodblock prints are facing problems such as inheritance faults, loss of skills, lack of innovation, homogenization phenomenon, and lack of cultural identity and market acceptance, which have seriously restricted the further exertion of its influence on the techniques and styles of Chinese painting. Therefore, the article aims to analyze these problems and put forward corresponding optimization countermeasures, in order to provide useful reference for the inheritance and development of Chinese woodblock prints.

## 2. Characteristics of Chinese Woodblock Prints

### 2.1. Technique Characteristics

Chinese woodblock prints are unique in the folk culture industry due to their unique technical characteristics, which have had a far-reaching influence on the technique of Chinese painting. Its technical characteristics are firstly reflected in the superb carving technique, where the artist and the carver work closely together to skillfully blend the delicate lines with the rough knife skills, constituting the main expression of both resounding and smooth natural lines. This kind of wireframe is not only quite transformative, but also demonstrates a strong infectious force between size, square and round, providing a large number of visual elements for the writing of Chinese painting[1]. At the level of color application, woodblock prints use color combinations of bright references, such as big red, yellow, green, and other native colors, according to the form of pop-up coloring, so that the picture shows a light and visually impactful practical effect. This kind of color consciousness has far-reaching influence on the application of colors in Chinese paintings, prompting Chinese paintings to draw on the voluptuousness and vitality of folk culture while maintaining the traditional

elegant and poetic mood.

In addition, woodblock prints are also quite ingenious in their compositional planning, often adopting a rounded and balanced compositional method, skillfully organizing various elements together to produce a harmonious and unified scene. This kind of compositional method has had a significant impact on the rapid development of the composition of Chinese paintings, promoting Chinese paintings to pay more attention to the overall balance and harmony of the composition, as well as the interrelationship between all its elements[2]. In general, Chinese woodblock prints, with their unique technical characteristics, including superior carving techniques, distinctive color application, and their rounded and balanced compositions and rational layout, provide valuable reference and inspiration for the rapid development of the techniques of Chinese paintings. The characteristics of the techniques not only broaden the expression of Chinese painting, but also promote the diversified development of Chinese painting styles, injecting new vitality into the inheritance and innovation of traditional Chinese culture.

### 2.2. Diversity of Themes and Styles

Chinese woodblock prints have become a treasure in the treasury of Chinese folk art with its rich themes and distinctive stylistic diversity, which has a far-reaching influence on the creation of themes and stylistic expression of Chinese painting. In the choice of themes, woodblock prints are widely used in myths and legends, historical stories, folk customs and other fields, showing the colorful cultural traditions and folk life of the Chinese nation through vivid pictures[3]. These subjects not only provide a rich source of materials for the creation of Chinese paintings, but also promote the diversification and in-depth excavation of the subjects of Chinese paintings, so that the works of Chinese paintings are closer to people's lives in terms of content and rich in the atmosphere of the times.

Stylistically, Chinese woodblock prints show distinctive regional characteristics, and the works of different regions and schools of Chinese woodblock prints have their own characteristics in terms of expression, color application, composition and layout, forming a unique artistic style. For

example, the delicate and gentle Yangliuqing New Year's Paintings, the rough and bold Zhuxianzhen New Year's Paintings, and the beautiful and elegant Taohuayu New Year's Paintings, etc. These different styles of New Year's Paintings provide useful reference for the diversification of the artistic style of Chinese paintings. On the basis of absorbing the style elements of woodblock prints, the artists of Chinese paintings continue to innovate and integrate them, forming distinctive styles of Chinese paintings, and enriching the forms of expression and aesthetic connotation of Chinese paintings [4].

### **2.3. Symbolism and Cultural Connotation**

As an important carrier of traditional Chinese culture, Chinese woodblock prints have profound symbolism and rich cultural connotations, which give the art of Chinese painting a heavier historical heritage and cultural value. In terms of symbolism, woodblock prints, through the clever combination of various patterns and images, send people's aspirations and prayers for a better life. Whether it is the lotus and peony symbolizing good luck, or the auspicious beasts and clouds symbolizing peace, these elements not only decorate the picture of the New Year's paintings, but also contain deep folk beliefs and cultural symbols, and become a cultural bridge connecting tradition and modernity, and materialism and spirituality.

In terms of cultural connotation, woodblock prints, with their unique art form, vividly record the historical changes of the Chinese nation, social customs and folklore. Each piece of New Year's paintings is a true portrayal of the social life at that time, containing rich historical information and cultural connotations [5]. The excavation and inheritance of such cultural connotations not only help us better understand the history and cultural traditions of the Chinese nation, but also provide a rich source of ideas and inspiration for the creation of Chinese painting art. In the process of creation, Chinese painting artists are often able to draw inspiration from woodblock prints and integrate traditional cultural elements into modern Chinese painting works, so that the art of Chinese painting, while maintaining the traditional flavor, shows more distinctive characteristics of the times and cultural self-confidence.

## **3. Problems Existing in the Influence of Chinese Woodblock Prints on the Techniques and Styles of Chinese Paintings**

### **3.1. Inheritance Disruption and Technique Loss**

Chinese woodblock prints, as an intangible cultural heritage carrying rich cultural connotations and unique artistic techniques, have encountered the serious challenges of inheritance faults and loss of skills in the process of influencing the techniques and styles of Chinese paintings. The root of this problem lies in the changes in the structure of modern society and the reshaping of values, which have led to the continuous compression of the survival space of traditional art forms. The gradual aging and withdrawal of the old generation of New Year's paintings artists, who are the bearers and disseminators of the techniques, has caused the crisis of losing the exquisite carving techniques, colorful color matching techniques and meaningful compositional layouts. This inheritance gap not only hinders the

development of woodblock prints, but also weakens their ability to continue influencing the techniques and styles of Chinese painting.

At the same time, the problem of skill loss further aggravates this predicament. In the fast-paced modern life, young people are often difficult to calmly learn and pass on these traditional skills that require time and patience to sharpen. This, coupled with the market economy's pursuit of efficiency, has made it difficult for many traditional handicrafts to receive adequate financial support, thus exacerbating the rate of skill loss. Under such circumstances, when absorbing the techniques and styles of woodblock prints, Chinese paintings may face the problems of lack of materials and limited innovation, making it difficult to fully demonstrate the unique charm of the fusion of the two. Therefore, effective measures are urgently needed to address the problems of succession gap and loss of skills. This includes strengthening the protection of intangible cultural heritage, enhancing the public's awareness of and interest in traditional arts, and innovating the inheritance mechanism and education mode, etc., so as to ensure the continuity of the precious cultural heritage of Chinese woodblock prints and continue to inject new vitality and inspiration into the development of Chinese painting techniques and styles.

### **3.2. Insufficient Innovation and Homogenization Phenomenon**

In the study of the influence of Chinese woodblock prints on the techniques and styles of Chinese painting, the lack of innovation and homogenization have become a problem that cannot be ignored, which is directly related to the depth and breadth of the integration of the two. On the one hand, the lack of innovation is mainly reflected in the stagnation of woodblock prints in the inheritance of techniques and evolution of style. Although woodblock prints have a long history and unique techniques, in the context of modern art, if they are only satisfied with the simple copying and imitation of traditional forms, and lack of exploration and integration of new elements, it will lead to the gradual weakening of their artistic vitality, and the enlightenment of the techniques and styles of Chinese paintings will also be greatly reduced. On the other hand, homogenization is a direct consequence of insufficient innovation. Driven by market demand and cultural consumption, some of the woodblock prints show a high degree of similarity in content and subject matter, composition and layout, and even the use of color, which not only weakens the individuality and recognizability of the works, but also restricts their potential in the innovation of Chinese painting techniques and styles. Homogenization is not only reflected in the internal woodblock prints, but also in the process of integration with Chinese painting. If the two are unable to form an effective complement and difference in techniques and styles, it will be difficult to stimulate new artistic inspirations and forms of expression.

Therefore, in order to overcome the lack of innovation and the phenomenon of homogenization, it is necessary to start from multiple levels. First of all, artists should be encouraged to explore new creative concepts and expression methods on the basis of respect for tradition, and promote the deep integration and innovation of woodblock prints and Chinese paintings in terms of techniques and styles. Secondly, strengthen academic exchanges and cooperation, promote the collision and integration between different regions and styles of woodblock prints, and provide more possibilities for

innovation. Finally, pay attention to the changes in market demand and cultural consumption trends, and guide artists to maintain artistic independence while reasonably incorporating modern elements to create works with traditional flavor and in line with the spirit of the times.

### **3.3. Cultural Identity and Market Acceptance**

In the research vision of the influence of Chinese woodblock prints on the techniques and styles of Chinese paintings, the issues of cultural identity and market acceptance are becoming more and more prominent, and have become an important factor restricting the in-depth integration of the two and their wide dissemination. In terms of cultural identity, with the acceleration of globalization, the exchange and collision of multiple cultures have challenged the uniqueness and value of traditional culture. As a unique art form of the Chinese nation, woodblock prints, with its profound cultural connotation and unique artistic style, may be difficult to gain wide cultural recognition in the rapidly changing social environment, thus affecting its dissemination and influence in the influence of Chinese painting techniques and styles. In terms of market acceptance, the aesthetic preference and consumption habits of modern consumers for artworks have changed significantly. The traditional and simple artistic style of woodblock prints, though with unique charm, may be at a disadvantage in the market competition because it does not meet the modern aesthetic trend or market demand. In addition, the lack of market publicity and promotion also limits the recognition and acceptance of woodblock prints and their influence on Chinese painting techniques and styles.

Therefore, enhancing cultural recognition and market acceptance has become the key to promote the in-depth development of Chinese woodblock prints and their influence on the techniques and styles of Chinese painting. This requires that in the process of inheriting and developing woodblock prints, we should not only dig deep into its cultural connotation and strengthen its national characteristics and cultural confidence, but also pay attention to the changes in market demand and aesthetic trends, innovate the forms of expression and dissemination, and improve its adaptability and competitiveness in the modern society. At the same time, strengthen the market publicity and promotion, broaden sales channels, so that more people understand, appreciate and accept this traditional art form, so as to create a more favorable environment and conditions for its influence on the techniques and styles of Chinese painting.

## **4. The Optimization Countermeasures of the Influence of Chinese Woodblock Prints on the Techniques and Styles of Chinese Painting**

### **4.1. Strengthen the Combination of Inheritance and Innovation**

For the problem of derailment of inheritance and innovation in the harm of Chinese woodblock prints on the techniques and styles of Chinese paintings, enhancing the integration of inheritance and innovation has become the key to the enhancement strategy. This strategy is committed to balancing the needs of traditional skills perseverance and modern art exploration, ensuring that woodblock prints do not lose vitality in inheritance, and do not lose the cornerstone in

innovation. First of all, to enhance the promotion means to deeply systematize and protect the historical documents and craftsmanship essence of woodblock prints, and to teach the traditional skills to a new generation of masters and craftsmen based on the master-apprentice system, seminars, professional skills training, and other methods. At the same time, the ever-improving intangible cultural heritage protection system provides certain policy and financial support for cultural inheritors to ensure the continuity and integrity of the skills.

Secondly, incentivizing innovation is the key to promoting woodblock prints to develop and innovate into the modern plastic arts context. This requires master artists to respect the traditional premise, dare to try new raw materials, techniques and forms of expression, the modern aesthetic concepts and the charm of woodblock prints are closely integrated to create not only the traditional style of charm and rich in the atmosphere of the times of the new works. In addition, the cross-industry integration of woodblock prints and other art genres should be promoted, as well as the interaction and exchange with landscape painting, oil painting and digital media technology, in order to expand the boundaries and influence of its plastic arts. The implementation of this enhancement strategy will not only be conducive to the inheritance and development of woodblock prints, but will also give favorable references and inspirations to the inheritance and innovation of Chinese excellent traditional culture.

### **4.2. Promoting Cross-border Integration and Exchange**

In order to deepen the influence of Chinese woodblock prints on the techniques and styles of Chinese painting and explore new paths for its future development, promoting cross-border integration and exchange has become a crucial optimization strategy. This strategy aims to break down the boundaries between art fields and promote the interaction and collision between different art forms and cultural backgrounds, so as to stimulate new creative inspirations and ways of expression. Specifically, promoting cross-border integration means encouraging the organic combination of woodblock prints with various art forms such as Chinese painting, oil painting, sculpture, digital media, etc., and realizing the enrichment and expansion of the artistic language through the mutual learning of techniques, sharing of themes, and fusion of styles. This kind of cross-border art practice can not only inject new vitality and elements into woodblock prints and make them new in the modern art context, but also provide new perspectives and ideas for Chinese painting and other art forms, and promote the innovative development of its techniques and styles.

In addition, strengthening international art exchanges is also an important way to promote cross-border integration. Through the organization of international art exhibitions, academic seminars, artist residency programs and other activities, Chinese woodblock prints are promoted to the world stage, and face-to-face exchanges and dialogues are held with artists around the globe. Such cross-border artistic exchanges can not only enhance mutual understanding and respect among artists from different countries, but also introduce more diversified cultural elements and creative concepts into woodblock prints, further enriching their artistic connotation and expression. To sum up, promoting cross-border integration and exchange is an important strategy to

optimize the influence of Chinese woodblock prints on the techniques and styles of Chinese painting. Through the implementation of this strategy, we are expected to break the constraints of traditional art, promote the integration and innovation of woodblock prints and Chinese painting at a higher level, and contribute to the inheritance and development of the outstanding traditional Chinese culture.

### 4.3. Strengthening Cultural Recognition and Market Expansion

In order to effectively enhance the depth and breadth of the influence of Chinese woodblock prints on the techniques and styles of Chinese paintings, strengthening cultural identity and market expansion have become a much-needed improvement strategy. This countermeasure is dedicated to injecting new impetus into the inheritance and development of woodblock prints by considering both cultural and emotional identity and market acceptance. First of all, strengthening cultural identity is the prerequisite for improving the influence and impact of woodblock prints' plastic arts. According to fully excavating the historical time and humanistic value, folk culture and aesthetic interest contained in woodblock prints, combined with modern communication methods, such as digital display, education and popularization, cultural exchange activities, etc., to improve the public's cultural identity and empathy for woodblock prints. The strengthening of such cultural identity is not only conducive to enhancing the credibility and influence of woodblock prints in the harm of Chinese painting techniques and styles, but also to stimulate more people's enthusiasm and love for this traditional art form.

Secondly, market expansion is an effective way to complete the sustainable development of woodblock prints. At the same time to ensure its expressive power and culture, actively promote the market potential of woodblock prints and consumer market, according to innovative product design, broaden sales channels, promote brand building and other initiatives to improve the market competitiveness of woodblock prints and economic returns. In particular, we should be concerned about the young groups and emerging plastic arts market trends, develop and design woodblock print commodities in line with modern aesthetics and practical market demand, to expand its main purpose and market potential. In general, strengthening cultural identity and

market expansion are important links in the strategy of enhancing the harm of Chinese woodblock prints to the techniques and styles of Chinese painting. According to the implementation of this countermeasure, it is expected to inject fresh blood into the inheritance and development of woodblock prints, promote its more positive effect in the harm of Chinese painting techniques and styles, and at the same time dedicate new strength to the inheritance and innovation of the excellent traditional Chinese culture.

## 5. Conclusion

To summarize, the influence of Chinese woodblock prints on Chinese painting techniques and styles is far-reaching and extensive, but it also faces many challenges in the process of inheritance and development. In order to overcome these challenges, we need to take a series of optimization countermeasures, including strengthening the combination of inheritance and innovation, promoting cross-border integration and exchanges, as well as strengthening cultural identity and market expansion. Through the implementation of these measures, we can better protect and pass on the precious cultural heritage of Chinese woodblock prints, while deepening its positive influence on the techniques and styles of Chinese painting, and injecting new vitality into the inheritance and innovation of the outstanding traditional Chinese culture.

## References

- [1] Wang Haina. A study of the silkworms in Chinese woodblock prints[J]. *Art and Folklore*, 2022(3):11.
- [2] Yao Rui,Peng Daisen. Discussion on the introduction of traditional woodblock print art into college art education[J]. *Education Research*, 2022, 5(2):20-22.
- [3] Yang Xiaodan. Exploration of Yang Liuqing woodblock print art [J]. *Hebei Pictorial*, 2022(12):7-9.
- [4] Niu Liang, Xu Jiajun,Xiang Wei. A study on the identification of genetic concepts of Chinese painting theory based on digital technology[J]. *Journal of Literature and Data*, 2023(1):38-52.
- [5] Chen Xi. Teaching Practice of Chinese Painting Appreciation in Junior High School Art Using Information Technology[J]. *Inside and Outside the Classroom (Middle School Teaching and Research)*, 2022(10):121-123.