

The View of Chinese Culture and the Imbalance of Cultural Industry's development from "Nezha: Birth of the Demon Child"

Boyu Chai

Guangdong Ocean University Zhanjiang City, Zhanjiang City 524000, Guangdong Province, China

Abstract: "Nezha: Birth of the Demon Child" has been popular all over China in the summer of 2019, which is a milestone in the development of China's cultural industry. Since the reform and open policy, foreign cultures and cultural industries have taken root and sprouted in China. There are more and more audience groups in China. The age and scope of the audience are more and more wide, which enriches the spiritual life of Chinese people. However, the local culture and cultural industry need to be developed and protected. Today, with the economic globalization, multi polarization of international politics and more frequent exchanges among countries around the world, how to make our own culture and cultural industry occupy a place in the national spiritual world, and play out the signboard of "Chinese culture", make Chinese culture and cultural industry "blossom everywhere", and make more and more people in the world identify with Chinese culture and culture Industry will eventually build China into a socialist cultural superpower with strong economy and technology. There is still a long way to go. In this paper, we will discuss the potential and problems of cultural development in China.

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***Corresponding author:** Boyu Chai, 413170459@qq.com

1 Introduction

The film "Nezha: Birth of the Demon Child" has made a box-office record for Chinese animated films, and has aroused widespread and heated discussion,

"Surprising", "exploding", "amazing" and other praise words are difficult to describe the netizens' love for the film. The heated discussion triggered by the film reflects the confidence and support of the Chinese people for the local cultural industry, but we can also see the problems in the development of China's cultural industry. It has been 3 years from "Big Fish & Begonia", "Blanca" to "Nezha: Birth of the Demon Child". In the past three years, we have seen the spirit of Chinese creators not to admit defeat, but relatively speaking, the impact of overseas films and TV works on Chinese audiences is still greater, and the industrial chain is more mature. Therefore, the development of cultural industry is a very important topic for our country. China is a socialist country with a vast territory, multi nationalities, multi beliefs, rich customs and cultures. Under such a background, how to develop the culture suitable for China's national conditions and how to develop the cultural industry, one of the carriers of culture, is of great significance to the construction of a modern socialist country with comprehensive development of politics, economy, culture, society and ecology.

2 The advantages and characteristics of Chinese culture

2.1 The concept of Chinese traditional culture

The so-called Chinese traditional culture is the sum of the spiritual achievements of the way of thinking, value orientation, national character, ethical concept, ideal personality, aesthetic taste and so on, which are handed down in Chinese history and refined by ideologists and then affect the whole

society. It is the so-called economic foundation that determines the superstructure. China's traditional culture is based on the monsoon climate, as well as the farming civilization. It is quite different from the western culture, even in the opposite direction. For example, the ancient Greek culture advocated adventure and had a positive pioneering spirit and commercial spirit, which was inseparable from its geographical environment: Southeast Europe and southern Europe are located in the Mediterranean coastal area, with many mountains and hills, less cultivated land, warm and moist in winter, dry and hot in summer, rainy and hot in different seasons, rich in olive with Mediterranean climate characteristics, but lack of food production. Compared with the Central Plains of China, grain production is low, so people choose adventure and business as their way of survival. Since ancient times, the Central Plains of China have been granaries. The self-sufficient small-scale peasant economy with individual families as the production unit has played a dominant role. Therefore, in the traditional culture of China, there is a social habit of "men ploughing and women weaving", the interpersonal relationship focusing on family and family relationship, and the personality of "benevolence", harmony and moderation. At the same time, it also created the "pragmatic" quality of traditional culture and the idea of "harmony between human and nature". For these traditional ideas, we must "inherit and carry forward the essence" and follow the example of "Nezha: Birth of the Demon Child" to apply traditional culture creatively to the cultural industry.

2.2 Characteristics and advantages of Chinese traditional culture

China's traditional culture has its own Characteristics and advantages. Compared with western culture, Chinese traditional culture is less influenced by religion, and pays more attention to the mutual integration of man and nature. The harmony between man and nature is the foundation of all economic development. "Clear waters and green mountains are as valuable as mountains of gold and silver". If we can draw the concept of harmony and unity between man and nature from traditional culture, then today I am in the position of "harmonious unity of man and nature" Will there be less pollution in China? China's culture is also characterized by diversity. Taking

traditional dwellings as an example, there is a big gap from north to south, which is determined by various climatic conditions in China's vast territory.

For example, the houses in the north, middle and east of Northeast China have pointed roofs, while those in the southwest of Northeast China, North China and Northwest China have flat roofs. The main reason is the relationship between precipitation and evaporation. Houses in arid areas are mostly flat roofs. In addition, there are historical and cultural origins. With the increase of precipitation with latitude, in the eastern and southern part of North China, as well as area along the Yellow River, Huaihe River, most of the dwellings have pointed roofs again. What's more, Some dwellings in the south of the Yangtze River often have patios, which are related to the fact that the local temperature is not so low in winter and the sun is close to direct sunlight at noon in summer, and it is also closely related to the traditional clan concept. In the western minority areas, the characteristics of this kind of folk houses are more diverse, which has a profound cultural connotation. In addition, as a nation of etiquette in the East, Chinese traditional culture, such as respecting teachers and education, respecting the old and loving the young, is particularly worthy of our inheritance and development. The characteristics of paying attention to etiquette in Chinese traditional culture also has a profound impact on Japan, South Korea and other places. The application of the essence of traditional culture in the construction of China's characteristic socialism and the development of cultural industry in the new era will surely create great social and economic benefits.

2 The potential and deficiency of China's cultural industry

2.1 The potential of China's cultural industry

China's cultural industry has its own advantages and characteristics. How to bring this advantage into full play and spread, the key lies in the method and innovation. Although it is said that economic foundation that determines the superstructure, it is an absolute law that the cultural needs should adapt to the economy. However, culture often does not fully adapt to economic development, which is also an important law. Economically backward countries can still play the principal violin from a cultural perspective. In the spring and Autumn period and the

Warring States period, there was a great deal of war, and social productivity was very scarce, but it was an era of all flowers bloom together and contention of a hundred schools of thought. Compared with Britain and France, the capitalist economic development of Germany in the 18th century was somewhat backward, but the culture was blooming. Many philosophers and writers were born in Germany. Therefore, if Chinese can innovate based on our own culture, combine with the times and spread the culture in a unique way, then the culture may not be out of fashion in the world. Some designers have collected the material resources, behavior resources and mentality resources of Sichuan Opera and sorted out various derivatives, such as facial makeup, clothing, props and so on, and put these into the animation industry, which made the ancient Sichuan Opera Art bloom with the brilliance of the new era. The key to the promotion of mainstream cultural values and the construction of a socialist cultural power with Chinese characteristics lies in the new generation of young people, who have not only exchanged and interacted, but also spread their cultural values through Wechat Moments, bilibili and other channels. With the increasing popularity of education in China, the quality of young people has also been significantly improved. According to statistics, the proportion of forwarding articles and tweeting links in Wechat Moments of contemporary college students is increasing, and compared with other social groups, college students tend to forward articles with positive energy value. At the same time, young designers integrate traditional culture into the carrier of the new era through film and television works, art design and other ways. "Nezha: Birth of the Demon Child" broke the previous box office record of "crazy animal city" in China. This shows that films and TV works with Chinese cultural characteristics are gradually replacing those with Western cultural characteristics in China, and they are being accepted by more and more people. Young people are the inheritors and promoters of the mainstream cultural values and the main force of building a strong socialist cultural power. Qichao Liang once said that a strong youth makes a strong country. This saying is also true in culture, and a strong youth means a strong culture. China's cultural industry has the strong support of the

vast number of young groups. As a solid foundation, it has inestimable development potential and will be carried forward in the future.

2.2 The deficiencies of the development of China's cultural industry

Although the development of China's cultural industry in recent years has many remarkable points, but the overall level of development is still not comprehensive and unbalanced, which we need to recognize. The development between economy and culture is not completely compatible, which point is often ignored by people. Therefore, In the process of building socialist market-oriented economy, we have ignored this law, so there is the problem of "spiritual crisis". If we still don't realize the Law and let it develop, the consequences may be counterproductive to economic development. China's cultural industry has the problem of unbalanced creativity. For example, "Red Cliff" had been well received in Japan and South Korea, but in Europe and the United States, it was mediocre. This is because the creators of cultural products did not tell the story of the oriental cultural well and clearly, so that the western audience could not produce "Empathy". How to tell a good Chinese story is one of the keys to the creation of excellent cultural products in China. Some cultural products in China, are characterized by emphasis on preaching, separation from the masses, lack of innovation and good scripts, so it is difficult to have good works. Because of this, a "Nezha" will make the people so excited, which is determined by China's comprehensive national conditions and historical factors. In the past century, the western world has dominated the discourse power. The differences in political systems and ideologies make it difficult for Chinese and Western cultures to be compatible, which leads to a "short board" in Chinese cultural development. In recent years, the improvement of China's discourse power in the international community is known as the "great change not seen in a century", which may be an opportunity to improve the current situation of China's inadequate development of cultural industry. In 2019, China's cultural industry had achieved the double improvement of scale efficiency. However, the improvement of the overall situation still needs a certain amount of time.

3 The role of cultural industry in promoting economic development and cultural undertakings

3.1 The role of cultural industry in promoting economic development

The development of cultural industry with innovation ability can play a leading role and promote economic development. "Nezha: Birth of the Demon Child" has promoted the prosperity of the domestic film market, expanded the audience scope, lowered the threshold, and obtained huge economic benefits. Coincidentally, Changzhou animation industry cluster has developed since 2004, realizing the animation industry from scratch, making profits from micro to large, and actively participating in international cooperation to promote China's cultural products, not only creating the "national animation industrial base", "global Dinosaur Park" and many other Chinese firsts, but also obtaining huge economic benefits, and even promoting the development of tourism in Changzhou, also promoted the development of local economy.

3.2 Coordinated development of cultural industry and cultural undertakings

In the process of China's cultural reform, cultural industry and cultural undertakings should be integrated and developed. The vigorous development of cultural industry can promote the development of public cultural services, artistic creation institutions, performance institutions, broadcasting, news and other fields. And the highly developed cultural undertakings can also react on the cultural industry, promote more comprehensive and in-depth development of the cultural industry, so as to obtain better economic benefits. The integration of the two can enrich people's spiritual life, promote cultural prosperity, strengthen national ideological construction, and promote core socialist values.

4 Conclusion

In the course of building a powerful socialist country with Chinese characteristics, Chinese should not only develop "hard power" in economy, science and technology, but also attach great importance to the development of "soft power" in culture. Chinese should work hard with both hands and make overall plans. Without a high degree of cultural confidence and cultural prosperity, there will be no great

rejuvenation of the Chinese nation. At the same time, Chinese should also enrich the external propaganda means, tell Chinese stories well, and let the culture shine in the world! When the emergence of excellent works such as "the magic child of Nezha is born" is no longer just a flash in the pan, we no longer shout the rise of China's cultural industry, perhaps at that time, China's culture and cultural industry will really rise!

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