

# Innovation and Practice of Traditional Culture Inheritance Mechanism in the New Era

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**Abstract:** In the new era, the inheritance and development of fine traditional Chinese culture must keep pace with the times. By promoting traditional culture through new media and the Internet, we can help it go global, facilitate international exchanges, and further enhance national cultural soft power. Based on the background of the new era, this paper analyzes the great significance of traditional culture inheritance and the challenges it faces. It elaborates on four aspects: promoting cultural inheritance through digital and intelligent technologies, integrating traditional culture into mass cultural construction, boosting the development of intangible cultural heritage (ICH) industries, and creating high-quality traditional culture-themed TV programs. The aim is to promote the development of fine traditional Chinese culture and strengthen national cultural confidence.

**Keywords:** New era; Traditional culture; Inheritance mechanism; Practical path

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## 1. Introduction

In the “Internet +” era, the rapid spread of Western culture has impacted the inheritance and development of fine traditional Chinese culture; coupled with the impact of Internet culture, it has undermined national cultural confidence and cultural identity. Against this backdrop, government departments at all levels should attach greater importance to the inheritance of fine traditional Chinese culture, promote it through new media and the Internet, enhance national cultural awareness and confidence, and encourage people to take the initiative to inherit and carry forward fine traditional Chinese culture. In addition, government departments should actively support the development of cultural industries, especially the protection and development of intangible cultural heritage. By promoting ICH through the integration of culture and tourism, we can boost the prosperity of cultural industries, make traditional culture popular among young people and go global, and inject new vitality into traditional culture.

## **2. Great significance of traditional culture inheritance in the new era**

### **2.1. Conducive to enhancing national cultural soft power**

Currently, fine traditional Chinese culture is facing impacts and challenges from Western culture, especially affecting young people's cultural identity and confidence. In this context, strengthening the inheritance of fine traditional Chinese culture is imperative. On the one hand, traditional culture can deepen the nation's understanding of China's 5,000-year history, enhance their cultural awareness and identity, and enable them to consciously resist the invasion of Western culture<sup>[1]</sup>. On the other hand, traditional culture can strengthen national cultural confidence and pride, encouraging people to actively promote traditional culture, such as traditional festivals, food culture, and ancient architecture, further expanding the influence of fine traditional Chinese culture, which is conducive to enhancing national cultural soft power and international influence.

### **2.2. Conducive to improving people's cultural and moral literacy**

Fine traditional Chinese culture is consistent with China's spiritual civilization construction and mass cultural construction. Traditional culture can not only guide people to learn family and country feelings, filial piety culture, and the national spirit of self-improvement, thereby stimulating their patriotic enthusiasm, guiding them to inherit virtues such as respecting the elderly and helping others, and further improving their moral and cultural literacy. At the same time, traditional culture can help the nation establish correct values and worldviews, such as virtues like returning lost property, diligence and frugality, and loving labor, thereby improving national moral literacy and laying a solid foundation for building a harmonious society<sup>[2]</sup>.

### **2.3. Conducive to promoting the development of cultural industries**

Traditional culture has injected new vitality into the development of cultural industries. For example, the development of ICH cultural and creative designs and the integrated culture-tourism industry has promoted the development of tourism and cultural industries in various regions, attracting numerous tourists from home and abroad. This not only promotes the overseas dissemination of traditional culture but also boosts regional economic development and the prosperity of China's cultural industries<sup>[3]</sup>. In addition, traditional culture has promoted the development of Guochao (national trend) animations and cultural TV programs, which are more in line with young people's aesthetic needs, allowing them to experience the perfect integration of traditional culture and modern art, stimulating their desire for cultural consumption, and thus promoting the high-quality development of cultural industries.

## **3. Dilemmas faced by traditional culture inheritance in the new era**

### **3.1. Insufficient cultural awareness and identity among young people**

Young people have limited social experience and are more susceptible to Western culture, blindly admiring it. For example, they pursue foreign festivals such as Christmas and Thanksgiving but lack understanding of traditional festivals like the Dragon Boat Festival and Double Ninth Festival, as well as the 24 Solar Terms. This reflects the lack of cultural awareness and confidence among young people, which has invisibly affected the inheritance and development of traditional culture. In addition, young people are enthusiastic about online games and online novels but lack enthusiasm for learning traditional culture, knowing little about ICH, folk art, and other traditional cultural forms, and even less aware of the need to inherit and develop traditional culture<sup>[4]</sup>.

### **3.2. Disconnection between inherited content and the times**

In the new era, the inheritance of traditional culture is not a mere “copy and paste” but requires active innovation to make traditional culture “come alive” and keep pace with the times, laying a solid foundation for the great rejuvenation of the Chinese nation<sup>[5]</sup>. However, the current content of traditional culture inheritance is rigid, focusing on traditional festivals, national history, and national spirit, while lacking integration with cultural industries, tourism industries, and media industries. This leads to the disconnection of traditional culture inheritance from the times, making it difficult to stimulate the public’s enthusiasm for learning and inheriting traditional culture.

### **3.3. Relatively single inheritance methods**

In the “Internet +” era, the inheritance of traditional culture has gradually transformed digitally, but there are still problems, such as the lack of attractiveness in the content promoted on new media platforms and the lack of good online interaction with netizens. This makes it difficult to help netizens deeply understand traditional culture, affecting the promotional effect of traditional culture on new media platforms<sup>[6]</sup>. In addition, the application of technologies such as artificial intelligence and big data in the promotion of traditional culture is unreasonable. The analysis of users’ learning needs and preferences for traditional culture is not accurate enough, making it difficult to accurately push traditional culture resources. Moreover, the use of big data and artificial intelligence to promote the overseas dissemination of traditional culture is neglected, affecting the improvement of national cultural soft power<sup>[7]</sup>.

### **3.4. Inadequate promotion of local traditional culture**

Although some regions are actively promoting traditional culture, there is a problem of blindly “following trends”, focusing on promoting well-known traditional cultures such as Peking Opera, embroidery, and calligraphy, while doing little to explore, protect, and promote local traditional culture, which affects the protection and inheritance of regional culture. For example, government departments have done little to promote local rural traditional folk art and handicrafts, which affects the integration of rural tourism and cultural industries and is not conducive to cultivating local villagers’ cultural literacy and confidence.

## **4. Innovative practical paths for traditional culture inheritance in the new era**

### **4.1. Scientific application of digital and intelligent technologies to promote the dissemination of traditional culture**

Digital and intelligent technologies, such as new media, artificial intelligence, and big data, have provided more powerful tools for the inheritance and development of traditional culture, making it easier for the public to learn traditional culture and participate in discussions about it through mobile smart devices, thereby promoting the inheritance and development of traditional culture. Firstly, cultural departments in various regions should actively establish converged media centers and open accounts on Douyin, Weibo, and Kuaishou. On the one hand, they should explore regional culture, convert local ancient villages, precious cultural relics, and historical sites into digital resources, and regularly update short videos to facilitate netizens to learn about traditional culture online and promote the living inheritance of traditional culture<sup>[8]</sup>. On the other hand, cultural departments should actively interact and discuss with netizens to increase topic popularity, likes, and reposts of short videos, better promoting local ancient villages, historical sites, and folk culture, and facilitating the dissemination of traditional culture.

Secondly, new media platforms such as Douyin and Weibo should shoulder the responsibility of inheriting and protecting traditional culture, introducing big data and artificial intelligence technologies to accurately identify and analyze users' browsing data, likes, and online comments, accurately analyzing users' personalized needs, and intelligently recommending short videos and articles related to traditional culture to them, stimulating their enthusiasm for learning traditional culture and enhancing their cultural identity and confidence. For example, new media platforms can summarize short video browsing, likes, and repost data of users of different age groups, identify the traditional culture videos that users of different age groups are interested in, push traditional culture videos such as opera and handicrafts to middle-aged and elderly groups, and push traditional culture videos such as ICH cultural and creative products and Hanfu to young people, meeting their personalized aesthetic needs and improving their aesthetic ability for traditional culture. With the support of digital and intelligent technologies, the inheritance and development of traditional culture have broken the constraints of time and space, spreading more rapidly around the world, further promoting the overseas dissemination of traditional culture and enhancing its influence<sup>[9]</sup>.

#### **4.2. Integrating traditional culture into mass cultural construction to improve people's cultural literacy**

The government should strengthen mass cultural construction, encourage grass-roots cultural departments to organize rich and colorful traditional culture promotion activities, bring mass culture to communities and rural areas, and improve people's cultural literacy and confidence. For example, cultural centers can organize opera performances in rural areas, inviting local opera lovers to participate in the performances, presenting wonderful Yu Opera, Peking Opera, and Huangmei Opera performances to villagers, and promoting opera culture. They can also organize opera culture promotion activities, explaining opera schools and the vocal characteristics of different schools to villagers through short videos, allowing villagers to understand the profound and extensive opera culture, attracting more young people to learn opera art, cultivating more outstanding traditional talents, and promoting the sustainable development of traditional culture<sup>[10]</sup>. In addition, cultural centers can organize public lectures on traditional culture, offering courses on traditional culture such as calligraphy, paper cutting, seal carving, and dough modeling, allowing more people to understand handicrafts, and guiding the public to create calligraphy works, seal carvings, and dough models, enabling them to personally experience handicrafts, stimulating their love for traditional culture, improving their cultural and moral literacy, promoting the high-quality development of mass cultural undertakings, and truly bringing traditional culture to the people to promote its inheritance and development. Furthermore, cultural centers should explore regional traditional culture and carry out promotional activities such as "Journey into Hometown Culture" to promote local folk dances, folk operas, and ICH handicrafts, allowing the public to understand their hometown's traditional culture, enhancing their cultural identity and confidence, and encouraging them to actively promote their hometown's traditional culture. Mass cultural activities have a wider coverage, building a new platform for rural residents to understand and learn traditional culture. They not only promote regional culture but also allow the public to learn traditional culture for free, further improving their cultural literacy and confidence<sup>[11]</sup>.

#### **4.3. Strengthening the protection of intangible cultural heritage to promote the development of cultural industries**

Intangible cultural heritage is an important part of fine traditional Chinese culture and a treasure of the Chinese nation. However, at present, intangible cultural heritage is facing problems such as a lack of inheritors and low

popularity. Therefore, government departments should strengthen the protection of intangible cultural heritage and vigorously support the development of ICH industries, which can not only add new consumption hotspots to cultural industries but also promote the inheritance of ICH, allowing it to be passed down from generation to generation. Firstly, government departments should conduct surveys on ICH, visit ICH inheritors, understand the dilemmas in the inheritance and development of ICH, promote the integration of ICH and tourism industries, and encourage ICH inheritors and enterprises to develop ICH cultural and creative products, promoting the integration of ICH and modern cultural and creative industries. This can not only spread ICH but also increase the economic income of ICH inheritors, attracting more young people to learn ICH <sup>[12]</sup>. For example, ICH inheritors can integrate handicrafts into the design of cultural and creative products such as bookmarks, refrigerator magnets, jewelry boxes, and cosmetic bags, creating a unique artistic style, increasing scenic spot income, and allowing ICH to go global through cultural and creative products. Secondly, tourism departments in various regions should create personalized ICH tourism routes, connecting scenic spots such as ancient architecture, ancient villages, and museums, and recording short promotional videos for ICH tourism to attract more tourists to visit, increasing tourism industry income and promoting the dissemination of local ICH. For example, ICH inheritors can explain intangible cultural heritage in scenic spots and museums, demonstrate ICH production techniques on site, and guide tourists to experience ICH handicrafts, promoting the dissemination of ICH, leaving a memorable travel experience for tourists, and promoting the development of the cultural tourism industry <sup>[13]</sup>.

#### **4.4. Creating high-quality cultural TV programs to improve the promotional effect of traditional culture**

TV stations and organizational departments in various regions should jointly launch traditional culture-themed TV programs, deeply explaining the connotation of traditional culture, promoting the integration of traditional culture and modern art, and enhancing the influence of traditional culture. For example, CCTV's program "China in Classics" tells historical stories through stage plays, reproducing the culture of different historical dynasties, the creation process of historical classics, and the inheritance of handicrafts, allowing more people to understand national history and traditional culture through TV programs, thereby improving the promotion effect of traditional culture <sup>[14]</sup>. TV stations in various regions can explore regional culture and produce TV programs focusing on ancient prescriptions, ancient architecture, food culture, folk songs, operas, and handicrafts, showing great craftsmen in different fields, promoting their craftsman spirit of inheriting and innovating traditional art, setting an example for young people, and encouraging more young people to learn and inherit traditional culture <sup>[15]</sup>. At the same time, TV stations should also launch traditional culture competition programs, organize auditions, divide into youth groups, college student groups, and middle-aged and elderly groups, and accept online and offline registrations from the public to build momentum for the programs, thereby increasing their popularity and better promoting traditional culture through TV programs. For example, TV stations can hold ancient poetry competitions and Peking Opera amateur competitions, set up relevant awards, encourage the public to actively register, and allow more ordinary people to participate in TV program production and traditional culture promotion. This can not only improve national cultural literacy but also promote the dissemination of traditional culture, create high-quality traditional culture programs, and promote the high-quality development of traditional culture.

## **5. Conclusion**

In summary, the inheritance and development of traditional culture in the new era face both opportunities and

challenges, which cannot be separated from the cooperation between government departments and enterprises. We should use digital and intelligent technologies to promote the dissemination of traditional culture, integrate traditional culture into mass cultural construction, boost the development of ICH industries, and create high-quality cultural TV programs to promote the inheritance and development of traditional culture. In the future, education departments should actively promote the integration of traditional culture into campuses, carry out traditional culture education in cooperation with ICH inheritors, enhance the cultural confidence and identity of primary and secondary school students and college students, and make them shoulder the responsibility of protecting and inheriting traditional culture.

## Disclosure statement

The author declares no conflict of interest.

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