

Research on Creative Transformation Strategies of Traditional Cultural Genes in the Central Plains Region

Chun Yang*

Henan University of Economics and Law, Zhengzhou 450000, Henan, China

**Author to whom correspondence should be addressed.*

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Abstract: This paper focuses on the creative transformation strategy of traditional cultural genes in the central plains region. Firstly, the paper elaborates on the roots and originality of the excellent traditional culture of the central plains, and analyzes the advantages and optimization problems in the development of its cultural industry. Then, it puts forward a new transformation idea of rearranging and combining cultural resources, and gives the strategies, such as systematically integrating traditional culture resources, symbolizing and re-innovating culture, creating cultural name cards with the help of branding, and integrating modern aesthetics to realize the modern expression of traditional culture. The research strategy helps to enhance the competitiveness of the cultural industry in the central plains, promotes the inheritance and translation of traditional culture, injects a new impetus for regional economic development, and at the same time provides a sample of the central plains for the global dissemination of Chinese culture.

Keywords: Central plains region; Traditional culture genes; Creative transformation; Strategy

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1. Introduction

1.1. Overview of the outstanding traditional culture of the central plains region

The Central Plains Culture is a general term for the material and spiritual culture of the middle and lower reaches of the Yellow River in China, which is an important source and core component of Chinese culture, with Henan as the core and radiating to the middle and lower reaches of the Yellow River layer by layer. In the long history of China, the capitals of Xia, Shang, Zhou, Eastern Han, Cao Wei, Western Jin, Sui and Tang, Five Dynasties, and Northern Song dynasties were all established here, and the culture of the central plains has long been in an orthodox position, and to a certain extent it is also the epitome of traditional culture of China.

1.2. The unique characteristics of the traditional culture of the central plains region

The excellent traditional culture of the central plains is an important part of the culture system of the central plains, and its main qualities are rootedness, originality, inclusiveness, openness, and continuity. Rootedness means that the central plains region is regarded as the root of Chinese civilization in both prehistoric civilization and the beginning of written civilization, and the ideas of Confucianism, Taoism, and Mohism, which are the hallmarks of the axis of Oriental civilization, were also generated here. Originality means that the culture played a pioneering role in building the entire Han civilization, and has been fully reflected in the construction of institutions, the formation of Chinese characters, commerce, science and technology, and medicine. Inclusiveness means that it has the characteristics of inclusiveness and synthesis, and it has realized the integration and sublimation of material culture and ideology through economy, beliefs, population migration, etc., and formed rich and dynamic cultural representations of the central plains. Openness means that the excellent traditional culture of the central plains has a strong radiation and influence. Secondly, it has become a folk custom. Ancient rulers compiled their etiquette into a model and extended it to the whole society, forming a folk custom over a long period of time. Thirdly, it spread far and wide overseas, the traditional culture of the central plains spread widely overseas through the Silk Road and maritime trade; continuity refers to the fact that the central plains civilization has always been in the same vein from Yangshao, Shang and Zhou, Tang and Song and then to the modern times, evolving but never interrupted, which has become an important basis for our call for the preservation and inheritance of the traditional culture of the central plains in the current stage^[1].

2. The current situation of the development of the cultural industry of the traditional culture of the central plains

2.1. Advantages of cultural industry development

In the past decade, the central plains region centered on Henan Province has responded to national policies, vigorously developed the cultural industry, advocated the integration of culture, tourism, culture and creativity, and improved the production methods and means of dissemination of traditional culture products in the central plains through new media and new technologies. This has facilitated the rapid upgrading of the structure of the cultural industry in the Central Plains, giving rise to a large number of new cultural industries, while also strengthening market competitiveness, improving the quality of cultural products, and gradually forming new consumption habits and profit models^[2]. There are many successful new cultural creation projects, for example, the archaeological series of cultural creations of the Henan Museum has successfully broken out of the circle, and has gained wide recognition nationwide under the drive of online media and e-commerce economy. The “Wonderful Tour” series, launched in 2022, has successively exported Chinese culture to overseas self-media platforms, and has even become a carrier for our diplomacy to communicate with the world. Henan has gradually clarified its distinctive cultural advantages of the central plains, trying to empower regional economic and cultural development through the innovation of the traditional culture of the central plains and cultural tourism.

2.2. Cultural industry development issues

The development goal is clear, but in the process of implementation, there are problems such as convergence of cultural industries, vulgarization of cultural and creative products, and superficialization of cultural symbols. Enterprises imitate each other's industrial development mode, cities and counties copying tourism cultural and creative products, a product emerges without differences in the national style trend, they do not do in-

depth excavation and differentiation of the attribution and nature of the regional traditional culture genes and the nature of the transformation of the culture and products lack of basis and creativity, and at the same time, cultural branding weaknesses make a lot of cultural symbols cannot find the right landing point to implement the systematic outputs. The excavation and creative transformation of the traditional culture of the central plains still has much room for improvement in the innovative development of the cultural industry.

3. New ideas for the transformation of traditional cultural genes in the cultural industry of the central plains

As a region rich in resources of excellent traditional culture of the central plains, in the new era, it is necessary to deeply explore the resources of the central plains' excellent traditional culture, while at the same time basing ourselves on the realities of contemporary China and combining them with the conditions of today's times, so as to give them ideological connotations that are in keeping with the times^[3]. The central plains region has four ancient capitals, eight national historical and cultural cities, more than 100 national intangible cultural heritages, and five world cultural heritages, including Yinxu, "Heaven and Earth in the Middle" architectural complex, Longmen Grottoes, the Silk Road, the Grand Canal, etc. Chinese kung fu, represented by Shaolin Kung Fu and Taijiquan, is also famous all over the world. The traditional culture of the central plains is arranged and combined through the dimensions of time and space, vertically marking the change of times, such as the prehistoric civilization of the central plains, the Yin and Shang periods, the Wu-Tang period, the Northern Song period, etc.; horizontally divided into the central plains by region, such as Zhengzhou, Kaifeng, Luoyang and Anyang, which were once capitals, and the famous cities of culture and history, such as Shangqiu and Nanyang, as well as the rich culture of the non-heritage, such as Zhoukou and Xinyang. On this basis, dig deep into the historical characteristics of a place, representative figures, literature and art, local customs, non-genetic inheritance and other cultural nodes, to explore the connection between its inner spirit and external representation, to find out the key words and representative elements and symbols, and combined with the modern society and the phenomena related to life to be transformed, the sinews of traditional culture will be presented three-dimensionally for the development of modern to retrieve the most initial cultural confidence.

With the continuous improvement of national cultural confidence, the Tang and Song cultures have risen again in the past five years. Take Northern Song culture as an example, Bianliang (now Kaifeng City), as the capital of the Northern Song Dynasty, was the largest distribution center for cultural exchanges at that time, and poetry, music and calligraphy, tea art and even catering culture were also developed, forming a unique cultural form and humanistic outlook of the Song Dynasty. 2022 movie and TV drama "Records of Dream Hua" drove the Song culture gene to the hot spot (**Figure 1**), which referred to the Northern Song Dynasty prose book "Records of Dream Hua in the East Capital City" and folk customs painting "Along the River During the Qingming Festival" in the portrayal of the marketplace folk customs (**Figure 2**), interpretation of the then bustling and prosperous life scene, "Tea Plays" in the drama allows viewers to discover a more microscopic civilization of the Song Dynasty, and has harvested a large number of "Song tide" fans. Song cultural creative industries and innovative services related to Song culture have emerged. From tea culture, dress culture, literature and art, folk architecture and other cultural nodes, Song Dynasty tea products, Song Dynasty dress theme photography, short video shooting, as well as Bianliang cultural tour and other cultural and tourism fusion projects have been developed, and a large number of people from other cities have come to Kaifeng in order to experience the charm of the Song Dynasty, and the

local economy and the topic of the hotness have been increased, which proves that the public's love for historical civilization and traditional culture has always been there, and the way of transformation and interpretation is the key to the spread of cultural genes.



Figure 1. Representation of Song Dynasty Aesthetics in the Film and Television Drama Records of Dream Hua (left)



Figure 2. Meng Yuanlao's "Records of Dream Hua in the East Capital City" and Zhang Zeduan's "Along the River During the Qingming Festival" (right)

4. Creative transformation strategy of the traditional culture of the central plains genes

The continuation of any kind of cultural gene is not presented out of thin air, but requires a certain carrier to undertake. By clearly sorting out and classifying the traditional cultural content of Central Plains, exploring the symbols of Central Plains civilization, and deducing specific strategies for creative transformation and innovative development based on their core and external characteristics, it provides new ways of thinking and implementation paths for telling the stories of Central Plains and spreading the voice of Central Plains well.

4.1. Systematization of the traditional culture of the central plains resources

The central plains region has a profound and excellent traditional culture with a long history, which has accumulated the original spiritual pursuit of the Chinese nation, contains rich ideological and moral resources, and is the source of the cultural confidence of the Chinese descendants. The traditional culture of the central plains, as the foundation of the cultural system, provides an inexhaustible source for the original creative industries in the

central plains, and the effective integration of resources is an important prerequisite for the creative transformation of the industry's subsequent extension. The historical advantage in the time dimension and the location advantage in the space dimension constitute the innate advantage of the development of the traditional culture of the central plains. The integration of cultural nodes should have a clear hierarchy, forming modules through time, region, cultural types, etc., and categorizing and refining them layer by layer, and the deep excavation of cultural contents can help the sustainable transformation of its resources, avoiding the lack of systematic development and the lack of continuity of development caused by the dispersion of cultural resources. The clear integration of resources lays a solid foundation for the formation of cultural symbols in the next step.

4.2. Symbolization of the traditional culture of the central plains

The traditional culture of the central plains is a cultural representation of regional characteristics, which was formed, developed and preserved in the course of the development of China's history with the central plains as the political center, and has a certain stable form, which is refined into specific categories, including writing, architecture, clothing, folklore and even food. These cultural contents have one or more symbolic archetypes corresponding to the five senses of sight, hearing, taste, smell and touch, such as visual symbols that refer to cultural symbols that convey meanings through vision, including symbols of characters, architectural symbols, physical symbols and so on, just like when talking about Yin and Shang cultures, the terms "Fuhao", "bronze vessel", and "Simuwuding" are automatically presented, which represent the advanced technology of the Yin and Shang periods and reflect the deeper social system, human culture and beauty-appreciation. They represent the advanced technology of the Yin Shang period, and also reflect the deeper social system, human civilization, and aesthetic taste. Compared with abstract cultural concepts, concrete cultural symbols are easier to understand and remember, and it is also easier to show the charm of traditional culture.

In order to diversify the expression of traditional culture and to "revitalize" traditional culture, it is necessary to reinvent the symbols. Symbol is a tool used to convey ideas, first of all, the creators are required to clarify the direction of the ideas that the culture wants to convey, have the awareness of the use of symbols, and skillfully use the symbols to effectively convey the meaning of the culture, to resonate with the public directly, and to strengthen the sense of cultural identity. Secondly, the innovation of symbols should be diversified and targeted, digging and thinking deeply about the needs of life in today's society from the reflective level, decoding traditional culture through visual symbols, auditory symbols, tactile symbols and other diversified presentations, and the form of innovative symbols should be targeted at the group, whether it is for the young and old, young students, or business people, etc. All these prerequisites will determine the development ideas and aesthetic tone of the innovation of cultural symbols. Thirdly, it is to emphasize the differentiation of the symbols of the central plains culture and to rely on the regional resources to create the symbols of the local culture, which are familiar and dear to the local audiences. The cultural symbols of the Central Plains are familiar and friendly to the local audience, but also mysterious and attractive to the people of other regions. What is national is global, and daring to present the strong characteristics of the Central Plains will be different from the cultural symbols of other regions, and will enhance the degree of memory and recognition of culture.

4.3. Branding power of the traditional culture of the central plains

The traditional culture of the central plains in the new era urgently needs innovative expression, so that the ancient civilization can dock reality to find the right "open method", in order to let the traditional civilization stay alive,

constantly renewed with new charm ^[4]. High-quality, sustainable cultural reproduction is inseparable from the brand concept. The brand is an abstract, unique, recognizable mental concept to express the differences of the product, so as to occupy a certain position in the human consciousness of the comprehensive reflection. Stable cultural output requires accurate cultural positioning and systematic transformation strategies, cultural branding can lead to long-term effective output of cultural symbols, selecting characteristic perspectives to be spread out one by one, layer by layer, and the brand's unique labeling attributes can bring about hot topics and enhance the strength of communication ^[5].

The "Chinese Festivals" series launched by Henan TV in 2021 is a representative cultural brand of the traditional culture of the central plains, which is presented to the public like a brand-new business card and has become a strong promoter of the inheritance of Chinese traditional culture. With the theme of Chinese traditional culture and festivals, this brand program has produced a series of scenarios related to history, culture and folklore, outlining the history of China in the form of scenarios and time and space roaming, recreating the prosperity of Chinese traditional festivals such as the Spring Festival and Dragon Boat Festival. Among them, three phenomenal works with cultural symbols characteristic of the Central Plains, "Night Banquet in the Tang Palace", "Luoshen Water Fugue", and "Dragon Gate King Kong", have repeatedly triggered heated debates on social media platforms, pushing the discussion of cultural innovation and cultural confidence to a cascading climax. Moreover, the Chinese Ministry of Foreign Affairs promoted the "Mid-Autumn Festival Wonderful Journey" globally in September 2022, and ten languages sang "Sharing The Same Moon from A Thousand Miles Away" in the same song, and in May 2025, the 78th Cannes At the 78th Cannes Film Festival in May 2025, China's first virtual reality movie "Night Banquet in Tang Palace" was awarded the honorary project of "Assisting in the International Promotion of Chinese Films", and this cultural and creative brand with great characteristics of the Central Plains is becoming the language of communication with the world on behalf of China. The power of brand is intangible, and the transformation and reproduction of culture should be supported by a distinctive brand with clear competitiveness to promote Chinese culture and oriental imagery out of the Central Plains and into the world.

4.4. Integration of modern aesthetics and traditional culture

Traditional culture has its unique symbolic characteristics, but at the same time, the relationship between tradition and modernity cannot be ignored. The traditional culture of the central plains in every period of history has an inextricable link with modern society, and the genes of the traditional culture of the central plains can be found from the concept of survival of the Chinese people to the habits of life ^[6]. The traditional cultural forms are not easy to recognize and accepted by the public, but must be converted into an easy-to-understand symbolic language and combined with modern aesthetics for cultural output. Modern aesthetics originates from traditional aesthetics, but is different from traditional aesthetics, which inherits the aesthetic imagery of various periods in China, and at the same time integrates the representative aesthetics of Western countries recognized by the world. The transformation of traditional culture of the central plains should, on the one hand, dig deep into the historical symbols, and, on the other hand, start from the perspective of the present society, deeply observe and think about the relationship bond between modern life and traditional culture of the central plains, abide by the correctness and innovation, and show the traditional culture symbols through the current formal aesthetic laws. For example, in the program "2022 Mid-Autumn Wonderful Tour" of Henan TV, the passage titled "Three Thousand Years of Meeting in God's Capital", the creative idea of the work is "to write about Luoyang, one can not only write about Luoyang, but also write about Xia, Shang, Zhou and Han, Wei, Jin, Sui and Tang, and write about poetry and wine

in the middle of the world.” Visual symbols using contrast and harmony, rhythm and rhyme, change and unity and other laws of formal beauty, the screen design to montage, small to big, ancient and modern crossing and other impactful visual bring, in respect of history and culture under the premise of modern aerospace science and technology, ancient style dress up, secondary yuan and other elements of popular culture are also integrated into it, so that the audience breaks through the boundaries of time, across the millennium to connect the emotions. As the above presentation techniques, the organic combination of heavy history and artistic communication can achieve the effect of exquisite transformation of traditional culture.

5. Conclusion

This paper discusses the creative transformation strategy of traditional culture genes in the central plains region, and puts forward targeted transformation strategies by analyzing the qualities of the excellent traditional culture of the central plains, and evaluating the current situation of the development of the cultural industry. The study found that the traditional culture of the central plains has large resources and potential in the cultural industry, but it also faces problems such as convergence and vulgarization. To solve these problems, this paper proposes to realize the creative transformation of the traditional culture of the central plains through the strategies of systematizing and integrating traditional cultural resources, symbolizing and refining cultural representations, branding and creating cultural business cards, and integrating modern aesthetics. This strategy is intended to integrate and update cultural resources, help enhance the competitiveness of the cultural industry of the central plains, and promote the inheritance and translation of traditional culture. In the future, the creative transformation of the traditional culture of the central plains should continue to be based on local genes, integrate resources with systematic thinking, activate value with differentiated symbols, and enhance radiation with internationalized brands, so as to realize the modern rebirth of traditional culture in the midst of righteousness and innovation, and to provide a sample of the central plains for the global dissemination of Chinese culture.

Disclosure statement

The author declares no conflict of interest.

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