

The Value Implications, Practical Predicaments and Realization Paths of the "Two Creations" of China's Fine Traditional Culture

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ABSTRACT

The fine traditional Chinese culture is the spiritual lifeline of the Chinese nation. Promoting its creative transformation and innovative development is a major strategic guideline for cultural construction in the new era. Based on the Marxist position, viewpoint and method, systematically expound the triple value implications of the "two creations" of China's fine traditional culture in building a socialist cultural power, realizing the great rejuvenation of the Chinese nation, and creating a new form of human civilization. It deeply analyzes current practical challenges, including inadequate integration between tradition and modernity, relatively lagging innovation methods, and intensified impacts from diverse cultures. Identifying three dimensions — activating cultural vitality, boosting creativity through digital empowerment, and elevating international influence, it puts forward targeted and operable implementation paths to provide theoretical references and practical guidelines for inheriting and developing China's fine traditional culture and advancing the building of a great socialist cultural country in the new era.

Keywords: Excellent traditional Chinese culture, Creative transformation, Innovative development.

1. INTRODUCTION

The prosperity of culture leads to the prosperity of the country, and the strength of culture leads to the strength of the nation. The fine traditional Chinese culture embodies the deepest spiritual pursuit of the Chinese nation and contains its most fundamental spiritual genes. It is a unique symbol that enables the Chinese nation to stand firm among the world's nations. In the context of comprehensively advancing Chinese-style modernization and the accelerated evolution of profound changes unseen in a century in the world, conducting in-depth research on the value implications, practical dilemmas and realization paths of the "Two Innovations" of China's fine traditional culture is not only an inherent requirement for adhering to and developing Marxist cultural theory, but also an inevitable choice for building a great socialist cultural country and achieving new glories for socialist culture. Guided by the Marxist materialist conception of history and cultural outlook, and in combination with the

cultural practice of the new era, this article conducts a systematic study on the "two creations" of China's fine traditional culture, striving to form an organic unity in theoretical interpretation and practical countermeasures.

2. THE VALUE IMPLICATIONS OF THE "TWO CREATIONS" OF CHINA'S FINE TRADITIONAL CULTURE

The creative transformation and innovative development of China's fine traditional culture is a major strategic guideline for cultural construction in the new era and also an important practical carrier for the Sinicization and modernization of Marxism. Based on the fundamental principle of "two combinations", deeply exploring the contemporary value of "two creations" is not only an inherent requirement for carrying forward the Chinese cultural heritage and consolidating cultural confidence, but also a practical need to respond to global cultural turbulence and promote national

rejuvenation. The three dimensions of national cultural construction, the great cause of national rejuvenation, and the development of human civilization, this paper systematically expounds the value implications of the "Two Creations", revealing their significant importance in casting the soul for a culturally strong country, gathering strength for national rejuvenation, and empowering new forms of civilization.

2.1 Providing Ideological Resources for Building a Socialist Cultural Power

To build a socialist country strong in culture, it is necessary to consolidate the foundation of national culture, enhance cultural subjectivity and cultural soft power. Through the "two creations", China's fine traditional culture can provide continuous ideological nourishment and spiritual resources for the construction of a culturally strong country.

Firstly, the "Two Creations" have consolidated the cultural foundation of cultural confidence. Cultural confidence is a more fundamental, broader and deeper kind of confidence, and the strength of cultural confidence comes from the continuous Chinese civilization that has lasted for more than five thousand years. The "Two Creations" adhere to upholding tradition while embracing innovation. They not only oppose the total denial of tradition by historical nihilism [1], but also abandon the rigid adherence to tradition by cultural retroism. Through modern interpretations of core concepts such as the unity of heaven and man, the people as the foundation of the country, maintaining trust and harmony, and self-improvement, they highlight the prominent characteristics of Chinese civilization, including continuity, innovation, unity, inclusiveness, and peace. We need to establish the dominant position of socialist culture with Chinese characteristics in the new era, and ensure that the building of a culturally strong country takes root in China's national soil and carries profound cultural heritage.

Secondly, the "Two Creations" nourish the core socialist values. The core socialist values are the soul of a culturally strong country, and the fine traditional Chinese culture is the profound source of these core values. Traditional virtues such as benevolence, honesty, justice, harmony and frugality, after creative transformation, can be integrated into the construction of social morality, professional ethics, family virtues and personal integrity, making the core values more national,

mass and approachable. The "Two Creations" initiative promotes the transformation of value concepts from classics to daily life and from theory to practice, providing significant support for building social consensus, regulating social behavior, and enhancing the level of social civilization.[2]

Thirdly, the "Two creations" enrich the supply of public culture and the development of the cultural industry. Through the innovative development of traditional literature and art, folk customs and intangible cultural heritage, and classic books, new cultural industries such as national trend cultural and creative products, digital cultural museums, and national style performances have emerged, which not only meet the people's growing needs for a better life but also enhance the competitiveness of the cultural industry. The transformation of traditional cultural resources into high-quality cultural products helps to build a modern cultural system with Chinese characteristics, enhance the country's cultural soft power, and inject lasting impetus into the construction of a cultural power.

2.2 Providing Cultural Support for the Great Rejuvenation of the Chinese Nation

The great rejuvenation of the Chinese nation is not only about material prosperity, but also about spiritual rejuvenation. The "two creations" of China's fine traditional culture provide a spiritual bond, value guidance and spiritual impetus for the rejuvenation of the nation.

Firstly, the "Two Creations" have consolidated the consciousness of the national community. The fine traditional Chinese culture is the spiritual bond that sustains the unity and solidarity of the Chinese nation [3]. The concept of great unification, the sentiment of family and country, and the sense of community have run through history. By transforming traditional patriotic sentiments into the spirit of patriotism in the new era and the idea of ethnic harmony into the concept of ethnic unity and progress through the "Two Creations", it can enhance the sense of identity, belonging and centripetal force of all Chinese people, consolidate the awareness of the Chinese nation as a community, and gather tremendous spiritual strength for national rejuvenation.

Secondly, the "Two Creations" provide the cultural foundation for Chinese-style modernization.

Chinese-style modernization is a modernization that coordinates material and spiritual civilization and is deeply rooted in China's fine traditional culture. The spirit of reform and innovation, the practical concept of integrating knowledge with action, the governance wisdom of putting people first, and the ecological thought of harmony between man and nature in traditional culture, after innovative development, can be integrated into the entire process of economic construction, political construction, cultural construction, social construction, and ecological civilization construction, providing value guidance and cultural support for Chinese-style modernization. Make the path of national rejuvenation have distinct Chinese characteristics and a profound cultural foundation.

Thirdly, the "Two Creations" have shaped the national spirit and character. The spiritual traits such as self-improvement, carrying virtue, dedication and teamwork, and helping those in need have been refined by The Times and have become important sources of the new era's spirit of striving, responsibility and dedication. In the journey of advancing national rejuvenation, in the face of risks, challenges and difficulties, the national spirit activated by the "Two Creations" can inspire the people to rise to the occasion and forge ahead with determination, providing an inexhaustible spiritual impetus for achieving national prosperity, national rejuvenation and people's happiness.

2.3 Providing Spiritual Strength for Creating a New Form of Human Civilization

Socialism with Chinese characteristics has created a new form of human civilization. The "two creations" of China's fine traditional culture have infused unique spiritual connotations into this new form of civilization and also contributed Chinese wisdom to the progress of human civilization.

Firstly, the "Two Creations" highlight the unique value of Chinese civilization. The problems such as the expansion of materialism, ecological crisis, spiritual anxiety and conflicts of civilizations that accompany the process of Western modernization highlight the limitations of the Western centrist civilization model. The fine traditional Chinese culture advocates harmony and coexistence, the great unity of the world, the balance of righteousness and profit, and the unity of heaven and man[4]. After modern transformation, it can transcend zero-sum games, hegemonic thinking and civilisational opposition, providing an Eastern

solution for resolving global crises and promoting global governance.

Secondly, the "Two Creations" have promoted exchanges and mutual learning among civilizations. The new form of human civilization is not closed and exclusive, but an open, inclusive, and mutually learning civilization. The "Two Creations" initiative has enabled China's fine traditional culture to reach out to the world with greater confidence. Through the translation and introduction of classics, cultural dissemination, and people-to-people exchanges, it has presented a real, three-dimensional and comprehensive China to the world, broken the monopoly of Western discourse, promoted equal dialogue among different civilizations, and advanced the building of a community with a shared future for mankind.

Thirdly, the "Two Creations" have enriched the diversity of human civilization. As the only ancient civilization in the world that has never been interrupted, the creative transformation and innovative development of Chinese civilization itself are significant contributions to the diversity of human civilization [5]. The governance wisdom, ethical spirit, ecological concepts and artistic aesthetics in traditional culture, after modern reconstruction, can provide references for other countries and nations, promoting the development of human civilization towards a more fair, inclusive, harmonious and sustainable direction.

3. THE PRACTICAL PREDICAMENTS OF THE "TWO CREATIONS" OF CHINA'S FINE TRADITIONAL CULTURE

In the process of promoting the creative transformation and innovative development of China's fine traditional culture, the "two creations" work still faces many practical constraints due to the influence of multiple factors such as the conditions of The Times, the communication environment and the development mode. Examining from the inherent laws of cultural inheritance, traditional resources lack sufficient compatibility with modern society, which easily leads to problems such as fragmentation and superficial application. Observing from the perspective of practical implementation, innovations in content, form and communication lag comparatively behind and can barely cater to the needs of audiences in the new era. At the same time, in the context of globalization, the interweaving and collision of diverse cultural trends

also pose challenges to the inheritance and value guidance of local cultures. We should base ourselves on the current context and analyze the current predicament from three aspects: integration barriers, innovation shortcomings, and external shocks, providing a problem-oriented approach for accurately exploring solutions.

3.1 The Dilemma of Integrating Tradition with Modernity

The organic connection between tradition and modernity is the core requirement of the "Two Creations", but in current practice, there are still problems such as fragmentation, superficiality and formalism.

Firstly, simple retro and blind Westernization coexist. In some fields, traditional culture is equated with feudal dross, and modernity negates traditionality. Another part has fallen into cultural conservatism, simply copying ancient rituals, ceremonies and concepts, and is detached from contemporary social life. Neither of them has achieved the dialectical unity of tradition and modernity, resulting in the "two creations" remaining detached from reality.

Secondly, the content transformation is out of step with the demands of The Times. Some inheritance activities remain at the superficial level such as the collation of ancient books, the display of cultural relics, and the performance of ceremonies, failing to deeply integrate the spirit of traditional culture with the core socialist values, the modern governance system, and the ethics of daily life. As a result, there are phenomena of "having tradition but no modernity" and "having form but no connotation", making it difficult to truly integrate into the modern social structure and value system.

Thirdly, there is an imbalance between elitism and massification. Focusing research on traditional culture largely within academic circles leads to inadequate popularization and life-oriented transformation oriented toward the general public. This leads to a sense of distance between traditional culture and ordinary people, making it difficult to form wide social recognition and practical awareness.

3.2 The Predicament of Lagging Innovation Methods

The key to the "Two creations" lies in innovation, but the current innovation capacity, means and mechanisms are still insufficient.

Firstly, content innovation is made more superficial. Some cultural products' utilization of traditional culture remains at the level of symbol splicing and element piling up, lacking in-depth exploration of philosophical thoughts, humanistic spirit and value concepts. The phenomena of homogenization and low-level repetition are prominent, making it difficult to form high-quality works with contemporary influence.

Secondly, the mode of dissemination has become traditional. Some inheritance entities still rely on traditional models such as offline exhibitions, book publishing, and classroom lectures, and insufficiently utilize modern means like new media, short videos, immersive experiences, and digital communication. As a result, their dissemination coverage is narrow, their appeal is weak, and they have low acceptance among the youth.

Thirdly, the institutional mechanisms are not sound. There are problems such as multi-headed management, scattered resources and insufficient investment in the inheritance and innovation of traditional culture. The collaborative innovation mechanism among industry, academia, research and application is not perfect. The channels for converting academic research achievements into cultural products and social trends are not smooth. The structure of the talent team is single. There is a shortage of compound talents who are proficient in both traditional culture and modern creativity and digital technology.

3.3 The Predicament of Multicultural Impact

Under the background of globalization and informatization, foreign cultures and online cultures have exerted multiple impacts on China's fine traditional culture.

Firstly, the strong squeeze from Western cultural discourse. Western values, lifestyles and entertainment cultures have been widely disseminated with the help of capital and the Internet, exerting an influence on the values of the youth group. To a certain extent, this has weakened national cultural identity and exposed the

inheritance of traditional culture to external discourse competition pressure.

Secondly, vulgar online culture undermines traditional values. In cyberspace, tendencies such as entertainment supremacy, traffic supremacy, and utilitarianism have eroded traditional virtues like benevolence, righteousness, propriety, wisdom, trustworthiness, diligence, frugality, filial piety, and fraternal duty, leading to the marginalization of the spiritual core of traditional culture and the erosion of the inheritance environment.[6]

Thirdly, cultural identity is fragmented. During the period of social transformation, values are diverse and varied. Some groups suffer from cultural confusion and spiritual emptiness, lacking systematic understanding and emotional identification with traditional national culture, which is not conducive to the in-depth advancement of the "Two Creations" work.

4. THE REALIZATION PATH OF THE "TWO CREATIONS" OF CHINA'S FINE TRADITIONAL CULTURE

To solve the practical problems faced by the "two creations" of China's fine traditional culture, it is necessary to base ourselves on the requirements of cultural development in the new era, adhere to the unity of upholding tradition and innovation, and the coordination of inheritance and dissemination. Taking the combination of the basic principles of Marxism and the fine traditional Chinese culture as the fundamental guideline, we should activate cultural genes in the process of consolidating the foundation and cultivating the essence, expand the space for expression in technological innovation, and enhance the effectiveness of communication in the exchange of civilizations. In response to the practical predicaments mentioned earlier, it is necessary to systematically explore the practical paths of "two creations" from three dimensions: activating internal driving forces, strengthening digital empowerment, and expanding international communication, so as to provide feasible solutions for promoting China's fine traditional culture to keep pace with The Times and go global.

4.1 Activating the Vitality of fine Traditional Culture and Promoting In-depth Integration of Tradition and Modernity

Activating the vitality of China's fine traditional culture is the foundation for promoting the "Two Creations" work and also the internal prerequisite for breaking the predicament of the integration of tradition and modernity. China's fine traditional culture, which has accumulated over thousands of years, is rich in philosophical thoughts, humanistic spirit and moral norms. However, its value will not emerge automatically; it must be awakened, interpreted and applied in contemporary practice.

First, we must adhere to the guidance of Marxism, systematically sort out and critically inherit traditional culture [7], eliminate feudal dross, dissect the spiritual core that meets the needs of The Times, and deeply integrate the core concepts of benevolence, people-oriented, integrity, justice, harmony and seeking great unity with the core socialist values. Make it a spiritual source for cultivating social morality, professional ethics and family virtues.

Secondly, it is necessary to promote the integration of traditional culture into daily life, transforming traditional etiquette, festival customs, family traditions and precepts into modern civilized lifestyles, and avoiding cultural inheritance remaining confined to books and venues.

Thirdly, it is necessary to strengthen the construction of the education inheritance system, integrating excellent traditional culture throughout the entire national education process, advancing step by step from basic education to higher education, and cultivating the cultural identity and cultural awareness of the youth group [8]. By strengthening the foundation and cultivating people through culture, traditional culture can be transformed from historical heritage into a living spiritual force, truly achieving "coming alive" and "being passed down", laying a solid foundational foundation for creative transformation and innovative development, and enabling the ancient cultural heritage to continuously radiate new vitality and vigor in the new era.

4.2 Digital Empowerment Enhances the Creativity of Fine Traditional Culture and Strengthens the Capacity for Innovative Supply

Digital technology has provided a brand-new carrier and powerful impetus for the "two creations" of China's fine traditional culture, and it is a key handle to break the predicament of lagging innovation methods. Under the digital wave, profound changes have occurred in the ways of cultural production, dissemination and acceptance. Relying on technological means such as big data, artificial intelligence, virtual reality and integrated media communication, the forms of expression, presentation space and innovative dimensions of traditional culture can be greatly expanded.

Firstly, digital technology can be utilized to digitally collect and permanently preserve cultural relics, ancient books, intangible cultural heritage skills, and historical sites, and to build a digital cultural resource library, enabling precious cultural heritages to break through the limitations of time and space and be shared by all citizens [9].

Secondly, by means of immersive experiences, interactive cultural and creative products, digital performances and other forms, we should promote the transformation of traditional culture from static display to dynamic experience, such as digital museums, VR intangible cultural heritage experiences, ancient-style animation creation, and Chinese-style game development, so that traditional culture can be brought closer to the younger generation in a more interesting and participatory way.

Thirdly, by leveraging big data to accurately grasp the demands of the audience, we can promote the transformation of cultural products from homogeneous supply to personalized customization, thereby enhancing the pertinence and effectiveness of creation and production. Digital empowerment is not merely an upgrade at the technological level, but also an innovation in thinking and models. It can effectively break through the limitations of traditional inheritance methods, promote comprehensive innovation in the content, form and business model of traditional culture, allow cultural creativity to fully flow, achieve a leap from "protection and inheritance" to "innovative development", and inject strong technological impetus into the "two creations" practice.

4.3 Enhancing the International Influence of Fine Traditional Culture and Promoting Exchanges and Mutual Learning Among Civilizations

Enhancing the international influence of China's fine traditional culture is an inevitable requirement for responding to the impact of multiculturalism, showcasing the unique charm of Chinese culture, and boosting the country's cultural soft power. It is also the global significance of the "Two Creations" policy. In the face of cultural exchanges and ideological collisions in the context of globalization, only by proactively reaching out to the world and telling China's stories well can we take the initiative in civilizational dialogue.

Firstly, we must adhere to the position of Chinese culture, distill cultural elements with common values for all mankind, and transform Chinese ideas, wisdom and solutions into a discourse system that is easy for the international community to understand and accept, so as to avoid estrangement and misinterpretation in cultural dissemination.

Secondly, it is necessary to innovate international communication methods. Relying on new media platforms and cross-border cultural exchange projects, we should promote high-quality cultural products to go global, such as films and television, literature, art, and cultural and creative products, and convey the spirit of Chinese culture in a flexible way.

Thirdly, we should enhance exchanges and mutual learning among civilizations. On the basis of respecting differences and embracing diversity, we should promote dialogue and exchanges between China's fine traditional culture and civilizations of other countries around the world. This will not only absorb and draw on the outstanding achievements of human civilization but also highlight the uniqueness and superiority of Chinese culture.[10] Through multi-level, wide-ranging and three-dimensional international communication, we will continuously enhance the appeal and influence of Chinese culture, enabling the world to better understand and know China, allowing the fine traditional Chinese culture to occupy an important position in the world civilization map, contribute Chinese strength to creating a new form of human civilization, and also create a favorable international cultural environment for national rejuvenation.

5. CONCLUSION

The fine traditional Chinese culture has endured for thousands of years and remains ever fresh. Its vitality not only stems from historical accumulation but also from its ability to constantly respond to the propositions of The Times and integrate into practical realities. In the new era, promoting the "two creations" of China's fine traditional culture is essentially to activate the intrinsic vitality of Chinese culture at the intersection of the inheritance of civilization and the innovation of The Times, and to transform traditional cultural resources into the spiritual force for national development. With the continuous deepening of the technological revolution, social transformation and cultural exchanges, it is necessary to promote cultural innovation with a more open and inclusive attitude and participate in the dialogue of world civilizations in a more confident and proactive way, so that Chinese culture can constantly regain vitality while adhering to its essence and innovating. Looking to the future, through continuous exploration and practice, China's fine traditional culture is bound to achieve creative development and global dissemination, contributing more lasting and profound Chinese wisdom to enhancing the national spiritual strength and promoting the progress of human civilization.

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