

On the Heritage of Chinese Excellent Traditional Culture in Children's Picture Book

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Abstract: Children's picture books are an important carrier for the heritage and development of excellent traditional culture, and an important path for inheriting and protecting local unique cultural memories. The traditional culture represented by children from the point of view of spreading and disseminating traditional art forms will effectively establish national cultural awareness and cultural self-confidence. The embodiment of excellent traditional culture in children's picture books not only includes the application of traditional orthodox art and culture, but also includes the application of traditional folk art and culture. It also includes the application of national revolutionary spirit and tradition. It is embodied in the national spirit of China. . Therefore, based on an objective analysis of the status quo of Chinese children's original picture books and the value of traditional cultural aesthetics, this study explores the aesthetic construction and creative principles of Chinese excellent traditional culture in children's picture book creation in order to achieve the heritage of national spirit and culture in children's picture books. And development.

1. Introduction

With the emphasis placed on enlightenment education on children's aesthetic education in China, parents and teachers are paying more and more attention to the role of picture books in children's growth. Children's picture books play a very important role in children's early education and aesthetic education enlightenment because of their vivid, intuitionistic and interesting features. They also cultivate children's personal will and character, as well as the improvement of their cognitive level and aesthetic ability. The formation, personality improvement and the development of moral habits and living habits have extremely important values and significance. In particular, original picture books based on excellent traditional culture play a vital role in children's aesthetic education.

Compared with the way we treat traditional culture in the picture book, imported picture books attach great importance to the heritage of their own traditional culture and values. Regardless of how the form, style, and other external forms of the picture book change, the inherent cultural traditions are in the same strain. Behind the form of the picture book is an in-depth reflection on traditional culture, and is a continuation and spread of national cultural values. Domestic children's picture books often lack the core construction of traditional excellent culture in the use of traditional cultural elements. In the process of drawing lessons from traditional nationalities and folk arts, they lack deep humanistic care and unilaterally focus on interpretation and preaching of traditional culture. In terms of theme selection, it is out of touch with the contemporary social environment, out of touch with the children's living environment, and clearly lacks imagination in the layout of the content, and cannot impress children. This is not conducive to the spread and development of traditional Chinese excellent culture.

2. The Value of Chinese Excellent Traditional Culture in Children's Picture Book

For children, the picture book is the catalyst for opening up aesthetic education. A children's

picture book rich in traditional excellent culture can not only bring children the aesthetic pleasure, but also build a bridge of traditional cultural heritage. Picture book as a perfect combination of literature and art, its advantage lies in multi-functional, all-round, comprehensive children play a role in education and enlightenment. Children's picture books with outstanding traditional cultural connotations are not only in line with the growing need for children's picture books, but also in accordance with the needs of the country to attach importance to and develop traditional excellent culture. At the same time, they are also needed to improve cultural soft power and improve the quality of education.

2.1. Children's picture books contribute to the heritage and development of Chinese traditional excellent culture

Children's picture books with Chinese traditional cultural connotations have important cultural heritage significance and application promotion value. Accompanied by the implementation of the nation's cultural power strategy, the construction of regional and national children's picture books, and the formation of children's picture books with local characteristics and traditional cultural style characteristics will contribute to the heritage of traditional Chinese excellent culture, and help form the children's traditional Chinese tradition. Cultural self-confidence and pride help boost the country's cultural power.

2.2. Children's picture books are helpful to expand the aesthetic education of the school, improve the teaching methods and methods of aesthetic education, and improve the effectiveness of aesthetic education

Schools should carry out curriculum adjustments for the current status of children's aesthetic education, set up picture reading and appreciation courses with Chinese traditional cultural connotations, strengthen the influence of traditional culture on children's audience groups, and make full use of children's picture books rich in traditional culture to develop children's aesthetic education teaching research. Enhance the students' perception of traditional culture, aesthetic ability and cognitive ability, and promote the heritage and development of traditional culture in children's aesthetic education.

2.3. Children's picture books are conducive to the infiltration of Chinese traditional culture in children's education, and the formation of children's aesthetic education and enlightenment education based on traditional culture

Learning from the enlightenment forms of traditional Chinese education has a crucial role in improving children's personality and accommodating habits. Due to the vivid, intuitive and interesting features of children's picture books, they play an important role in children's early enlightenment education. They also cultivate children's personal will and character, as well as the improvement of their cognitive level and aesthetic ability. The improvement of personality and the development of moral habits and living habits are of great value and significance. The children's educational resources, which are rich in traditional culture, are the treasure trove of the above capabilities.

3. Aesthetic Construction of Chinese Excellent Traditional Culture in Children's Picture Book

Chinese traditional cultural elements are rooted in the multifaceted life practices and production scenarios of the Chinese people, centered on labor. They reflect the ethnic features of agricultural culture, and they maintain a relatively stable form in their constant development and evolution. The salient feature is the preservation of the state of integration of matter and spirit. "The so-called Chinese tradition is actually a rather vague concept. It can refer to the Chinese nation's continuous development and heritage over the course of thousands of years of history. It inherits the cultural imprints inherited from creation and integration and can reflect the characteristics and style of the nation. This kind of thinking can also be a kind of philosophy."^[1] Therefore, traditional culture is a historical element. Basically speaking, it is the essence of the continuation of Chinese culture.

However, due to the strong invasion of Western culture in the past 100 years, traditional culture is facing the risk of fragmentation. "Excellent traditional culture refers to the ideological culture that has formed during the long-term development of the Chinese nation and has a positive historical role and has been of great value so far. The essence of these valuable ideological cultures is the 'convergence' of traditional culture 'real spirit'." [2] Although traditional culture, as a part of history, cannot be completely cut off, it always faces challenges in the course of historical development. Therefore, traditional culture cannot remain constant in the contemporary development process. The combination of traditional culture and children's aesthetic education combined with children's picture books creates a new value and forms the cultural tradition of the new era. This tradition has both an inherited aspect of past history and an openness to the future. Therefore, this new cultural tradition comes from the past, is reflected in the present, and is oriented towards the future.

3.1.The core composition of traditional Chinese culture

The traditional culture advocated by the Chinese traditional culture is to guide people in the direction of "internal saints and external kings" and to form a broad mind of "cultivation, family harmony, governance, and peace". , Da Tze and the world economy "big beauty realm, is the integration and internalization of aesthetics and morality. It is precisely because of the influence of China's excellent traditional culture that the Chinese people can take a long-term view of the development of things and therefore have a clearer understanding of things. Therefore, the original picture books based on traditional excellent culture should have clear goals and directions. From the perspective of history, we should look at the value and role of the original picture books bearing excellent Chinese traditional culture in the process of children's aesthetic education.

3.2.The "tangible" elements of Chinese excellent traditional culture

The "tangible" element refers to figurative information in traditional culture. Tangible elements refer to cultural elements that exist in the form of matter and can be viewed and touched by the eye. They mainly include cultural relics, historic buildings, folk arts, paintings, sculptures, calligraphy, and other historical relics bearing traditional cultural connotations. Such tangible cultural agglomerations what are the explicit features of traditional culture such as color, shape, etc., but correspondingly, such tangible cultural elements still contain invisible cultural connotations, such as the modelling view and color view of local art forms. The traditional ink art elements of Chinese traditional art contain the essence of oriental culture and represent the color of the East. The heritage of Chinese traditional national culture in the form of a picture book should establish a coordinate system of its own cultural identity. This tangible cultural element profoundly influences the life the aesthetic construction of people on the land reflects the wisdom and artistic accomplishment of this nation.

3.3.The "invisible" elements of Chinese excellent traditional culture

Invisible elements mainly refer to cultural expressions in the non-material form such as word descriptions, philosophical thoughts, thinking habits, cultural customs, aesthetic thoughts, and aesthetic concepts in traditional culture. These invisible elements are also traditional cultures. The spirit is such as Confucian culture, Lao Zhuang culture and so on. At the same time, it also includes various invisible cultural heritages such as traditional crafts, performances, skills, and music. The forms include language, writing, music, games, oral legends, myths, customs, and other cultural forms. Compared to tangible cultural elements, the break and disappearance of invisible cultural elements is quietly occurring. Therefore, the use of the tangible and invisible traditional culture in the form of a picture book can be used as a heritage and development of traditional culture, and it can also promote the localization of children's aesthetic education system.

The traditional culture contains the cultural factors of beauty. According to the traditional Confucian education, people should be self-disciplined. When they are alone, they should be treated like guests. They should be treated as if they are alone. Contained in the Chinese traditional culture are very valuable self-care system, and is, hard and soft, artistically, the actual situation, as the representative of the mood of aesthetic care, it has also become a traditional Chinese spirit of

tolerance and peaceful people, with such "The gentleman's "ideal, gentle, and polite personality". This traditional cultural concern in children's aesthetic education mainly shapes children's aesthetics through traditional culture, in order to deal with people's spiritual loss under the impact of the current Western culture. Chinese traditional culture has formed its unique aesthetic philosophy in the long historical process. The use of traditional culture requires that the connotation of traditional culture must be clearly understood. In the context of the traditional concept of philosophy, "the integration of nature and humanity" and "over polarization", China is formed. The way in which people perceive the world is the integration of humans and nature. It is the integration of subject and object. This is obviously different from Western traditional aesthetic philosophy. In general, the selection and utilization of traditional culture cannot be generalized and the various factors of traditional culture should be fully utilized to enrich the resources of contemporary children's aesthetic education.

4. Creative Principles of Chinese Excellent Traditional Culture in Children's Picture Book

There are many elements in Chinese children's picture books that can be used for ancient and modern purposes. As the culmination of the Chinese millennium cultural spirit, it not only bears the memory of countless Chinese people's childhood, but also satisfies the needs of the spiritual life passed down from generation to generation, and also meets the aesthetic needs of modern children. And cognitive development needs. However, one of the important reasons for the slow development of domestic original children's picture books is the limitation of the designers' cognition of excellent traditional culture. Most of them directly copy and misappropriate traditional art and text. Copying traditional image symbols will only make the picture book lose its traditional culture. Breadth and depth, thus becoming simple cultural propaganda and boring graphical preaching. Therefore, an original picture book based on excellent traditional culture needs to truly understand the thinking model and cultural schema of traditional Chinese philosophy. It needs to correctly understand the core of Chinese traditional culture and it is necessary to grasp the following principles in the creative process.

(a) Both form and spirit. Choose an excellent picture book with Chinese traditional outstanding cultural connotation, and choose excellent works that combine the material elements and spiritual elements in traditional culture. Good children's picture books have both external and physical support in the process of children's speech. It reflects both the traditional art of color, shape ideas, but also with philosophical concepts of traditional culture, cultural ideas, which highlights the core values of traditional culture in the form of theme, content and so on.

(b) From life. Children's picture books with traditional cultural elements should be close to children's lives. Traditional Chinese cultural elements are relatively unfamiliar to children and lack the life and psychological needs of modern children. It is often difficult to understand and accept them in real life. Therefore, excellent children's picture books are not an abstract teaching of traditional culture, but instead rely on lively images and moving content to achieve the spread of traditional culture, use the tangible and intangible elements of traditional culture, and combine the connotation of traditional excellent culture with the contemporary social life situation, using modern language and pictures. To explain and convey the essence of traditional culture and achieve the heritage and development of traditional culture in the process of picture book reading.

(c) To preserve the truth. The use of original picture books with traditional cultural connotations in the process of children's aesthetic education should adhere to the pretense of peculiarity, and the use of the outstanding factors in traditional culture should be rationally used and developed. The unfavorable factors in traditional culture should be removed decisively, and more traditional culture should be disseminated. The positive energy to help children form the correct aesthetic. "Historically, traditional culture produced and developed in the ancient Chinese society under the agricultural civilization. The complexity of history determines the complexity of its contents. There are not only obvious essence but also obvious dross, but more it is a contradiction and unity that entanglement of essence and dross. Therefore, we need to make a critical analysis of the traditional culture in order to get riddled with precision and to eliminate false existence."^[2]

Therefore, children's picture books with traditional Chinese style features are not only visually appealing, but also allow more children to have access to and experience the cultural elements rich in traditional Chinese spirit, and enhance children's perception and aesthetics of traditional culture. It helps them understand and accept the excellent traditional culture of the Chinese nation.

5. Conclusion

The embodiment of excellent traditional culture in children's picture books includes both the application of traditional literati art and culture as well as the application of traditional folk art and culture. It also includes the application of the traditional red revolutionary spirit and tradition. It is concentrated in the country of China. "China's national spirit is the essence of a nation. It is not an abstract idea, but a spiritual temperament that is internalized in the heart and externalized in action. It is a kind of personified national spirit" ^[3] and cultural spirit. The traditional literati's ethos is mainly reflected in the literary poetry, painting and other forms of home and family sentiment. This kind of home-country culture is also considered to be the "big tradition" of social culture. In the process of aesthetic education based on children's picture books, the symbolic significance of traditional literati art should be properly grasped, and the literati art's symbol of personal character should be reasonably reflected and conveyed in children's picture books; folk art and culture are a kind of The ancient wisdom structure is a humanistic cognitive system that integrates traditional moral concepts with aesthetic concepts. This cultural tradition is often interpreted as a "little tradition" of social culture, but the culture of this small tradition is a system. The aesthetic education ideology symbolizes the unique aesthetic implication and value of aesthetic education. This idea of aesthetic education breaks through the self-centered narrow aesthetics concept, places people and everything in the same position, highly affirms and publicizes the inner unity of man and nature, and profoundly embodies the idea of "harmony between man and nature". The spirit of Yimeng is the concentrated expression of the red revolutionary spirit and the national spirit in contemporary values. It leads the contemporary Chinese children's aesthetic value orientation. Therefore, during the selection process of the picture book, we should reasonably grasp the state spirit and culture represented by the picture book, and follow the aesthetic principles of the picture book.

In the entire social and cultural system, traditional culture is the blood of a country and a nation. The spirit of Yimeng is the contemporary innovation and development of excellent traditional culture. Therefore, as a cultural form with unique social value and humanistic charm, the picture book art will effectively promote the heritage and development of excellent traditional culture in the contemporary era and help promote the progress and improvement of China's children's aesthetic education. This is not only the heritage of traditional culture and art, but also gives the picture book this art form to the historical mission of dissemination of excellent traditional Chinese culture.

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