

# Contemporary Display of Chinese Traditional Culture——Take the 7th World Military Games as an Example

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**Abstract:** This paper expounds various cultural phenomena of the 7th world military games in Wuhan one by one, and analyzes the essence of traditional culture behind the cultural phenomena, so as to let the wisdom of ancient traditional culture mirror the future and find the laws that can be used for reference.

**Keywords:** Tradition; Culture and art; Military games; Regional culture

Competitive sports is the civilized form of modern war, and it is also the ritual construction of soldiers in peaceful times. The world military games is an excellent platform for countries to show their military strength, strengthen dialogue, enhance exchanges and expand influence in peacetime. It is known as the “military Olympic Games”. The torch of peace has been passed down. China holds the world military games and sends out a grand invitation to the world. Through the grand military games, China conveys the concept of peaceful development to the world. Chinese traditional culture is the accumulation of collective experience of Sinochem. It includes not only the mode of thinking and moral norms in the spiritual category, but also the artistic symbols and utensils in the visual category. A large number of Chinese traditional patterns, national crafts and elements with regional characteristics are quoted in the advertising materials of Wuhan military games, which greatly enhances the public’s sense of identity and affinity for the works.

The theme song “the firewood of peace” of the current military games has a bright rhythm, beautiful melody and full of youthful vitality. It aims to pass on the firewood of peace from generation to generation through the military games, which is a bridge of friendship. Once it is launched, it is sung by the audience. The theme of “sharing friendship and building peace” of Wuhan world military games is passed on to every corner of the earth It’s a corner. “Sleeping pigeons and no flying shells” in the song is in line with the traditional ideas of “casting swords for ploughs” and “fighting for wealthier and wealthier”, while paying homage to Bob Dylan’s “floating in the wind”. This is the crystallization of China’s ancient diplomatic thoughts, and it is also the consistent attitude of contemporary China towards diplomatic relations. In 2016 bury the hatchet of the extremely elegant and valuable speech, general secretary Xi Jinping put forward in the new year’s message: “I hope the international community will make joint efforts, more peace and cooperation, and turn the war into a friendship, and jointly build a common destiny of mankind shared by all peoples.”

Wuhan military games propaganda film “we are together”, the director from the dawn, faithfully recorded the hard-working PLA athletes embarked on the journey, again and again exhausted, again and again in full swing The resolute eyes of soldiers and the tenacious persistence of athletes The theme of the film conveys to us the national spirit of unremitting efforts in Chinese traditional culture. With the development of Zhouyi, the book of Jin will be published forever. After Dongxi’s arrival, the book of changes will rise at dawn. It is full of ambition and ready to go. Rooted in the fertile soil of Chinese civilization, the propaganda film contains the spirit of Yanhuang Culture. It shares the treasures of Chinese traditional culture with people all over the world, enhances the cultural identity of citizens, and stimulates the patriotic enthusiasm of the masses. Traditional culture is highly concentrated in a short period of five minutes, full of strong oriental implication. It accurately portrays that military athletes keep their original intention, fight side by side, live together for victory, and compete hand in hand for glory.

The advertisement of Wuhan military games is not only full of military flavor, but also full of traditional culture. First of all, it is reflected in the loud slogan of Wuhan military games. “Create military glory and build world peace”. Excellent embodiment of the “sports friendship” military games purpose. It expresses the common aspiration of the host country and military athletes from all over the world to “share friendship and build peace together”. In the battlefield without smoke of gunpowder, we can compete and display the style of soldiers in an all-round way. Taking history as a mirror and looking forward to the future, we should integrate the requirement of building a strong army with the long cherished wish of advocating peace. Military movement engraves military prestige and glory for the city, and the torch of military movement shines with the light of Chinese civilization and sports spirit. The military feast and the home court diplomacy of the Chinese government have left a heavy Chinese mark on the history of the military games.

The opening ceremony of the Wuhan games surprised the whole world. Bamboo slips, the Great Wall chariot, Hanfu folding fan, Ci Fu Danqing, the Silk Road, Dunhuang Flying sky, the confluence of four rivers, and the arrival of all countries to Korea all show

the diplomatic thoughts of good neighborliness, friendship and peaceful coexistence of a great country. The Chinese government has always adhered to a clear-cut defensive national defense policy, and solemnly put the proposition of “never seek hegemony, never expand, never seek sphere of influence” into the white paper of China’s national defense. The military games official sports uniform “national charm camouflage pattern” uses the Warring States period Jingchu embroidery “hunting pattern” is the source of Chinese national military theme pattern. The inspiration of the costumes of the ushers of the opening ceremony comes from the chime bells of Marquis Yi of Zeng unearthed in Suizhou, Hubei Province, and some of the creative ideas of the dance beauty come from the image of the painting “the painting of cars and horses traveling” in the Chu tomb.

The emblem of Wuhan military games is called “the link of peace and friendship”. The main image is composed of dove of peace, five pointed star, ribbon and Arabic numeral “7”. Seven “five pointed stars” form a “7” shaped rhythmic ribbon. Although the five pointed star is not the first and only one in China, in the system of Yin Yang and five elements of Chinese civilization, the five elements complement each other, which coincides with the shape of the five pointed star. One corner of the first five pointed star is the silhouette of a deformed “dove of peace”, which is combined with the other six “five pointed stars”, implying that the soldiers of all countries gather in Wuhan to join hands in forging a friendship of peace and participating in the grand celebration of peace. The “Ribbon” not only looks like the natural landform of the confluence of the Han River and the Yangtze River, but also coincides with the session of the Wuhan military games. One belt, one road, one principle runs through it all. China’s “one belt, one road” strategy is the core development strategy of the “one belt and one way”. It highlights the idea of building a common destiny for mankind in the same area as “the one belt and one road”. It represents the lofty concept and great power of China’s peaceful development. The ticket design of Wuhan military games extracts a lot of traditional Chinese elements and extracts the essence of excellent national culture. He has a unique personality. The main colors of the ticket are red, yellow, blue and green. The most famous landmarks of Wuhan, such as Sheshan Yellow Crane Tower and Wuhan Yangtze River Bridge, are carefully selected in the background. With sword pattern, chime bell pattern and carapace pattern, the design is exquisite, the cultural connotation is rich, the hierarchy is clear and the overall shape is grand. In addition, the idea of superposition and juxtaposition of sports silhouette and peace dove coincides with the theme of “sharing friendship and building peace” of the military games. The face is dignified and elegant, full of texture, with national temperament and international style. The more ethnic, the more pure, the more unique aesthetic taste, distinctive Oriental cultural characteristics, so that the audience at first sight. Bingbing, the mascot of the current military games, is derived from the giant panda in the water, *Acipenser sinensis*, with a unique Chinese mark. It highlights the geographical relationship between the current military games and the Yangtze River, and the inherent biological backflow characteristics of *Acipenser sinensis*, which is in line with the spirit of Chinese national “family” culture.

Chinese traditional culture is the river bed of sports advertising rooted in the traditional context, implying the original motif under the form. Let Chinese traditional culture attract more fans. Whether it’s tickets, emblem, mascot or official propaganda film, the presentation and narration of their ideas are imperceptibly influenced by the Oriental thinking, with the imprint of Yan, Huang and Zhou. The military games bring Wuhan an unprecedented international stage. Through high-quality event publicity, audiences all over the world can memorize Wuhan in a very short period of time and stimulate their love for Wuhan. The popularity, influence and reputation of the city have been significantly improved.

## References

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