

The Artistic Characteristics and Innovation of Chinese Written Language

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Keywords: Chinese written language; artistic characteristics; innovation; culture

Abstract: Written language is not only a tool of communication, but also a symbol and carrier of a national culture. Therefore, in a deep sense, Chinese written language is an important cultural treasure of our country. It is worthwhile for people to analyze and study the artistic characteristics in order to promote the further development and innovation of Chinese written language in the Internet era. This article studies the art design innovation of Chinese written language in the new era by taking Chinese written language as the object, analyzing from the artistic point of view, relying on aesthetics and using traditional cultural resources as the carrier.

1. Introduction

Chinese language is the native language of the Chinese. It has evolved and developed over thousands of years and is an important carrier used by Chinese people to communicate and spread culture. With the advancement of international exchanges, learning Chinese written language has become a new trend in the international arena and has become an important link of cultural exchanges in the process of global integration. At present, the research on Chinese written language in China is mostly carried out from the aspects of literary and historical, while the research from the perspective of art is relatively rare. Exploring the artistic characteristics and aesthetic style of Chinese written language can lead people to appreciate the written language and protect the written language from the artistic point of view, thus promoting the further innovation and development of the written language.

2. The Background and Significance on the Study of Chinese Written Language

The written language is a cultural carrier handed down from generation to generation by the country and the nation. It is also a tool for communication among various cultures and plays an irreplaceable role in promoting human development and progress in civilization. The Chinese government attaches great importance to the research and protection of Chinese written language, and promotes and popularizes Chinese language and Chinese written language teaching in the big context of global economic integration, which is an important driving force for the cultural exchange, knowledge dissemination, economic development and social progress.

As a valuable asset of the Chinese nation, Chinese language has always shown a strong vitality after thousands of years of development. Especially since entering the new era, with the continuous improvement of China's international status, Chinese culture has been vigorously promoted and publicized in the world. While, Chinese written language is a typical representative of Chinese culture. As a written language, it is not only a communication tool, but also a more profound reflection of the Chinese folk customs, values, ideas and ways of thinking [1]. Among the several major written language systems currently used in the world, Chinese written language is the only hieroglyphic, which is quite different from other alphabetic writing systems. Especially the perceptual characteristics are the most prominent. Therefore, the artistic characteristics are more distinct.

In the digital age when the Internet is popular, extensive international cultural exchanges have brought more imported words to Chinese, which have impacted the purity of the Chinese language to varying degrees. The development of Chinese character itself has also brought about great changes in its form. Studying the artistic features and innovations of Chinese written language from

the perspective of art and aesthetics in the network era can not only discover the design value of Chinese written language, but also innovate the ways of communication of Chinese written language, and meet the diverse needs of the masses of the people for the traditional culture represented by Chinese written language. Also, studying the artistic features of Chinese written language can provide new research ideas and design methods for the design and development of Chinese written language in the Internet age.

3. The Artistic Features of Chinese Written Language

3.1. Beauty in sound

The simple understanding of beauty in sound of Chinese written language is that the sound of Chinese written language reading is beautiful. The pronunciation of hieroglyphics relies heavily on the onomatopoeic sound structure, which is more flexible than the alphabetic characters. The pronunciation of Chinese characters shows obvious epochal and regional characteristics. Especially the use of multiple tones makes Chinese characters show distinct rhythmic beauty in reading.

In addition, since China is a multiple ethnic country, different regions and ethnic groups have their own unique pronunciation and written characters. The Chinese characters themselves are also affected by various regional cultures during the development process. This makes the same word in Chinese characters have multiple pronunciations, forming a diversified dialect culture. The rhythm of the dialect is varied, just like a melodious ballad. It is not only the wealth of language and writing, but also the intangible cultural heritage of multiple ethnic and multiple regional. It is also an important tool for studying folklore, history, humanities and geography knowledge [2].

3.2. Beauty in shape

The simple understanding of the beauty in shape of Chinese characters is that the characters written by Chinese characters is beautiful, that is, the beauty of lines. Since Chinese characters are hieroglyphic characters, they differ greatly from alphabetic characters in writing. Therefore, the writing of Chinese characters is mainly about the use of lines. It pays attention to the smooth vertical and horizontal strokes, the upright and foursquare of contours, shape coordination and proportional balance, etc. Even the development of Chinese written language has developed into a kind of calligraphy art, which has produced a world-famous calligraphy, and there are five kinds of calligraphy fonts, including Xiaozhuan, official script, running script, regular script and cursive script. This is the only one in the world. The uniqueness of hieroglyphics makes the writing of Chinese characters and Chinese paintings identical. And in different historical stages, the writing of Chinese characters also presents different characteristics. After the founding of the People's Republic of China, simplified Chinese characters were introduced, but to some extent, the pictographic functions of some Chinese characters were retained. Therefore, there are still strong perceptual artistic characteristics and visual artistic characteristics in Chinese characters in the new era. For example, the word "sheep" is a Chinese character formed by abstract generalization with the main feature of "sheep horns". Through the development of the inscriptions on bones or tortoise shells, Xiaozhuan, official scripts, regular scripts and simplified imitation of Song characters, the simplified features of Sheep horns are still retained up to now, which can be described as bright and vivid.

3.3. Beauty in meaning

The simple understanding of the beauty in meaning in Chinese is the beauty of artistic conception and emotion, which is also the artistic feature of the highest realm of Chinese characters. The beauty in sound and shape of Chinese characters is conveyed through auditory and visual means. In the process of listening and watching, audiences need to use their own way of thinking, value orientation, thoughts and emotions to reprocess them. This process is equivalent to an artistic creation. So to some extent, the beauty in meaning of Chinese characters reflects the beauty of Chinese culture, which is the heartfelt resonance of the audience to the Chinese characters, and also

produces the unique artistic conception beauty of Chinese characters. Even in the era of digital media, the beauty in meaning of Chinese characters is still of a high aesthetic value. The arrangement and combination of written words have produced splendid Chinese culture. The poems and articles written by ancient literati and poets are still with rich feelings in the new era. None of them can not penetrate into people's hearts and produce strong emotional resonance. People can still enter the author's spiritual world through writing to feel hundred taste of life [3]. For example, “ On the shore of willow with the morning breeze and the lingering moon ” and “ the mighty waves beating the shore rolls up thousands of piles of snow ”. In the new era, the beauty of artistic conception achieved by the combination of the beauty of rhythm and beauty in shape is still of high aesthetic value, which constitutes a representative aesthetic orientation of the Chinese nation.

4. The Artistic Design Innovation Path of Chinese Written Language

4.1. The conception foundation of the unity of nature and man

The emergence and development of Chinese written language are based on Chinese traditional culture. It is also a precious traditional culture. Therefore, the artistic design innovation for Chinese written language should first make the conception be based on the traditional Chinese culture and the traditional aesthetic of the Chinese nation.

From an artistic point of view, Chinese art, whether in poetry, lyrics, songs, guqin, game of go, calligraphy and painting, they all follow and embody Laozi's thought of "harmony between man and nature" to a certain extent. All things follow the laws of nature and harmonious co-existence between man and nature run through the whole development process of Chinese culture. They are also the most distinct features of artistic aesthetics of the Chinese nation. Therefore, the innovative design of Chinese written language should follow the idea of harmonious co-existence between man and nature. It is emphasized that man and nature are interlinked and live in harmony. Drawing on this thoughts of philosophy and aesthetics, the design of Chinese written language can not only reflect the beauty in sound and the beauty in shape of Chinese written language, but also make the audience feel the emotional attitude and value orientation in the art design of Chinese written language. Thus from the intuitive artistic effect to achieve the deep artistic effect of telepathy, and to feel the artistic realm of the integration of human beings and works and the integration of interaction. Which can maximize the audience's participation and experience in Chinese written language and art design, and meet the diversified aesthetic needs of the audience [4].

For example, the emblem of the Beijing Olympic Games is a moving "Jing". The appearance of a sporty "Jing" reflects the purpose of the Olympic Games. The meaning of the word "Jing" itself means Beijing, a modern metropolis. Second, it means the national movement. Sports promote urban development, promote the health of the whole people, and show the spirit of the people in the whole country. Therefore, the meaning of the moving "Jing" to people is that the people are in motion, the city is developing, and the country is making progress.

4.2. Material selection for innovative design

The artistic innovation design of Chinese written language is inseparable from accurate and high-quality material. Appropriate materials can not only give full play to the characteristics of materials, but also fully display the subtlety and connotation of art design. In the current society of big data explosion, people can use the big data technology to efficiently sort out the Chinese written language materials and clarify a certain materials selection criteria.

First of all, the selection of materials should be representative. Selecting the text materials which can reflect the beauty of Chinese culture and have the artistic effect of looking at a leopard through a tube and one falling leaf is indicative of the coming of autumn from a wide range of Chinese written language materials.

Secondly, the selection of materials should be easy to understand and is of a certain popularity and civilians so that the public can quickly understand and master it, thus closing the psychological distance between the audience and art design. For example, oracle bone inscriptions are the

cornerstone of the establishment and development of the Chinese character system, which still have high aesthetic value in the current era. But when selecting materials, we should pay attention to both the elegance and vulgarity, and make it be simple and easy to understand, and avoid the individual vocabulary of difficult to articulate and simplicity and abstruseness.

4.3. The style of creation in the combination of ancient and modern

The innovative design of art not only needs to pay attention to the idea and material selection, but also pay attention to the independence of style. Artistic style is the most valuable embodiment of art works and art design, and even also an advanced standard of artistic aesthetics. Today, with the continuous advancement of international integration, the artistic design of Chinese language should follow the principle that the nation is the world, seek differences in the world, and seek common ground in the unique aesthetic appreciation of the nation. In the new era, China is constantly promoting the speed and scale of the integration with the world. While in the process of mutual exchange and integration, only by adhering to the aesthetic characteristics of the nation and the artistic style of Chinese culture can we maintain an invincible position in the fierce cultural exchanges. Therefore, in essence, the artistic innovation design of Chinese written language should adhere to the national spirit and folk tradition, inherit the cultural heritage and way of thinking left by the ancestors, and highlight the Chinese style both in the external and internal art design [5].

Of course, maintaining the traditional Chinese culture and art style is not a blind pursuit of the old, but emphasizes the appropriate pursuit of breakthroughs and innovations on the basis of inheriting traditional culture to achieve the artistic realm of the combination of ancient and modern. For example, Chinese style is properly introduced into text design in terms of sound and visual effects. Such as paper-cut, ink or collocation with an elegant guqin. However, the modern art style should also be integrated in the specific design, and the traditional cultural materials should be properly processed to add a sense of fashion, highlighting the re-creation performance of traditional culture. The folk customs and classical feelings are presented from various perspectives taking the aesthetic pursuit of simplifying what is complicated, recovering one's original simplicity and stylish simplicity that modern people pursue as purpose.

4.4. The innovation of art design process

The art design of Chinese written language based on modern information technology and design tools can make appropriate innovations and developments in the design process. This simplifies and optimizes the design process to a certain extent. We should follow the development principles of design techniques and technologies, appropriately adopt relatively fixed small program to develop, effectively control the pre-design, design steps and tests, and use the latest design techniques combined with modern information technology to strengthen. For example, using iterative interactive design, using computer technology, dynamic processing the text materials, making the Chinese written language materials more vivid and creative through the ingenuity of design ideas and tools. Such as the artistic design of oracle bone inscriptions. The abstract shape of it is classified using computer technology. The oracle bone inscriptions with motion symbols is combined with motion capture technology in interactive design to enhance the sense of motion and rhythm of the material.

5. Conclusion

The artistic design of Chinese written language should follow the artistic characteristics of the material itself, especially the beauty in sound, the beauty in shape, and the beauty in meaning. It should combine the artistic advantages with aesthetic style of the Chinese written language to design the artistic processing. At the same time, we should actively and rationally utilize modern design tools and process flow and taking the beauty of Chinese characters and the information of Chinese culture as the core. Using modern interactive technology to promote audience participation in art design. The psychology, emotions, thinking, humanities and value orientations of Chinese culture carried by the Chinese written language are more vividly reflected. Combining the

traditional Chinese theory that man is an integral part of nature with the rational scientific thinking of modern times to create a textual art design that is suitable for both ancient and modern times, and is elegant and popular.

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