The Value and Communication Innovation of Chinese Traditional Costume Culture in the Era of Big Data

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Abstract: This paper aims to clarify the development situation and dilemma of Chinese traditional clothing culture in the era of Internet big data, explores how to use big data to help Chinese clothing culture break the current dilemma, promotes the inheritance and development of Chinese clothing culture, expands the audience of Chinese clothing culture, and makes Chinese clothing culture get more social attention and social identity.

Keywords: Chinese clothing; Communication; Big data

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Hanfu is one of the typical representatives of ancient Chinese costumes. With the continuous development of China’s economy and people’s pursuit of spiritual culture, Chinese traditional costume culture has got people’s attention. The improvement of China’s comprehensive national strength also makes the Chinese traditional clothing culture loved and concerned by foreign friends in the world, and even some foreign scholars began to study Chinese traditional clothing culture. Although the Chinese traditional clothing culture has made some achievements at home and abroad, it is still limited and small-scale. In the current Internet era, how to use Internet big data technology to better inherit Chinese traditional culture, we should think deeply about the value of traditional culture and the use of culture to promote economic development.

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1. Overview of Chinese Traditional Costume Culture

Chinese traditional clothing culture overview of Chinese civilization up and down 5000 years, has a long history, splendid culture, clothing culture in the traditional culture occupies an important part. China has been known as “the country of clothes” since ancient times, and the development of clothing and culture is inextricably linked, which can be reflected from the language vocabulary, such as returning home in a beautiful dress, wearing clothes and Qianshou, and being well-dressed; Chinese people habitually summarize daily life as “clothing, food, housing and transportation”, among which clothing ranks first, which shows people’s attention to clothing. Clothing plays an irreplaceable role in both elegant literature and daily life. In the long history of our country, clothing is not only a tool to keep out the cold, but also has been endowed with rich ethical meanings such as etiquette, norms, culture, dignity and so on. Therefore, clothing has become a bridge for us to study ancient ritual culture, social customs and social economy.

2. The Value of Chinese Traditional Costume Culture

Value in the film and television industry. In recent years, with the need of China’s cultural export, “Chinese style” once appeared in the public’s vision. China’s film and television industry began to seek valuable cultural resources from Chinese traditional culture. China is a big cultural country with a long history, and there are many dynasties. The long-term cultural accumulation has formed a unique Chinese culture, which provides a variety of materials and rich artistic creation space for film and television drama shooting. Chinese traditional costume culture has injected the soul into the development of China’s current ancient costume film and television drama. Through clothing, the film and television drama spread the ancient people’s life style, the social development level at that time, the hierarchical relationship of characters and religious culture, make the characters more specific and real.

Value in the tourism industry. Cultural tourism is different from other forms of tourism in that it shows cultural information to tourists. As the carrier of Chinese traditional culture, Chinese traditional clothing is the unique cultural tourism resources of our nation. Traditional costume culture can reflect the production mode, economic and social development level, cultural etiquette and moral standards, political system and other social culture in ancient China, and from one side reflects the 5000 year civilization history of the Chinese nation. Tourists obtain cultural information through cultural tourism, which can further understand the development process of ancient society in China from different angles, and meet the needs of tourists’ cultural intake. Therefore, China’s rich traditional costume cultural resources,
fully in line with the conditions of cultural tourism resources, is a tourism attraction with rich cultural information.

Commercial value in Chinese traditional costume culture. With the rise of “Hanfu craze” and the vigorous development of China’s e-commerce industry in recent years, more and more people have come into contact with the field of Chinese traditional clothing culture, and clothing shows with the theme of Chinese traditional clothing have also begun to appear, such as the Jiuzhou show of Huashang and the Hanfu show at the 18th Paris fashion week. “Hanfu show” is a platform for merchants to promote commodities, an opportunity for models to publicize themselves, and a business opportunity for organizers to make profits. It can be seen that Chinese traditional costume culture has great exploitable value.

3. The Dilemma of the Development of Chinese Traditional Costume Culture

Although the Chinese traditional clothing culture has made breakthrough achievements in recent years, its dissemination scope is too limited, limited to Han clothing lovers and a small range of literary and artistic circles, which cannot be widely promoted. There are two reasons for this dilemma. One is the impact of foreign culture. Since the reform and opening up, China has stepped into the international stage, and the economic and cultural exchanges with other countries have become increasingly frequent. With the rapid development of economy, the pace of people’s life is accelerating, and the traditional clothing obviously does not adapt to the industrialized social life, in addition to the introduction of foreign clothing culture in China, the “Korean style” and “Japanese style” fashion trends have been set off. Under the joint action of these factors, the traditional Chinese clothing can only “retire”. On the other hand, it is the problem of Chinese traditional costume culture itself. China has a vast territory, a long history, many dynasties, and obvious cultural differences, which leads to the existence of cumbersome, complex, fault and other problems in the traditional clothing culture of our country to a certain extent. “Hanfu REVIVERS” are unable to obtain systematic and complete clothing culture. The lack of platform publicity and promotion for Hanfu designers and businesses has led to a small audience of Hanfu culture.
4. Break Through the Predicament with the Help of the Resources of the Times

The 21st century is the era of Internet and big data. We should constantly innovate the ways of cultural communication. Websites, mobile apps and other emerging technologies, such as AI intelligence and knowledge map, can sort out Chinese traditional clothing culture, extract, drag, perceive, count and analyze knowledge, establish a time axis, and create a popular science platform for Chinese traditional clothing culture, so that “Han Fu REVIVERS” can get professional, systematic and complete knowledge.

The dissemination of new media is a kind of active communication. Under the promotion of new media, the dissemination of cultural information is oriented to the popularization. The new media provides a new way of expression for the dissemination of Chinese traditional costume culture. It integrates the resources in front of and behind the scenes in the form of video to realize the three-dimensional image of Chinese traditional clothing. We media platforms such as microblog release news, organize activities, absorb social forces, and widely participate in the research and development of traditional Chinese clothing and cultural products. Live with goods, open transactions, open prices, public comments to a large extent solve the problem of information asymmetry between the buyer and the seller. Wechat can be said to be inseparable from our life, we can combine the wechat platform and Chinese traditional clothing. The combination of decorating culture and using WeChat friends circle, official account and video number to publish and pay attention to the contents and works of clothing culture, or upload works or publish articles by oneself. Using wechat platform to spread and inherit traditional culture imperceptibly into the public life, promote the spread and development of Chinese traditional clothing culture.

Cultural heritage in any period can not do without the support of the background of the times. Since 2012, the word “big data” has been mentioned more and more. People are used to using it to describe and define the massive data generated in the era of information explosion. With the rapid progress of science and technology in China and the vigorous construction of high-speed information network, the Internet of things and cloud computing have ushered in vigorous development, and the explosive growth of network data has also followed. Chinese traditional clothing culture contains great exploitable value and potential. We should seize the opportunity of the times, use big data and AI knowledge mapping technology to carry out knowledge recognition, knowledge fusion and knowledge reasoning for the complex traditional culture, and store the relevant innumerable entities in the form of corre-
sponding relations, which can be constructed into a huge network relationship dia-
gram and use big data to analyze the public. Through the above emerging technolo-
gies, we can promote the inheritance and popularization of traditional clothing cul-
ture, promote the promotion of excellent Chinese culture, and show the charm of
Chinese traditional culture to the world under the globalization.

**Works Cited**


