

The Integration and Development of Traditional Chinese Culture and Online Games

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ABSTRACT

The purpose of this paper is to explore the integration and development of traditional Chinese culture and online games. By analyzing the forms and ways of integration, the value of traditional culture in contemporary society, the development status of online games, and the analysis of successful cases, the problems existing in the integration process are revealed and corresponding countermeasures are proposed. This integration process has not been smooth sailing, and there are still many challenges and opportunities in terms of the accuracy of cultural interpretation, the innovation of expression, and the balance between business operations and cultural inheritance. It is of great theoretical and practical significance to deeply discuss the integration mechanism, development status, and future trend of Chinese traditional culture and online games to promote the coordinated development of the two and achieve a win-win situation of cultural inheritance and the prosperity of the modern entertainment industry. The research shows that the integration of the two can not only inherit and promote Chinese culture, but also provide impetus for the innovation and development of the game industry, and has broad prospects in technological innovation, application of cultural elements, and cross-border cooperation in the future.

KEYWORDS

Traditional Chinese culture; Online games; Fusion; Develop

1 Introduction

In today's surging digital era, online games have become an influential form of cultural entertainment around the world, attracting hundreds of millions of players. At the same time, Chinese traditional culture has a long history, and with the enhancement of cultural inheritance and innovation, the integration of traditional Chinese culture and online games, which is a modern popular carrier, is gradually becoming an important trend in the field of cultural development. On the one hand, online games provide a new display platform and communication channel for traditional Chinese culture, which can present ancient cultural elements such as poems and songs, historical stories, traditional skills, myths, and legends vividly and interactively in front of the majority of young players, and improve the artistic aesthetics. On the other hand, the integration of traditional culture has also injected a unique soul and depth into online games, enriched the connotation and charm of games, and helped them stand out in the fiercely competitive market and achieve differentiated development.

2 The Current Situation of the Development of Online Games

2.1 Overview of the Development of Global Online Game Industry

The global online game industry is developing rapidly, and the market size continues to expand. Its development presents distinct regional characteristics: Europe and the United States, with their strong technological strength and profound cultural heritage, focus on triple-A masterpieces, which attract global players with superb graphics and grand plots. For example, the Call of Duty series of games, with its realistic war scenes and wonderful plot design, has a large number of fans around the world. This is closely related to the highly developed game development technology in Europe and the United States, as well as the preference for military, science fiction, and other themes. Japan and Republic of Korea, with their delicate painting style and innovative gameplay, are unique in the role-playing and two-dimensional categories. Like Japan's "Final Fantasy" series, with its exquisite character design and unique worldview setting, it is deeply loved by players, which benefits from the deep accumulation of Japanese anime culture and the emphasis on character emotional shaping. Republic of Korea's "League of Legends" occupies an important position in the global e-sports field, and its success is inseparable from Republic of Korea's strong support for the e-sports industry and in-depth exploration of the competitive nature of games. Emerging markets such as Southeast Asia and Latin America are emerging in terms of potential, and mobile games are flourishing everywhere, mainly due to the rapid adoption of smartphones and the large base of young people in the local area, who are highly receptive to new things.

2.2 Development Status of China's Online Game Industry

China's online game industry is booming, and the market size continues to expand, ranking among the top in the world.

Mobile games dominate, capturing users with convenience, and popular titles are constantly emerging. Technically, VR and AR are also gradually being applied to enhance the sense of immersion. Taking a VR martial arts game as an example, after wearing VR equipment, players feel as if they are in a real martial arts world, and can interact with the game environment more naturally, which greatly enhances the experience of the game. According to relevant data, after the game was launched, it attracted many players to try it, and its user activity and retention rate have increased significantly compared with traditional games. The themes are becoming more diverse, in addition to fairy tales and martial arts, ancient-style cultivation, and historical simulation are also popular. However, the industry is highly competitive, high-quality content is still in short supply, and the journey overseas also faces the challenge of cultural differences.

3 Design Strategies for the Integration of Traditional Chinese Culture and Online Games

3.1 Adaptation of Myths, Legends and Historical Allusions

Classic texts in traditional Chinese culture provide rich narrative resources for online games. For example, NetEase's "Tianxia 3" is based on the "Classic of Mountains and Seas" integrating legends such as "Kuaifu Chasing the Sun" and "Jingwei Reclamation" into the main quest, and players participate in mythological events through role-playing, which not only experiences fantasy adventures but also perceives the original charm of mythology. The adaptation of historical allusions is most typical of the theme of the Three Kingdoms, such as "The Shore of the Land" through the sand table strategy gameplay, the "Battle of Red Cliffs" and "The Battle of Guandu" and other historical events into dynamic battlefields, players need to formulate strategies based on real historical logic and reproduce the epic sense of competing in the game. This type of adaptation is the cultural depth of the game and also allows the player to become a "historical participant" through interactivity.

3.2 Preservation and Innovation of the Essence of Traditional Culture

In the plot design, the essence of traditional cultural elements needs to be realized through the dual path of "symbol refinement" and "spiritual inheritance". For example, "Black Myth: Wukong" is based on "Journey to the West", which retains the core of the Eastern philosophy of "rebellious against the mandate of heaven" and "practicing the Tao", and at the same time transforms the binding metaphor of the "tight mantra" in the original book into the core mechanism of the character growth system, and conveys cultural values through the combination of gameplay and narrative. In addition, some games adopt "evidence-based creation", such as "Ink Soul", which uses Tang and Song poems as clues, and builds a plot with both literary and emotional resonance through the study of the lives and works of historical figures, so that players can feel the literati spirit behind the poems in puzzle-solving and dialogue. This design not only avoids the superficial accumulation of cultural elements but also realizes the activation of the traditional spirit through modern narrative language.

3.3 The Application of Traditional Music and Sound Effects in Games

Game sound design provides an innovative platform for the interpretation of traditional music. For instance, "Honor of Kings" custom-made the theme song "Ni Shang Fenghua" for the hero "Yang Yuhuan", based on the 28 tones of Yan music from the Tang Dynasty, incorporating the timbres of ancient instruments such as the konghou and the bili, and enhancing the ethereal quality of the melody through electronic synthesis technology. In "Gu Jian Qi Tan Online Version", the drum rhythm in battle scenes references the "Gong and Drum Sutra" from Peking Opera martial arts, with the dramatic tension of the battle rhythm intensified by switching between fast and slow tempos. Even more groundbreaking is "Dream", inspired by the Kunqu opera "Peony Pavilion", which deconstructs the lyrical segments of the water mill style into ambient sound effects, working in conjunction with the player's puzzle-solving actions to create a "sound and image montage", achieving a logical isomorphism between the stylized performance of opera and game interaction.

4 Successful Case Study of the Integration of Traditional Chinese Culture and Online Games

4.1 Traditional Culture and Influence in Sword Net 3

In terms of plot, "Sword Network 3" revolves around the traditional cultural theme of "chivalry", and carefully creates several ups and downs in the plot storyline. Players play the role of rivers and lakes in the game, and by completing tasks and participating in plot events, they can deeply experience the grievances and hatreds in the martial arts world, as well as the feelings of family and country. For example, the "Anshi Rebellion" plot chapter in the game, based on the historical Anshi Rebellion, brings players into that turbulent era, where players need to fight against various forces to defend the Tang Dynasty, and in the process, they deeply feel traditional values such as loyalty and bravery. In terms of art, the game

adopts a Chinese ink-style graphic design, with elegant colors and far-reaching artistic conception, creating a beautiful Xianxia atmosphere. The architecture, landscapes, vegetation, and other elements in the scene all draw on the style of traditional Chinese painting and architectural art, such as the graceful beauty of the water towns in the south of the Yangtze River and the vast and magnificent beauty of the grasslands in the north of the country, making players feel as if they are in the exquisite traditional Chinese paintings. In terms of music, the background music integrates traditional musical instruments, such as guzheng, dizi, erhu, etc., and matches different styles of music according to different scenes and plots. In the quiet mountain forest, the melodious flute sounds, making players feel the tranquility and peace of nature; In the fierce battle scenes, the rousing drum beats and tense strings are intertwined, enhancing the tension and excitement of the battle. At the same time, some of the characters' voices in the game also incorporate dialect and opera elements, which further enhances the cultural atmosphere of the game. In terms of gameplay, the characters in the game are closely integrated with the characters in traditional martial arts novels, and each school has its own unique martial arts system and skill characteristics, such as the fierceness of Shaolin, the elegance of Wudang, and the agility of Emei. Players can experience the unique charm of the martial arts world in battle, and show their martial arts style through the matching and operation of skills.

4.2 "Honor of Kings" Traditional Cultural Hero Image Design and Cultural Influence

"Honor of Kings" is a multiplayer online competitive game developed and operated by Tencent Timi Studios, which incorporates rich traditional cultural elements. Among them, the design of the hero character is one of its highlights. For example, the hero Li Bai in the game, based on the famous poet Li Bai of the Tang Dynasty, is not only designed to be graceful and fairy-like, in line with people's traditional impression of Li Bai but his skills and backstory are also closely related to Li Bai's poetry and life experience. The names of Li Bai's skills, such as "Will Enter the Wine" and "Chivalrous Travel", are all derived from his poems, and the effect of the skills also reflects his uninhibited and chic character. Another example is Zhuge Liang, a famous strategist during the Three Kingdoms period, his skill design in the game is full of wisdom and strategy, and the backstory also shows his intelligence and loyalty, passing on traditional virtues such as loyalty and wisdom. Each hero's skills and backstory are derived from history and literature, effectively enhancing the game's cultural connotation, and allowing players to gain a deeper understanding of these historical figures and traditional cultures during the game.

"Honor of Kings" has taken a variety of measures in terms of cultural promotion, such as cooperating with museums and literary institutions to launch traditional cultural theme activities. The game has partnered with the Dunhuang Academy to launch Yang Yuhuan's "Meet Hu Xuan" skin, which is inspired by the Hu Xuan dance in Dunhuang murals, and brings the dance art of Dunhuang culture to life through beautiful modeling and animation. At the same time, activities such as "cultural festivals" are regularly held in the game to encourage players to participate in the learning and dissemination of traditional cultural knowledge. For example, during the cultural festival, activities such as quizzes on traditional cultural knowledge and poetry creation were set up, and players could get game rewards by participating in these activities, thus stimulating players' enthusiasm for learning traditional culture. These measures have effectively promoted players' awareness and recognition of traditional culture, and the game has achieved remarkable results in cultural promotion, with many players saying that they have become more interested in traditional Chinese culture through games, and are willing to learn more about it.

5 Countermeasures to Promote the Integration and Development of Traditional Chinese Culture and Online Games

5.1 Suggestions for Strengthening the Traditional Cultural Literacy of Game Developers

It is recommended that the game development team should be systematically trained in traditional culture, and the training content should cover Chinese history, literature, philosophy, art, and other aspects. Professional scholars and experts can be invited to give lectures, and through lectures, seminars, and other forms, developers can have an in-depth understanding of the connotations and value of traditional culture. At the same time, developers are organized to visit museums and cultural sites, so that they can experience the charm of traditional culture and gain creative inspiration. In addition, traditional cultural practice activities can also be carried out, such as traditional handicraft production, poetry creation, etc., so that developers can deepen their understanding and mastery of traditional culture in practice.

5.2 The Need to Establish a Cultural Audit Mechanism

It is recommended to establish a special game culture content review body, which is composed of experts, scholars,

industry representatives, and relevant management personnel in the field of culture. The agency's primary responsibility is to review the cultural content in the game, ensure that the cultural elements in the game are used appropriately, and maintain their integrity. Before the game is launched, the review body should conduct a comprehensive review of the game's plot, characters, scenes, music, text description, etc., and propose amendments to the content that does not conform to cultural norms and values, so as to ensure that the cultural information conveyed by the game is accurate, positive, and healthy. By establishing such a review body, the game market can be effectively regulated, the spread of bad cultural content can be prevented, and the dignity and value of traditional culture can be protected.

5.3 Strengthen Government Guidance and Policy Support

The government can introduce relevant policies, provide tax incentives and financial support, and encourage enterprises to develop games that incorporate traditional culture. For those game projects that have outstanding performance in the integration of traditional culture, certain financial subsidies and tax exemptions will be given to reduce the development cost of enterprises and improve the enthusiasm of enterprises. In addition, a special fund can also be set up to support game enterprises to carry out research and innovation on traditional culture and promote the deep integration of game technology and traditional culture. For example, high R&D subsidies will be given to game projects with traditional culture as the theme, rich cultural connotation, and good communication effect; For game enterprises that actively participate in the protection and inheritance of traditional culture, relevant taxes will be reduced or exempted.

6 Conclusion

This study focuses on the integration and development of traditional Chinese culture and online games, and conducts an in-depth analysis of typical game cases such as "Sword Network 3", "Honor of Kings" and "Genshin Impact". The study found that the successful integration model lies in deeply excavating the connotation of traditional culture and organically integrating it into the game design through multiple methods such as plot, character setting, art style, music, and sound effects, which not only enriches the game experience of players but also greatly enhances their sense of identity with traditional culture. However, there are still some problems that need to be solved urgently in the current integration process, such as the misunderstanding and abuse of traditional culture, the lack of depth and breadth of integration, and the difficulty of balancing commercial interests and cultural inheritance, which to a certain extent restricts the improvement of game culture connotation and the effective inheritance of traditional culture. In response to the above problems, this study proposes a series of practical countermeasures, including strengthening the traditional cultural literacy of game developers, establishing a strict cultural review mechanism, strengthening the government's policy guidance and support, and deepening the cooperation between games and various cultural institutions, so as to improve the cultural quality and social responsibility of games.

To sum up, the integration of traditional Chinese culture and online games is of great significance for inheriting and promoting Chinese culture and promoting the innovation and development of the game industry. Looking to the future, the continuous advancement of emerging technologies such as VR, AR, AI, etc., will bring new opportunities for the presentation of traditional culture in games, and achieve a more intelligent and immersive interactive experience. At the same time, the game will continue to expand the application scope of cultural elements, dig deep into local folk culture, intangible cultural heritage, etc., and promote the diversified development of regional culture. In addition, the game industry will also cooperate more closely with culture, education, film and television, and other fields, jointly develop more high-quality projects, and further expand the influence of traditional culture. Follow-up research can focus on the in-depth excavation of the traditional culture of different regions and ethnic groups, experimental research on the cultural acceptance of players, encourage interdisciplinary comprehensive research, actively learn from international advanced experience, and promote the internationalization process of the integration of Chinese traditional culture and online games. With the synergistic development of technology and culture, the prospect of the integration of the two will be broader, which requires all parties involved to jointly promote the continuous development of this integration practice with an innovative and open attitude.

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