

# Aesthetic Elements of Calligraphy Appear In Chinese Films

Liu Huai  
School of Fine Arts  
Jiang Su Normal University  
Xu Zhou Jiangsu,China,221116

Zhang Qin  
School of Fine Arts  
Jiang Su Normal University  
Xu Zhou Jiangsu,China,221116

**Abstract:** Aesthetic elements of calligraphy appear in Chinese films is the main focus of this paper. The transition of calligraphy works from practicality to artistry is actually a process of constantly surpassing techniques, and it is a logical evolution from technique to Dao. In this process, the subject's emotions are continuously infiltrated, enriched and expanded in the realization of techniques. Hence, we will consider to apply to the real scenarios. In essence, film is a way of cultural dissemination. Each film has its own cultural concept and cultural orientation and the process of dissemination is a process of concept diffusion. Accordingly, this paper gives the novel suggestions.

**Keywords:** Chinese films; calligraphy appear; aesthetic elements; performance estimation; comprehensive modelling

## 1. INTRODUCTION

As one of the most important and most influential forms of cultural practice in contemporary culture with the possibility of the global dissemination, film will naturally become an important carrier of cultural pluralism and a field of pluralistic disputes and diversity is influencing the construction of global film culture. When culture enters the field of consumption, it will inevitably become consumer culture, and it will also become a product virtually. At present, the arrival of visual culture affects the development of the film, television and advertising. People pay more attention to visual effects and ignore the existence value of culture itself. Movies convey themes through audio-visual language [1-6].

Usually, the impact of visual images is often short-lived and cannot achieve a good effect. Therefore, the film must be able to integrate the visual and themes well in order to have the best effect on the audience.

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(1) The development of industrial clusters can maximize maximize the potential of the resources, give full play to comparative advantages, and realize the optimization of the resource allocation and effective concentration of production factors. optimization of the resource allocation and effective concentration of production factors, promoting enterprises to areas, improve the level of specialized production, and form different characteristics of advantageous products and leading industries.

(2) The economic network relationship established by cluster enterprises on the basis of trust between people under the common industrial cultural background and values can reduce mutual fraud between enterprises and play a very important role in maintaining the stability of the cluster and improving production efficiency.

(3) As an art form created by modern industrial civilization, and as an information carrier, film has the characteristics of a "knowledge economy" industry. However, we should still be

soberly aware that compared with countries with developed film industrialization, we still have a big gap, especially in the development of post-film products, whether an industrial model has basically been formed, and post-film products have become an industry model.

(4) The emerging high-growth industry is of great significance to the survival and development of the film industry itself, and also affects the interaction between the film and also related industries.

Hence, this paper studies the aesthetic elements of calligraphy appear in the Chinese films. To begin with, the figure 1 firstly show the sample scenario.



Figure. 1 The Aesthetic Elements of Calligraphy Appear in Chinese Films ([https://www.chinadaily.com.cn/culture/2015-09/10/content\\_21837131\\_2.htm](https://www.chinadaily.com.cn/culture/2015-09/10/content_21837131_2.htm))

## 2. THE PROPOSED IDEAS

### 2.1 The Related Study of Chinese Films

Today, we can see from a large number of excellent film works that the aesthetic orientation and creative concept of Chinese films have changed from a single objective use of color to a diversified use of subjective color. The creators make use of the traditional Chinese cultural elements to give profound aesthetic meaning to the colors of films, and through color suggestion, they guide the audience's psychology and also feelings to undergo aesthetic changes, leaving them with

profound cultural reflections, thus making the works have a higher level of cultural meaning. There are various forms of artistic expression in modern film art, but the elements of traditional Chinese culture are most indispensable.

Chinese traditional cultural elements are classified into some different categories, and they all shine in the film, among which color and traditional folk rituals are more prominent.

First of all, the China's unique traditional culture is mainly manifested in modern movies, such as traditional folk rituals, folk customs, etc. In addition, the fitting and eye-catching environmental design and also natural scenes, the expressive cinematography, highly skilled actors and actresses, a highly capable post and a smart sales strategy are all factors that ensure the international success of a film. are all factors that ensure the success of internationalization. In the next section, the details of the proper combination will be discussed.

## 2.2 The Film Calligraphy Integration

The expression object of Chinese calligraphy is written symbols, which are produced in the production practice of human society. Xu Shen's "Shuowen Jiezi" pointed out that the words are not merely a rational explanation of some natural phenomena [7-11].

Rather, it is closely related to ethics, moral politics, and also personnel misfortunes and fortunes. The creation and use of words are inseparable from politics, ethics, and morality. That is to say, words also convey the thoughts and feelings of the people. We summarize the listed features.

(1) In ancient times, the development of the five elements of calligraphy was not completely balanced. On the one hand, because the pictographic elements of the Chinese characters became less and less, the abstraction was gradually completed, and the art of calligraphy became more and more mature.

(2) The official script replaced the seal script, and the official script was replaced by other script styles. This is the inevitability of the law of historical development, and the replaced objects naturally received less attention and less writing. On the other hand, the practical function of writing will inevitably lead to the development of writing in the direction of simplification. It is inevitable that the seal script is weak and the regular script is strong. It is not surprising that the ecological balance of calligraphy is unbalanced.

(3) The art of calligraphy uses lines as a means to express emotions. It pays attention to the extension of space and time, and penetrates some concrete factors, disappearing into the stream of feelings, and connecting into a line that breaks the meaning of the pen in time and runs through the whole.

Building momentum is the highest principle of form creation in the calligraphy art creation. By building momentum, the conflict will reach the extreme of unresolved and unmoved, so as to leave a rich space for the viewer to appreciate the inexhaustible implicit beauty in their imagination.

The predecessors summed up the saying that there are hanging needles hanging out when using a pen. In the further discussions, this will be proper integrated to the film.

## 3. CONCLUSION

Aesthetic elements of calligraphy appear in Chinese films is the main focus of this paper. As the body and life of the calligraphy, fully understanding and accurately grasping imagery will help to understand the body of calligraphy, thus providing a new dimension to contemporary calligraphy creation and research, and helping to then understand the traditional art of calligraphy. In-depth understanding. With this integration, the efficient model is built for the analysis.

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