Application of Chinese Regional Traditional Cultural Elements in New Rural Landscape Design

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Abstract. In the course of the development of Chinese history, the long history has made the traditional Chinese culture show nationality and rich connotation. Chinese elements, as one of the main signs and symbols of traditional Chinese culture, are an important part of the development of Chinese and world civilization. In the design of each part of the new rural landscape, regional cultural elements such as paper-cut shadows and Chinese calligraphy were used. Can greatly enhance the characteristics of Chinese culture. Therefore, the application of Chinese traditional cultural elements to the modern new rural landscape design is the main task faced by the new rural landscape designer. In the construction of theory and practice, this article discusses the development of the new countryside by using the Chinese element symbol and the concept method of the beautiful countryside, as a reference for the new rural landscape design. This paper obtains the proportion of the importance of the new rural landscape design principles, with inheritance and continuity accounting for 24%. This paper is mainly divided into the gaps that can fill Chinese rural cultural elements in the new rural landscape design. At the same time, I hope that more people who love culture can better understand the local culture and experience the new beautiful rural scenery. It is hoped that the results of this study will re-awaken people's attention to regional culture.

Keywords: Regional Traditional Culture, Chinese Elements, New Countryside, New Rural Landscape Design

1. Introduction

Rural landscape is essentially a landscape type with specific landscape behavior, form, connotation and process, with obvious idyllic characteristics. It can be seen that landscape construction is an important part of the construction of a new socialist countryside. It must meet people's public activities and aesthetic pursuits, and improve people's living environment. At the same time, it must meet specific regional cultural standards and expressions. It has a certain folk cultural connotation and artistic value [1-3]. In addition, in the long history of development, the village has a specific value pursuit for landscape construction.

As a result, a culture was formed, and these concepts and subconsciousness were integrated into people's aesthetic thoughts [4]. Therefore, under the current situation of China's new rural construction and the spread of modern ideas in the entire society, it is necessary to increase the research and
exploration of traditional culture, focusing on the methods and techniques of using traditional cultural elements. In the construction of a modern new rural landscape.

Protecting traditional culture has always been a social issue. As a place for people to watch, modern new rural landscapes can play a role [5]. In recent years, China has gradually attached importance to and appropriately protected traditional culture, and carried out propaganda through various channels to stimulate people's interest in traditional culture [6,7]. The promotion of traditional culture can not only be disseminated through mainstream media, but also integrate traditional cultural elements into the building, so that people can appreciate the charm of traditional culture when watching, thereby enhancing the awareness of cultural protection. The new rural landscape is a modern building of artistic value, often known for its exquisite designs [8-10]. If traditional Chinese cultural elements are added to the design, it can be used to promote and display the value of traditional culture to tourists [11,12]. People can obtain information about traditional culture during the viewing process, appreciate the different beauty of traditional cultural elements, enhance the public's awareness of cultural protection, and consciously inherit traditional culture. Therefore, we can make full use of garden architecture to display and inherit traditional culture.

In the planning and construction of the new countryside, the characteristics of the village are not prominent. The construction of some small towns is decentralized and random, and there is a lack of scientific planning for the overall, systematic spatial layout and systematic development of small towns. Due to the rapid development of economic globalization and informatization today, people do not agree with the local regional culture, resulting in the phenomenon of "a hundred cities look" and "a thousand words on the same side" in rural construction. From the perspective of the landscape alone, the recognition is very low, lacks personality and recognizability, there is no unique landscape design, and the area itself has no regional cultural characteristics. Therefore, from the perspective of development, re-examine and interpret the rural cultural background, explore the cultural connotation of Chinese regional cultural elements, and create a new rural landscape with its own unique style. By studying the application of Chinese regional cultural elements in the landscape design of the new countryside.

2. Method

2.1. Chinese Element Symbols

China has inherited historical civilization and has profound cultural heritage. Its traditional elements cover all levels. The earliest indigenous elements, such as lakes and islands on vast territories. The second traditional cultural element, such as calligraphy and Chinese painting. A third modern element, such as the Olympic spirit. Chinese traditional elements refer to the traditional culture passed down. Civilization continues to evolve and change, and eventually integrates into national culture, reflecting national characteristics and uniqueness, and reflecting advanced ideas and traditional concepts. In the process of modern new rural landscape design, the infusion of excellent cultural elements constantly enhances the artistic beauty and highlights the national characteristics.

Chinese elements are recognized by most Chinese people. They can represent the symbolic image of the Chinese nation and its spirit, the symbolic image of the dignity of the Chinese nation, and the various traditional cultural practices representing the nation. In the process of development and evolution, it has an inseparable relationship with cultural heritage, and it truly reflects the Chinese people's life experience and psychological changes to a certain extent. The classification of Chinese elements is also very broad, but can usually be divided into Chinese traditional spiritual and cultural elements and Chinese traditional material and cultural elements. The former is an intangible spiritual concept, and the latter is a tangible cultural symbol. The intangible symbols of traditional Chinese cultural elements include traditional Chinese moral concepts, traditional Chinese value systems, and ideology. Tangible symbols of traditional Chinese cultural elements include ancient Chinese architecture, traditional Chinese paper-cuts, and Chinese Peking Opera masks. We can classify
Chinese traditional culture as a Chinese element. But it cannot be simply said that Chinese elements are traditional Chinese culture, because Chinese elements also include modern Chinese culture.

2.2. Beautiful Countryside
With the economic and social development and the improvement of people's living standards. Explicitly speed up the construction of beautiful villages as an important part of ecological construction. This is another major strategic plan for comprehensively implementing the scientific outlook on development, promoting the transformation of economic development methods, and coordinating urban and rural development under the new situation of advancing the construction of ecological civilization. Proceeding from the grand goal of advancing scientific progress and building a well-off society in an all-round way, we deeply understand that accelerating the construction of beautiful countryside is of great significance. Accelerate the construction and reconstruction of rural houses, coordinate the advancement of new urbanization, industrialization, and new rural construction, strive to promote the new process of urban-rural integration, and create a new situation for scientific and technological innovation. The harmonious development of beautiful rural areas requires us to incorporate ecological civilization into the rural economic and social development, promote rural economic and social development, pay more attention to rural environmental protection and ecological construction, and accelerate the construction of beautiful rural areas. Only in accordance with the requirements of urban and rural development, coordinate urban and rural development, promote the construction of ecological civilization, and speed up the construction of beautiful countryside.

The role of the village is not only reflected in the village's production and its harmonious coexistence with ecological development, but also in the impact of the village's cultural resources and social development. Rural culture is an important part of Chinese traditional culture. If we cannot understand the role of the rural cultural carrier, it will cause damage to the rural cultural construction during the rural construction process. The construction of a new countryside is not to turn the countryside into a city, but the rural construction is more like a rural area. The difference between urban and rural areas is the difference between urban and rural areas. With the development of urbanization, not only will rural areas disappear, but they will become better and better. Therefore, it reflects the importance of building beautiful countryside, warns people when building beautiful countryside, do not lose folk traditional art, traditional morals and cultural landscape in the countryside, and proposes how to build beautiful countryside and emphasize the importance of modern society Sex. The importance of beautiful countryside.

3. Experiment
In the construction of a new countryside, people not only pay attention to the mode of production but also the development of urbanization. And in the construction of various landscapes, even in the study and reference of urban landscapes and western landscapes, they even directly imitate urban landscapes. At present, the country's increasing emphasis on the construction of rural features and the development of rural tourism economy has greatly stimulated the development ideas and development concepts of urbanization and the westernization of rural landscape construction. The purpose of the new rural construction is to hope to form urbanization and promote urbanization through the construction of new rural distribution centers, but this is not to build a new countryside in an urbanized manner, let alone build a new countryside in accordance with the new rural landscape. Urbanization standards, even specific images. Planning and Design.

The research methods in this paper mainly include literature research method and field survey method. Literature research method is the most basic research method. As we browse, read and collect a large number of books related to the new rural local culture and beautiful rural landscapes. These research materials will help provide references and in-depth research for this article. In the process of investigation, this article uses the method of field investigation to grasp first-hand information. In the design, it is necessary to strengthen exchanges and communication with the local government, construction departments, villagers and outsiders. Learn the exact ideas of different social groups on
the beautiful cultural landscape of the countryside. At the same time, a lot of regional cultural information was obtained, and new development and construction ideas were put forward.

4. Discuss
The main function of the new rural construction is to provide space for citizens' leisure and entertainment, scientific and technological exchanges and political activities. The landscape of the new rural construction is the main body of urban public space, which has the functions of beautification and decoration. The design must take into account the needs of new rural construction, that is, the needs of citizens. Therefore, we must adhere to the principle of putting people first and deal with the relationship between man, nature and society. It can meet the needs of human visual aesthetics and psychological spirit. At the same time, it can also take advantage of traditional regional cultural forms and styles to incorporate modern technological elements into it. In order to create a pleasant landscape image that can meet people's visual psychological and aesthetic emotional needs. It also fully demonstrated the humanity of the design of the new rural construction space. New rural landscape design needs inheritance and development. Seeking a balance between traditional culture and the development of modern society. Ensure that the new rural landscape design can not only meet the requirements of inheritance and development of traditional culture. And it can meet the requirements of modern aesthetics. With the development of science and technology and the improvement of people's production and living standards, the concept of green environmental protection has become increasingly popular. Therefore, when designing a new rural landscape, it is necessary to make reasonable use of traditional cultural and ecological knowledge. And research from visual image, ecological environment, public psychology and other aspects. Multi-angles fully display the natural and human landscape, make the square landscape sustainable and innovative, and promote the garden art to the highest level. Table 1 shows the principles of the new rural landscape design.

### Table 1. Proportion of importance of new rural landscape design principles

| Hydrophilic | Inheritance and continuity | Ecological priority |
|-------------|---------------------------|--------------------|
| 13%         | 24%                       | 25%                |
| Epochal     | Experiential              | 9%                 |
| 12%         |                           | 17% people oriented|

Strengthen the authenticity of aesthetic elements. Viewing aesthetics needs to be grasped from the senses and body and mind, including the beauty of form, color, and regional culture and art. First, protect and reshape the regional culture, restore its authenticity and integrity, and protect traditional architectural landscape culture, elements of traditional rural architectural style and other visual elements or use advanced visual elements. At present, if it is damaged and no longer exists, it is based on its cultural characteristics and the needs of regional transformation and development. Use colors, and decorations to simulate remodeling or restore the original history as much as possible. Research on the application of regional cultural elements in new rural areas to public buildings and the application of regional cultural elements in residential buildings. Figure 1 shows the application of regional cultural elements.

![Figure 1. Use of regional cultural elements](image)
In essence, modern new rural landscape design is not only a social production activity, but also the main expression of Chinese traditional cultural aesthetics. As a basic artistic expression, the new rural landscape design takes the unity of goodness and virtue as the code of conduct under the cultivation of aesthetic concepts. Take the application of tea culture elements in modern new rural landscape design as an example. The core of its social aesthetics is cooperation, which is the integration of natural ethics and natural landscapes. At the same time, you can learn meaning in traditional culture. Further strengthen the inheritance and innovative development of modern new rural landscape design activities. Promote effective inheritance of traditional Chinese cultural elements in modern new rural landscape design.

5. Conclusion
The development of modern Chinese civilization is inseparable from the accumulation of traditional Chinese cultural elements. Cultural symbols and cultural images are only a small part of traditional Chinese cultural elements. In the process of landscape design of the new countryside, proper addition of traditional Chinese cultural elements can further enhance the cultural taste of the new countryside landscape. Therefore, in actual garden landscape design, landscape design should be carried out in strict accordance with local cultural characteristics and spatial layout. Both have inherited traditional landscape design concepts, colors and traditional symbols. The rational use of new materials and new technologies provides a basis and reference for the innovative development of new rural landscape design. In the process of constructing a new rural landscape, attention is paid to the understanding and use of traditional rural human settlements.

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