

Western Festivals in China: A Case Study of Cultural Adaptation and Reverse Export

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Abstract: With the introduction of Western culture, some Western festivals have gradually spread and become popular in China. Through comparative analysis, the study finds that western festivals have experienced a process of cultural adaptation in China, and there is also a phenomenon of reverse export. On the one hand, in the process of spreading in China, Western festivals have gradually adapted to the aesthetic and psychological needs of Chinese people through local transformation and integration; On the other hand, Chinese traditional culture has also been spread and promoted in the exchange with Western festivals. Through case studies, this paper analyzes the spread, influence and function of western festivals in Chinese culture, and makes corresponding comparative analysis.

1. Introduction

With the acceleration of globalization, the cultural exchanges between China and the West are becoming more and more frequent. The influence of Western festivals in China has gradually increased, and Chinese traditional festivals have also been spread in Western countries. This kind of cultural exchange and integration not only enriches people's cultural life, but also promotes mutual understanding and respect among different cultures.

2. The development of western festivals in China

2.1. The introduction and dissemination of western festivals

The introduction and dissemination of Western festivals is a complicated and diversified process. With the advancement of globalization, western festivals are gradually introduced into China and spread in China through various channels and ways. On the one hand, the introduction of Western festivals is closely related to the introduction of Western culture. With the spread of Western culture, some Western festivals were gradually introduced into China. These festivals include Christmas, Valentine's Day, Halloween and so on, which have gained wide attention and acceptance in China. On the other hand, Western festivals spread in various ways. They have not only been widely disseminated in China through media campaigns and commercial promotion. With the increasingly frequent communication between China and the West, Chinese young people learn about Western

festival culture through the Internet, social media and other channels, and begin to imitate and participate in the celebration of these festivals.

The introduction and spread of Western festivals also promoted the exchange and integration of Chinese and Western cultures. While participating in Western festivals, Chinese people also learn Western cultural customs and values. Such cultural exchanges not only enrich people's lives, but also promote mutual understanding and respect between different cultures.

All in all, the introduction and dissemination of Western festivals is a complex and diversified process, which reflects the exchange and integration of Chinese and Western cultures, and also reflects the acceptance and tolerance of Chinese people to multi-culture.

2.2. Chinese attitude towards Western festivals

Chinese people's attitudes towards Western festivals are diversified. On the one hand, with the advancement of globalization, more and more Chinese people begin to accept and participate in the celebration of Western festivals, such as Christmas and Valentine's Day. They believe that these festivals can bring happiness and relaxation, as well as enhance the relationship between family and friends. On the other hand, there are some Chinese who have reservations about Western festivals. They believe that these festivals conflict with traditional Chinese culture and values, or that these festivals are too commercialized and lack real cultural connotations.

2.3. The development status of western festivals in China

The development status of western festivals in China shows a trend of continuous growth. With the increasingly frequent communication between China and the world, Western festivals have been widely spread and accepted in China. Many western festivals have become one of the favorite festivals of Chinese young people, such as Christmas, Valentine's Day and so on.

At the same time, the Chinese government actively promotes cultural exchanges between China and the West and encourages the public to participate in the celebration of Western festivals. Many cities and regions hold related cultural activities, such as concerts and art exhibitions, to promote the spread and popularity of Western festivals in China. In addition, with the popularity of the Internet and social media, the way Western festivals are spread in China is also more diversified, people can learn about the cultural background and celebration of Western festivals through the Internet, and they can also share their celebration experience and feelings through social media.

3. Cultural adaptation: the cultural changes of western festivals in the process of Chinese localization

When celebrating Western festivals, Chinese people incorporate local festival elements, such as the customs and symbolism of traditional festivals such as the Spring Festival and the Mid-Autumn Festival, forming a unique way of celebration. This cultural change not only enriches the connotation of Western festivals, but also promotes the exchange and integration of Chinese and Western cultures. At the same time, this cultural change also reflects the Chinese people's acceptance and tolerance of diverse cultures.

3.1. Localization of holiday food

The localization of festival food is an important aspect of Western festival localization in China. When celebrating Western festivals, Chinese people usually transform and innovate traditional Western festival food according to local ingredients and taste habits, making it more in line with

Chinese tastes and cultural traditions.

For example, when celebrating Christmas, Chinese people usually use dumplings instead of the traditional Turkey, because dumplings are an important holiday food in China. At the same time, Chinese people also eat some food with local characteristics during Christmas, such as rice cakes, moon cakes and so on. The localization of this kind of festival food not only enriches the connotation of Western festivals, but also promotes the exchange and integration of Chinese and Western cultures. At the same time, this kind of localization also shows the traditional value of Chinese culture, so that more people can understand and accept traditional Chinese culture[1].

3.2. Localization of festival customs

The localization of western festival customs in China has become a remarkable phenomenon of cultural integration. After the traditional western festival customs entered China, they collided and integrated with the local Chinese culture, and gradually formed a celebration way with Chinese characteristics. For example, when celebrating Halloween, Chinese young people will not only follow Western customs such as masquerade parties and pumpkin lanterns, but also incorporate some traditional Chinese cultural elements, such as putting river lanterns and guessing lantern riddles. On Valentine's Day, in addition to sending roses and chocolates, Chinese people will also choose gifts with Chinese characteristics, such as couplets and Chinese knots[2].

The localization of this custom not only gives new vitality to Western festivals in China, but also gives Chinese people a greater sense of belonging and identity when participating in these festival celebrations. At the same time, it also reflects the inclusiveness and innovation of Chinese culture, which can maintain and develop its own traditional characteristics while absorbing foreign cultures. This phenomenon is conducive to enhancing cultural exchanges between China and foreign countries and promoting the diversity of world cultures.

Take Christmas as an example. After the holiday was introduced into China, the way it was celebrated was obviously localized. In China, Christmas is no longer just a Western festival, but a lot of Chinese elements. In shopping malls and streets, you can see various Christmas decorations, such as Christmas trees, Santa Claus, snowflakes, etc., which are symbols of Western culture. But at the same time, businesses and citizens will also incorporate traditional Chinese cultural elements into the Christmas celebration, such as hanging red lanterns and placing Chinese knots.

In addition, the Chinese people have also innovated in the way they celebrate. In addition to traditional family gatherings and gift exchanges, Chinese young people also hold various Christmas-themed activities, such as Christmas parties and dances, which have both Western elements and Chinese characteristics. This further proves that the exchange and integration of Chinese and Western cultures are two-way, with both Western culture being introduced into China and Chinese culture going abroad [3-4].

4. Reverse export: The spread and influence of Chinese festivals in Western countries

Chinese traditional festival folk culture has stood on the international cultural stage with its long lasting charm and unique appearance, and has become a mirror to show Chinese cultural features, national character and emotional characteristics.

4.1. Chinese festivals spread in western countries

The Spring Festival to watch the lion dance and lanterns, the Lantern Festival to eat dumplings, Qingming Festival to remember our ancestors, the Dragon Boat Festival to eat dumplings racing dragon boat, the Mid-Autumn Festival to enjoy the moon and eat cakes, the Double ninth Festival to

enjoy friends, the New Year's Eve to eat reunion dinner, these festival activities are the most vivid and concrete embodiment of traditional Chinese festival folk culture, concentrate on showing the charm of the fine traditional Chinese culture and the people's understanding and emotion of seasonal changes. Nowadays, various forms of population flow, such as study abroad, immigration, tourism, political, economic and cultural exchanges, promote Chinese traditional festival folk culture to go abroad and to the world (Figure 1). Western English-speaking countries, represented by the United Kingdom and the United States, have a more comprehensive and profound understanding of Chinese traditional festival folk culture, and their acceptance of it also shows a gradually rising trend[5].



Figure 1: New Year in London's Chinatown

4.2. The acceptability and influence of Chinese festivals in Western countries

The Spring Festival is one of the most important traditional festivals in China and an important part of Chinese culture. Spring Festival has become a popular festival in Western countries. Many Western cities hold activities to celebrate the Spring Festival, such as dragon and lion dances, firecrackers, reunion dinners and so on. In addition, many Westerners also celebrate the Spring Festival at home, such as hanging red lanterns, pasting Spring couplets, eating dumplings and so on.

With the rise of China and the spread of Chinese culture, Western countries have gradually increased their acceptance of Chinese traditional festival folk culture. For example, during the Spring Festival, government officials and people in many Western countries will take part in celebrations, such as dragon and lion dances, lighting firecrackers and so on (Figure 2). In addition, some Western countries also hold exhibitions and cultural activities related to traditional Chinese culture, attracting many visitors who are interested in Chinese culture [6].



Figure 2: Lion dance scene

4.3. The cultural change and localization process of Chinese festivals in Western countries

The process of cultural change and localization of Chinese festivals in Western countries is a complicated and interesting phenomenon. When Chinese traditional festivals were introduced into Western countries, they inevitably collided and merged with local cultural traditions and values.

First of all, the cultural changes of Chinese festivals in Western countries are mainly reflected in the changes of celebration methods. Due to different cultural backgrounds and values, Western countries will make some adjustments and changes in celebrating Chinese festivals according to their own preferences and cultural traditions. For example, when celebrating the Spring Festival in Western countries, in addition to the traditional dragon and lion dance performances, some local elements, such as music and dance, are added to make the celebration more colorful [7].

Secondly, the localization process of Chinese festivals in Western countries is also reflected in the understanding and interpretation of the connotation of festivals. Due to cultural differences, Western countries may have some misunderstandings or deviations when understanding the connotation of traditional Chinese festivals. Therefore, in the process of localization, the connotation of festivals needs to be reinterpreted and interpreted to better adapt to the local cultural environment and the needs of the people.

Finally, the cultural changes and localization of Chinese festivals in Western countries also promote the exchange and integration of Chinese and Western cultures. By celebrating Chinese festivals, Western countries have a better understanding of Chinese traditional culture and values, and at the same time promote the exchange and integration of Chinese and Western cultures. Such exchanges and integration are not only conducive to enhancing the friendship and cooperation between China and the West, but also to promoting the diversity and development of world cultures.

5. Case study: Take Christmas and Spring Festival as examples

There are three main ways to spread Christmas in China, one is through churches and churches, the other is through business promotions, and the third is through the Internet and social media. These modes of communication have made Christmas increasingly popular in China.

In China, Christmas is celebrated in a different way than in the West. In addition to the traditional Christmas tree, Santa Claus and other elements, Chinese people will also hold a variety of Christmas themed activities, such as Christmas parties, Christmas food festivals. At the same time, businesses will also launch various Christmas promotions to attract consumers. In Chinese Christmas celebrations, people will incorporate traditional Chinese cultural elements, such as paper-cuts, lanterns and so on. This cultural integration makes Christmas in China more local.

5.1. The development and cultural adaptation of Christmas in China

As an important festival in the West, Christmas entered China at the end of the 19th century and the beginning of the 20th century with the introduction of Western missionaries. At first, this festival did not receive wide attention, but with the passage of time, especially after the reform and opening up, with the increase of foreign exchanges, Christmas gradually gained popularity in China [8].

In China, Christmas has undergone a process of cultural adaptation. On the one hand, the Chinese people have made a local transformation of the way of celebrating Christmas, making it more in line with the aesthetic and psychological needs of the Chinese people. For example, Christmas in China is seen more as a family reunion and a gathering of friends than as a religious holiday. On the other hand, Chinese traditional culture has also been spread and promoted in the cultural exchange with Christmas. For example, in the celebration of Christmas, people will add some Chinese elements, such as lion dance, dragon dance, Spring Festival couplets, etc., making Christmas more local in

China [9].

5.2. The spread and influence of Spring Festival in Western countries

The Spring Festival, that is, the Chinese Lunar New Year, commonly known as "New Spring", "New Year", "Sui Dan", etc., also known as "New Year" and "Big Year", is a folk festival integrating the old and new, worshipping gods and ancestors, praying for good luck and warding off evil spirits, family reunion, celebrating entertainment and eating. After more than 40 years of reform and opening up and rapid development, China has become the world's second largest economy. As the world's most populous country, manufacturing country and second largest economy, China has achieved rapid development in military, science and technology, education and culture, and its international influence is increasing [10]. At the same time, with the increasing number of Chinese immigrants, students and business personnel abroad, the influence of our cultural soft power on foreign countries is also becoming more and more significant.

With the spread and influence of the Spring Festival in foreign countries, more and more foreigners begin to understand and participate in traditional Chinese festivals. This will not only help enhance the friendship and cooperation between China and other countries, but also help promote the diversity and development of world cultures.

5.3. The cultural differences and commonalities of Christmas and Spring Festival in China and the West

Table 1: Commonalities and differences between Christmas and Spring Festival

Cultural difference	Christmas	Spring Festival
Origin and religious background	A Christian holiday celebrating the birth of Jesus Christ	The Chinese Lunar New Year, with its thousands of years of history, is associated with sacrifices, reunions and celebrations
Date and length of celebration	On December 25, the celebration lasts from a few days to a few weeks	On the first day of the first lunar month, the celebration lasts for about fifteen days
Ways and customs of celebration	Exchanging gifts, Christmas parties, singing Christmas songs, placing Christmas trees, etc	Stick couplets, hang lanterns, set off firecrackers, eat reunion dinner, enjoy lanterns, dragon and lion dance
Festive atmosphere and colors	Green and red are the main colors, with green symbolizing Christmas leaves and red representing Santa's clothing and gifts	Red is the main color, symbolizing happiness, auspiciousness and prosperity
Commonalities		
Family reunion	Important family reunion time, family members get together for the holidays	Important family reunion time, family members get together for the holidays
Gift-giving tradition	Exchange gifts	Give each other red envelopes as gifts
Festival food	Turkey, Christmas pudding, etc	Traditional food such as rice cakes and dumplings
Celebration	Various celebrations, such as parties, parades, etc	Various celebrations, such as parties, parades, etc

The Spring Festival is a traditional Chinese festival and one of the most important festivals in China. In China, the Spring Festival is regarded as a symbol of reunion, harmony and good luck. People will hold various activities to celebrate it, such as pasting couplets, setting off firecrackers, having a family reunion dinner, watching lanterns and so on. Christmas is a traditional festival and

one of the most important festivals in the West. In Western countries, Christmas is regarded as the day to celebrate the birth of Jesus Christ, people will give gifts to each other, hold Christmas parties, sing Christmas songs and so on. Both festivals express people's good expectations and wishes. The specific differences and commonalities are shown in Table 1[11].

The table lists the differences and commonalities of Christmas and Spring Festival in Chinese and Western cultures. Since different countries and regions may have different ways to celebrate the two festivals, these differences and commonalities are not absolute. At the same time, with the process of globalization, the cultural exchanges and integration between China and the West continue to increase, and the similarities between the two festivals in some aspects are also gradually increasing.

6. Conclusion

In the process of the spread of western festivals in China, there is not only a process of cultural adaptation, but also a phenomenon of reverse export. This kind of cultural exchange and integration not only enriches China's cultural life, but also promotes the exchange and integration of Chinese and Western cultures, providing a broader space for the spread and promotion of Chinese culture.

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