

## Aesthetic Culture in Daily Life and the Reconstruction of Literature and Art Theory

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**Keywords:** Daily Life; Aesthetic Culture; Literary Theory; Reconstruction Research

**Abstract:** Since the end of last century, with the change of society and the continuous development of commodity economy, especially with the Internet technology to support the development of mass media, significant changes have taken place in people's life, there are all kinds of new era of cultural form, is one of the most representative forms of cultural entertainment, such as television, film and pop songs, and so on. These works are popular with the public. In this context, the traditional literary theory has been unable to adapt to the new era of change and development, so it must be rebuilt. The purpose of this paper is to establish a literature and art theory system suitable for social development and promote the further development of social culture by reconstructing and studying the aesthetic culture of daily life and literature and art theory. This paper first discusses the aesthetic concept of aesthetic culture and daily life, and then discusses the theory of literature and art and its reconstruction. Finally, it discusses and analyzes the specific strategies of literary theory reconstruction. The research of this paper shows that the reconstruction of literary theory is the inevitable trend of the aestheticization of daily life, which breaks the gap between the traditional literary theory and the contemporary society.

### 1. Introduction

With the change of society, especially the mass media and the rapid development of commodity economy, the various forms of cultural activities and products, these are all closely linked with People's Daily lives, and these cultural forms included in the social economy, ethics, business and so on various aspects of the social factors, all kinds of social factors interweave together and combined with the daily life, the aesthetic culture of everyday life. In this context, the traditional literature and art theories become rigid and obviously cannot adapt to the changes and development of the new era. Therefore, it is necessary to rebuild the literature and art theories and try to build a literature and art theory system that ADAPTS to the contemporary aesthetic culture, so as to form a strong cultural atmosphere in the whole society.

The aesthetic culture of daily life is the result of the comprehensive effect of various factors and the trend of social development. In order to ensure the positive effect of aesthetic culture on social development, scholars have conducted a series of researches on it. In [1], the author analyzes the "micro-phenomenon" in contemporary aesthetic culture, and explains the reasons for this phenomenon from the perspectives of fragmentalization of daily life, psychological motivation, the rise of new media technology, and the driving force of commercial interests. In [2], the author studies the theory of aestheticization of daily life in China and lists different attitudes for detailed analysis. In [3], the author takes the reflection of literature and art as the starting point and combines the actual situation to make a detailed analysis of the aestheticization of daily life and the rise of cultural studies.

The reconstruction of literary theory is related to the future development and research direction of social culture. In [4], the author puts forward that the key to the reconstruction of literature and art theory lies in the construction of philosophical foundation, and points out the important role of human studies in the reconstruction of literature and art theory. In [5], the author analyzes the important role of reconstructing literary theory and practice from four perspectives; In [6], from the

perspective of Oriental cultural Renaissance, the author puts forward the construction strategy of Chinese literature and art theory.

For building in line with the new era literary theory of aesthetic culture system, promote the deep development of the daily life aesthetic culture, this paper first of aesthetic culture and daily life of aesthetic concepts discussed in this paper, and then discusses the theory of literature and art and its reconstruction, and then from literary theory to rebuild and daily life with the relationship between aesthetic culture, this paper expounds the necessity of literary theory reconstruction; Finally, specific strategies for the reconstruction of literature and art theory are discussed and analyzed [7-8]. The research in this paper not only points out the direction for the reconstruction of the theoretical system of literature and art in China, but also provides certain reference significance for future relevant researches, which promotes the in-depth development of this research [9].

## 2. Method

### 2.1 Aesthetics of Aesthetic Culture and Daily Life

As an important branch of culture, aesthetic culture belongs to a special cultural form in essence. The mutual influence and penetration between People's Daily life or cultural entertainment activities and people's aesthetics is called aesthetic culture. On the one hand, aesthetic culture can exist independently in a variety of cultural activities and forms, expressed through the form of artistic activities and artistic products; On the other hand, the cultural activities and products mentioned above are expressed through People's Daily life, forming a universal conceptual aesthetic activity [10-11]. Overall aesthetic culture is a special kind of aesthetic activity, with human bright purpose and ideology, from the aesthetic activities of human naturally cannot call aesthetic culture, in general the aesthetic culture has a certain meaning of education to people, to the spirit world of mould produce certain effect. With the development of mass media and the acceleration of commercialization process, the scope of aesthetic activities has broken through the original scope of pure literature and gradually penetrated into daily life. The combination of aesthetic culture and daily life has become closer and closer, gradually becoming an organic whole [12-13]. The aestheticization of daily life is reflected in the following aspects: first, aesthetic culture is no longer a castle in the air, and today's advertising, fashion design, popular songs and so on all belong to the category of aesthetic culture, and the distance between the public is getting closer and closer; Second, today's shopping malls, parks, joints can become the place to carry out aesthetic activities.

### 2.2 Overview of Literature and Art Theory and Its Reconstruction

Theory of literature and art is one of the important branches of literature and art, which mainly explains the whole process and nature of literary creation according to the characteristics of literature, including the content of literary movement, creation and literary criticism. Compared with foreign countries, the theory of literature and art in China has not yet formed a relatively systematic theory. Traditional literature and art theories involve poetry theory, drama theory, novel theory and so on. With the continuous development of mass media and mass culture, literary theory has also undergone great changes. The literary theory referred to in this paper refers to the literary theory based on the aesthetic culture of daily life. This kind of literature and art theory has got rid of the dry and abstruse characteristics of traditional literature and art theoretical knowledge. To sum up, the current literature and art theory is showing the characteristics of aesthetic panghua, with the daily life of the latest variety of cultural forms, greatly expanding the research objects and methods of literature and art theory.

## 3. Necessity of Literary Theory Reconstruction

The literature and art theory mentioned above has carried out a relatively comprehensive theoretical research on literary movement, creation, literary criticism and other aspects, which is an accurate summary of the representative culture of a specific era and provides important guidance for the development of social culture in the future. In other words, literary theory has greatly influenced

the overall development direction of social culture. Under the guidance of the traditional culture theory, China's social culture will inevitably gradually return to the traditional socialization. This culture is far from the modern society, which is not only difficult to understand, but also unable to adapt to the needs of today's commodity economy and mass life, and will only make people avoid it. For the reconstruction of literary theory can reverse this, to a great extent promote the overall social culture towards the direction of people happy, can well handle the relationship between traditional culture and the new era of cultural, truly take its essence and discard the dregs, for the future development of social culture provides a correct way. On this basis, it promotes the sustainable and sound development of all aspects of society.

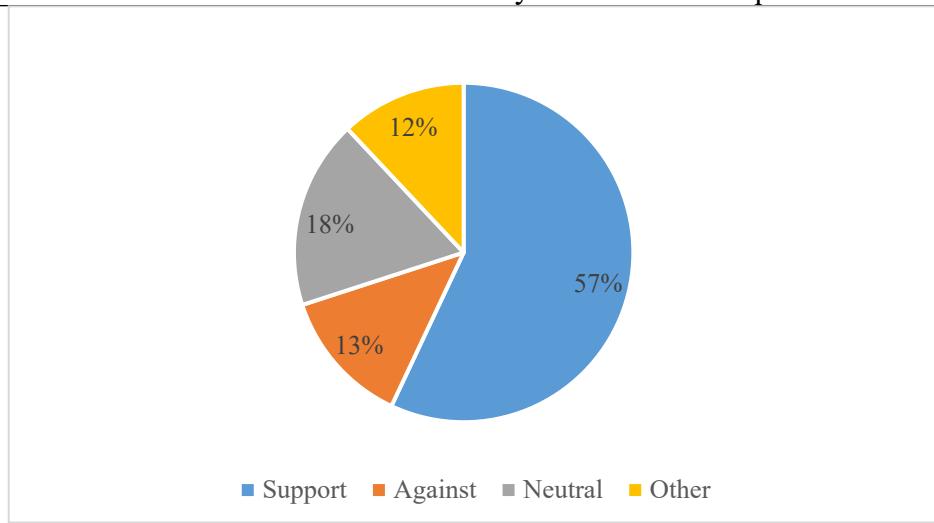
#### 4. Discuss

In order to realize the reconstruction of literature and art theory and construct the literature and art theory system in line with the social development, this paper adopts the literature method to analyze the relevant data. Through the questionnaire survey, people's attitudes towards the reconstruction of literature and art theory were understood. The objects of the questionnaire survey involved students, teachers and scholars majoring in literature and art theory. A total of 300 questionnaires were issued and 289 valid questionnaires were collected. Finally, SPSS was used to conduct statistical collation of the survey results, and the data were obtained as shown in figure 1 and figure 1 below. The data in the chart was the results of the author's experimental collation.

**Table 1.** The malpractice analysis of the traditional literature and art theory

Disadvantages	Propotion	Composite scores
Theoretical system is not sound	32%	57
Lack of philosophical foundation	35%	
Binary opposition	23%	

\*Data came from the analysis results of the questionnaire survey



**Figure 1.** Attitude survey on the reconstruction of literary theory

It can be seen from the data in figure 1 that 57%, or half of the people surveyed, support the reconstruction of literary theory, which indicates that the reconstruction of literary theory has certain positive effects. It can be seen from the data in table 1 that traditional literature and art theories have many disadvantages, mainly reflected in the incomplete system, the lack of philosophical basis and the dominance of binary opposition, which indicates that traditional literature and art theories have been unable to adapt to social development and must be reconstructed. In view of the above disadvantages, this paper puts forward the following two

reconstruction strategies:

#### **4.1 Philosophical Basis of Literary Theory Reconstruction**

Because the literature and art theories in China still lack their own inherent philosophical system, it is difficult to establish a systematic theoretical discourse, and there is a lack of certain philosophical guidance for the aesthetic culture of daily life. Therefore, in order to rebuild the literary theory of our country, the reconstruction of its philosophical basis is the most important. Literature and art theory in essence belongs to a relatively independent system of thought. By consulting relevant materials, we can find that any system of thought must have a certain philosophical basis. Especially in the theory of literature and art, relevant philosophical views can answer the questions of the form, characteristics, functions and origins of literature and art. In today's era, the aesthetic culture represented by the literary theory is more and more closely related to the daily life of human beings, and the development of literary theory cannot be separated from the "human" factor. So, at present the theory of literature and art rebuilt in order to realize the reconstruction of "humanism" philosophy foundation, mainly based on the following aspects: first, the marxist literary theory and philosophy are the study as a starting point in theory, literary theory based on the philosophy of humanism, conducive to the further perfect and development of Marx's literary thought; Second, man is the creator of art, and man is at the core of art. Thirdly, in the reconstruction of literature and art theory, the emphasis on human studies is conducive to giving play to the inclusive characteristics of this philosophical foundation, and finally realizing the integration and combination of different literature and art thoughts at home and abroad.

#### **4.2 Reconstruction of Literary Theory Should Overcome the Dualism and Mechanical Reflection**

Traditional literature and art theory has the characteristic of rigid binary opposition, that is, internal and external binary opposition. However, in the current era, more and more emphasis is placed on the materialization of culture and the cultualization of materials. Taking various commodities as examples, various commodities in today's society increasingly emphasize the high integration of use value and aesthetic value, and the mutual penetration between commerce and culture is realized. This shows that the traditional binary opposition has been unable to adapt to the development of contemporary knowledge society and aesthetic society. Therefore, in order to realize the reconstruction of the current literature and art theory, it is necessary to break the traditional binary opposition theory of material and form, internal and external, and rebuild a literature and art theoretical research paradigm that takes both internal and external factors into consideration and transcends other-discipline and self-discipline on the basis of deeply absorbing the aesthetic culture of daily life. For this reason, we should try to break the barrier between internal and external, and bring the discourse of literature and art theory into People's Daily life. Literature and art theory not only reflects a certain cultural form, but also realizes the in-depth exploration of daily life behind culture, thus transcending the mechanical division between internal and external.

### **Conclusion**

This paper makes an in-depth study on the reconstruction of the aesthetic culture of daily life and the theory of literature and art, and finally draws the following conclusions: first, a prominent change of contemporary society and culture is the generalization of aesthetics and the aestheticization of daily life, which expands the scope of literature and art theory; Secondly, the reconstruction of literature and art theory should first realize the reconstruction of philosophical basis, and then try to overcome the dualism and mechanical reflection theory. Both the aesthetic culture of daily life and the reconstruction of literature and art theory reflect the development and transformation of society, which must be paid enough attention.

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