Research on Value Reconstruction and Contemporary Communication Logic of Lu Yi Spirit from the Dimension of Literary and Art Practice

Zhongheng Wang

Liaoning Communication University, Shenyang, Liaoning, China

Abstract

Forged by Lu Xun Academy of Arts, the Lu Yi Spirit constitutes the core spiritual connotation of China's red literary and art system. It originated from revolutionary literary and art practice, evolved with the innovation of literary and art undertakings across eras, and has been sublimated in contemporary cultural construction. In the new era, the traditional communication paradigms and value expressions of the Lu Yi Spirit can hardly adapt to the diversified literary and art ecology and digital communication pattern. From the core dimension of literary and art practice, this paper sorts out the original value system and historical practice logic of the Lu Yi Spirit, analyzes the dilemmas of its value adaptation in the contemporary context, and completes the contemporary value reconstruction of the Lu Yi Spirit in combination with the practical characteristics of literary and art creation, education and communication in the new era. It further systematically interprets its contemporary communication logic featuring digitization, popularization and internationalization, and puts forward targeted practical communication paths. This study aims to activate the contemporary vitality of the Lu Yi Spirit and provide theoretical reference and practical support for the contemporary inheritance of red literary and art spirit and the high-quality development of literary and art undertakings in the new era.

Keywords

Literary and art practice, Lu Yi Spirit, value reconstruction, communication logic, red literature and art.

1. Introduction

Founded in 1938, Lu Xun Academy of Arts was a landmark position for revolutionary literary and art construction led by the Communist Party of China. During the turbulent years of the revolutionary war, adhering to the core tenet of "art serving the War of Resistance against Japanese Aggression and literature and art serving the people", the Academy gathered young literary and art talents nationwide, took root in grassroots literary and art practice, and created a large number of classic red literary and art works such as *The Yellow River Cantata*, *The White-Haired Girl* and *Brother and Sister Reclaim Wasteland*. It gradually forged the Lu Yi Spirit characterized by rooting in the people, adhering to original aspirations, pursuing innovation and undertaking missions, and established the spiritual foundation and practical paradigm of Chinese revolutionary literature and art. Passed down from generation to generation for more than 80 years, the Lu Yi Spirit is not only a spiritual banner for literary and art salvation and talent cultivation in the revolutionary era, but also a core spiritual resource for the construction of socialist literature and art with Chinese characteristics in the new era [1].

With the iteration of new media technology, the innovation of literary and art formats and the upgrading of public aesthetics, the one-way and theoretical communication mode of traditional red spirits has gradually become ineffective. For a long time, academic research on the Lu Yi

Spirit has mainly focused on historical tracing, connotation interpretation and educational value exploration, concentrating on historical inheritance and theoretical elaboration [3], while rarely targeting the value adaptation and communication implementation of the Lu Yi Spirit based on contemporary literary and art practice scenarios. Faced with the industry dilemmas of homogenized literary and art creation, solidified red communication forms and weakened implementation of spiritual values, reconstructing the contemporary value of the Lu Yi Spirit and sorting out its communication logic adapted to the contemporary media ecology from the dimension of literary and art practice have become important topics for revitalizing red literary and art resources, continuing red literary and art heritage, and promoting the integrity and innovation of literature and art in the new era [2].

Taking literary and art practice as the core entry point, this paper breaks the single perspective of traditional historical research. Combining the diverse practical scenarios of contemporary literary and art creation, education, public communication and cultural dissemination, it reconstructs the contemporary value system of the Lu Yi Spirit, analyzes the communication laws and core logic of the Lu Yi Spirit in the digital era, and explores implementable and promotable practical communication paths, helping transform the Lu Yi Spirit from a historical spiritual symbol into a practical guideline for literary and art undertakings in the new era.

2. Original Connotation and Historical Practice Logic of the Lu Yi Spirit from the Perspective of Literary and Art Practice

The Lu Yi Spirit is not an abstract theoretical concept, but a spiritual system gradually condensed in the long-term practice of revolutionary literature and art. Each of its connotations corresponds to specific literary and art practice scenarios, forming the original logic of "practice nurturing spirit and spirit guiding practice". Clarifying the original connotation and historical practice paradigm of the Lu Yi Spirit is the basic premise for its contemporary value reconstruction and communication innovation[5].

2.1. Core Original Connotation of the Lu Yi Spirit

Combined with the school-running purpose, creative practice and era mission of Lu Xun Academy of Arts, its spiritual core can be summarized into three dimensions closely linked to the essence of literary and art practice. First, the original aspiration of literature and art for the people. Breaking away from the elite and niche literary paradigms in its early days, the Lu Yi Spirit eliminated the separation between literature, art and the masses. It advocated that literature and art should go out of cave dwellings, take root in grassroots and approach the general public, rooted literary and art creation in people's life and focused on public needs, awakened public awareness and gathered national strength through artistic works, and established the fundamental stance of Chinese red literature and art of "creating for the people and speaking for the times"[5]. Second, the mission responsibility of upholding integrity and serving the country. At the critical moment of national crisis, literary and art workers of Lu Xun Academy of Arts took literature and art as weapons, adhered to national cultural stance, focused on the theme of national salvation through resistance against Japanese aggression, conveyed patriotic feelings and consolidated anti-Japanese strength through artistic creation, made literature and art an important spiritual support for national liberation, and highlighted the core mission of literature and art serving national rejuvenation and national development[1]. Third, the inclusive and innovative artistic character. Adhering to the integration of Marxist literary and art theories with local Chinese literary and art practice, Lu Xun Academy of Arts absorbed Western artistic techniques, integrated folk literary and art forms, combined traditional opera and folk yangko with modern stage and vocal art, innovated the expression forms of red literature and art, realized the organic unity of revolutionary content and artistic form, and formed an inclusive and progressive artistic innovative trait[2].

2.2. Historical Practice Logic of Lu Yi Literature and Art

The literary and art practice of Lu Xun Academy of Arts in the revolutionary era constructed a closed-loop practice logic of "era demand – literary and art creation – spiritual empowerment – social empowerment". Firstly, it determined literary and art orientation based on urgent era needs. The theme of national salvation during the War of Resistance against Japanese Aggression defined the core goal of Lu Yi's literary and art practice as serving the revolution, awakening the public and uniting national strength. All literary and art creation, education and communication centered on the era theme, eliminating empty creation divorced from reality. Secondly, it consolidated literary and art foundation relying on grassroots practice. Abandoning studio-based creation modes, teachers and students of Lu Xun Academy of Arts went deep into villages, troops and factories for field investigation, performance and creation, drew creative materials from people's production and life, and produced realistic and approachable works with strong vitality and appeal[3]. Finally, it promoted literary and art education through spiritual guidance. Adhering to the education philosophy of "talent cultivation first, artistic morality foremost", the Academy focused on cultivating patriotic feelings and people-oriented stance of literary and art practitioners besides professional skill teaching, cultivated a group of revolutionary literary and art talents with both moral integrity and artistic proficiency, and constructed a red literary and art education paradigm of "educating people through art and cultivating morality through culture". This historical practice logic has laid the core value foundation for the Lu Yi Spirit to transcend times[1].

3. Dilemmas of Value Adaptation of the Lu Yi Spirit in Contemporary Literary and Art Practice

In the new era, all-round changes have taken place in the literary and art ecology, communication environment and public aesthetics. The traditional value expression and practice paradigm of the Lu Yi Spirit have shown insufficient adaptability, facing multiple dilemmas in the three practical scenarios of literary and art creation, education and public communication, which restrict the implementation and inheritance of its contemporary value[4].

3.1. Solidified Value Expression and Insufficient Adaptability to Contemporary Literary and Art Creation

At present, the understanding of the Lu Yi Spirit in some literary and art creations is limited to revolutionary historical symbols, simply equating it with red themes and anti-Japanese war subjects with single and rigid value expression. In creative practice, there is a prominent problem of "emphasizing form over connotation". Some red literary and art works mechanically reproduce revolutionary scenes and pile up historical elements, failing to explore the universal values of the Lu Yi Spirit such as people-oriented original aspiration, innovative character and mission responsibility, and thus cannot conform to the contemporary themes of national rejuvenation, cultural power construction and people's livelihood development[4]. Meanwhile, contemporary literary and art creation presents diversified and personalized characteristics, and public aesthetics pay more attention to emotional resonance, artistic texture and realistic care. However, some works themed on the Lu Yi Spirit have outdated forms and empty content, divorced from contemporary social reality and people's life, making it difficult to realize effective transmission of spiritual values and resulting in the disconnection between the Lu Yi Spirit and contemporary literary and art creation practice[5].

3.2. Single Inheritance Mode and Weak Implementation of Literary and Art Education Practice

Literary and art education is the core carrier for the inheritance of the Lu Yi Spirit. However, in current university literary and art education and popular red literary and art education, the inheritance of the Lu Yi Spirit mainly adopts traditional modes such as theoretical teaching, historical material explanation and exhibition hall visits, focusing on indoctrination of historical knowledge and lacking immersive, practical and innovative educational scenarios[3]. Most literary and art education regards the Lu Yi Spirit as a historical knowledge point rather than a practicable artistic character, leading practitioners and students to only master theoretical connotations without integrating people-oriented aspiration, innovative thinking and mission responsibility into daily creation and artistic practice. In addition, there is a tendency of "valuing skills over morality" in literary and art education. Excessive emphasis on artistic skill teaching ignores the artistic morality cultivation and value guidance carried by the Lu Yi Spirit, resulting in the problems of utilitarian creation, homogeneous content and hollowed value among young literary and art practitioners due to the lack of patriotism and people-oriented stance[2].

3.3. Backward Communication Paradigm and Inadaptability to the Digital Literary and Art Ecology

Traditional communication of the Lu Yi Spirit relies on offline lectures, paper documents, official publicity and stage performances, featuring limited communication scope, single form and weak interaction. In contrast, digitization, fragmentation and scenarization have become the core characteristics of contemporary literary and art communication, with short videos, live broadcasts, digital cultural and creative products and virtual performances becoming the main channels for the public to receive literary and art content. At present, the contemporary communication of the Lu Yi Spirit fails to fully adapt to the digital ecology, lacking lightweight, interesting and scenario-based communication products. It is plagued by rigid and serious communication content, insufficiently innovative forms and audience limitations. Meanwhile, the one-way value output in communication lacks interaction, failing to mobilize public participation enthusiasm, which makes it difficult for the Lu Yi Spirit to gain popularity among young groups and realize popular and normalized communication[1].

4. Contemporary Value Reconstruction of the Lu Yi Spirit from the Dimension of Literary and Art Practice

Based on the practical demands of contemporary literary and art practice and the era proposition of building a cultural power and promoting high-quality development of literature and art in the new era, it is necessary to break through the historical limitations of the Lu Yi Spirit, retain its core spiritual connotation, reconstruct its value system adapted to the contemporary literary and art ecology, and realize the creative transformation and innovative development of red spirit[5]. The reconstructed value system of the Lu Yi Spirit includes four core dimensions: era empowerment, practice empowerment, education empowerment and cultural empowerment.

4.1. Era Value Reconstruction: From "Revolution Service" to "National Power Empowerment"

In the revolutionary era, the core value of the Lu Yi Spirit was serving the War of Resistance against Japanese Aggression, awakening the public and facilitating national liberation, serving as a revolutionary literary and art spirit for special historical periods. In the new era, its era value has been iterated and upgraded, focusing on serving the construction of a cultural power,

boosting national rejuvenation and guiding the development trend of contemporary literature and art[4]. In modern literary and art practice, the Lu Yi Spirit is no longer limited to revolutionary theme creation, but has become the core criterion guiding literary and art workers to adhere to cultural stance and fulfill era missions. Its connotation of upholding integrity and serving the country has been transformed into spiritual support for strengthening cultural confidence, inheriting excellent traditional Chinese culture and resisting negative literary and art trends. Its progressive innovative character has become a driving force for innovating literary and art formats, creating high-quality contemporary literary and art works and enhancing the international influence of Chinese literature and art, realizing the in-depth adaptation of revolutionary spirit to the national cultural strategy of the new era[2].

4.2. Practical Value Reconstruction: From "Grassroots Enlightenment" to "Public Empowerment"

The traditional literary and art practice of Lu Yi took grassroots enlightenment and mass mobilization as the core goal, awakening public national consciousness through literary and art works. Contemporary literary and art practice covers more diverse scenarios including public literary and art consumption, public cultural services, literary and art creation innovation and cultural industry development[5]. Based on this, the practical value of the Lu Yi Spirit is reconstructed by adhering to the core original aspiration of "literature and art for the people" and realizing the upgrade from "enlightening the masses" to "serving and empowering the masses". In public cultural practice, the Lu Yi Spirit guides literary and art workers to take root in grassroots cultural construction and enrich people's spiritual and cultural life. In creative practice, it guides creators to focus on people's livelihood changes, social development and era reforms in the new era, producing high-quality literary and art works close to public life and catering to public demands[4]. In cultural industry practice, it promotes literary and art products to balance social and economic benefits, put an end to vulgar and utilitarian creation, and enable literature and art to truly serve the people and nourish society.

4.3. Educational Value Reconstruction: From "Revolutionary Talent Cultivation" to "Morality Cultivation and Talent Shaping"

The original educational goal of Lu Xun Academy of Arts was to cultivate revolutionary literary and art cadres for the war era. In the context of contemporary literary and art education, the educational value of the Lu Yi Spirit has been reconstructed into the educational criterion of "morality first, integration of art and morality, and unity of knowledge and practice"[3]. On the one hand, it inherits the fine tradition of educating people through culture and art, integrates patriotism, people-oriented stance and responsibility into the whole process of literary and art talent cultivation, corrects the utilitarian and entertaining unhealthy tendencies in contemporary literature and art, and cultivates new-era literary and art talents with both moral integrity and artistic proficiency. On the other hand, based on the growth characteristics of contemporary youth, it transforms the Lu Yi Spirit into the professional literacy and spiritual pursuit of young literary and art practitioners, guiding young creators to take root in the times, deepen practice and pursue innovation, and build a talent team adapted to the development of contemporary literature and art, providing talent support for the sustainable development of literary and art undertakings[1].

4.4. Cultural Value Reconstruction: From "Local Communication" to "Sino-Foreign Integration"

In the revolutionary era, the cultural value of the Lu Yi Spirit focused on local red cultural construction and the establishment of a revolutionary literary and art system. Under the background of global cultural exchange, its cultural value has been fully upgraded, undertaking dual functions of local cultural inheritance and international cultural communication[2].

Domestically, as the core carrier of red culture, the Lu Yi Spirit inherits red literary and art heritage, consolidates the red foundation of Chinese literature and art, and unites national cultural consensus. Internationally, its core connotations of adhering to original aspiration, inclusive innovation, rooting in the people and taking on responsibilities have universal cultural value, serving as a spiritual business card for the external communication of Chinese literature and art. It helps Chinese red culture and contemporary literature and art go global, promotes Sino-foreign literary and art exchanges and mutual learning, and enhances the soft power and international influence of Chinese culture[5].

5. Contemporary Communication Logic and Practical Paths of the Lu Yi Spirit from the Dimension of Literary and Art Practice

Based on the reconstructed contemporary value system, combined with the digital literary and art ecology and public communication laws, this paper sorts out the contemporary communication logic of the Lu Yi Spirit from four practical scenarios including literary and art creation, education, public communication and industrial communication, and constructs an all-round, three-dimensional and normalized communication system to realize the rooted and extensive dissemination of spiritual values[4].

5.1. Core Contemporary Communication Logic

The contemporary communication of the Lu Yi Spirit follows the core logic of "value adaptation – scenario empowerment – public empathy – long-term inheritance". Firstly, it adheres to the value logic of integrity and innovation, retains the core connotations of literature and art for the people, moral education and cultural confidence, and innovates value expression forms to adapt to contemporary themes and public aesthetics. Secondly, it follows the scenario-based practical logic, abandons the single theoretical communication mode, and integrates the Lu Yi Spirit into diverse scenarios such as literary and art creation, campus education, new media communication, public cultural services and cultural and creative industries to realize immersive and scenario-based communication[3]. Thirdly, it adheres to the popular empathy logic, interprets spiritual connotations, tells Lu Yi stories and presents contemporary practical achievements in public-friendly forms, breaking circle barriers to realize national empathy and recognition. Finally, it constructs a sustainable long-term logic, transforming communication from short-term publicity to normalized inheritance, from one-way output to two-way interaction, and from superficial dissemination to in-depth empowerment, enabling the Lu Yi Spirit to continuously empower contemporary literary and art practice[1].

5.2. Multi-dimensional Contemporary Communication and Practice Paths

First, deepen literary and art creation practice and carry forward spiritual communication through high-quality works. Excellent literary and art works are the most vivid carriers of the Lu Yi Spirit and the core path for spiritual implementation. Contemporary literary and art creation should be based on the reconstructed value of the Lu Yi Spirit, break the limitation of single revolutionary historical themes, focus on new-era themes such as rural revitalization, scientific and technological innovation, people's well-being and cultural inheritance, and integrate the people-oriented aspiration, innovative character and mission responsibility of the Lu Yi Spirit into various literary and art creations[4]. Relying on diverse artistic forms such as film and television, drama, music, fine arts and short videos, it is necessary to create high-quality works with profound ideological connotation, exquisite artistic quality and high appreciation value, and convey abstract spiritual connotations through concrete artistic expression. Meanwhile, inherit the inclusive and innovative artistic tradition of Lu Yi, learn from modern artistic techniques and communication concepts, optimize work narrative logic

and expression forms, enable the audience to perceive the contemporary charm of the Lu Yi Spirit in aesthetic appreciation, and realize the subtle dissemination of spiritual values[2].

Second, innovate literary and art education practice and build an immersive inheritance and communication system. Take university professional literary and art education and social popularization of red literature and art as the starting point to reconstruct the education and communication mode of the Lu Yi Spirit. In university education, break the single theoretical teaching mode, set up practical training courses on Lu Yi literary and art practice, organize teachers and students to conduct grassroots field investigation, public welfare literary and art performances and realistic theme creation, and enable students to understand the Lu Yi Spirit through practice[3]. Incorporate the rehearsal of classic Lu Yi works and red literary and art practice into teaching assessment, and regularly hold Lu Yi Art Festivals and red literary and art exhibitions to realize inheritance and education integrating knowledge and practice. In terms of social popularization, rely on the red literary and art light cavalry mode, carry out Lu Yi cultural popularization activities in communities, campuses and villages through online live broadcasts and offline tours, build a public participation platform for literary and art practice, and expand the public communication coverage of the Lu Yi Spirit.

Third, embrace the digital media ecology and build a lightweight new media communication matrix. Adapt to the trend of digital communication, innovate the communication forms of the Lu Yi Spirit relying on short videos, official WeChat accounts, live broadcast platforms, digital exhibition halls and virtual performances. Dig into Lu Yi's historical stories, the creation process of classic works and contemporary practical cases, produce lightweight communication products such as short videos, popular science articles and micro-documentaries to adapt to the public's fragmented reading habits. Build online digital Lu Yi exhibition halls and virtual literary and art performance platforms, adopt VR and AR technologies to restore Lu Yi's historical scenes and reproduce classic literary and art works, and create immersive communication experience[5]. Take advantage of youth-oriented platforms such as Douyin, Bilibili and Xiaohongshu to create interesting and youthful communication content, weaken the solemnity of red communication, narrow the distance between the Lu Yi Spirit and young people, and realize the youthful dissemination of the spirit.

Fourth, empower cultural industry practice and realize the long-term implementation of spiritual communication. Promote the in-depth integration of the Lu Yi Spirit with cultural creativity, cultural tourism integration and international cultural exchange, and build a sustainable communication mechanism. Tap the IP value of Lu Yi culture, develop derivative products such as cultural and creative souvenirs, themed cultural tourism routes and red literary and art scripts, and integrate the Lu Yi Spirit into people's daily life. Rely on international cultural exchange platforms, promote high-quality literary and art works and cultural and creative products carrying the Lu Yi Spirit to the global stage, and realize the international communication of the Lu Yi Spirit through the integration of Chinese and Western artistic techniques and the expression of universal values, facilitating the global dissemination of Chinese red culture[2]. Empower communication through industrial development, transform the Lu Yi Spirit from a spiritual symbol into perceptible, experiential and communicable cultural products, and realize the normalized and long-term inheritance and communication of the spirit.

6. Conclusion

The Lu Yi Spirit is a precious spiritual wealth of Chinese red literature and art and a spiritual thread running through Chinese revolutionary and contemporary literature and art, with its core connotation enduring across times. In the new era, the inheritance and communication of the Lu Yi Spirit should not be limited to historical reproduction and theoretical preaching, but

adapt to era development and literary and art reform based on diverse contemporary literary and art practice scenarios. By reconstructing the value system adapted to the construction of a cultural power and the development of contemporary literature and art, breaking through traditional communication dilemmas, and adopting multi-dimensional paths of literary and art creation, education, digital communication and industrial empowerment, a communication logic adapted to the contemporary media ecology and public needs can be constructed.

In the process of high-quality development of literature and art in the new era, only by continuously promoting the integrity and innovation of the Lu Yi Spirit and deeply integrating the people-oriented original aspiration, innovative character, moral education mission and cultural confidence into all kinds of literary and art practice can we continuously activate the contemporary vitality of red literary and art spirit. The Lu Yi Spirit can thus become a core force leading contemporary literary and art creation, cultivating literary and art talents, prospering literary and art undertakings and spreading Chinese culture, providing solid literary and art support and spiritual guarantee for building a great socialist cultural power and realizing the Chinese Dream of national rejuvenation.

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