

# A Study on the Traditional Cultural Elements in the Animated Film Kung Fu Panda

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**Abstract:** *Kung Fu Panda is a Hollywood animated film with the theme of our country's Kung Fu and national treasure panda. the story of panda becoming a martial-art master through his unremitting efforts conveys a lot of positive energy. the animal images, Kungfu and the style life utensils of our country used in the film all reflect our country's elements in Hollywood films. It can be said that Hollywood is the most perfect film to use our country elements. This paper mainly mentions the significance of our country traditional culture to animation films, and analyzes the application of the traditional cultural elements in the film Kung Fu Panda.*

**Keywords:** Kung Fu Panda; Traditional Cultural Elements; Film.

## 1. INTRODUCTION

our country cultural elements refer to the unique national charm and cultural connotation with specific values. They are the embodiment of the long history of our country civilization and the symbol of our country cultural level. Peking Opera, the four treasures of study and so on are the most familiar our country elements for our country people. With the development of globalization, more and more our country cultural elements have been used by Hollywood to become its choice in theme creation, character image design, accessory scene creation and so on. Kung Fu Panda is the most perfect film series in Hollywood that uses our country elements. It is an American action comedy film with the theme of our country Kung Fu. It tells the story of a clumsy panda eager to become a martial-art master in ancient our country. Po, a classic animation character produced by DreamWorks studio, once became a well-known kung fu star and won all the attention. Although the film was produced by an American team, the use of our country national cultural elements has reached the extreme, and the flavor of oriental culture has been highlighted everywhere. As a special educational and social relationship, the relationship between mentors and graduate students is the result of various factors such as the absence of academic degrees and graduate education systems and management in universities, the impact of market economy on teacher- student relationships, and the composite effect of traditional and modern educational concepts. It is a concentrated reflection of various contradictions accumulated over time within and outside the higher education system.

Mentors and graduate students are the two most basic and active elements in the process of graduate education. The interaction between these two basic elements constitutes the basic process of graduate education. Professor Xiao Bin from the School of Government Affairs at Sun Yatsen University believes in an interview with the media that harmonious teacher-student relationships are still the mainstream in current university campuses. However, in the end, the improvement of teacher-student relationship requires interaction between both parties. During the semester of graduate students, the supervisor is the person who has the most contact and closest connection with them. If both teachers and students find that they cannot match and cannot change each other after initial understanding, conflicts between teachers and students cannot be avoided. At present, most universities in China implement a fixed mentor system. Once the supervisor is dissatisfied with the student or the student has complaints against the supervisor, it is difficult for both parties to have the freedom of choice and may have to wait until the student graduates.

In recent years, with the continuous emergence of high-tech, various disciplines have been continuously integrated and differentiated. The vast majority of disciplines have broken through their original boundaries and developed in a wider range of scientific fields. This requires the cultivation of graduate students who are not only limited to precision or specialization, but also have active academic thinking and can effectively communicate and cooperate with their respective disciplines, promoting the intersection and infiltration of their respective disciplines. But in today's era of knowledge explosion, some mentors have limited knowledge and abilities, and their education and guidance methods are outdated, making it difficult to comprehensively educate and nurture graduate students, and cannot meet the needs of high-level specialized talents in modern society for knowledge and abilities.

The disharmony between supervisors and graduate students is closely related to the lack of proper communication and exchange between the two. Generally speaking, the time and frequency of communication between supervisors and graduate students are determined by the supervisors themselves, and graduate training units in universities do not directly intervene in this matter. It is precisely because of this situation that many mentors do not meet with graduate students for a long time, and communication between teachers and students is insufficient.

## 2. THE SIGNIFICANCE OF THE APPLICATION OF OUR COUNTRY TRADITIONAL CULTURE IN ANIMATED FILMS

Currently, most studies have revealed the assessment and comparison of the impact of climate policies on economic phenomena and climate events [4]. The attention of global decision-makers and companies has always been focused on climate policy [5]. Financial markets and assets do indeed respond to climate related events or policy changes. Climate related events and climate policy changes may affect fluctuations in financial markets and asset prices [6]. Jiang and Luo (2018) found that the market has a positive response to China's announced climate change policies from 2009 to 2011, High pollution industries have a more positive market response compared to low pollution industries [7]. Solaun and Cerda (2019) pointed out that research on the impact of climate change on renewable energy is becoming increasingly important [8]. Our empirical research has contributed to the literature by using six contagion testing methods to investigate the contagion impact of China's climate change industry on the performance of carbon neutral industry chains. The release of climate policies will have complex economic and financial impacts [9]. These policies are inherently uncertain and will also affect the uncertainty of the economy and stock market [10]. Due to the obvious risk contagion of the stock market, financial risks caused by climate change will continue to spread [11].

In modern times, our country traditional cultural symbols have been concerned and loved by the cultural field all over the world. our country traditional cultural elements provide rich and colorful content for the theme of our country traditional animation, which makes our country animation film factory bloom color on the world stage and shake the world at the same time. In recent years, many foreign animation companies have seen the value and market prospect of our country cultural symbols and began to try to integrate our country cultural elements and local culture for innovation. Foreign film companies will create a series of typical animation works without country cultural elements on the basis of consumer demand and the aesthetic pursuit of modern audiences, combined with our country traditional art style, audio-visual habits and modern cultural spirit. Internationally, many countries have chosen animation with our country symbols for innovative production. the animated film *Mulan* produced by Disney is the first step for the company to try to use our country cultural elements to enter the our country market. the spirit of loyalty and filial piety in the traditional historical content was transformed into the classic spirit of American personal heroism. the production team also invested a lot of energy in studying our country cultural symbols. According to *Hua Mulan's sword*, it expressed the changes in the development of our country bronzes in the Northern and Southern Dynasties, and won great praise from the details to the whole.

We consider MSCI China A Climate Change Net CNY and the daily closing stock price indices of 10 Carbon-Neutral industry chain sectors. The MSCI China A Climate Change Index comes from the Bloomberg database, and the 10 carbon-neutral industrial chain come from the Wind database. The study span ranges from May 29, 2020 to June 30, 2023, covering four phases of China's climate change policy. The dates of pre- and post-announcement policy are summarized in Table 1. The 10 sectors including Thermal Power, Steel, Cement, Aluminum, Hydropower, Wind Power, Solar Power, Nuclear Power, New Energy, Forestry industry.

**Table 1:** Dates of pre- and post-announcement policy periods

Policy	Pre-announcement period			Post-announcement period		
	Start period	End period	Obs	Start period	End period	Obs
Policy1: Promoting Investment and Financing in Addressing Climate Change	May 29, 2020	Oct. 20, 2020	103	Oct. 21, 2020	Jan. 10, 2021	58
Policy2: Coordinating Environmental Protection and Climate Change Adaptation Policy	May 29, 2020	Oct. 20, 2020	103	Jan. 11, 2021	May 14, 2021	90
Policy3: China's Policies and Actions on Climate Change	May 15, 2021	Oct. 26, 2021	117	Oct. 27, 2021	Mar. 1, 2022	90
Policy4: Climate Change Adaptation Strategies for 2035	Mar. 2, 2022	Jun. 6, 2022	69	Jun. 7, 2022	Oct. 10, 2022	90

### 3. APPLICATION OF TRADITIONAL CULTURAL ELEMENTS IN KUNG FU PANDA

Since China's reform and opening up, it has shifted from a planned economy to a market economy, from an agricultural society to an industrial society, from a closed society to an open society, and from an ethical society to a legal society. The development of science and technology, as well as the changes in economic, political, and cultural systems, have not only caused significant adjustments and restructuring of various interest relationships, but also brought about changes and conflicts in various values, especially some individualistic and self-interest values closely related to the market economy, such as "equivalent exchange" and "supremacy of interests", which inject tremendous vitality into economic development, It has also brought great impact to people's ideological concepts. As a component of the social system, higher education institutions cannot escape the influence of this concept.

Table 2 reports basic descriptive statistics and the co-moment statistics of returns between China's climate change sector and 10 sectors from carbon-neutral industrial chain during the pre-policy and post-policy periods, respectively. The mean returns are slightly change during the investment and financing in addressing climate change period as compared with the pre-policy period, while the return volatility exhibits significantly smaller change during the investment and financing in addressing climate change period. The skewness values are negative and positive over both pre- and post-policy periods, and the values of kurtosis are over three times the values of normal distribution. These findings indicate that returns over pre-policy and post-policy periods exhibits skewed and leptokurtic distributions, as also affirmed by the Jarque-Bera test statistics far away from Gaussian distribution.

**Table 2:** Descriptive statistics

Sectors	Pre-policy							Post-policy						
	Mean	SD.	Skew.	Kurt.	J-B	-	□	Mean	SD.	Skew.	Kurt.	J-B	-	□
Aluminum Industry	0.16	1.88	0.81	6.29	57.18	*	0.78	0.32	2.26	0.04	3.58	0.82		0.52
Cement	0.06	1.76	0.67	5.58	35.91	*	0.80	-0.16	1.51	0.55	3.28	3.16		0.36
China Climate Change	0.22	1.41	-0.36	6.36	50.06	*	1.00	0.24	0.97	0.04	2.28	1.26		1.00
Forestry Industry	0.17	2.91	-0.10	4.10	5.33		0.52	-0.22	1.62	0.53	3.43	3.21		0.24
Hydropower	0.12	1.16	0.36	4.76	15.42	*	0.71	-0.04	1.21	0.30	5.36	14.32	*	0.31
New Energy	0.42	1.98	0.35	4.27	8.98	*	0.75	0.34	2.21	0.11	4.23	3.74		0.61
Nuclear Power	0.20	1.55	0.23	4.18	6.82	*	0.78	0.04	1.13	-0.05	3.07	0.04		0.73
Solar Power	0.47	2.30	0.14	4.31	7.57	*	0.75	0.56	2.45	0.00	3.29	0.20		0.62
Steel Industry	0.10	1.48	0.45	4.96	19.76	*	0.70	0.22	1.40	-0.06	3.07	0.04		0.57
Thermal Power	0.10	1.23	1.25	6.02	65.38	*	0.69	-0.08	1.21	0.36	4.74	8.52	*	0.39
Wind Power	0.51	2.17	0.42	4.47	12.09	*	0.66	0.34	2.36	0.07	3.48	0.59		0.62

#### 3.1 An analysis of "defamiliarization" in chinese traditional culture

Symbol is the unity of "signifier" and "signified". "Signifier" refers to the sensory image that directly acts on people. Pointing to the meaning of transcending its own meaning; "Signified" refers to the meaning of the symbol itself. Roland Barthes, a semiotic master, pointed out that the signifier has two meanings. the indirect signifier is the "signifier" and the "signified" because of cultural reasons, it is common to form a relatively fixed connection; Intentional meaning means that it contains a layer of uncertain meaning and allows symbols to form different meanings. These two levels provide a theoretical basis for the use of cultural symbols in cross-cultural communication. Therefore, under the background of traditional concepts, people's symbols with fixed meanings will change with the new context and produce new meanings. Thus, if we set up a new context for symbols, the meaning of symbols will change accordingly. If we want to change the meaning of symbols effectively, the technique of "defamiliarization" is one of the main forms. [1] This concept was put forward by Russian formalist critic Shkrovsky. He believes that people have formed a fixed cognition of common things in life, making people feel that things will not change, but ignoring their unique connotation.

Pandas have always been known for their cute and bulky images, which are completely incompatible with the word "Kung Fu". However, in the film, the producer uses the "defamiliarization" method to put the panda into a new background, change the image of the giant panda in the traditional concept, and create a new and vigorous image, so that the audience has to change their impression of the panda. the visual experience of the audience in the

viewing process is constantly affected by the new panda symbols, which makes people have a strong sense of freshness. However, we should not use the "defamiliarization" technology excessively to make exaggerated changes, and we must reasonably transform and innovate the original meaning of the symbol. If the film portrays the panda as a clever and cunning image, and the contrast with people's traditional ideas is too big or even difficult to understand, the film will not achieve so much.

### 3.2 To innovate the concept of "jianghu" in chinese traditional culture

"Jianghu" and "Kung Fu" are the essence of our country's Wushu (martial-arts) culture. The literal meaning of "Jianghu" refers to our country's great mountains and rivers. In this environment, there are a lot of worldly sophistication, and it is a place that can not help itself. Martial arts refers to those who have excellent martial arts and are chivalrous and courageous. In the traditional our country martial-arts world, the hero will wander the Jianghu when he becomes a unique skill. He will experience all kinds of hardships in the Jianghu and challenge more powerful people by constantly honing his kung fu. Po, the Lord in Kung Fu Panda, was selected to fight against the powerful enemy after a short training. At this time, Po had no experience of training and his martial arts were very poor. He had to fight against the powerful enemy to the end. [2] In the film, the "Jianghu" is very narrow and the location of the scene is few, which is inconsistent with the traditional "Jianghu". In the film, Po is portrayed as a naughty figure. His martial arts are not high, let alone his great wish to save the world. This symbol of Po basically does not intersect with the characters with high martial arts described above. However, the protagonists in Kung Fu Panda are not modeled according to the image of the traditional Chinese martial arts world, but represent the martial arts world in the new environment by constantly fighting to enhance their Kung Fu. Before Po defeated a powerful enemy, there was only a greedy panda image. Although he was full of love and fantasy about martial arts, he never thought that he would one day become a hero to save others. Through a reasonable transformation of the traditional Jianghu and martial arts, it successfully catches the eyes of the audience through a new way, and constantly changes people's traditional impression, creating different visual experiences for the audience.

### 3.3 The expression of traditional culture in kung fu panda

Panda has always been our country's national treasure, and our country's "Kung Fu" is the quintessence of our country. Combining "Kung Fu" and "Panda", the two unique representative elements of our country, the creation of animated films can be said to be a strong combination. The flexible use of our country traditional cultural symbols in the films also makes the audience feel very strange. The producer innovated the traditional our country elements in use, and impacted the audience's traditional experience field by using performance skills that the audience had never imagined. First of all, when transforming traditional cultural symbols, producers must take into account the worldwide impact of symbols, so as to maximize the use of symbols and ensure the quality of their dissemination. When improving the elements of our country traditional culture, the meaning of the transformed symbols must be similar to its original meaning, because the audience is very familiar with its original meaning and has formed a fixed cognition. If the cultural symbols seen by the audience are too contrary to the images in the field of original experience, they will inevitably resist the new symbols. Therefore, when transforming the meaning of symbols, we must properly innovate on the basis of the original meaning of symbols. We should not subvert the understanding of traditional symbols, and can be accepted and quoted by the public at the same time. [3] In the history of film development, films that rationally transform and innovate the unique symbols of our country traditional culture have achieved great success. If in the film Kung Fu Panda, the panda image with cute and cute protagonists is replaced by the symbols with cunning and treacherous negative images, the audience will never pay for this image.

Table 3 presents evidence of climate change policies infecting 10 industries based on the four policies related to climate change. Under the correlation change test (CR), Policy 3 China's Policies and Actions on Climate Change (9/10, 90%) have the strongest contagion effect, followed by Policy 2 Coordinating Environmental Protection and Climate Change Adaptation Policy (7/10, 70%). Under the co-skewness change test, the policy contagion effect is the lowest, and almost all industries are not significant, indicating that the contagion between sector mean returns and volatility is very low. Under the test of co-kurtosis change, Policy 4 has the strongest contagion effect (17/20, 85%), while Policy 3 has the weakest contagion effect (2/20, 10%). Under the co-volatility test (CV), Policy 1 Promoting Investment and Financing in Addressing Climate Change has the strongest contagion effect (9/10, 10%), while Policy 3 has the weakest contagion effect (1/10, 10%).

**Table 3:** Contagion from China's climate change sector to other sectors

Policy1: Promoting Investment and Financing in Addressing Climate Change												
			CS <sub>□□</sub>		CS <sub>□□</sub>		CK <sub>□□</sub>		CK <sub>□□</sub>			
Aluminum Industry	0.90		1.96		0.30		10.41	***	13.42	***	10.14	***
Cement	4.07	**	1.44		0.14		7.11	***	14.37	***	5.74	**
Forestry Industry	0.81		0.13		0.13		5.44	**	8.16	***	3.74	**
Hydropower	0.40		1.91		0.08		1.82		25.28	***	13.86	***
New Energy	0.03		0.74		0.53		1.09		11.66	***	4.99	**
Nuclear Power	4.10	**	0.20		0.01		1.32		12.42	***	5.96	**
Solar Power	0.03		1.52		1.46		3.41	*	11.28	***	6.44	**
Steel Industry	0.22		1.14		0.12		6.87	***	16.51	***	12.36	***
Thermal Power	0.03		0.98		0.38		3.64	*	22.31	***	16.00	***
Wind Power	0.26		0.04		0.04		0.37		9.03	***	2.68	
Policy2: Coordinating Environmental Protection and Climate Change Adaptation Policy												
			CS <sub>□□</sub>		CS <sub>□□</sub>		CK <sub>□□</sub>		CK <sub>□□</sub>			
Aluminum Industry	12.18	***	7.10	***	0.34		12.12	***	16.39	***	11.00	***
Cement	15.92	***	1.08		1.08		0.22		10.23	***	3.58	*
Forestry Industry	10.73	***	2.40		4.07	**	1.66		5.74	**	0.01	
Hydropower	12.81	***	1.30		3.30	*	3.21	*	24.47	***	22.83	***
New Energy	0.04		0.32		0.02		1.53		8.70	***	3.39	*
Nuclear Power	10.29	***	0.04		0.70		2.86	*	19.77	***	8.07	***
Solar Power	1.06		0.09		0.20		1.07		5.17	**	1.84	
Steel Industry	15.55	***	2.99	*	0.24		12.12	***	23.22	***	8.63	***
Thermal Power	21.46	***	2.10		0.49		4.89	**	25.53	***	19.27	***
Wind Power	0.08		0.31		0.34		0.32		5.45	**	1.13	
Policy3: China's Policies and Actions on Climate Change												
			CS <sub>□□</sub>		CS <sub>□□</sub>		CK <sub>□□</sub>		CK <sub>□□</sub>			
Aluminum Industry	8.09	***	0.48		0.58		0.74		0.85		0.04	
Cement	3.59	*	1.28		2.48		6.17	**	0.17		5.36	**
Forestry Industry	0.80		3.66	*	0.93		0.05		1.06		0.09	
Hydropower	12.75	***	0.06		0.36		0.43		0.21		0.00	
New Energy	12.82	***	0.10		0.00		0.11		0.65		0.78	
Nuclear Power	16.41	***	0.68		1.00		3.18	*	0.01		0.74	
Solar Power	3.94	**	0.15		0.13		0.71		1.34		1.23	
Steel Industry	7.08	***	3.05	*	2.65		2.20		0.29		1.06	
Thermal Power	14.37	***	0.19		0.57		0.87		0.45		0.19	
Wind Power	13.50	***	0.00		0.93		1.29		0.04		0.06	
Policy4: Climate Change Adaptation Strategies for 2035												
			CS <sub>□□</sub>		CS <sub>□□</sub>		CK <sub>□□</sub>		CK <sub>□□</sub>			
Aluminum Industry	0.05		3.23	*	2.30		11.26	***	11.61	***	12.71	***
Cement	0.51		3.47	*	4.16	**	5.08	**	8.92	***	7.21	***
Forestry Industry	3.59	*	7.02	***	6.26	**	16.98	***	14.28	***	13.38	***
Hydropower	0.12		1.77		2.50		5.49	**	8.22	***	5.55	**
New Energy	0.25		0.10		0.99		1.02		6.00	**	3.36	*
Nuclear Power	1.60		1.47		1.68		5.82	**	7.98	***	7.12	***
Solar Power	0.10		0.08		0.34		0.01		5.94	**	1.87	
Steel Industry	0.26		5.09	**	3.74	*	10.56	***	10.20	***	10.62	***
Thermal Power	2.04		0.44		0.95		7.09	***	6.59	**	5.44	**
Wind Power	0.32		0.28		1.39		0.22		4.45	**	1.38	

Notes: CR is the linear dependence test in (1), CS<sub>□□</sub> and CS<sub>□□</sub> are co-skewness change tests in (9) and (10), CK<sub>□□</sub> and CK<sub>□□</sub> are co-kurtosis change tests in (13) and (14), CV is co-volatility change test in (17). \*, \*\*, and \*\*\* denote the evidence of contagion at 10%, 5%, and 1% significance levels, respectively.

In summary, we found that Policy 2 Coordinating Environmental Protection and Climate Change Adaptation

Policy provides important evidence for the spread of climate change industries to carbon neutral industry chains, followed by Policy 4 Climate Change Adaptation Strategies for 2035, and the least important policy is Policy 3 China's Policies and Actions on Climate Change.

The industrialization, marketization, and administrative education management system of university education have exacerbated the decline and loss of university spirit. The industrialization and marketization of university education have led to an increasing proliferation of utilitarian thinking from top to bottom on university campuses. This utilitarian thinking is also directly reflected in the education management mechanism and reward and punishment system of universities. If educators who are involved in it do not follow various short-sighted practical rules, they are at risk of losing their jobs. In various project applications, achievement awards, and professional title evaluations, for the immediate interests of individuals and even everyone, some groups who should be the intellectual elites and social conscience in society can also resort to fraud by any means. Universities no longer have the sanctity and nobility of ivory towers. They are more like governments, with too many institutions, too many officials, too many meetings, and too many documents. Their management and operation mechanisms are completely administrative, and they are like training centers. As long as they have money, they can run any class, offer any course, follow the trend, sacrifice their resources, and their educational behavior is completely utilitarian. Universities are rapidly expanding, and society has placed too many demands on them, with academic politicization and government interference; The huge bureaucratic structure of universities, decreasing government funding, media distortion of universities, excessive pursuit of academic achievements and article quantity, corruption in academic ethics, and endless problems in universities. The professional titles and benefits of mentors are closely linked to scientific research. The "administrative nature of universities" makes mentors lack strong voice in the process of academic governance, and can only comply with "standardized" management. This has led to some mentors either working hard under hard indicators or actively marginalizing and opening up off campus space, which has also led to a continuous decline in teacher-student relationships.

#### 4. CONCLUSION

The film and television culture industry in the United States has attracted worldwide attention because of its complex operation process and excellent production products. However, because of its short history of development, the United States has obvious disadvantages in cultural accumulation and precipitation. Therefore, extracting the excellent cultural elements of various countries and combining the American culture to produce film materials has become a common skill in Hollywood animation film production. With the enhancement of our country's economic strength, our country cultural elements gradually go abroad and are loved by more and more producers. the broadcast of Kung Fu Panda series has once again aroused the attention of Hollywood films about our country cultural elements. From the research results of this paper, the eastern region and a few important provinces in central and western China belong to the region with high coupling and coordination of green development and innovation development, and these provinces, autonomous regions and municipalities are strong in technological innovation, high level of green economy, and have strong comprehensive competitiveness, while the regions with low coupling and coordination of green technological innovation development are mainly located in non-riverine areas and contiguous mountainous areas in central and western China, which lack the necessary foundation for green development and innovation development, and the surrounding areas are all low coupling and coordination regions that cannot promote each other's development well. They lack the necessary foundation for green development and innovation, and the surrounding areas are all low-coupling coordination areas, which cannot promote each other's development well. It is worth noting that green development and innovative development have very significant spatial spillover characteristics, so emphasizing the balance and mutual progress of the east, central and west is of great significance to the implementation of China's high-quality development strategy.

Firstly, the four climate change policies in China have a significant impact on sectors related to the carbon neutral industrial chain. In particular, among the four climate change policies in China, Policy 2 Coordinating Environmental Protection and Climate Change Adaptation Policy plays a crucial role, accelerating the policy spread between carbon neutral industry chains, followed by Policy 4 Climate Change Adaptation Strategies for 2035, , and the least important is Policy 3 China's Policies and Actions on Climate Change. Based on empirical results, various policy impacts can be proposed. For decision-makers, they can understand the contagion effects of the climate change sector and its carbon neutral industrial chain related sectors under major climate change policies. Therefore, they should monitor the trade-offs between expected returns and market volatility, expected returns and skewness, and market volatility and volatility, especially the impact on the system when announcing major climate change policies.

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