

Innovative Development of Mongolian Folk Literature Education from the Perspective of New Media

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Keywords: New media perspective; Mongolia; Folk literature education; Innovative development

Abstract: Folk literature is a language art with rich connotations, existing in people's lives. With the growth of human society, folk literature is also constantly changing. With the continuous improvement of the spiritual level of the people, there is a contradiction between the existing large number of scenic tourism and the consumption level and spiritual pursuit of the people, which has led to the emergence of folk literature resources on the stage of the times. The classic Mongolian folk literature is an important carrier of Mongolia's excellent traditional culture, and the creative transformation and innovative growth of Mongolian folk literature classics in the context of new media is an inevitable part of their modernization transformation. In the context of new media, the creative transformation and innovative growth of Mongolian folk literature classics need to fully utilize modern technological means and diversified channels, deeply explore their cultural connotations and values, and promote their inheritance and growth in line with the times. At the same time, it is necessary for the government, academia, cultural institutions, and the general public to work together to form a good cultural ecology and growth environment, providing strong guarantees for the inheritance and growth of Mongolian folk literature classics. This article studies the innovative growth of Mongolian folk literature education based on the perspective of new media.

1. Introduction

Folk literature, this brilliant pearl that originated from ancient times and has been passed down for thousands of years, is an important component of Chinese culture [1]. It not only carries the historical memory and cultural genes of a nation, but also serves as an important link between the past and present, inheritance and innovation [2]. Folk literature is an interdisciplinary field that integrates literature, sociology, ethnology, cultural anthropology, psychology, and other fields. It aims to study, inherit, and promote folk literature and culture, and is closely related to folklore. In the context of the new era, how to make folk literature better play its role in promoting Chinese path to modernization has become an important issue we are facing. The key to answering this question is to achieve the creative transformation and innovative growth of folk literature [3].

The rise of new media has brought unprecedented opportunities for the dissemination of folk literature. New media is relative to traditional media [4]. The emergence and emergence of new media do not replace traditional media, but rather traditional and new ways of communication together become ways of communication, and they mutually influence and develop together [5]. With the rapid growth of technology, new media has gradually evolved from the initial "mass media" communication model to the era of "smart media". This is not only a technological revolution, but also a cultural feast. New media, with its unique characteristics of digitization, interactivity, and personalization, has opened up new channels for the dissemination of folk literature and provided a broader stage. Folk literature is not only an important component of China's excellent traditional culture, but also an important support for us to strengthen our cultural confidence. In the long history of over 5000 years of civilization, the Chinese nation has nurtured a rich and colorful traditional culture. These cultures are not only treasures of our nation, but also the pride of our nation. In the process of strengthening cultural confidence, we must clarify the positioning of excellent traditional culture, deeply explore its connotation and value, to better

inherit and promote Chinese excellent traditional culture [6].

As an important component of Chinese folk literature, the classics of Mongolian folk literature have become a beautiful business card of Chinese culture due to their rich stories, unique styles, and profound connotations [7]. In the context of new media, implementing the creative transformation and innovative growth of Mongolian folk literature classics can not only promote its inheritance and growth that is in line with the times, but also showcase the unique charm and contemporary value of Chinese culture [8]. Folk literature is playing an increasingly important role in the context of the new era. With the re examination and promotion of traditional culture, the growth and improvement of disciplinary concepts, especially the proposal and growth of new liberal arts, external factors are increasingly favorable to folk literature, and folk literature has ushered in new opportunities for growth. The rapid growth of new media has brought infinite possibilities for the dissemination of folk literature, and creative transformation and innovative growth are the key to promoting folk literature to keep up with the times.

2. Analysis of Mongolian Folk Literature

2.1. Characteristics of Mongolian Folk Literature

Mongolian folk literature carries the history, culture, beliefs, and way of life of Mongolia, and is the crystallization of the wisdom of the Mongolian people [9]. Firstly, Mongolian folk literature is a collective oral art created by the working people, which truthfully records the life footprints of the Mongolian people in the long river of history. Whether it is mythology, folk songs, praise poems, epics, or folk stories, they all originate from the daily lives of the Mongolian people and reflect their true emotions and experiences. These works have been passed down through generations of oral transmission and have become an important component of Mongolian culture. Secondly, Mongolian folk literature has rich artistic characteristics and literary value. Its language is concise, lively, and full of rhythm. The plot in the work is full of ups and downs, captivating and providing people with a beautiful enjoyment.

At the same time, Mongolian folk literature also has profound ideological connotations and humanistic spirit. It emphasizes the harmonious coexistence between humans and nature, praises excellent qualities such as diligence, honesty, and bravery, and advocates for unity among the people and social justice [10]. The creation and construction of the Mongolian literary field is the search for a complete literary system based on the cultural capital and habits cultivated by the Mongolian folk culture, profound thoughts, and spiritual accumulation (as shown in Figure 1). In addition, Mongolian folk literature also has profound historical significance and cultural value. By studying Mongolian folk literature, we can understand information about the social life, ideological concepts, and aesthetic tastes of the Mongolian people in the historical process. At the same time, it is also one of the important materials for studying the history of Chinese literature, culture, and people. Protecting and inheriting Mongolian folk literature is of great significance for promoting folk culture and promoting unity among the people.

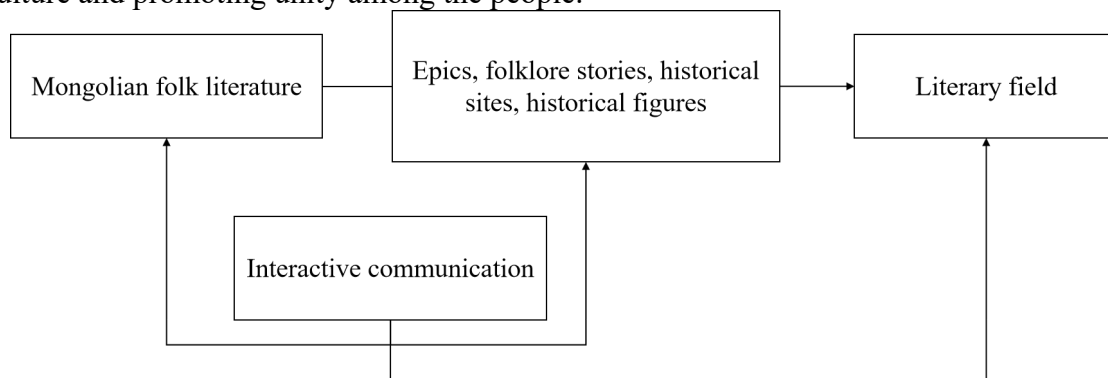


Figure 1 Mongolian literature field

2.2. The Shortcomings of Folk Literature Education

In the era of interconnected information, folk literature is facing new challenges and opportunities. As an important component of traditional culture, folk literature carries rich history, culture, and national spirit. However, with the changes of the times and the growth of society, the inheritance and growth of folk literature also face some difficulties and challenges. Firstly, the rapid growth of the information age has brought tremendous impact to folk literature. The popularization of modern technology and the rise of new media have made people's ways of obtaining information more convenient and diverse, but at the same time, it has also brought challenges to the inheritance and growth of traditional folk literature. The traditional way of oral transmission has gradually been replaced by modern media, and many young people have limited interest and understanding of traditional folk literature, which has brought considerable difficulties to the inheritance and growth of folk literature.

Secondly, the characteristics and limitations of folk literature themselves are also important factors affecting its growth. Folk literature has rich content and diverse forms, but at the same time, there are also some problems that are out of touch with the times, such as outdated themes and single forms of expression in some works. This makes the audience of folk literature relatively narrow in modern society, making it difficult to meet the aesthetic needs and cultural experiences of more people. In addition, the level of emphasis on folk literature in the field of education also needs to be improved. At present, many universities and primary and secondary schools have insufficient investment and curriculum design in folk literature education, lacking professional teaching staff and resources. This results in many students having limited knowledge and understanding of folk literature, and insufficient understanding of its cultural connotations and values. Therefore, we need to face the difficulties and problems faced by folk literature, take effective measures to solve them, and create better conditions and platforms for its inheritance and growth.

3. Ways to Innovate Mongolian Folk Literature Education

3.1. Innovative Teaching Content and Form

In the new era, the inheritance and growth of Mongolian folk literature need to leverage the power of new media, leverage its advantages, and promote the innovation and growth of Mongolian folk literature education. New media has the characteristics of digitization, interactivity, and personalization, which can provide a broader stage and more convenient channels for the dissemination of Mongolian folk literature. New media can help Mongolian folk literature break through the limitations of time and space, allowing more students to be exposed to folk literature. Through new media platforms such as the Internet and mobile APP, students can read and appreciate Mongolian folk literature anytime and anywhere to understand its cultural connotation and value. This can not only expand the audience of folk literature, but also allow more people to participate in the inheritance and growth of Mongolian folk literature.

The traditional educational form of Mongolian folk literature is often limited by time and space, while new media can provide more forms and means of expression. For example, through new media technologies such as virtual reality and augmented reality, the storylines and character images in folk literature can be presented in a more vivid and three-dimensional way, enhancing students' immersion and experience. Folk literature, as an important component of traditional culture, can blend and inspire with other disciplines and cultures. New media platforms can provide a platform for folk literature to exchange with other disciplines and cultures, promoting innovation and growth of folk literature.

3.2. Enhance Professionalism, Timeliness, and Practicality

Mongolian folk literature education not only requires innovative teaching content and forms, but also needs to enhance professionalism, timeliness, and practicality (as shown in Figure 2). In the higher education system, the professionalism of folk literature courses cannot be ignored. It requires specialized teachers, specific teaching content and methods to ensure that students can fully and

deeply understand the essence of this field. Professional teachers are the core of folk literature education. They not only possess profound literary literacy and theoretical knowledge, but also demonstrate the unique charm and value of folk literature through vivid teaching methods. Such teachers can combine the current research status, guide students to think about the significance and role of folk literature in modern society, and thus stimulate students' interest in learning and desire to explore.

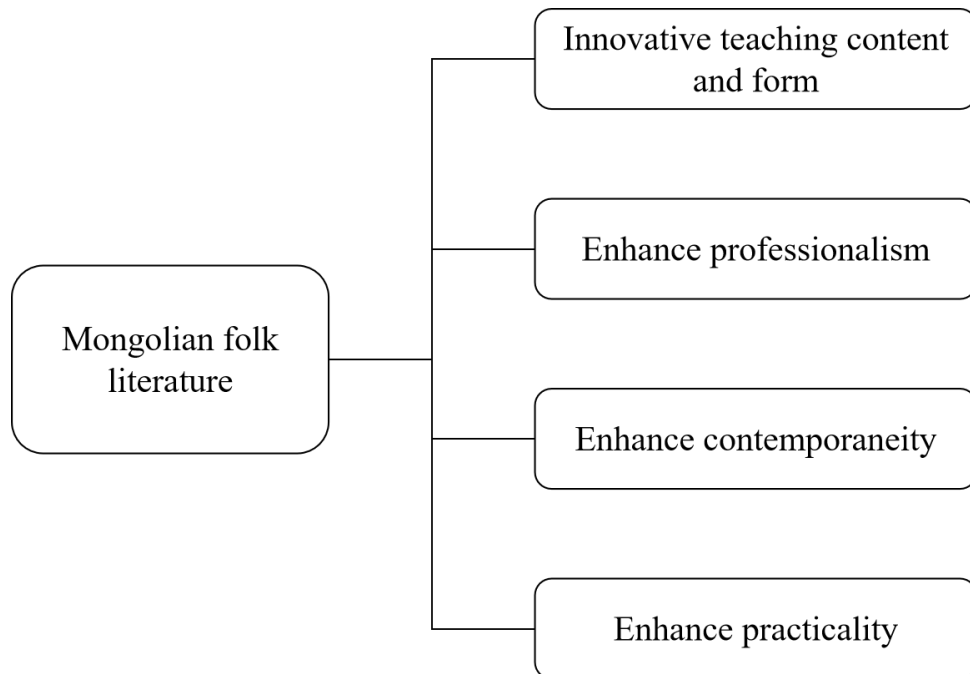


Figure 2 Framework of mongolian folk literature education

It is crucial to closely monitor the needs of the times in the education process of Mongolian folk literature. With the increasing emphasis on the protection of intangible cultural heritage and the inheritance and growth of excellent traditional Chinese culture, folk literature courses should keep up with the times and add relevant content, such as the concept and practice of intangible cultural heritage protection, modern inheritance methods of traditional culture, and the relationship between rural revitalization and folk literature. This can not only enhance the sense of the times in folk literature courses, but also promote students to combine theoretical knowledge with practice, better understand and apply the knowledge they have learned. In addition, folk literature education should not be limited to the study style teaching of knowledge. Folk literature originates from people's lives and is a true reflection of their thoughts and emotions. Therefore, it is necessary for education to closely link folk literature with the people and society. This requires teachers to change their traditional teaching concepts, no longer viewing folk literature as just written language, but as a vivid cultural phenomenon closely related to people's lives. Through this teaching method, students can gain a deeper understanding of the social functions and cultural values of folk literature, and recognize the subjectivity of the public in cultural inheritance.

4. Conclusions

Mongolian folk literature, as a significant component of Mongolian culture, has unique characteristics, connotations, and significance. In the new era, with the re examination of traditional culture, the arrival of the information age, and the proposal and growth of new humanities, Mongolian folk literature has ushered in a new opportunity for growth. To better protect and spread Mongolian folk literature, we need to grasp the characteristics of the new media environment, actively combine with the Internet, and make efforts to spread Mongolian folk literature. The Internet has the characteristics of large amount of information, strong interaction and fast transmission, which can attract more young people to pay attention to and participate in the creation

and dissemination of Mongolian folk literature. Digital technology can also provide richer forms of expression and broader channels for the dissemination of Mongolian folk literature, allowing this cultural heritage to shine with new vitality and vigor in the new era. I hope everyone pays attention to folk literature, supports its innovation and growth, and allows folk literature to shine with new light while strengthening cultural confidence.

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