

Research on the difficulties and strategies of the inheritance of the long-horn dance culture of Yao nationality in Guangxi

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Abstract: Due to the development of modern urban culture and the continuous emergence of various new cultural elements, people are more and more indifferent to the inheritance of minority culture, and the inheritance and development of Yao nationality's long-horn dance has become precarious. Therefore, it is urgent to study the cultural connotation and contemporary inheritance strategy of Yao long-horn dance. Based on the investigation and analysis of the existing protection of Yao nationality's long-horn dance culture, this paper puts forward a four-in-one inheritance strategy of "integrating the school, enterprise, industry and government", so as to make the long-term inheritance of Yao long-horn dance culture.

1. Introduction

Guangxi is an important settlement of Yao nationality in China. long-horn dance of Yao nationality in Guangxi has a long history with many branches and wide distribution. Due to the regional and cultural differences, Yao long-horn dance has a variety of names with unique characteristics in terms of playing method, dance action, even the size or shape of the drum, as well as the performance purpose and time.

In recent years, Guangxi Province has gradually carried out the protection, construction and promotion of the ethnic song and dance culture, and studies on the long-horn dance of the Yao nationality are abundant. Furthermore, the long-horn dance of the Yao nationality has been included in the national intangible cultural protection list. Through the collection of existing data and the summary of field investigation, other scholars have classified the long-horn dance of the Yao nationality according to the use and time of the long-horn dance performance. It can be divided into three types: long-horn dance for vows, for festivals, and for performance. But this is only limited to the classification of the types of long-horn dance. The cultural value behind it has not been explored enough. It still remains in the primary stage, and its cultural connotation has not been discovered. For this purpose, our team carried out a project to dig into the difficulties of the protection of the long-horn dance culture and propose feasible strategies for its inheritance.

2. Difficulties of the protection of the Yao long-horn dance

In recent years, Guangxi Zhuang Autonomous Region has gradually carried out the protection, construction and promotion of ethnic song and dance culture. People also have conducted research on Guangxi Yao long-horn dance culture. On June 7, 2008, Yao long-horn dance was approved by the State Council to be included in the second batch of national intangible cultural heritage list. However, there are still various problems in the protection of the long-horn dance culture of Yao nationality in Guangxi. Our team conducted a survey on the difficulties and the results are follows.

2.1 Difficulties of the protection of its innate culture

In the process of our visit to Yao villages, we interviewed many villagers whether they knew the historical origin and the story behind it. We found that more than 95% of the Yao people did not understand its cultural connotation. In the hearts of most of the Yao people, the long-horn dance was

just a way to greet tourists. According to this, we can see that with the development of the times, the long-horn dance gradually lost its function of expressing inner feelings, and gradually turned into a simple stage performance, and people also forgot its original connotation.

2.2 Difficulties of the protection of its memory heritage

Memory heritage includes manuscripts, precious documents in any medium preserved in libraries and archives, and oral historical records. In recent years, although the Yao people, folk artists and the local government of the Yao nationality have made efforts and attained some achievements in the protection of the national intangible cultural heritage, the relevant contents of the Yao long-horn dance have also been included in many textbooks. However, at present, some Yao people have their own language, but there is no written language of their own, and there is no specific written record of the relevant long-horn dance culture, which makes the protection of the long-horn dance memory heritage more difficult. Due to the impact of the acceleration of economic globalization on the protection and inheritance of culture, traditional culture is constantly facing destruction and extinction, and many precious material materials and documents are destroyed or lost. The collection of ancient books related to Yao long-horn dance and the collection of materials with local characteristics of Yao culture are not systematic enough.

2.3 Difficulties of the protection of the inheritors

People are the carrier of the long-horn dance culture inheritance, and the long-horn dance inheritors play an irreplaceable role in the protection of the intangible cultural heritage. However, the aging of the long-horn dance inheritors is make the inheritance of the culture more precarious. During our field visit to Guangxi Zhongshan vocational and technical college, we learned that Pan Fugui, the inheritor of Yao long-horn dance in Liangan village in Guangxi, has reached the age of 91. This problem not only exists in the protection of the long-horn dance culture in Guangxi, but also exists in other areas. For example, among the identified inheritors of the long-horn dance culture of the Yao nationality in Hunan Province, Zhao Minghua is 73 years old, Jiang binglian is 71 years old, and Zhao Wangsheng, Zhao Minghua's son, also reaches the retirement age.^[1]

3. The strategy of cultural inheritance of “four-in-one”

3.1 School

Inheriting the intangible cultural heritage of ethnic minorities is the inherent requirement of the development of education itself, and school education is an important way to inherit the intangible cultural heritage of ethnic minorities.^[2] As a place for students to learn and spread culture, the school is an important channel to promote the inheritance of Guangxi Yao long-horn dance culture. Therefore, local primary schools, middle schools and universities should fully tap their own resources, increase the inheritance and protection of the long-horn dance, so as to lend this excellent cultural heritage new life again.

Innovative school training mode, the use of modern and intelligent means of teaching. In the past, the students knew little about the long-horn dance. However, in recent years, with people's attention to the excellent cultural heritage, Yao long-horn dance has gradually come into the public vision, and some schools even list the long-horn dance as their learning curriculum. However, the school must innovate the teaching mode and use modern means to teach students. With the rapid development of science and technology, a variety of intelligent devices and online learning tools emerge in endlessly. A more direct way of inheritance in schools is to integrate long-horn dance into practice, and adapt it into a kind of students' calisthenics with fitness value. This practice can not only give the long-horn dance full play to its practical role, but also enable students to experience the long-horn dance and improve their physical quality.

3.2 Enterprise

Along with the increasing of public attention to national culture in recent years, the cultural

industry has also developed vigorously. But it is necessary to supervise the engagement of the enterprise in the promotion of the long-horn dance culture. If the profit is excessively pursued, the long-horn dance culture may be “deteriorated” and tainted with the flavor of “commercialization”. Therefore, it is necessary to modernize the intangible cultural heritage of traditional arts and crafts by developing relevant cultural industries, developing protective tourism, cultivating and expanding public cultural space, and strengthening protection support.^[3]

Enterprises can popularize, industrialize and modernize the dance culture, but they should not be too profitable or too commercialized. They should keep the original flavor of the culture. Tourism cultural commodities can be the commodities that need to embody regional cultural characteristics, enterprises can find “selling points”, develop and innovate regional tourism cultural products of Yao nationality in Guangxi, and establish tourism culture brand with local characteristics. In order to develop the industrialization of Yao long-horn dance, we should create the brand of the long-horn dance culture on the premise of excavating, inheriting and carrying forward the excellent national culture.^[4]

3.3 Industry

The industrialization of the cultural heritage is very likely to make Yao long-horn dance produce good cultural and economic benefits. The inheritance of Yao long-horn dance culture can be combined with tourism to develop tourism resources. At the beginning of its development, tourism could attract a lot of tourists, but in the later stage, there are fewer and fewer tourists, and most of them are from abroad, which shows that it has lost some attraction. Therefore, it is necessary to change the way of promotion, so that the culture of long-horn dance will come into our view again. Major social platforms such as Tiktok, and Jitter have provided a good platform for promoting the development of national cultural industry. And TikTok has organized Culture Festival to spread national culture, so that Yao long-horn dance can seize the opportunity. The tourism industry can also cooperate with Meituan and Tuyou platforms to sell tickets online.

The inheritance of Yao long-horn dance culture can be combined with and creative cultural industries to strengthen the creation of Yao long-horn culture brand. Just like Chinese traditional arts and crafts, to adapt to the contemporary society and life means inheritance and innovation. One is to maintain the spirit of traditional culture, the other is to keep pace with the times to create new works and open up new market paths.^[5] On the basis of long-horn dance, we can rely on innovative design and production of clothing, Yao embroidery and other souvenirs with long-horn elements, especially for female consumers. Long-horn dance culture of Yao can be inherited through the dance industry. Dancers can create a set of dance movements according to the long-horn dance, and then popularize it to schools and communities to give full play to the entertainment and group nature of long-horn dance. The long-horn dance, a popular traditional ethnic activity, can be integrated into schools, communities and families so that students and people can feel the charm of the nation while exercising.

3.4 Government

The government has an unshirkable responsibility for cultural heritage, but also has a leading role. In recent years, the continuous development of national aerobics is in the National General Administration of sports launched a number of prescribed routines, and organized competitions for many times, so that it has a great impact on the national colleges and universities and society, and strongly promoted the development of national fitness exercise.^[6] Therefore, the government should encourage the development of new industries. In addition, the government should also encourage professional organizations to engage in the protection of intangible cultural heritage, support the publicity of intangible cultural heritage to enhance the social attention. On the basis of existing functional departments, it should form a special organization responsible for the protection of intangible cultural heritage; the main studios of intangible cultural heritage protection should declare "intangible cultural heritage", the core of which is inheritance; and strengthen the protection

concept. The government should strengthen the sense of responsibility of inheriting local traditional culture, establish correct concepts, maintain stable capital investment, strengthen the cultivation of inheritors, innovate ways, introduce social forces to participate, and create a cultural card with local characteristics.

At the same time, although the government has issued a variety of policies to attach importance to the inheritance and development of intangible cultural heritage at the beginning, through the strong contrast between the early stage of tourism prevalence and the end of development, we can see that there is no continuous attention to the issue of cultural protection policies. The government should adjust relevant policies according to the changes of the times and the local Yao residential areas, and formulate appropriate policies to encourage inheritance of Yao culture and heritage.

3.5 Four in one

Although local colleges and universities, government, industry and enterprise have their own functions, their combination can better promote the sound development of national culture.

Although the unique traditional handicrafts play an important role in the dissemination of national culture, the low production efficiency and high market price of traditional handicrafts hinder the further development of Yao cultural and creative handicrafts. To improve the popularity of Yao culture brand is a part that should be paid attention to in all aspects. The school provides talents, manufacturers improve production efficiency, the government provides economic support, and enterprises strive to enter the international stage.

In recent years, cultural and creative industry is developing rapidly. It is an emerging industry with creativity as its core. It is an industry cluster that takes cultural content as resources. It collects, arranges, creates and processes cultural content, and converts it into products and services that can meet people's needs for spiritual feelings and interests, so as to obtain commercial profits. In 2017, cultural innovation of the Forbidden City has become a hot topic. On the basis of historical relics, the Palace Museum has created new cultural and creative products, which has narrowed the distance between the masses and the Forbidden City, and has been favored and sought after by the majority of young people. Then, many museums follow the steps of the Forbidden City to develop relevant cultural and creative products, which has driven economic development and promoted cultural development.

Similarly, local colleges and universities can systematically cultivate a group of students who hold Yao singing and dancing culture and provide talents to enterprises. Only those who hold Yao singing and dancing culture and innovative consciousness can promote enterprises to become the benchmark in the industry and drive the development of the whole industry. At the same time, the government can provide economic and policy support to enterprises and industries, stimulate the development of cultural industry, and also can transfer intangible cultural heritage. The resource advantage of cultural and creative industry is transformed into the development advantage and competitive advantage of cultural and creative industry.

3.6 An example: practice in Zhongshan Vocational and Technical School

In June 2019, we learned that Zhongshan Vocational and Technical School in Hezhou, Guangxi, specially set up a inheritance and innovation training base in order to inherit Yao singing and dancing culture. We tracked and recorded their progress and development.

In our interview, the person in charge, Ms. Zeng Ruiling, mentioned that Zhongshan Vocational and Technical School specially introduced this project in order to pass on the art with national characteristics through the students of secondary vocational and technical schools. The school has not only designed venues with Yao elements, training rooms and performing arts hall that can accommodate a large number of people, but also opened courses of Yao songs and dances, and even invited inheritors to teach long-horn dance in the dance room. The long-horn dance of Yao nationality was originally mainly used for sacrifice. The drum beat and movement of the whole song and dance are quite serious. In order to better inherit and adapt to the development of the times,

the base retains its own unique national and folk characteristics, and then retains its existing inherited movements and elements in the dance, which is refined for the second time. It is combined with the unique Menghe song of Zhongshan, combined with the students' characteristics and new movements, the creation of a large-scale national fitness exercise "long-horn exercise". In the process of systematic teaching and special performance, students' cultural self-confidence can be improved.

Because of the needs of personnel training in ethnic areas, the school also cooperates with local governments, museums, local primary and secondary schools, kindergartens, etc., taking "talent cultivation and cultural inheritance integration" as the concept, it integrates ethnic song and dance culture into the curriculum system, systematically carries out education and teaching, and the school's vigorous publicity makes the long-horn dance enter primary and secondary schools, kindergartens, communities and local cultures. They even participated in the performance of ASEAN International Expo to promote Yao culture internationally.

4. Conclusion

Yao long-horn dance is Yao people's understanding of nature and life, and is the essence of Yao dance culture. If we want to promote the Yao long-horn dance culture to the world, we must not only retain its most essential cultural connotation, but also infiltrate modern culture in a scientific and reasonable way, realize the form innovation of national song and dance culture, keep pace with the times without losing its original flavor. Only in this way can we truly realize the endless growth of Yao long-horn dance culture and spread it to the world. Schools, enterprises, industries and the government all bear the responsibility of inheriting and protecting the Yao long-horn dance. Therefore, this paper puts forward to strengthen the education policy guidance, the use of advanced teaching technology, and cooperation with all walks of life and other inheritance and protection measures, hoping to help the inheritance and protection of Yao long-horn dance.

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