

## Analysis on the Protection and Development Strategy of White Pants Yao Clothing Culture

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**Abstract:** The study of national culture is of great significance to the protection and development of national culture, so it is necessary to carry out the research work of national culture actively. Yao is one of the ethnic minorities in our country, its cultural connotation is rich, in-depth study and explore the content of yao culture, the construction of a perfect yao culture system, which has a positive significance to enrich the cultural connotation of our country, white yao is an important branch of yao, its outstanding characteristics are in the aspect of dress culture, so it is of great practical significance to analyze and discuss the cultural protection and development of white yao clothing culture from the perspective of white yao. The article summarizes and analyzes the current situation of the protection of white pants Yao clothing culture, discusses its defects and shortcomings, and discusses the protection and development of culture based on social development, aiming at providing help and guidance for practical work.

### 1. Introduction

In order to enhance the people's cultural self-confidence, and to enhance our soft power, we actively advocate cultural revival. In view of the concrete implementation of cultural rejuvenation, it is necessary to constantly excavate the excellent content of traditional culture and realize the combination of excellent cultural content and the development of modern society, so that the value and efficacy of culture can be brought into full play. As far as the cultural excavation is concerned, it is necessary not only to explore the traditional culture of han nationality, but also to realize the excavation of minority culture, because the culture of han nationality and minority nationality is complementary to each other, and to realize the whole excavation of various ethnic cultures, and to emphasize the comprehensive application, the cultural charm performance of our country will be more prominent. Yao nationality is one of the ethnic minorities in our country. As an important branch of yao nationality, white yao clothing culture has its unique characteristics, protecting and developing white yao clothing culture and combining it with the development of modern dress, which can effectively promote the national characteristics of modern dress and realize the effective protection of national dress culture.

### 2. Overview of White Trousers

Yao nationality is one of the ethnic minorities in our country. It has many branches, and white pants Yao is one of its important branches. The main reason why this tie is called white pants is that the men in the group are wearing knee-high white pants (Fig .1). White pants Yao mainly live in the northwest of Guangxi Zhuang Autonomous Region Nandan County Bawei, Lihu Yao Township and Guizhou Province Libo County Chaoyang District Yao Shan Township area, the total population of about 30,000. It is recognized by the United Nations Educational, Scientific and Cultural Organization as the most complete national culture, also known as "the living fossil of human civilization ". A concrete analysis of the white panty yao's culture will find that its most representative is the dress culture, which affects the life of white panty yao, so to understand the white panty yao culture comprehensively and deeply, we must start from the dress culture.



Figure 1 White pants Yao

### 3. Analysis on Culture Protection and Development of White Pants Yao Dress

The clothing culture of white pants Yao is its most representative cultural content, and the protection and development of clothing culture has a positive effect on the construction of a complete cultural system and the realization of cultural inheritance and protection. In view of the protection and development of the white pants Yao costume culture at the present stage, it mainly has the following problems.

First of all, cultural research is weak. From the point of view of cultural protection and development, to protect culture, we must have some understanding of culture, so we should deepen the study of culture. From the data analysis of the present stage, there are weak problems in the study of white pants Yao culture, which is manifested in two aspects :1) the study of white pants Yao's clothing culture stays mostly in the dress itself, and there is no more deep excavation, so the comparison of the appearance characteristics of the cultural research is prominent. The research on 2) white pants yao dress culture is weak. From the point of view of concrete analysis, the formation of dress culture must be related to many factors, such as religion, belief, natural environment and so on, based on the contact analysis to study the dress culture of white pants Yao, the cultural connotation interpretation will be more profound, but the current research is mostly carried out unilateral research, which leads to the lack of cultural research innovation.

The second is the lack of cultural talent. The protection and development of culture need professional talents, but in terms of the protection and development of white pants Yao clothing culture, the number of talents is seriously insufficient. As far as the number of talents is insufficient, it is also manifested in two aspects :1) the shortage of professional talents. The main function of professional talents is to study the development impetus of culture and discuss the strategy of culture protection and development based on the dynamic factors. Because of the lack of professional talent, the development of white pants Yao clothing culture has not yet achieved significant results. 2) Comprehensive talent, comprehensive talent is mainly responsible for the white pants Yao clothing culture propaganda and application analysis, which can provide reference for the protection and development of culture. However, in the current work practice, comprehensive talent is seriously lacking.

Finally, the protection and development of clothing culture. In the protection and development of white pants Yao clothing culture, the third prominent problem is the protection and development strength. To realize the protection and development of clothing culture, it is necessary to invest enough material and financial resources to emphasize the development scale of clothing culture, so that the protection and development of culture will be paid more and more attention. At present, the protection and development of white pants Yao clothing culture has not formed a scale, the resources are not enough, so it is impossible to apply the strength of the market, this situation has affected the specific protection and development work.



Figure 2 White pants Yao dress

#### **4. Methods and Strategies for the Culture Protection and Development of White Pants Yao Dress**

From the above concrete analysis, the protection and development of white pants Yao clothing culture in order to achieve good results, we must solve the concrete problems in practice. The following is based on the current social and cultural protection and development of the specific experience, in the protection and development of white pants Yao clothing culture has outstanding practical value.

The first is to emphasize propaganda and change people's false perceptions. According to the current analysis, the development, utilization and protection of the white pants yao clothing culture is a huge project, and it is difficult to achieve the desired purpose only by the government's call and the efforts of professionals, so we must mobilize the white pants yao masses to participate in the project. And propaganda calls are the best way. From the analysis of reality, the cultural heritage of white pants Yao is relatively long, many customs and habits are passed down from generation to generation, many scientific personnel in the process of cultural inquiry encountered many difficult problems, only to seek help from the local older, with cultural heritage of the elderly will be able to solve. Through the mobilization of propaganda to make the people of white pants Yao aware of the positive role of cultural protection and development, so that they join the relevant work, so that the specific work will be carried out more smoothly. In short, with the professional cultural research concept and systematic method model, coupled with the understanding of their own culture, the depth of cultural excavation will be significantly improved.

The second is the formation of regional survey teams to gain insight into the region. In the above mentioned, the formation of clothing culture and other elements have a significant relationship, so in the specific clothing culture protection and development, we must understand the many factors related to it. Set up a professional research group to go deep into the living villages of Baitao Yao, the field inspection of their living environment, the customs of the village, and so on, so as to obtain more real hypothetical information. It should be noted that when the investigation team is formed, it is necessary to emphasize three kinds of personnel :1) professional analyst, which is sensitive to cultural research, so it is emphasized that the use of professional analysts can have a stronger resource collection sensitivity in team building. 2) Comprehensive talent. Comprehensive talents have outstanding value in processing data, and they can handle the survey data better. 3) Residents of white pants. Any nation has its own customs and taboos, in the ranks of the emphasis on the use of white Yao residents, can effectively avoid unnecessary trouble.



Figure 3 White pants Yao

It is also based on the research results of the white pants Yao clothing culture to carry out the development of related industries. From the current analysis, the market has a better acceptance of ethnic clothing, crafts and so on, and the market potential is expanding step by step. When market demand accumulates to a certain extent, the related capital and research will pour in, which is very beneficial to the protection and development of culture. Therefore, when obtaining the results of cultural research, the research institutions can make contact with the local ethnic enterprises and realize cooperation, so as to realize the construction of clothing culture industry. It should be noted that in the process of industrial construction and development, in order to realize the effective transmission of cultural significance and connotation, it is necessary to set up posts such as cultural and creative guidance in large-scale production, and special cultural researchers to check the cultural positioning in industrial production, so as to realize the planning and development of dress culture and ensure the correct expression of dress culture.

Finally, access to more resources support, including through special applications. In the protection and development of culture, the shortage of resources has a great negative impact, so it is necessary to emphasize the supply of resources. At this stage, because the white pants Yao clothing culture industry has not yet formed a scale, so its influence is relatively small, which can not attract the attention of the market, the relevant government may appear judgment and decision-making neglect. Based on this, the relevant enterprises or groups can apply for resources by way of special application, so that the relevant research will have more funds and personnel, and the development of the industry will have more financial support. With the increase of resources and the deepening of research, more and more people understand the white pants Yao dress culture, which will attract more social capital, so that the protection and development of dress culture will enter a new situation.

## 5. Conclusion

To sum up, as one of the oldest ethnic groups, the integrity of its cultural system, the richness of cultural connotation is remarkable. It is of great value to enrich the cultural connotation of our country by actively analyzing and studying the cultural characteristics of Baiyao and combining it with the current Chinese traditional culture rejuvenation. Clothing culture is one of the most representative culture of white pants Yao, which makes an analysis and summary of the protection and development of the culture, understands the shortcomings in the protection and development, and discusses the specific problem solving strategies based on the deficiency, which has outstanding practical value for the protection and development of the clothing culture of white pants Yao.

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