

On the Industrialization of Folk Culture in Yimeng Area

Zhenming Xiao^{1,2}, Yue Zhang³

1.Linyi University, Linyi, 276000, China

2.New Era University College, Jiaying City, Selangor, Malaysia

3.School of Civil Engineering and Architecture, Linyi University, Linyi, China

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Abstract: Folk traditional culture is the soul of the development of a country and a nation. Yimeng has a long history and rich folk culture resources, which has long been famous in China. It is not only the need of Linyi's economic and social development under the new historical conditions, but also the need of the development of social and cultural undertakings to deeply excavate, study, collate and carry forward the unique and colorful Yimeng folk culture. It is of great significance to promote the overall progress of Yimeng culture, promote the coordinated development of the two cultures, improve the tourism investment environment and attract foreign investment, It is of great significance to establish the prominent position of Yimeng culture in the construction of Shandong Cultural Province.

1. Introduction

For thousands of years, the hardworking and intelligent Yimeng people have created splendid folk culture and become the unique representative of folk culture in Yimeng, Shandong Province. It is not only the need of Linyi's economic and social development under the new historical conditions, but also the need of the development of social and cultural undertakings to deeply excavate, study, organize and carry forward the unique and colorful Yimeng folk culture. It is of great significance to promote the overall progress of Yimeng culture, promote the coordinated development of the two civilizations, improve the tourism investment environment and attract foreign investment, It is of great significance to establish the prominent position of Yimeng culture in the construction of Shandong Cultural Province.

2. The Development of Folk Culture in Yimeng Area

2.1 Development of Characteristic Art

In terms of commodity development, take folk plastic arts as an example. We need to know that many folk culture resources are not commodities. Only through art processing and continuous improvement and creation can folk culture have more commodity value. In the process of processing folk cultural resources, we should understand that the resources on which cultural

production depends can be used repeatedly, not to use a little less. But as the content of folk culture resources refused to be copied, encourage innovation and re creation. Taking Yimeng handicraft products as an example, Wang Jiafang in Junan was once known as “the hometown of Chinese sculpture” by the Ministry of culture of China; Xiaoguodong village in Lanling county is known as “the hometown of Chinese clay sculpture” by the Ministry of culture; Tancheng has a long history of woodcarving toys with various styles; The willow weaving arts and crafts in Linshu and Junan are blooming everywhere; Yimeng Mountain, cangma mountain roots as raw materials of root carving also began to show style; Gaoqiao Town in Yishui is known as the “hometown of Chinese embroidery” by the Ministry of culture. These are valuable folk cultural resources. The marketization of these modeling works of art can be divided into three aspects:

Firstly, to ensure that they are based on tradition. To retain some traditional images, we can create a series of traditional images according to the classic stories such as outlaws of the marsh and journey to the west, such as heroes of the outlaws of the marsh, master and apprentice of the monkey king and heroes of the Three Kingdoms; Secondly, we should keep pace with the times and constantly create new products. Such as the arrival of the Olympic Games, to create the image of Olympic Fuwa. Now the public like the cartoon “jubilant and big wolf”, which can create some images of jubilant and big wolf; Thirdly, we need to work together. At present, one or two kinds of handicraft products can not attract the attention of the public. Only joint operation can expand the scale of production and adjust the trend of products in time according to the trend of society^[1].

2.2 The Development of Yimeng Folk Performing Arts

The development of Yimeng folk performing arts mainly includes the display of Yimeng regional characteristic songs and dances, clothing, architecture, diet and other production and living customs on the stage. Mainly take Yimeng Liuqin opera as an example. If we want to develop Liuqin opera, we should have people and opera. In order to have more talents for Liuqin opera, most of the Liuqin opera troupes can be merged to form professional Liuqin opera troupes, and Liuqin opera colleges and universities can be established to provide talents for the troupes. In addition, the Liuqin Opera Festival can be held every three years by the Department of Cultural Affairs and Linyi city. Each Liuqin Opera Festival is a star making stage. Through the training and exploration of this platform, a large number of potential young actors, screenwriters, composers, directors and dance artists can emerge, laying a foundation for the further development of Liuqin opera^[2]. Folk performance is the basis for the survival and development of traditional Chinese opera. For the long-term development of Liuqin opera, in terms of performing arts, we should not only retain the tradition, but also carry out comprehensive artistic innovation in editing, directing, performance, tune, music, dance beauty and so on. In the aspect of folk performance, we should invite famous actors to join in the performance to expand the influence and advertising effect; In terms of market development, we should not only have a foothold in the domestic market, but also go abroad by means of theater naming, creating and performing programs and evening parties to publicize the brand of enterprises. In addition, Liuqin opera should actively participate in various art activities held by the state, so as to let the public know about Liuqin opera and make it famous.

2.3 The Development of Folk Custom Tourism

The development of Yimeng folk custom tourism is the most important. At present, folk custom tourism, together with natural scenery and historical sites tourism, has formed three distinctive tourism products. Folk custom tourism is a kind of high-level tourism, because it meets the psychological needs of tourists “seeking novelty, difference, pleasure and knowledge”, it has become one of the important contents of tourism behavior and tourism development. The

development of folk custom tourism can be divided into three aspects:

Firstly, we should explore, develop and build new landscapes and new products with different characteristics according to local conditions. As the saying goes, “depending on the mountain, depending on the water”, the development of Yimeng folk tourism resources should rely on the local inherent resources, local materials, according to local conditions, starting from the characteristics of local resources, using its own unique advantages. Such as architecture, clothing, flavor food, folk songs and dances, etc., to maintain the simple folk customs, unique customs, but also to let the new folk in modern life stand out. Taking Yimeng printing and dyeing as an example, Yimeng area is famous for its blue and color printed fabrics. The pigment of blue calico is indigo, which is extracted from a plant called bluegrass. It has stable physical properties and elegant color. Blue gives people a sense of tranquility, and with some mysterious patterns, it gives people a simple aesthetic feeling. It can best represent the wisdom and passion of Yimeng children. This kind of printing and dyeing clothing can retain the traditional aesthetic feeling while adding some modern fashion elements, so that Yimeng clothing can be accepted by the public.

Secondly, natural scenery, cultural relics and folk culture are organically combined to complement each other. The full development and utilization of Yimeng folk tourism resources is indispensable to the organic combination of natural scenery and cultural relics. The comprehensive development of folk food, embroidery, printing and dyeing, clothing and other arts and crafts can be promoted by opening up a folk tourism line or preparing to build a folk cultural village, folk custom area, Folk Museum and folk entertainment city, The folk custom tourism projects with outstanding characteristics will be introduced into famous natural scenic spots. For example, by combining Yimeng folk custom with Mengshan tourist attractions, Yimeng folk custom can make use of the famous Mengshan tourist attractions to make Yimeng folk reputation, and also can add charm to Mengshan tourist attractions.

Thirdly, to build theme park, mainly to the theme park of the traditional opera, music, dance, diet and other folk customs in Yimeng area to the tourists in a comprehensive and systematic manner. Park is a theme of folk culture, which integrates ecology, folk art display, science education, folk customs, special diet and leisure fitness^[3].

3. The Industrialization Development of Folk Culture in Yimeng Area

3.1 Strive to Build Yimeng's Unique Cultural Brand

Cultural competition depends on brand, so we should strive to build Yimeng culture brand. We should develop a series of competitive Yimeng brands based on the regional characteristics of Yimeng, and realize the double harvest of economic and social benefits of folk cultural resources. Now the core competitiveness of folk culture tourism resources comes from the brand, so only to create a good cultural brand is the magic weapon of folk tourism. Folk culture brand originates from folk culture tradition. It is characterized by folk culture. Integrating traditional folk culture into cultural products shows that the brand can be tasted. When developing a regional folk culture brand, we should focus on local regional characteristics, create a series of highlights of cultural industry. Aiming at Yimeng folk culture, we can build Yimeng family brand, which can involve diet, clothing, culture and other aspects. In the publicity planning, we should follow the common people's line, and strictly control the quality of products, so that consumers can rest assured that they can eat and use, so that the majority of consumers can recognize Yimeng family brand. The development of Yimeng family brand takes Yimeng cultural legends and stories, clothing and food as an example. In terms of culture, there are many cultural legends and stories in Yimeng area, such as selected folk tales of Yishui, legends of Cangshan, yimenggu, different records of Donggao, anecdotes of Zengzi, the five sages of Yizhou, stories of Zhugeliang's youth, legends of Wang Xizhi's success, series of

guituocheng, etc “Linshu folk tales collection”, “Guiguizi legend” and so on. For these classic stories and legends, brand building can be divided into three aspects: first, they can be compiled and distributed according to these stories. The second is to develop a series of popular animation works based on these stories. The third is to move these stories to the platform and cooperate with the media to make programs in the form of telling stories. In the aspect of diet, efforts should be made to study Yimeng food culture, create a series of Yimeng dishes with Yimeng characteristics, and make Yimeng dishes an important series of Shandong cuisine, so as to make Yimeng dishes go to thousands of households^[4]. In the aspect of clothing, the elements of regional characteristics are added while keeping up with the modern trend.

3.2 Holding Culture and Art Festival

To hold a cultural festival with Yimeng folk culture as the theme is to make use of the representative folk culture in Yimeng area and its unique influence to create a large-scale international festival activity integrating commemorative activities, cultural activities, tourism activities, academic activities, science and trade activities. There are many famous cultural festivals in China, such as the kite festival in Weifang, Shandong, the International Confucius festival in Qufu, and the Qingming Water Festival in Dujiangyan, Sichuan^[5]. In learning from the success of these cultural festivals, Yimeng people build their own cultural festivals. Since September 2003, Linyi Municipal Party committee and government held the first Wang Xizhi Cultural Festival. Since then, Linyi Shusheng Culture Festival has been held once a year in September. In order to commemorate the sages, exchange culture, develop tourism, promote opening up, prosper economy and enhance friendship.

3.3 Pay Attention to the Combination of Folk Culture and Other Industries

Yimeng folk culture and other industries will be combined to complement each other, so that Yimeng folk culture develops rapidly. Yimeng folk industry will be the leader to drive the development of related industries and promote the development of Yimeng region” The greatest vitality of folk culture resources lies in the combination with other folk culture resources. This new industrial form has strong vitality and economic competitiveness. In the forefront of various forms of cultural industry, folk culture has been combined with tourism for a long time^[6]. This combination not only does not destroy the natural landscape, but also increases the charm of the natural landscape, In addition, folk culture can also be combined with media industry, entertainment industry, performance industry and other industries. For example, Yimeng folk customs combined with the media industry, shooting a large series of Yimeng impression, introducing Yimeng customs from all aspects. Yimeng TV series not only let the audience know what Yimeng spirit is, but also let the general public know Yimeng folk culture from the side, which is the classic of cooperation between Yimeng folk and media industry.

4. Conclusion

Yimeng region has the advantage of rich cultural resources. Therefore, Linyi City has clearly put forward the strategic objectives of “building a city with culture” and “famous city with culture”. We should be responsible for future generations to better inherit the folk traditional culture, innovate it, integrate various resources, develop and expand the cultural industry, and make the folk customs and culture develop harmoniously with economic interests, So as to achieve a win-win situation of social and economic benefits.

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