

A Study on the Inheritance and Development Path of Excellent Traditional Culture from the Perspective of Rural Revitalization: Taking the Gansu Folk Song "Hua'er" as an Example

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Abstract: As the essence of our national culture, excellent traditional culture plays a very important role in the development of our society. In the context of rural revitalization, it is not only necessary to promote the development of rural economy, that is, "shaping", but also "casting the soul", that is, to promote the inheritance and development of China's excellent traditional culture, and achieve cultural revitalization. However, in the process of promoting cultural inheritance and development, there are still many problems that need to be solved one by one, and the path of development needs to be explored in order to achieve cultural inheritance and development. This article analyzes the connection between excellent traditional culture and rural revitalization, taking the Gansu folk song "Hua'er" as an example, and attempts to propose the path for the inheritance and development of excellent traditional culture.

1. Introduction

In the context of the new era, rural revitalization has become a key focus of national policies. However, in the specific process of promoting rural revitalization work, how to enter, how to determine the key aspects of development, and what industries are involved in rural revitalization are all issues that government departments need to focus on. With the steady improvement of economic development, China's tourism industry has received significant demand. Combining rural revitalization with tourism culture can not only ensure the inheritance and development of China's traditional excellent culture, but also promote local economic development. However, there are still many issues in the specific implementation process. For example, the folk song "Hua'er" in Gansu not only combines the local ethnic characteristics and customs, but also incorporates the traditional music of multiple ethnic minorities in China, which plays a very important role in the development of music art and culture today. However, in actual promotion, only a small number of people understand or have some knowledge. Therefore, based on the perspective of rural revitalization, the study of the inheritance and development path of excellent traditional culture is of great significance for the development of cultural inheritance and the prosperity of local economy.

2. The connection between excellent traditional culture and rural revitalization

The excellent traditional culture of the Chinese nation is the spiritual lifeline of national development and an important source of cultivating socialist values. It is an important foundation for China to establish cultural confidence and stand firm in the global cultural turmoil. The foundation of Chinese culture lies in the countryside. Mr. Liang Shuming once said, "Chinese culture is based on and prioritizes the countryside, so the root of Chinese culture is the countryside." Therefore, in order to inherit and develop China's excellent traditional culture, it is necessary to take rural culture as the starting point, increase the excavation and research of rural culture, and achieve the inheritance and development of excellent traditional culture.[1] However, in the process of rural development, due to the influence of China's national conditions, efforts have been concentrated on urban construction, leading to a gradual increase in the gap between urban and rural areas. In the context of the new era, continuously narrowing the gap between rural and urban areas and promoting rural revitalization has become a key concern in China's development. Therefore, revitalizing rural areas is inevitable. Through relevant analysis, it has been found that in order to develop and revitalize rural areas, it is necessary to rely on the inheritance and development of traditional rural culture as support. It can be seen that inheriting and developing excellent traditional rural culture is an important way to promote the revitalization of rural culture.[2]

Taking the folk song "Hua'er" in Gansu Province as an example, "Hua'er", as a national intangible cultural heritage, plays a very important role in China's cultural system and is a part of China's excellent ethnic culture. It is mainly distributed in Gansu, Qinghai, and Ningxia regions, with certain uniqueness. However, through relevant research, apart from a small number of deceased individuals, the vast majority of the inheritors of "Hua'er" in China are active in urban and rural areas in various regions of the northwest, with limited scope for cultural dissemination. In the process of promoting rural revitalization, if we further expand the publicity of "Hua'er" and enhance its influence, we can win more opportunities for its inheritance and development, enhance the cultural connotation of rural revitalization, and showcase the charm of culture.[3]

3. The dilemmas in the inheritance and development of excellent traditional culture

Through relevant analysis, it has been found that the difficulties faced in the inheritance and development of excellent traditional culture in China are multifaceted, mainly including a lack of protection mechanisms, inadequate cultural promotion, and insufficient cultural exploration. Firstly, there is insufficient protection for inheritors of intangible cultural heritage. The insufficient protection mechanism is mainly reflected in the difficulty of inheriting certain excellent traditional cultures, the limited number of learners, the insufficient emphasis on inheritors, and the lack of protection for the practical interests of outstanding traditional cultural craftsmen. Although China has always attached great importance to the maintenance of intangible cultural heritage inheritors, most government subsidies are insufficient for them to inherit and innovate intangible cultural heritage. Some inheritors of intangible cultural heritage may give up on continuing to develop traditional culture in order to solve the problem of food and clothing. Secondly, there are few communication paths and audience groups. Taking "Hua'er" in Gansu as an example, only a small number of people know and have a certain understanding of "Hua'er". Most people in Gansu province have little understanding of "Hua'er" and need to further expand their audience and communication channels to ensure the inheritance and development of "Hua'er" culture.

4. The inheritance and development path of excellent traditional culture

In promoting the inheritance of excellent traditional culture, there are many influencing institutions

involved, mainly including the government, academic institutions, folk cultural elites, and rural villagers. It is necessary to cooperate well among various entities in order to achieve the overall quality improvement of cultural inheritance and development. From the perspective of rural revitalization, in order to achieve the inheritance and development of excellent traditional rural culture. It is necessary to summarize the difficulties encountered in the specific implementation process, explore the ways out for the inheritance and development of excellent traditional rural culture from different levels, and clarify the responsibilities and obligations that each relevant subject needs to bear in order to achieve the prosperity of excellent rural traditional culture.

4.1. Establishing relevant regulations, reasonably plan inheritance and development plans

In the process of promoting the inheritance and development of excellent traditional culture in rural areas, only by establishing relevant legal provisions for inheritance and development at the national level can we enhance the protection of traditional culture and promote the protection of traditional excellent culture towards standardization, legalization, scientificity, and standardization.

Firstly, we should formulate corresponding legal provisions. In the process of constructing relevant legal provisions, it is necessary to establish standards and procedures for cultural protection recognition, establish a rural cultural protection and inheritance working group centered on the cultural department and coordinated by multiple departments, and jointly promote the inheritance and construction of rural traditional culture by multiple departments, in order to ensure the steady progress of the construction of excellent traditional culture. In addition, in the process of improving relevant legal provisions, law enforcement should also be strengthened, and legal provisions should not be reduced to mere formality. They need to be implemented in various aspects of the inheritance and development of traditional excellent culture. For example, in promoting the inheritance and development of Gansu folk song "Hua'er", in order to protect the inheritance and development of "Hua'er", both local governments and relevant national departments should continuously improve relevant laws and regulations, safeguard the vital interests of the inheritors of "Hua'er" to ensure the dissemination and development of "Hua'er", and achieve innovation and development.

Secondly, we should integrate traditional cultural resources with local development. Excellent traditional ethnic culture is nurtured and developed in a regional environment, closely integrated with the local environment. From the perspective of rural revitalization, achieving the inheritance and development of excellent traditional rural culture also requires the integration of local traditional cultural resources, reasonable planning and deployment, in order to ensure the steady progress of cultural inheritance and development work and achieve its expected goals. In the inheritance and development of excellent traditional culture, whether it is ancient architectural relics, traditional crafts, festivals, etc., as long as they have historical and cultural value, they should be included in the list of cultural protection. At the same time, it is also necessary to comprehensively plan the various resource endowments and industrial structures of rural areas, and combine them together. In the process of doing a good job in traditional culture statistics and valuation, traditional culture should be used to extend the local industrial chain, achieve synchronous improvement of cultural inheritance and development and economic development, and increase economic income for rural residents to promote poverty alleviation work. For example, as a cultural province, Gansu not only has 8000 years of Dadiwan culture, but also has Red Revolution sites. "Hua'er", which relies on ethnic minority culture, is sung in the form of families or apprentices to this day. Almost all types of culture from ancient times to the present are distributed in Gansu, with a profound cultural heritage. Moreover, these cultural sites and arts have important cultural and historical value. Lanzhou, Gansu is famous for producing lilies, which have become an important industry in the Lanzhou region. In the process of promoting the inheritance and development of traditional culture, the two should be combined in

order to achieve synchronous rural revitalization and cultural prosperity.

4.2. Developing traditional culture and developing characteristic Industries

In the process of promoting the inheritance and development of excellent rural culture, it is necessary to rely on economic development to achieve synchronous economic development and cultural prosperity in order to achieve the goal of rural revitalization. In order to ensure the inheritance and development of culture, it is necessary to develop traditional culture, organize scattered traditional culture, and develop characteristic industries before cultural protection work is carried out to achieve rural revitalization.

Firstly, we should develop traditional culture. China has a vast territory and abundant resources, and different regional cultures have nurtured different types of excellent traditional culture. Traditional culture has undergone development and innovation in different eras and has rich cultural connotations. It is of great significance for improving people's spiritual and cultural literacy and enriching their cultural life. Taking the Gansu region as an example, the folk song "Hua'er" in Gansu is a widely circulated folk song among the Han, Tibetan, Yugu, Dongxiang, and Bao'an ethnic groups. After years of development, it has taken various forms of expression. In the process of development, "Hua'er" has achieved innovation in the content, structure, and singing methods of its works, catering to the needs of the times and being more conducive to the dissemination of "Hua'er". For example, the traditional Hehuang "Hua'er" has two ways: solo and duet. In today's development of the internet, the inheritors of "Hua'er" continue to carry forward the traditional singing methods and make certain innovations. We should separate the joint style "Hua'er" works to achieve male and female singers singing a "Hua'er" song. This new type of singing method can not only solve the problem of traditional singing methods with single melody and long singing time. In order to further enhance the speed of the dissemination of the "Hua'er" art form, relevant personnel need to further increase research efforts, innovate traditional cultural dissemination forms, and further develop their cultural values in order to achieve overall inheritance and improvement of development effects.

Secondly, we should combine cultural characteristics with local industries to develop distinctive industries. The combination of culture and local industries can not only establish a brand effect for the development of the industry, expand its visibility, but also provide more channels for promoting the prosperity of the local economy. In the process of promoting the development of characteristic industries, a new model of "rural culture+" tourism can be adopted to create rural characteristic brands. The biggest difference between rural areas and urban environments is that the natural environment in rural areas is relatively superior and comfortable, suitable for people to rest. For example, in the process of promoting the development of rural industries, it can be carried out in the form of "rural culture+organic health preservation" or "rural culture+internet". This can not only promote the traditional excellent culture of rural areas, but also promote the development of rural economy, achieve cultural creation benefits, increase the economic benefits of local residents, and provide more methods for the development of a moderately prosperous society. For example, in the Gansu region, due to its remote geographical location, the economic development speed is relatively slow. The economic income of residents in most rural areas of China is relatively low. Against the backdrop of building a moderately prosperous society in all respects, combined with the excellent traditional culture of the local area, we can promote rural revitalization, use the local characteristic art form of "flowers" as an attraction to local tourism culture, and plays a very important role in enhancing the local tourism attraction. Taking the traditional folk song "Hua'er" as an example, it is necessary to break through the traditional inheritance method of "Hua'er" through family and apprentice oral instruction, innovate the inheritance method, and cultivate many professional talents so as to promote the inheritance and development of "Hua'er". In the process of specific cultural promotion, the

Internet can be used to effectively enhance the breadth of dissemination and increase public understanding of "Hua'er".

Finally, we should innovate the form and content of traditional culture. Taking "Hua'er" in Gansu as an example, innovation in cultural dissemination forms can be achieved by combining it with universities, thereby expanding the audience of "Hua'er". Teachers in universities need to transform the teaching philosophy of music appreciation courses and combine music teaching with artificial intelligence. The application of artificial intelligence technology has already covered various fields such as lyrics, composition, and audio synthesis of music works. The use of artificial intelligence can effectively assist university teachers and students in innovating "Hua'er" works, deepening students' understanding of the music art of "Hua'er".

5. Conclusion

Excellent rural traditional culture, as an important component of China's excellent cultural system. It plays a very important role in economic development and social civilization construction, and with the development of China's economy and social progress, the demand for cultural inheritance and development is gradually increasing. As a unique folk art form in Gansu Province, "Hua'er" not only represents the unique artistic expression of ethnic minorities, but also represents a certain period of culture. It is an important component of China's excellent national cultural treasure trove. The main venues for the dissemination of "Hua'er" are various towns and regions in the northwest, so combining the dissemination of "Hua'er" with rural revitalization can achieve synchronization between cultural inheritance and rural economy. Therefore, based on the perspective of rural revitalization, conducting research on the inheritance and development path of excellent traditional culture is of great significance for China's cultural prosperity.

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