

On the Protection and Inheritance Strategies of the Ancient Liaodong Culture in the Ming and Qing Dynasties from the Perspective of New Media

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Keywords: Liaodong Literature, Ming and Qing Dynasties, new media marketing, industrial development.

Abstract: The Liaodong literature in the Ming and Qing Dynasties is rich in connotation and has high cultural and economic value. It is one of the important builders of ancient literature in Northeast China, which has opened up the boundaries and connotations of ancient Chinese literature. In the context of the era of "integration of cultural and tourism", it also shows high economic transformation value. At present, its inheritance and development still have defects such as narrow audience and low economic conversion rate. In the era of new media, new technology and new media platforms can be used to promote industrial development and marketing. The first is to construct an immersive cultural tourism model to construct local cultural aesthetics; the second is to use the laws of new media and the laws of new media to build regional cultural brands; the third is to make good use of the sticky characteristics of new media communities to accelerate the economy of cultural resources Benefit conversion.

1. Introduction

Liaodong literature originated in the Han and Wei Dynasties, developed in the Liao, Jin and Yuan Dynasties, and prospered in the Ming and Qing Dynasties. It has specific regional characteristics and cultural customs. Compared with the Central Plains literature, Liaodong literature has its unique existence value and cultural characteristics, and is an indispensable and important part of ancient Chinese literature. But for a long time, Liaodong literature has not been noticed. This multi-structured literary sector has yet to be explored and studied in depth by scholars, and related researches on the transformation of its modern value still need to be in-depth. This article attempts to analyze the value of literature in Liaodong during the Ming and Qing Dynasties, and explore the new model of regional cultural industry development and marketing in the new media era. The aim is to explore and utilize regional cultural resources, construct relevant academic research and cultural industry development models, create regional cultural brands, and promote the coordinated development of regional culture and economy.

2. The Achievements and Value of Literature in Eastern Liaoning in the Ming and Qing Dynasties

2.1. The development of literature in Eastern Liaoning during the Ming and Qing Dynasties

During the Ming and Qing Dynasties, the literature in eastern Liaoning entered a new era and made great progress. It not only maintains relative consistency with the Central Plains literature, but also has distinctive regional literary characteristics and characteristics of the times. From the point of view of creation content and form, the Liaodong literature of this period mainly uses Chinese as the carrier and traditional poetry and novels as the main form. From the point of view of the creative community, it is also more diverse than the previous generation. Its creative community includes officials of banal officials, literati, exiled people, Korean envoys, and local literati in Liaoning. In addition to traveling, banning, and exiling Liaodong scholars, the local literati group in Liaodong has also become a literary force that cannot be ignored. They all have true and vivid literary expression and emotional expression of Liaodong. The Korean envoys who are proficient in Chinese also have many poems describing Liaodong, forming a unique "other" narrative [1]. In addition, war novels with the theme of the war in Liaodong at the end of the Ming Dynasty also emerged and attracted attention.

From an overall point of view, the Liaodong literature in the Ming and Qing dynasties has made relatively high achievements. Foreign writers and local writers jointly promoted the development of Liaodong literature and promoted the integration with the mainstream literary world of the Central Plains. At the same time, it reflects its own regional characteristics and becomes an important part of Northeast literature.

2.2. Contemporary value of Liaodong region literature in Ming and Qing Dynasties

The Liaodong literature of Ming and Qing dynasties has distinct regional characteristics and specific cultural features, which has certain significance for constructing a new type of regional literature and strengthening the integration of literature and the economy of the times. With the development of economic globalization and the implementation of the "One Belt One Road" concept.

First, it has high cultural value. The Liaodong literature in the Ming and Qing Dynasties is one of the important builders of Northeast regional literature. It carries rich historical and cultural information and is of great significance for constructing a complete framework for the history of Chinese literature. It has opened up the boundaries and connotations of traditional Chinese ancient literature with Central Plains literature and elite literature as the mainstay, and has improved and sublimated the pluralistic Chinese culture.

The Liaodong literature of the Ming and Qing Dynasties has distinct regional characteristics, and the value of propagating the mountains and rivers outside the Guan, showing the national style, constructing a new type of regional literature, and strengthening the integration of literature in the process of formation. Its unique regional culture, the imbalance of national culture and the compatibility of cultural blending have certain reference significance for the analysis of Liaodong cultural transmission.

Second, it has high economic value. The Liaodong literature of the Ming and Qing Dynasties is an important embodiment of the regional culture of Liaoning. It has high economic value under the macro background of the development of "new cultural and tourism integration" and the development of new media. Deeply digging and grafting it with modern cultural industries can effectively enhance the soft power of regional culture, create a regional cultural business card, and realize the coordinated development of culture and economy.

Although the literature in Eastern Liaoning during the Ming and Qing Dynasties possessed high cultural and economic value. But from an overall point of view, the current research and excavation are still not enough, and it has not given full play to its function of building regional culture and enhancing regional economy. "Due to the lack of direct economic benefits, the promotion of the development of traditional culture by individual local governments only stayed at the stage of chanting slogans and slogans." [2] The inheritance and development of Liaodong literature in the Ming and Qing Dynasties also There is such a phenomenon. To modernize the development of Liaodong literature in the Ming and Qing Dynasties, it is necessary to realize "the dialectical unity of cultural inheritance and cultural innovation" [3]. This article attempts to start from the perspective of new media, to make a simple conception of the modern and multifunctional value transformation of Liaodong literature in the Ming and Qing Dynasties, and to promote the modern reconstruction of ancient literature.

3. Research on the Industrial Development and Marketing Model of Liaodong Literature in Ming and Qing Dynasties from the Perspective of New Media

3.1. Develop an Immersive Cultural Tourism Model and Construct Local Aesthetics

There are many cultural elements contained in the ancient literature of the Ming and Qing Dynasties, and resources can be found from them, a series of products and services tailored to the needs of tourists can be developed, and the Ming and Qing cultural experience camps for research and training can be developed to create a new cultural tourism brand. In addition to traditional development models such as former residences and resorts of celebrities, new technologies can also be combined to build interactive cultural experience halls, celebrities halls, exploration halls, etc.; develop cultural tourism industry belts, such as the creation of a tour of the Ming and Qing Liaodong Academy, A trip to ancient relics of Liaodong, a trip to the Three Capitals of Manchu and Qing Dynasty; development of restaurants, bars, tea houses, coffee shops, etc. with the theme of Liaodong. Set up different themes, so that visitors can in-depth explore the ancient culture of Liaodong, appreciate the local cultural aesthetics. Through this immersive experience business activities, a common mechanism for cultural and tourism information was established to promote the cultural industry layout and overall design of Liaodong during the Ming and Qing Dynasties.

The combination of history, literature and art can not only promote the cultural appreciation of ancient literary resources, but also help construct local aesthetics, "leading visitors to explore the development trajectory of the city, experience the cultural connotation of the city, render the cultural atmosphere of the city, and enhance the culture of the people. Quality and aesthetic experience". [4]

3.2. Make Use of the Laws of New Media to Build Regional Cultural Brands

Follow the law of new media communication and tell the regional story well. Drawing on the successful experience of Xi'an, Chongqing and other regions, using new media for cultural marketing, creating the IP image of "Internet celebrity Liaoning" and "Cultural Liaoning", enhancing regional cultural soft power, and constructing local cultural aesthetics. Join hands with new media platforms such as Douyin, Weibo, WeChat Official Account, Toutiao, Zhihu, and Dayuhao to create a "cultural influencer anchor". The local government and cultural media companies unite to conduct MCN matrix management to attract traffic.

3.3. Make Good Use of New Media, Do a Good Job in Cultural Marketing, and Promote the Transformation of Ancient Cultural Resources into Modern Economic Utility

The image of local culture needs to be spread. New media products such as social media, short videos, live broadcasts, VR, AR, etc., have a broad space for the spread of regional cultural images due to their strong interaction, interactivity, penetration, experience and communication power. When disseminating Ming and Qing Liaodong literature on new media platforms, make good use of the identity, belonging and trust advantages between members of the new media community and "fans" to promote effective conversion between online communication and offline drainage, and shorten marketing The dissemination cycle accelerates the conversion of economic benefits of cultural resources.

4. Conclusion

In the context of economic globalization and "integration of cultural and tourism", regional culture as a soft power plays an increasingly important role in the development and construction of regions, and literature is undoubtedly an important part of the cultural industry. As an important part of ancient Northeast literature, Ming and Qing Liaodong literature has high cultural and economic value. Through multi-channel cultural industry development and new media marketing, it can promote the transformation of its modern economic utility and achieve better inheritance.

Acknowledgments

This work was financially supported by 2020 Scientific Research Project of Liaoning Provincial Department of Education (J2020095) and 2021 Economic and Social Development Research Project of Liaoning Province (2021slwzkt-025) .

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