

Study on the Innovation and Development of the Traditional Culture of the She Nationality in Eastern Fujian Province

The Collision of She Culture and Contemporary Culture

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ABSTRACT

She nationality is a local minority with strong ethnic characteristics. With the continuous progress of the times, the traditional cultural inheritance and development of the She nationality has been lagging behind. Starting from the traditional cultural inheritance and innovative development of the She nationality, this paper explores how to integrate the culture of She nationality into contemporary culture to truly realize the purpose of "going out". By using the methods of literature research, field research and comparative study, this paper proves that only by integrating and innovating with the contemporary culture can She traditional culture keep pace with the times. The traditional culture of She nationality is constantly enriched and active, and the world will understand the charm of traditional culture of She nationality.

Keywords: eastern Fujian Province, She nationality, traditional culture, innovation, development

I. INTRODUCTION

In the long historical development process, She people have created excellent traditional culture with unique national characteristics, which is a local minority with strong national characteristics. She nationality is mainly distributed in the mountainous area at the junction of Fujian Province, Zhejiang Province and Guangdong Province, in the form of large scattered and small settlements. The representative She culture includes language, clothing, medicine, folk literature, music, dance, arts and crafts, folk activities and so on. It is famous for its uniqueness, nationality and openness. And it is an important component and manifestation of the Chinese nation's pluralistic integrated culture. Fujian Province is the most important inhabited area for She nationality in China, and it is the typical and representative area of She culture in China. Ningde is the main inhabited area for She nationality in Fujian Province, with a population of about one fourth of the national population and one half of the She population of the whole province.

Since the 1970s, the concept of multiculturalism has been proposed and recognized, and the traditional culture of various countries and nationalities has been effectively protected and carried forward. However, with the development of economic globalization and social modernization, minority culture is facing the

dilemma of inheritance and development under the influence of multiple factors. The traditional culture of She nationality is also strongly impacted by the changes of the times and the characteristics of national culture. Its unique cultural characteristics are rapidly weakening and disappearing. To quickly and effectively save the precious She culture and realize its contemporary transmission has become the most important task in the protection and continuation of She culture.

II. THE INHERITANCE OF THE TRADITIONAL CULTURE OF SHE NATIONALITY IN EASTERN FUJIAN PROVINCE

A. Protection and inheritance of She culture

In order to protect and publicize the She culture, Ningde City not only supports and protects the She culture from the policy, develops the national social economy, and strengthens the cultural heritage protection. At the same time, through the large-scale festival activities ("March 3" cultural activity week), the traditional culture going into the campus, the establishment of cultural heritage protection station and other forms, the traditional culture of She nationality should be protected comprehensively from the formulation of laws and regulations, traditional culture education and economic support.

In terms of protecting the traditional culture of She nationality, Ningde City has successfully declared 4 national intangible cultural heritages, 12 provincial intangible cultural heritages and 25 municipal intangible cultural heritages, set up special protection and development funds, gradually set up a pilot area for the protection and ecological protection of She culture, and supported and established several research associations and organizations of traditional culture of She nationality.

B. The bottleneck of protection and inheritance of She culture

The protection of She culture is an important and necessary work. The basic rescue and protection of She cultural heritage has been basically completed in eastern Fujian Province, and is facing the problems of follow-up development and inheritance. If the problem of future development can't be solved, She culture will gradually withdraw from the stage of history in the process of the development of the times.

In the promotion and infiltration of strong mainstream culture, the traditional culture of She nationality is gradually weakening and even out of the people's sight and life. Excellent traditional skills are facing the situation of lacking successors. Many protection projects have no clear source of follow-up funds and secondary investment funds. Industrial development cannot continuously promote and increase local economic development, and the association paid little attention to the She nationality.

There are also some deficiencies in the protection of traditional culture of She nationality in eastern Fujian Province.

1) *Failing to grasp the whole picture of She traditional culture:* For the protection and inheritance of traditional culture, first of all, it is necessary to have a comprehensive understanding of the cultural form, and have a full understanding and research on its history and value. Otherwise, the relevant cultural protection will be negligent, missing and incomplete.

2) *Less opportunities for external communication:* The culture of She nationality in eastern Fujian Province has a long history, but there are some deficiencies in cultural exchange. The protection and inheritance of She traditional culture cannot be separated from external communication and exchange. Through in-depth communication with She ethnic groups in different regions, it can constantly update the development of traditional culture and keep pace with the times. At the same time, through communication and exchange, the goal of "going out" for She traditional culture can be realized.

3) *Single cultural research:* At present, most of the research on She culture in eastern Fujian Province still stays at the level of traditional culture, and has not formed an effective industrial development model. Although there are many related cultural research associations to help the development of She culture, the overall research depth still needs to be strengthened.

4) *The traditional culture of She nationality fails to form brand effect and cluster effect:* The She culture in eastern Fujian Province has a long history and rich cultural resources, but the lack of "brand awareness" in the protection and development of culture leads to difficulties in the process of industrialization. At present, the commercial development industry of She traditional culture is still in its infancy, so it is urgent to form a strong brand group to promote the brand development and brand group development of She traditional culture.

C. The key to the inheritance of She traditional culture

With the rise of new rural construction, the process of rural community modernization is speeding up. Under the new situation of modernization, urbanization and marketization, the development and inheritance of many traditional cultures including She culture have stagnated or even disappeared. The fundamental reason behind this series of phenomena is the adaptability and regeneration of the traditional culture of ethnic minorities in the new era.¹

Cultural heritage and continuity is a highly comprehensive proposition, which involves multiple factors, including education, economic, political and social development, which should be comprehensively considered and dealt with from multiple perspectives. The government and scholars, including the people, should consider the value of the inheritance from a higher perspective of historical and cultural heritage, and then study the content, form and scope of its inheritance, so as to promote it to become an excellent culture with vitality and continue to grow and develop in the long history.² It is not difficult to find out from the successful cases and experiences of the protection and continuation of traditional culture in China and foreign countries that the traditional culture should be popularized and modernized, so that the traditional national cultural value and humanistic connotation can be expressed and publicized in a modern way. More people in the society can understand and appreciate it

¹ Huang Jingqiang, Chen Pengcheng. Analysis on the current situation of the cultural development of the She nationality and its countermeasures [J]. *Journal of Chongqing University of Science and Technology: Social Science Edition*, 2009(01):172-173.

² Guo Shaorong, Liu Dong. National Culture, Educational Inheritance and Cultural Innovation — On the Inheritance and Thinking of the She Culture in East Fujian [C]// *Proceedings of the She Culture Seminar in Fujian Province*. 2016.

now and even in the future, and it can guarantee to be active in the long history of human culture in a longer time.

III. ANALYSIS ON THE DEVELOPMENT DIRECTION OF SHE TRADITIONAL CULTURE

A. The development stage of national traditional culture

At present, China is in the stage of industrialization, urbanization and globalization. The national traditional culture is faced with the realistic threat of impact and accelerated disappearance, as well as the historical opportunity of connecting the past with the following and carrying forward the past and opening the future. It is the key to integrate traditional culture into the development of the times to make the inheritance of national traditional culture better meet the challenges and opportunities brought by social development and changes.³ For the national traditional culture that needs to be engaged in production, the production practice itself is the traditional culture, and engaging in production is to continue the traditional culture. The better the production, innovation and market access are, the more active the practice of this traditional culture will be, and the more dynamic the traditional culture itself will be.

National traditional culture has rich vitality and develops with the continuous development of the times. National traditional culture is a long river of history, which is not only clear in origin, but also constantly integrated into new sources, giving birth to new life and highlighting the contemporary value of national traditional culture.

The protection of national traditional culture should be divided into three stages. First is to protect and cultivate national traditional culture, the second is to carry out the inheritance practice of national traditional culture, and the third is the integration and continuation of national traditional culture and the times. These three stages are gradually deepened and improved according to the actual situation, step by step, ensuring the protection, inheritance and development of national traditional culture. Only by integrating the essence of national traditional culture into the development of the times, can people better ensure the long-term and effective cultural heritage, and the charm of national traditional culture will bloom in the new era.

Because of this, people can appreciate the excellent national traditional culture and the human cultural diversity. The inheritance of national traditional culture is the creative practice of the people and a vivid process

of constantly integrating people's wisdom and experience. It emphasizes that the cultural tradition is inseparable from the real life. Only the traditional culture that enters the real life is the vigorous traditional culture. Through the protection and inheritance of traditional culture for many years, Ningde has certain foundation for the inheritance of She culture, and basically completed the protection and cultivation of She traditional culture. At this stage, what people are facing is how to develop and continue in the times.

B. Methods to continue national traditional culture

With the change of the civilization in the age and the innovation of life style, the traditional national culture is under the double survival pressure from itself and the outside world. The ideological concept, humanistic spirit and moral model, which have been regarded as the essence of excellent traditional culture, are in urgent need of new ways of expression and development mode to make them closer to the living environment of today's people and integrate them into the life of modern people. Promoting the creative transformation and innovative development of national traditional culture is the only way to integrate into the development of the times and go to the world.

From the outside to the inside, the appearance of national traditional culture can be divided into three layers: the surface material culture, the system culture at the intermediate layer and spiritual culture at the core layer. Therefore, people can discover the development process of an era, a nation and a country through culture.

The development of culture is closely related to the economic development of the country and society. From the perspective of the development process of human society, the stage of economic development and prosperity is also the period of cultural prosperity. Economic development provides the basis and power for cultural development, and cultural development is the true embodiment of national development. Protecting, inheriting, innovating and developing traditional culture is an important task for the sustainable development of a modern country, the key to protect the precious historical memory of the country, and the basis for continuing the national spirit and will.

For the traditional culture of She nationality, the current development direction is the key stage to determine whether the culture can continue in the process of social development and the times, which is not only a challenge but also an opportunity. To let the national traditional culture "go out" is to push the characteristic industry or image formed on the basis of national traditional culture to the market and the world.

Whether it is from expanding market space, optimizing industrial structure, or acquiring economic

³ Qi Limei. The significance of promoting the excellent traditional culture of the Chinese nation from the perspective of cultural self-confidence [J]. *New West*, 2019, 000(006):12-12.

resources, striving for technical sources, it is an inevitable choice to let the national traditional culture "go out", and it is also an important measure to make the national traditional culture open to the outside world and integrate into the development of the times.

It is the only and necessary direction for the traditional culture of She nationality to "go out", integrate with the development of the times and expand its influence. By combining with the characteristics of the times, it can promote the traditional culture of She nationality to have the development and change with the characteristics and the spirit of the times, so as to meet the ever-changing spiritual needs and cultural literacy of the people. Moreover, by expanding the audience groups and contact level, the traditional culture of She nationality can go further, wider and deeper, close to life, so as to survive in life, and the traditional culture of She nationality can radiate brilliance and vitality once again.

IV. THE COLLISION BETWEEN SHE TRADITIONAL CULTURE AND CONTEMPORARY CULTURE

A. Contemporary culture cannot be separated from the traditional culture of She nationality

Contemporary culture is rich. In a broad sense, contemporary culture is the continuation of traditional culture, and the cultural edification and inheritance of China's five thousand year of human history. In a narrow sense, contemporary culture mainly refers to the cultural phenomenon, cultural atmosphere and aesthetic taste produced in people's living environment.

Contemporary culture is a pluralistic culture, which cannot be separated from the development of She traditional culture. Contemporary culture is more colorful because of the traditional culture of She nationality. At the same time, contemporary culture is also inseparable from the traditional culture of other nationalities. It is a multi-element complex. Only when multiple cultures collide and depend on each other, can contemporary culture play its unique charm.

B. The innovation and development of She traditional culture needs to be integrated into contemporary culture

The innovation and development of She traditional culture needs to consider the social living environment, aesthetic taste and other factors of contemporary people, excavate the elements that conform to the aesthetic law of contemporary people and make use of them. Only in this way can the traditional culture be innovated and inherited on the basis of protection. The protection and inheritance of She traditional culture also needs to meet the needs of social development on the basis of meeting

the material and spiritual life of contemporary people, and should carry out innovative work with the times, so as to make the traditional culture of She nationality more active, rich and diversified.

C. The innovative development of She traditional culture into contemporary culture

The integration of She traditional culture into the times should focus on three aspects. The first is to form the traditional culture system of She nationality and extract the essence and key elements of She traditional culture as the core of cultural image.

The elements of national culture are the cultural elements reflecting the characteristics of national culture. These cultural elements constitute a cultural system with functional mechanism according to certain logic. Cultural system is the specific image of external development and publicity. Only with a clear cultural system can it better interpret the history and vitality of national tradition. The construction of the cultural system needs to summarize the complex and huge traditional culture of She nationality, extract the cultural core and essence, and gradually improve the system structure, and constantly enrich the cultural system on the basis of the system structure.⁴

For example, the myths and stories of the She nationality take Panhu legend as the core, and gradually improve the myth story, value system, sacrifice activities and production and life style, so as to form a complete set of She people's sacrificial culture system.

The second is to take innovation as the driving force, take the essence and elements of She traditional culture as the root vein, and integrate the characteristics of the times to form a new image that conforms to the modern aesthetic and value system. There is a certain gap between the national traditional culture and the modern aesthetic and value system, which needs to be re-created and changed. However, it cannot be separated from the national traditional culture system, otherwise it will lose valuable history and tradition.

At present, the She Design Alliance of China is one of the organizations committed to revitalizing the She culture and creative industry in China. The alliance is a cross-regional creative alliance for designers with the theme of She culture. The team members are full-time and part-time, integrating design practice and academic research. It aims to unite the She people and excellent designers who love She culture to protect, inherit, innovate, and together spread the traditional culture of She nationality, and carry out a series of activities such as creative design, art exhibition, cultural exchange and cultural and creative product research and development.

⁴ Dou Kun, Liu Xinke. The contemporary value and inheritance of Chinese traditional culture [J]. Journal of Northwest A&F University (Social Science Edition), 2010(03): 115-119.

Up to now, the alliance has held two exhibitions and competitions of She culture and creative design, sponsored or co-sponsored and supported a number of creative design activities in China and foreign countries, making positive contributions to activating the traditional culture of She nationality and revitalizing the innovative development of She industry.

The third is to strengthen cooperation and exchange, allocate resources reasonably and effectively, and promote cultural exchange and cooperation. Communication is the inherent attribute of culture and the active mechanism of cultural survival and innovation. The survival, development and inheritance

of traditional culture are also inseparable from communication. Communication is the best embodiment.

Cultural exchange is one of the main driving forces for the progress of national traditional culture. Only by learning from each other, can cultures move forward faster. In the process of constantly integrating the characteristics and culture of ethnic minorities, they develop and enrich their own traditional culture. At the same time, ethnic minorities and their culture also develop and enrich in the process of absorbing the culture of Han nationality and other nationalities. ("Table I")

TABLE I. DIRECTION ANALYSIS TABLE OF THE TRADITIONAL CULTURE OF THE SHE NATIONALITY MERGING WITH THE TIMES

Tradition of She nationality Culture	Application Direction	Specific working means	Case
Ornaments and silver of She nationality	Ornaments	Design elements and graphic styles are extracted from traditional clothing and integrated with modern clothing	The expression of zodiac, dragon and Phoenix in modern clothing
	Jewelry	It combines the techniques and styles of traditional silver and ornaments of She nationality with modern jewelry	Modern gold and silver jewelry with jewelry style of Ming and Qing Dynasties
She folk songs	Singing techniques	Integrating the singing method of folk songs into pop music	Adding Beijing Opera into pop music
	Creative content	The content of folk songs is presented again in the form of pop music	Interpretation of popular songs in ancient poetry and mythology
	Musical play	The charm of she folk songs is presented to the audience in the form of musical or stage drama	Foreign opera and Chinese modern stage drama
Mythological paintings	Design elements	From the angle of industrial design, the design elements of She nationality are extracted and added into the products	Cooperation among traditional culture and cosmetics, stationery and digital products
	Character image	The mythology story and painting works will be processed for the second time, and added into the game, cartoon and animation as images	Theme games and animations based on mythical stories
	Pattern expression	The classic image and time in She traditional culture are made into Internet meme and GIF	The Internet meme and GIF of mythical beast in South Fujian Province and Northeast China
Myths and legends of human heritage	Spiritual symbol	Taking the key elements as graffiti, pattern or logo	Traditional culture is displayed in popular culture
	Decorative style	Integrating architecture, decoration style and modern decoration to create different building bodies	Decoration style of Dai nationality and Uygur nationality
	Film and television works	Film and television creation based on myths and legends	Animation films showing Maori culture and Inuit culture, and Chinese films telling folk stories

Cooperation and exchange should not be limited to local governments. If traditional culture comes from the nation, it should return to the nation. The ultimate goal of cultural exchange and cooperation is to let non-

governmental cooperation and commercial cooperation participate in cultural exchange.⁵

⁵ Zhang Rui. Cultural creative design helps protect intangible cultural heritage [J]. Journal of Hubei Academy of Fine Arts, 2016(3): 93-95.

Culture and brand cooperation is the most common way of cultural exchange and cooperation, which is also one of the methods for the integration of traditional culture and popular culture in China. By adding traditional cultural elements into the products and using commercial activities to promote culture, it brings economic benefits.

A part of the directions that can be used as the integration of She traditional culture and the time are shown as the followings. It extracts the corresponding elements from the traditional culture of She nationality to carry out the development direction of She culture and creative industry. From the clothing, folk songs, mythological paintings, cultural heritage and other aspects of She nationality, it puts forward corresponding practices and successful cases as reference.

No matter what stage or direction it is currently in, the pulling role of the government is very important in the process of inheriting and carrying forward the She culture and innovating the way of transmission of She culture. It can support the traditional culture of She nationality from the aspects of fund subsidy, policy tendency, industrial guidance and supporting project construction. At the same time, the state's support for the traditional culture of ethnic minorities is strengthened, which provides favorable conditions for the promotion and development of She culture.

V. CONCLUSION

The inheritance and development of the traditional culture of She nationality in eastern Fujian Province has reached a stage that needs to change the model. It is necessary to integrate the traditional culture of She nationality into more diversified and modern elements and carry out innovative development, which is the need of the development of the times and the development of She culture. Suggestions for the development of this stage are as follows:

- Organizing and cultivating professional and technical forces to refine and recreate the cultural elements of She nationality

It is necessary for folklorists and scholars to summarize the She culture, and then professional designers and design teams should recreate the image of She traditional culture, explore products that meet the contemporary aesthetic taste and tap potential market space.

- Seeking industrial cooperation or cultivating local industrial chain to develop the cultural industry chain with the characteristics of She nationality

Only when traditional culture enters into life can it take root and blossom. By combining traditional culture

with production and daily necessities, can memory be integrated into the national blood once again. The inheritance and development needs of traditional culture should be balanced with economic development. It is necessary to ensure the continuity of traditional culture to bring sustainable economic growth through reasonable and effective commercial operation. Therefore, seeking industrial cooperation or cultivating industrial chain is the best way for She traditional culture to enter people's life.

- Establishing a unique brand image of She traditional culture

Based on the needs of contemporary social development, culture needs a clear brand image in the process of publicity. With an image and vivid brand image, the innovation and development of She traditional culture has an intuitive and visual "spokesperson". Through the visualized modeling, it can attract the attention of contemporary people, and interpret the traditional culture and historical stories of She nationality with the help of intuitive visual image. This will be easier for people to remember the unique culture of She nationality.

The traditional culture of She nationality is an important cultural treasure for China's ethnic minorities. Only by protecting and inheriting the national traditional culture can Chinese culture be more abundant and complete. Especially in the changing and developing contemporary society, the traditional culture of She nationality should be integrated into the contemporary social culture and the public's life vision and close to the public's life. Only in this way can the She traditional culture keep pace with the times, innovate in the inheritance, develop in the inheritance, and be more diversified and inclusive in the inheritance.

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