

Exploration of the Practice Path of Aesthetic Education in Moruo Drama Cultural and Creative Park

Siyu Chen, Min Liu

College of Literature, Sichuan Normal University, Chengdu 610068, China.

Abstract: Moruo Drama Cultural and Creative Park has a unique geographical environment and the advantages of Moruo Drama culture resources, but at the same time, there are some problems in the lack of core competitiveness, drama culture activities are not significant, etc. The aesthetic education practice path of Moruo Drama Cultural and Creative Park will be explored under the Internet perspective, giving full play to its aesthetic education function, promoting the dissemination of Moruo Drama culture and promoting the development of Moruo Drama Cultural and Creative Park.

Keywords: Moruo Drama Cultural and Creative Park; Aesthetic Education; Practice

Introduction

In the process of development, the Moruo Drama Cultural and Creative Park needs to consider the actual local situation, including economic development, cultural resources, natural resources and cultural consumption needs, and not directly copy the development model of other cultural and creative parks.

1. First stop on the "Yunnan-Sichuan National Scenic Byway": Overview of the Moruo Drama Cultural and Creative Park

Shawan, known as Nanling in ancient times, was named after the Southern Song Dynasty poet Fan Chengda, who commented that Nanling was located in a place where "the mountains are beautiful and the water is surrounded by sandy shores and bays". Zhou Hong mo, a literary figure of the Ming Dynasty, wrote a poem: "The beauty of San'e is so great that there is no need to wade through the sea to find Penglai". Mr. Guo Moruo wrote, "The mountains are beautiful, and the water is beautiful". Shawan District is rich in natural resources, with the Dadu River running through the whole territory and abundant water resources. There are four mountains in the Emei Mountain system, and Shawan District has two of them, namely Mount Er'e and Mount San'e. Mount Er'e, or Suishan Mountain, is the "seventh cave" of Taoism and the place where Ge You ascended to immortality. Mount San'e, or Beauty Peak International Forest Park, is rich in forest resources. In addition, Shawan District has a deep cultural heritage, with the unique Moruo culture and the Tonghe culture with the Tonghe lanterns and the Tonghe trumpets as its core. Leshan City as the national "Chengdu-Chongqing region twin-city economic circle construction planning outline" to support the creation of Chengdu-Chongqing region "back garden", Shawan District and Chongqing Shapingba District will work together to build the former residence of Moruo, Beauty Peak National Forest Park, Moruo Drama Cultural and Creative Park and other core cultural tourism, research and study trips, leisure and holiday boutique tourism line.

Moruo Drama Cultural and Creative Park is the first scenic spot in the first section of the "Yunnan-Sichuan National Tourism Scenic Byway" in Sichuan and is a complete ecological chain of study and travel industry created by revitalizing the celebrity culture with Moruo culture as the core. With "Moruo Drama Culture" as the entry point and "Drama Culture + Parent-Child Study" as the theme, it is a comprehensive cultural tourism project integrating theatre exchange, parent-child study and thematic entertainment, the first drama-themed study tour camp in China and the first all-age study tour cultural and creative park. It is the first drama-themed study tour camp in China and the first all-age study tour cultural and creative park, with study courses covering all age groups and meeting the study needs of different groups of people.

With the development of society, consumers are no longer satisfied with simple "food, accommodation, travel, shopping and entertainment", but pay more attention to the cultural atmosphere of tourist destinations. The Moruo Drama Cultural and Creative Park is in line with the trend of mass consumption and can bring new feelings and experiences to consumers while meeting the needs of traditional tourism consumption and spreading the Moruo Drama culture. The park is divided into Phase I and Phase II projects, consisting of the Moruo Drama Research Base and the training camp, and is an important part of the "Le You Jia Xue" research and study tour brand. Among them, Moruo Drama Research Base has "Youghth Guo Moruo" musical performance project, through the form of a musical to show you the growth story of young Guo Moruo. It also has drama theme pavilions such as the Chinese Theatre Hall, the Sichuan Theatre Hall, the Moruo Drama Hall and the International Theatre Hall, which provide a more detailed introduction to the origins, classification and development of Chinese Drama, Sichuan Drama, Moruo Drama and International Drama. In addition to the introduction of drama-related knowledge, each pavilion uses multimedia technology to open interactive AI face recognition, interactive children's drama experience, interactive water sleeves and other experience areas. The Moruo Drama Research Base and the Train Camp offer musical drama study, theatre magic face changing, theatre make-up and costume and other fine study courses, enabling visitors to further experience the artistic charm of drama. The creative products pavilion is themed GOGO PANDA, displaying theatrical pandas and other creative products, as well as artistic panda-themed graffiti and painting activities, allowing visitors to participate in creative product creation activities.

2. The development dilemma of Moruo Drama Cultural and Creative Park

At present, the Moruo Drama Creative Park is gradually showing economic and cultural values, but in the process of development, the following problems still exist.

Firstly, it lacks core competitiveness and has not formed a series of cultural and creative products with its characteristics based on the theme of drama and Moruo drama. Moruo Drama Cultural and Creative Park has unique resources and advantages in spreading drama culture and Moruo culture, and has the unique positioning of "Moruo drama + parent-child study", but in the long-term development process, it still lacks core competitiveness. The current development of the Moruo Drama Cultural and Creative Park mainly relies on the performance of the musical "Youghth Guo Moruo" and the study courses such as dramatic magic face changing and dramatic make-up and costumes to attract visitors, without forming a special study project with "Moruo Drama" as the core. The cultural and creative products are still mainly panda bears and do not form a series of cultural and creative products with drama elements as the theme and "Guo Xiaomo" as the core IP image, which does not highlight the characteristics of Moruo Drama. The former residence of Guo Moruo, which belongs to Shawan District, is the first batch of primary and secondary school research and practice education bases in Sichuan, and offers several red-research courses on the theme of Guo Moruo's humanities and history, which can meet the various needs of "all-age research". In addition, Qianwei Jiayang train, Emeishan Hotel, Leshan City Central District Green Heart Park and other study bases tourism develop earlier, tourism resources development, tourism facilities and construction of transport facilities are more perfect, and have accumulated a certain amount of tourists.

Secondly, drama and cultural activities are not distinctive and fail to create a long-term attraction for local and non-local visitors. As a classic work of art, the drama has a subtle effect on the cultivation of the humanistic spirit in the general public. At present, the development of Moruo Drama Cultural and Creative Park is centred on the International Theatre Hall, Chinese Theatre Hall, Sichuan Theatre Hall, Moruo Drama Hall, Moruo Bookstore, Moruo Academy, Suishan Hall and the Children's Theatre Experience Hall, with the performance of "Youghth Guo Moruo" musical, musical theatre study, theatre magic face changing and theatre make-up and costume study courses, which can meet the current public demand for cultural consumption and also enable the public to In the process, the public can also develop aesthetic creativity and thus further enhance their aesthetic sensibility. However, the activities at the Moruo Drama and Creative Park are not well integrated with drama culture. For the local public, these creative activities can satisfy the public's demand for cultural consumption in the early days, but in the long run, the public will become aesthetically tired of them. The park is located in the cultural district of Shawan, but the surrounding population is old and young, and their consumption needs are still mainly for daily necessities, while cultural consumption needs are relatively low, and the park has not developed dramatic and

cultural activities for all age groups with long-lasting and sustainable appeal. For non-locals, musicals and study courses have failed to provide foreign visitors with a comprehensive understanding of Moruo culture and drama, and the activities currently held lack periodicity and a sustainable appeal to foreign visitors.

Furthermore, there is a lack of professional and composite management talents in drama creation, study course development, cultural and creative product design, project management and so on. Talent is a core resource for the development of cultural industries, but the Moruo Drama Cultural and Creative Park is lacking in cultural and creative talents and complex management talents. Firstly, the lack of cultural and creative talents makes Moruo Drama Cultural and Creative Park face many difficulties in drama creation, study course development, derivative product design and so on. In terms of drama creation, the actors of the "Youngth Guo Moruo" musical were mainly selected from local primary and secondary schools, lacking professional stage performance experience. They also lacked professional directors, lighting, choreography and drama creation personnel, and failed to dramatise the historical drama written by Mr Guo Moruo. In terms of the development of study courses, they have now developed a study course on the musical "Youngth Guo Moruo" and a study course on "Career-Scene Experience", and formed a "1+X" study route, but there are still problems with the study course not being closely related to themes such as drama and Moruo culture. In terms of cultural and creative product design, They now have the GOGO PANDA series of cultural and creative products, and have gradually designed the core IP image of "Guo Xiaomo" in the process of development, but have not carried out cultural and creative products around the drama, Moruo Drama, Moruo culture and "Guo Xiaomo", etc. derivative product design. Secondly, the lack of composite management talents and the failure to establish a perfect employment mechanism has made the Moruo Drama Cultural and Creative Park suffer from a lack of standardised and professional management in the process of development and also presents the situation of one person with multiple jobs, a lack of clear division of labour and low efficiency. Although Shawan District is rich in cultural tourism resources, the distribution of resources is uneven and sporadic; at the same time, as an old industrial city, the development of its cultural tourism industry started late and progressed slowly, and is in the process of transforming into cultural tourism, it cannot integrate resources and fails to carry out integrated planning for the surrounding cultural tourism resources.

Finally, the official publicity has not formed a systematic way of communication, nor has it paid attention to the reading preferences of young groups and the appeal of short videos to the general public. In terms of communication, it mainly relies on the local mainstream media and has not been able to give full play to the role of new media such as the WeChat Official Account and the official microblog of Moruo Drama Cultural and Creative Park. Nowadays, mass communication is already an essential part of social life,^[1] and can even directly influence consumers' decisions. With the development of information technology, communication media has changed from traditional media to new media communication, and then to the integration of traditional media and new media communication. The advantages of professionalism and authority that traditional media have cannot be ignored, but at the same time, we need to pay attention to the role played by new media in personalised and fragmented communication. In the early stage, CCTV officials and other media promoted the musical "Youngth Guo Moruo" and the Moruo Drama Cultural and Creative Park, but their dissemination period was relatively short, which neither left a deep impression on the public, nor did it have a sustainable appeal to the public, and could not make the public further understand Moruo Drama culture. At present, Moruo Drama Culture and Creative Park is mainly promoted by the official WeChat account, supplemented by the Shawan District Unity Media Centre. However, the official propaganda of Moruo Drama Culture and Creative Park has not formed long-term, systematic propaganda and promotion, and the content released by the official WeChat account is mainly based on the introduction of the park and news of activities, which is rather thin and not promoted around the themes of Moruo drama and parent-child study and has not formed the habit of releasing content periodically, which is not conducive to users to develop the habit of reading periodically. In terms of the form of communication, it is still mainly disseminated through manuscripts, which are a single form and lack appeal. In addition, Moruo Drama Culture and Creative Park does not make good use of the official microblog and Tik Tok platforms, ignoring the reading preferences of young people and the appeal of short videos to the public.

3. Curriculum+Activity+Academic+Creation: Exploring the practice path of aesthetic education in Moruo Drama Cultural and Creative Park

In order to realize the economic value and cultural value, Mouro Drama Cultural and Creative Park should break the traditional thinking, integrate drama culture with festival activities, explore the practice path of aesthetic education in terms of study courses, talent building, brand activity planning and cultural and creative products, and give full play to the function of aesthetic education, thus promoting the aesthetic development of people.

Firstly, it should focus on the research needs of people of all ages and offer parent-child, group and creative drama research courses. The target audience of the Moruo Drama Cultural and Creative Park's study programmes covers the whole age range, so it is necessary to focus on the study needs of different age groups. 0-15 year-olds attending study programmes in the company of their parents or family members will be a rare opportunity for them to experience traditional Chinese culture and classical art, as well as a good opportunity for parents to tell their children about Shawan's history and drama culture and to engage in parent-child activities. Therefore, for this age group, parent-child study courses based on the theme of drama can be offered, such as parent-child drama classes, parent-child drama performances, parent-child drama picture book reading and other study courses, so as to cultivate their aesthetic interests. 16-30-year-olds are the main force of cultural consumption, with students as the main group. They are willing to accept new things, but at the same time they have a passion for traditional art and culture. In the era of new media, multiple cultures are colliding with each other, and the transmission and development of traditional art require innovative forms. For this group, creative drama study courses such as playwriting can be offered. And for those aged over 30, they can be divided into working and retired groups. The working group is usually busy with work and has fewer opportunities to experience traditional culture with their children, family and friends. Therefore, for this group, in addition to offering parent-child study courses, can also offer drama study courses with family and friends as a group. The retired population, on the other hand, has a certain understanding of traditional culture and their lives are dominated by leisure and entertainment. Therefore, it is possible to offer study courses such as drama performance and further form drama art groups, which will enrich the spiritual life of the retired people and prepare them for the future Moruo Drama and Culture Festival.

Secondly, it focuses on the needs of local and non-local visitors, the public and school activities, and carries out various forms of drama and cultural activities such as study tours and traditional festivals. For the local group, the branded activities are divided into two parts: social activities and school activities. As local groups can take advantage of holiday breaks such as weekends to participate in activities, the Moruo Drama Cultural and Creative Park can carry out social activities that are cyclical and long-term in nature. For example, academic lectures on drama culture and art exhibitions such as calligraphy and paintings could be organised. In terms of school activities, the aim should be to improve students' aesthetic and humanistic qualities and to focus on the current needs of building aesthetic education programmes in schools. In October 2020, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Opinions on Comprehensively Strengthening and Improving Aesthetic Education in Schools in a New Era, organically integrating the aesthetic education content of relevant disciplines and promoting the deep integration of curriculum teaching, social practice and campus cultural construction. Vigorously carry out interdisciplinary education and teaching and extra-curricular and out-of-school practical activities with aesthetic education as the theme. The school's aesthetic education curriculum is mainly based on art courses, including music, art, calligraphy, dance, drama, opera, film and television.^[2] In 2016, the Ministry of Education proposed to "vigorously promote elegant arts and traditional opera in schools", and young people are gradually exposed to excellent traditional arts, but it is difficult to form systematic learning. Therefore, Moruo Drama Cultural and Creative Park should work with schools to develop drama theory courses and performance courses, and establish a complete drama curriculum system. At the same time, organise practical activities such as drama performances for students, and select the best young drama actors in the process to further establish a junior drama troupe, making it another business card of the Moruo Drama Cultural and Creative Park. For non-local groups, who usually

only have the opportunity to participate in activities such as holidays, the Moruo Drama Cultural and Creative Park can carry out in-depth "our festival" themed activities, and innovate traditional festival activities by carrying out drama performances, short-term drama studies, and participating in the creation of creative products and other activities to guide visitors in participating in activities. In addition, with the help of new media platforms, the "Our Festival" themed activities are broadcast live on microblog, WeChat video account, Tik Tok and other platforms, while small videos of the activities are released by the WeChat official account, microblog, Tik Tok and other official accounts of Moruo Drama Cultural and Creative Park to attract more visitors to "cloud participation" in the activities.

Thirdly, it strengthens cooperation with universities to provide a practical platform for university students on the one hand and to jointly train talents related to cultural industries and drama performance with universities on the other. Talent is the core element in the development of cultural industries, and important support for the development of cultural industries is creative talent. At present, in the teaching activities of the cultural industry, more attention should be paid to the combination of theory and practice, strengthening the cultivation of students' operational ability and practical skills to meet Chinese need for composite cultural industry talents.^[3] Moruo Drama Cultural and Creative Park, as the practice base of Leshan Normal College, Renmin University of China, Wuhan University, Peking University, Central Academy of Drama, Beijing Jiaotong University and University of Chinese Academy of Social Sciences, should give full play to the function of aesthetic education as the practice base of colleges and universities. The students of colleges and universities belong to a young group, and first of all, the Moruo Drama Cultural and Creative Park can provide a platform for students of colleges and universities to interact with classic artworks and practice art under the guidance of professional teachers. As a practice base, the park can jointly conduct lectures on theatre culture, theatre performances and art experiences with universities, so that students can apply their theoretical knowledge of theatre to the practical process of theatre creation and achieve cultural heritage in aesthetic practice. Secondly, the Moruo Drama Cultural and Creative Park can sign professional practice research agreements with universities to provide a platform for university students to practice creation. On the one hand, students are encouraged to create film and television on the history and culture of Shawan and Guo Moruo's classic historical dramas; on the other hand, students are advocated to come up with creative planning works, creative works and drama works for the development of Moruo Drama Cultural and Creative Park. In addition, creative works collection activities can be carried out, and awards can be given to outstanding creative planning, product design and drama works, while the outstanding works can be incubated and internship and employment opportunities can be provided for university students, so as to continuously inject fresh blood and creative inspiration into the development of Moruo Drama Cultural and Creative Park and further create economic and cultural values.

Fourthly, carry out material collection activities with the theme of Moruo drama and Shawan tourism, and encourage the public to participate in cultural and creative product creation activities. In 2021, the Ministry of Culture and Tourism released the 14th Five-Year Plan for the Development of Culture and Tourism, in which nine key cultural industries were deployed to expand the supply of quality cultural products, proposing two types of distinctive quality. The first is cultural and creative products that inherit excellent traditional culture and meet modern consumer needs; and the second is cultural products that combine traditional culture with fashion elements, Chinese characteristics and global trends, and reflect the spirit of Chinese culture. The Moruo Drama Cultural and Creative Park should use Moruo Drama and Shawan tourism scenery as the core IP, collect calligraphy, painting and photography from the public, and use the outstanding works as the material to develop unique cultural and creative products, for example, bookmarks, handbooks and other cultural and creative products with the characters, episodes and scenes in the play as the main body. In addition to cultural and creative products, it is also possible to develop everyday household items that combine elements of Moruo drama with modern fashion, allowing the public to experience traditional art in their daily lives. At present, games are the most everyday medium of cultural communication in the daily life of the public, and are also the main form of aesthetic education in addition to music, dance and painting, in which people can create a world of their imagery and enjoy aesthetics, thus developing their aesthetic attitude. With the main city of Shawan as the backdrop and the Moruo Drama Cultural and

Creative Park as the core, the game of Moruo Drama Cultural and Creative Park is developed with one of the plays written by Guo Moruo as the entry point and the history of Moruo drama creation as the main line. In the game, the landscape of Shawan is drawn in the style of Chinese ink painting, with Guo's parents and brothers as the characters, and the history of the development of Shawan, the growth story of Guo Moruo, the drama works created by Guo Moruo and the tourism resources of Shawan are integrated into the game, allowing players to learn about drama, the history of Shawan and Moruo culture in the game through audio-visual, textual narrative and immersive experience.

4. Concluding

Moruo Drama Cultural and Creative Park should be based on the regional characteristics, in-depth excavation and collation of Moruo Drama cultural resources, breaking with traditional thinking, combining drama culture with festival activities, focusing on the needs of the public, exploring the practice path of aesthetic education in terms of diversified study courses, drama cultural activities, unique Moruo Drama cultural products, etc., so that the public can cultivate aesthetic attitudes in artistic practice, thus promoting their aesthetic development.

References

- [1] Chen LD. Outline of communication science [M]. Beijing: People's University of China Press. 2014.01
- [2] Fan Z. Outline of cultural industry [M]. Beijing: Social Science Literature Publishing House, 2016.
- [3] Fan Z. Cultural and creative parks focus on building personalized business models [N]. Economic Daily, 2015-07-08(011).
- [4] Liu HL. Mass communication theory: paradigms and schools [M]. Beijing: People's University of China Press. 2008.02.
- [5] Niu WL. The research report on the development of international cultural and creative industrial parks [M]. Beijing: People's University Press, 2007.
- [6] Tan JH. Moruo cultural resources and urban cultural capital [J]. Journal of Guo Moruo, 2003 (04): 9-15.
- [7] Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era, issued by the General Office of the CPC Central Committee and the General Office of the State Council [DB/OL]. Available from: http://www.gov.cn/zhengce/2020-10/15/content_5551609.html.
- [8] Huang CH. Study on the current situation and countermeasures of rural tourism development in Shawan District, Leshan City [D]. Sichuan Agricultural University, 2019.
- [9] Zhang XD. Research on the development mode of the cultural and creative industrial park[D]. Jilin University, 2013.
- [10] Zhao R. Research on the branding of CK Cultural and Creative Park [D]. Shanghai International Studies University, 2021.

About the author

1. Chen Siyu (1996- -), female (Han Nationality), was born in Leshan, Sichuan province. Master of Art Theory of Sichuan Normal University, Research direction: History of Chinese Art and culture; 2. Liu Min (1966- -), female (Han Nationality), was born in Deyang, Sichuan province. Professor, Doctor, professor of School of Literature, Sichuan Normal University, Research direction: Traditional Chinese aesthetics.