

# A survey on the status quo of inheriting outstanding national culture in the new era -- A case study of Gelao nationality in Wuchuan County

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**Abstract:** As a multi-ethnic autonomous county with Gelao nationality as the main body, Wenchuan County of Guizhou Province, Gelao nationality maintains its native and unique folk culture, which has unique protection significance and development value. However, with the rapid development of economy, science and technology and the acceleration of urbanization in our country, the excellent traditional culture of Gelao is on the verge of extinction. This study aims to summarize and analyze the disadvantages of the inheritance mode of the excellent traditional culture of Gelao nationality in the new era on the basis of the inheritance mode of the excellent traditional culture of Gelao nationality in the new era, and then explore the new ideas of the inheritance mode of the excellent traditional culture of Gelao nationality in the new era, hoping to provide practical and beneficial reference and suggestions.

**Key words:** New era; Minority nationality; Gelao culture; Inheritance and development; Inheritance status quo

## I. Background of the New era

### 1. The development of information technology

With the advance of modernization, minority cultures are faced with serious challenges and threats. The development of modern science and technology and mass media makes the global cultural exchange easier, but also brings the impact of foreign cultures. The young generation of ethnic minorities have encountered new opportunities and challenges in the process of urbanization. They are often more exposed to the mainstream culture and gradually alienated from their traditional culture. Such cultural loss and breakdown of inheritance pose a threat to the identity and cultural diversity of ethnic minorities.

### 2. The development of related industries

Under the background of the new era, all sectors of society pay more and more attention to the inheritance and protection of ethnic minority cultures, and fully integrate modern industries and use new media and other technologies to promote the inheritance and protection of outstanding traditional ethnic minority cultures. However, the situation is still beset with difficulties, and many outstanding traditional ethnic cultures are still being rapidly lost. Among them, ethnic minorities in relatively backward areas, remote areas and small population base are the most important. Most of the inheritance methods are combined and passed on, such as scene inheritance and emotional inheritance. The process of this kind of inheritance is complicated and has high requirements on the inheritors, so it is difficult to expand cultural influence and the speed of inheritance cannot catch up with the social development. For example, most Gelao young people do not pay attention to cultural inheritance, which leads to the phenomenon of inheritance split.

## II. Existing problems of outstanding culture in Wuchuan County, Guizhou Province

### 1. Cultural inheritors

As for cultural inheritors, traditional cultural crafts are mainly used as the main body for inheritance, and the requirements for inheritors are too high. For example, for the inheritance of Gelao Maolong, the inheritor needs to be proficient in the process of making Maolong, and the inheritor needs to have strong organization and management ability and deep cultural heritage to carry out targeted teaching for learners. This is not possible under normal circumstances, which is not conducive to the transmission and inheritance of excellent traditional culture, and will reject those who want to know about the inheritance. At the same time, with the rapid economic development, inheritors can not make a living from it, resulting in many intangible cultural heritages without heirs. For example, Gaotai lion dance, provincial non-cultural intangible cultural heritage, Gaotai lion dance has a high risk factor, which needs to be performed in the air more than ten meters high, and the salary can not meet the needs of their own survival. This also makes some excellent intangible cultural heritage, so that many excellent traditional culture gradually disappeared from people's side.

### 2. The way of inheritance

At present, social changes and technological progress have brought great opportunities and challenges to the existing channels, ways and methods for the inheritance and development of China's fine traditional culture. The post-90s and post-00s, who grew up with the Internet, are familiar with new media forms, and their ways and means of obtaining information and knowledge have also undergone great changes. In this context, the ways of inheriting fine traditional Chinese culture need to be expanded to meet the development requirements of The Times and help cultural inheritance. However, most of Gelao's traditional cultural festivals have limitations. For example, Gaotai Lion Dance, Nuo Opera and Sanmaotai culture all appear on major festivals, such as marriage and house moving. For Gelao, which is a very important festival, it is also held on Qingming Festival. The influence time is short, and the outstanding national traditional culture concepts

are weak, which are embodied in the days before and after the festival, while the inheritance of national culture is basically invisible in the rest of the ordinary time.

### 3. Inheritance and protection

The scope of protection is not comprehensive, thorough and systematic. The incompleteness of the protection of Gelao nationality's outstanding traditional culture is reflected in that the government or folk approach the protection of the outstanding traditional culture with certain points or pieces. They cannot combine the protection with points, lines and surfaces, and cannot link all the outstanding traditional culture together for chain protection. The excellent traditional culture of Gelao exists in each other, promotes and develops each other, and cannot be without one. At the same time, the excellent traditional culture of Gelao involves a wide range of areas and covers extremely rich content. Therefore, the protection of the outstanding traditional culture of Gelao is one of the problems. The incompleteness of the protection of Gelao's outstanding traditional culture is manifested in the following aspects: the protection is inconsistent and intermittent, resulting in common signs of rebound in the protection process. The protection of Gelao's outstanding traditional culture is not systematic in that the protection of folk culture finds the reasons from the history, finds the methods from the present, and begins to formulate the systematic measures from the future development.

## III. Countermeasures for the excellent traditional culture of Gelao nationality in Wuchuan County, Guizhou Province

### 1. Expanding cultural inheritors and setting up school-based courses

#### (1) Expand cultural inheritors

The expanding inheritor here refers to the extensive requirements of the cultural inheritors, who do not have particularly high requirements. It refers to those who like and love to understand the outstanding traditional culture of Gelao nationality, who can be called inheritors. The role of the school in inheriting the excellent traditional culture of China is self-evident. Primary and secondary schools can incorporate fine traditional Chinese culture into their compulsory curriculum. Apart from classroom education, schools can also carry out activities in the form of cultural summer camps, holidays and research studies.

#### (2) Set up school-based courses

The school-based curriculum should be set up in the primary school so that Gelao's excellent traditional culture can be infiltrated into the understanding of primary school students from an early age, so that they can understand the excellent culture and history of their own nationality from an early age, and enhance their national pride. Such inheritance is practical and effective. In the development process of school-based curriculum, we should pay attention to the following points: First, in the establishment of school-based curriculum, we should pay attention to the choice of content, take the essence and discard the dross, and conform to the physical and mental development of primary school students. Secondly, timely adjustment should be made in the process of implementation to make the school-based curriculum more vivid, effective and meaningful. Finally, the purpose of school-based curriculum is to enhance the students' preliminary understanding of the excellent traditional culture of ethnic minorities, and enhance the national cohesion and national pride of all ethnic groups.

Combine with tourism and take advantage of new media

#### (1) Government support and integration with tourism

The government can strengthen the infrastructure construction of Gelao's excellent traditional cultural team through policy support and fund investment. The government should provide sufficient financial support and policy incentives, including setting up special funds, offering rewards and subsidies, and improving relevant policies and regulations. Through the promotion of policies and the increase of investment, it can attract more talents who are interested in carrying forward the outstanding traditional culture of Gelao nationality, and combine with the local tourism industry to form a new economic force, so as to realize the sustainable development of the outstanding traditional culture.

#### (2) Take advantage of the development of new media

From the ways and methods of inheritance, the new media and means of communication have had a profound impact on the inheritance and promotion of fine traditional Chinese culture. At the same time, new media have also enriched the forms of content presentation. Enabled by science and technology, new media not only spread fast, but also realize the integration of text, image, sound, video and other forms, reshaping the way people receive new knowledge, changing people's learning habits, helping people obtain massive information, and better inherit and disseminate the excellent traditional culture of the Chinese nation integrated with the new era. And enhance the affinity and recognition of the fine traditional culture of the Chinese nation.

### 3. Establishing a mechanism for protecting fine traditional culture

#### (1) Formulate sound laws and regulations

The adoption and implementation of the Law of the People's Republic of China on Intangible Cultural Heritage is a strong protection of culture. In the cultural supervision and law enforcement departments, the local government should be urged to strengthen the legal protection of folk culture, and the relevant groups or individuals who destroy the development of folk culture should be legally sanctioned and severely cracked down on, so as to strengthen the legal basis for the protection and development of folk culture. In the daily life of various nationalities, the government, judicial organs and relevant administrative departments should formulate and refine the legal provisions for the inheritance and protection of the Gelao folk culture according to the actual local conditions, standardize and improve the

management level of the Gelao folk culture in the process of inheritance, protection and development, and promote the effective, healthy and rapid development of the Gelao folk culture.

### (2) Targeted protection

While improving laws and regulations, the local government and judicial departments should take targeted measures to protect the Kelao folk culture. This requires the government and judicial departments to protect the excellent traditional culture of Gelao in a selective, targeted and planned way, and strive to perfect the legal system in place and protect no dead ends. While paving the way for the inheritance, protection and development of Gelao's excellent traditional culture, a relatively relaxed environment should be created. The first is to adhere to the protection principle of combining law with excellent traditional culture. It is necessary to do a good job of legal protection, include national culture in the local legal supervision system, and formulate corresponding laws and regulations. At the same time, it is necessary to do a good job of excavation and inheritance of national life customs, so that the life customs themselves can transmit and continue the national culture, and promote the protection and development of national culture.

The second is to adhere to the development principle of seeking common ground and combining differences. We should be good at exploring our own advantages and characteristics, and strive to have what others have and what others do not have. Only in this way can we give full play to the value and advantages of national culture and promote local economic and social development.

## Epilogue

It is particularly important to protect and inherit the cultural traditions of Gelao so that the national culture can be innovated and developed among the younger generation. We must inherit the excellent traditional culture of Gelao well and make it a national pearl. It is believed that with the joint efforts of everyone, the inheritance and development of the traditional culture of Gelao will become better and better, and contribute more to the multi-cultural development of the Chinese nation.

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