

Research on the protection path of Hehuang culture in the new era

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Abstract: culture is the spiritual pillar of a nation's development. It is an important task for China's cultural construction in the new era to unswervingly develop the advanced socialist culture, and innovate on the basis of carrying forward the traditional culture. Hehuang culture is famous for folk stories and red culture. It was born in the Qinghai River Basin in China and occupies an important position in the historical inheritance and future development of Qinghai. The study of the connotation characteristics, ideology and protection path of Hehuang culture is helpful to the modernization development of Hehuang culture, and how to do well in the inheritance and innovation of Hehuang culture is an important topic in front of cultural construction workers.

Key words: Hehuang culture; Connotation characteristics; Ideology; Protection path

Introduction

The Yellow River culture is an important part of China's ancient civilization. Hehuang is one of the many regional geographical names formed in the history of the northwest frontier, which has a large influence and a wide range of dissemination. Up to now, there are still areas called Hehuang. The Hehuang river basin is a gathering place for multi-ethnic and multi-cultural exchanges. Therefore, it has derived well-known folk stories, tea culture, religious culture and red culture, and is a historical area with unique charm. In the history of our country, Hehuang refers to the regions where Qiang people, Tubo, Xixia and other ethnic minorities have been active in different periods. It is important to study the protection path of Hehuang culture in the new era, which is worthy of further exploration and practice.

1 Connotation and characteristics of Hehuang culture

1.1 Multicultural convergence but more divergent

Since ancient times, the Hehuang River Basin in China has been a gathering place of multi-ethnic and multi-cultural. After research, it is found that the original residents of the Central Plains began to move into the Hehuang region as early as the Majiayao culture period, making millet farming spread from the middle reaches of the Yellow River, and the local bronze smelting technology, jade minerals and other resources began to be introduced into the Central Plains. This also means that the population mobility in this area has been strengthened. Even in the long history, there has been a large-scale population migration and immigration, which also makes religious cultures such as Buddhism and Taoism culture, Tibetan Buddhism and benzene culture converge and blend, and spread outward.

1.2 Multicultural blending and openness and inclusiveness

Hehuang culture is a regional cultural system, which has obtained material and energy in an inclusive environment, and therefore has obtained more opportunities for inheritance and development. The Hehuang river basin is located at the intersection of the Qinghai Tibet Plateau and the Loess Plateau, and is in the overlapping area of multicultural edges. Therefore, it is labeled with the symbol of the edge of the spread of Confucianism, Buddhism and Taoism in the Central Plains to minority areas. At the same time, the culture of ethnic minority areas has flowed into the Central Plains, the scope of cultural exchange, collision and integration has been expanding, and the influence has become stronger, which also makes the culture of Hehuang area more diverse and open and inclusive. At the same time, the concept of not easy to be self-centered has become more common, and the cultural attitude of humility, inclusiveness, exchange and reference has been strengthened, which has promoted the development of multiculturalism in the Hehuang River Basin.

2 Ideology of Hehuang culture

2.1 Hehuang folk culture

The folk customs and folk culture in Hehuang area are different due to different groups of people, and finally show a pattern of flowers blooming and competing for beauty. The customs of different nationalities include festivals, songs and dances, operas, etc; Customs in different regions include religious gatherings, societies, shadow puppet shows, temple fairs, etc., which are important components of Hehuang folk culture, and also deeply imprint Hehuang in the historical changes. Under the background of the new era, "Qinghai flowers" are all over the northwest, and mengjiangnu, spinning Niang, cat ghosts and gods have become folk tales handed down by word of mouth, which means that the Hehuang culture is enduring and growing.

2.2 Hehuang modern culture

Culture develops with people's production and life, so the Hehuang region has evolved modern civilization in the context of the new era, especially in the decades of reform and opening up, which has been affected so far. Hehuang modern culture includes emerging urban culture, corporate culture, social culture, square culture and rural culture, all of which have a great impact on public life. Especially in the context of big data and new media, it has derived film and television works, network culture, animation culture and so on, leading the development of local economy and culture, which means that Hehuang region has entered a new era. The author believes that culture is like "smokeless industry", which has already become an important foundation for modern urban development and an important driver of economic development. It not only meets the growing spiritual and cultural needs of the people of all ethnic groups in Hehuang, but also will evolve more forms of existence through reform and innovation.

2.3 Hehuang red culture

The red culture in various regions of China is widely spread and has deep influence. On this basis, the Hehuang red culture came from behind and gradually became an important part of the local mainstream culture, encouraging the people of all ethnic groups in Hehuang to forge ahead and persevere. It mainly includes the spirit of "loyal to ideals, firm faith, taking the overall situation into account, obeying orders, living forever, fighting to the end, indomitable, and enduring humiliation and burden"; At the same time, it also contains the spirit of "loving the motherland, selfless dedication, self-reliance, hard work, strong coordination, and the courage to climb"; It also contains the Qinghai Tibet Railway spirit of "challenging the limit and creating the first class bravely" and the Qinghai practical spirit of "one person, ten of us". These spiritual connotations are deeply engraved on the land of Hehuang, and they are also the precious spiritual wealth of the children of all nationalities in Hehuang. There are many physical expressions of the red culture in Qinghai Hehuang River Basin, such as the revolutionary hero memorial hall, the national patriotism demonstration education base, the red culture temple and so on, which also laid a solid foundation for the smooth development of regional red culture construction and red culture education. These objects have strengthened the Hehuang red culture from the side, made it widely spread and enlighten the wisdom of the masses, and made the Chinese people, education Party and government cadres and so on to strengthen their ideals and beliefs, and strive for the dissemination of Hehuang culture and inheritance of excellent red genes all their lives.

2.4 Hehuang tea culture

Under the background of historical integration of diverse ethnic groups in Hehuang, the silk road has opened up the tea market and gradually evolved into the tea culture we are exposed to today. As an important section of the Silk Road, the Hehuang section is located in the auxiliary line of the main line of the Hexi Corridor, shouldering the natural mission of uniting the Central Plains and Hehuang ethnic groups. Most of the people in Hehuang area have the habit of eating more meat and less vegetables, and gradually began to drink tea to relieve greasiness, promote digestion, reduce fire and eliminate dryness, laying a solid foundation for the wide spread of tea culture. Nowadays, there is a saying that "one day without food is better than one day without tea", and the impact of tea culture on people's lives can also be seen. However, the Hehuang area is in conflict with the high cold, dry and cold regions of the plateau, which is not conducive to the cultivation and growth of tea. Therefore, the "tea horse trade" was born, and the Hehuang area gradually developed into the "ancient tea horse road". The Tangfan ancient road is the official road from Chang'an to the capital of Tubo. Under the historical background at that time, it undertakes the important tasks of economic exchanges, political exchanges and cultural exchanges. It is not enough for the Hehuang tea culture to be born, popularized and spread widely. Finally, it depicts a vivid historical picture of the convergence of tea culture.

3 Protection path of Hehuang culture in the new era

3.1 Establish the cultural self-confidence of Hehuang region and boost the regional cultural characteristics and modernization

Cultural self-confidence is the most important content of national self-confidence and national self-confidence. Therefore, to build a country and promote economic development, we must emphasize cultural self-confidence. Hehuang culture is an economically and socially developed area in Qinghai Province, and also an area with great cultural influence and wide spread range. Therefore, in the protection of Hehuang culture in the new era, we must not belittle ourselves because the economic and social development is relatively backward than that of the coastal mainland. Instead, we must unswervingly establish the cultural self-confidence of Hehuang region and boost the development of regional cultural characteristics and modernization. The author believes that people in Hehuang area are qualified, have reason and need to strengthen their cultural self-confidence, so as to lay a solid foundation for promoting the culture of "four developments" in Hehuang area.

3.2 Speed up the cultural reform in Hehuang region and boost the reform and innovation of regional cultural system

It is of great importance to continue to strengthen efforts to promote the system reform of public welfare cultural institutions, which is

also the main path for the protection of Hehuang culture. Based on this, relevant workers should actively explore the establishment of legal person management mode for cultural institutions, vigorously develop local communities, rural areas, squares and campuses, and strive to integrate Hehuang culture into the extension and embodiment of group culture. On this basis, it is necessary for us to actively prepare for the construction of museums for Tu, salar, Tibetan and Hui Nationalities, science and technology museums and art galleries, etc., and innovate the operation mechanism of cultural services, so that more people can join the queue of learning the culture of the region and spreading and carrying forward the Hehuang culture. Based on the reality of cultural work in Qinghai Province, actively promote the formation of an open, competitive, orderly and efficient modern cultural market system.

3.3 Strengthen the support and guidance of culture, and break through the realistic dilemma of funds and talents

The lack of financial and human support is the current dilemma of the dissemination and development of Hehuang culture. Therefore, to protect Hehuang culture, we must adhere to the strategy of sustainable development, vigorously support the characteristic culture and industries of Han, Tibetan, Tu, salar, Hui and other nationalities in Hehuang region, and strive to promote the prosperity of the region's economy and talent market. The folk customs in Hehuang area also have unique charm. Therefore, the protection of Hehuang culture can also start from the aspects of song and dance, drama and folk art, so as to make a variety of related art forms go out of the region, go to the country and onto the world stage, and achieve the ultimate goal of sustainable development of Hehuang culture driven by funds and talents. Based on the realistic dilemma of the dissemination of Hehuang culture, actively seek the help of local governments and social resources, support and guide the development of folk cultural organizations with Hehuang characteristics, such as key cultural protection units, national famous brand culture, key tourism projects and national intangible cultural heritage projects, etc., to boost the prosperity and development of Hehuang culture, attract capital investment with resourcesTalents take the initiative to revitalize the economy, and even expand the introduction of foreign funds and talents to realize the symbiotic development of Hehuang culture and economy. In addition, gathering mass resources, funds and productivity, adhering to the idea of mass culture and mass run, and under the support of the government and the guidance of social enterprises, promoting various forms of folk songs and dances, operas and quyi to form a brand scale, and speeding up the development of local cultural undertakings will surely achieve twice the result with half the effort.

3.4 Based on the regional characteristics of Hehuang, develop Hehuang culture with connotation and characteristics

Based on the regional characteristics of Hehuang, mining the regional advantages of Hehuang and prospering the local economy and culture, it is necessary to develop the national culture brand, regional culture brand, religious culture brand and folk characteristic brand, so as to make the local culture and economy closely intertwined and develop together. On this basis, regional cultural builders adhere to inheritance and innovation, not only to inherit the cultural gene of regional characteristics, but also to improve the specific expression and expression of culture, so that the current economy and culture can go out of the characteristics of Hehuang, and ultimately achieve economic prosperity and common development.

3.5 Promote the integration of culture and tourism industry and promote the sustainable development of Hehuang culture

Qinghai Province in China has beautiful mountains and rivers and beautiful scenery. It not only has profound cultural heritage, but also contains very rich tourism resources. Promote the combination of Hehuang cultural industry and tourism industry, and promote the sustainable and healthy development of Hehuang culture. There are many famous ancient temples in the region, such as thar temple, Xiaqiong temple, Youning temple, etc., so it can vigorously promote religious culture and attract devout tourists to pray and make wishes. There are also tourism resources representing prehistoric culture such as Lajia site and Liuwan painted pottery in the region. Through development, he can also carry forward traditional culture and highlight the wisdom of Hehuang ancestors. There are more natural landscapes in the region, such as the guide three rivers region and the Kampala National Geological Park. Based on natural scenic spots and green resources, it can also promote the Hehuang culture, making the integration of cultural and tourism industries develop in high quality. On this basis, relevant industry workers can also develop a variety of characteristic projects, such as organizing concerts, road cycling competitions, plateau rock climbing competitions, etc., to form a unique Hehuang culture and economic development, reflecting the cultural grand view with strong regional cultural connotation.

Conclusion:

In a word, cultural construction is a huge social project, which is worthy of further exploration and practice by all cultural workers. Nowadays, while inheriting and protecting Hehuang culture, we should also pay attention to cultural innovation and complementary advantages, and strive to pave the way for the prosperity and development of Hehuang culture. When conditions permit, it is more important to promote the integration of Hehuang culture and various industries, which is embodied in a variety of art forms, and help the inheritance,

protection, reform and innovation of Hehuang culture in the new era, so that Hehuang culture is at the forefront of cultural construction and innovation in the province, the country and even the world.

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