

A study on the path construction of traditional Chinese clothing culture in college inheritance

Zhiyu Zhang¹ Wenhao Su²

1.Dalian Art College Dalian City, Liaoning Province 1166001

2.Communication University Of China, Beijing 1000242

Abstract: Inheriting Chinese traditional clothing culture not only represents the relevant policy guidance of the country at the present stage, but also an important way for the country to enhance its cultural soft power in the future. Colleges are regarded as an important medium for the inheritance of Chinese traditional clothing culture. With the help of professional advantages, we can make the inheritance of traditional clothing culture more dynamic and vitality through more scientific and systematic research. Therefore, the purpose of this study is to take the inheritance of Chinese traditional clothing culture in colleges as a breakthrough, combined with previous theoretical research results and practical cases, to explain the feasible inheritance path and construction method. The research shows that the inheritance of traditional clothing culture in colleges should run through the professional development and talent training mode. At the same time, "academic path" and "cultural communication path" are the dominant and targeted expansion ways of traditional clothing culture in the inheritance path of colleges and universities.

Keywords: Chinese traditional dress culture; Cultural inheritance; Inheritance path construction; Universities and colleges

Since the 1960s, a generation of scholars and scientific researchers led by Mr. Shen Congwen have carried out in-depth exploration on the research of Chinese traditional clothing culture, and expanded in many fields, such as the compilation of clothing history, clothing archaeology and restoration, research on ancient textile and dyeing technology, research on national clothing, research on intangible cultural heritage of textile and clothing, and research on Dunhuang clothing culture, making remarkable achievements. In recent years, the research on Chinese traditional costume culture and its inheritance is still the focus of costume academia, and a wider range of views and achievements have been extended on the basis of the original research. How to inherit the traditional costume culture in colleges and universities has also become the focus of relevant scholars and researchers. For example, taking the traditional dress culture as an opportunity to explore the path of excellent traditional Chinese culture experience education in colleges and universities; From the perspective of traditional textile clothing culture inheritance, this paper analyzes the feasible path of excellent traditional culture education in colleges and universities; Combined with the advantages and characteristics of the discipline of clothing specialty in colleges and universities, this paper explains the educational function of the folk clothing teaching hall in colleges and universities, and discusses the relationship between Chinese traditional clothing cultural identity and self-consciousness from the perspective of contemporary college students. At the same time, some colleges and universities have made corresponding preliminary exploration on the inheritance of traditional costume culture in colleges and universities in the early stage, such as the "Research Project of Chinese Costume Culture" hosted by Beijing Institute of Costume, "Training of Innovative Design Talents of Dunhuang Costume", "Research and Application of Jiangnan Folk Costume Production Techniques" hosted by Jiangnan University, and the related research of some colleges and universities on the traditional costume culture of ethnic minorities. Therefore, based on the previous research accumulation, in-depth and objective analysis of the inheritance of traditional clothing culture in colleges and universities at this stage, find out the experience and shortcomings, and from the basis of college clothing professional and actual development needs, explain the feasibility path and construction method of traditional clothing culture inheritance in colleges and universities, in order to make up for and extend the content and scope of this study.

1. The Present Situation of Theoretical Research on the Inheritance of Traditional Costume Culture in Contemporary Colleges and Universities

Through combing and analyzing the relevant college cases, scientific research projects and other data, the theoretical research on the inheritance of traditional clothing culture in contemporary colleges and universities mainly presents the following characteristics. First of all, in recent years, the relevant theoretical research on the heritage of traditional clothing culture in colleges and universities has always maintained an increasing state, and the research perspectives and categories are more diverse and extensive. According to the project approval data of the "Humanities and Social Science Fund of the Ministry of Education" and the "National Social Science Fund Project" from 2017 to 2019, the average number of projects in each university that take traditional clothing culture as the research content has reached 8 each year,

And reached the highest peak in 2018 and 2019 respectively. At the same time, the research perspective and scope are relatively

diversified, and most of the project achievements involve national costumes, regional textile technology, research on "dating history" of costumes, integration of traditional costume elements and contemporary costume design, and other traditional patterns, dyeing and fabrics.

Secondly, the research perspective is biased towards regional nationality and historical period concentration, and the research framework is unbalanced. Through the analysis of the proportion of the 45 projects approved by the Humanities and Social Science Fund of the Ministry of Education and the National Social Science Fund in 2017-2019, the research on regional ethnic costume culture accounts for 29%, the research on historical era costume culture accounts for 31%, the research on traditional textile techniques accounts for 16%, the research on Dunhuang costume culture accounts for 4%, the research on Silk Road costume culture accounts for 4%, and the research on other categories accounts for 16%. This data shows that many university researchers are better at carrying out more familiar research projects with a certain research basis, but over time, some clothing culture categories with higher research value have been ignored, resulting in the lack and blank of traditional clothing research.

In addition to the above data analysis, through the relevant content and data of the "Education and Teaching Achievement Award" issued by the China Textile Industry Federation in recent years, it can be inferred that most colleges and universities have made relatively significant breakthroughs and improvements in the course construction, teaching method reform, talent training mode, etc. of the clothing specialty, but there are few successful cases of integrating the research of Chinese traditional clothing culture inheritance into professional development and teaching reform, Few involved projects are limited to starting from the curriculum, rarely covering the whole clothing specialty, and there is a lack of clear case reference for the inheritance practice of traditional clothing culture in colleges and universities.

2. The Construction of "Academic Path" for the Inheritance of Traditional Costume Culture in Colleges and Universities

Through the analysis of the research on traditional clothing culture in colleges and universities at this stage, the inheritance of traditional clothing culture in colleges and universities is not only related to professional academic exploration, but also should focus on cultural inheritance, and integrate traditional clothing culture into the overall scientific research, teaching and personnel training links of clothing specialty, so as to build the "academic path" framework and context of the inheritance of traditional clothing culture in colleges and universities.

The "academic path" needs to start from multiple levels, and each path link is interrelated. Specifically, it includes the establishment and development of the traditional clothing culture project, the construction of the traditional clothing culture theme museum, the construction of the traditional clothing skills gallery, and the integration and expansion of traditional clothing culture in the development of clothing teaching.

2.1 Academic activities of traditional costume culture

The inheritance of traditional costume culture in colleges and universities can not be separated from the support of professional academic level. Professional research teams in colleges and universities can transform the inheritance of traditional costume culture into practical theoretical and practical achievements through corresponding projects, so that the traditional costume culture can be more vividly presented in the public view, and people can feel the essence and charm of traditional costume culture, It also causes concern about the current research situation of traditional costume culture and the situation faced by some precious costume relics and textile techniques, so as to enhance the practical role and significance of inheritance. For example, the 2019 National Social Science Fund Project of Beijing Institute of Fashion Studies "Research on the Dress Culture of the Past Dynasties in Dunhuang" reinterpreted the Dunhuang traditional dress culture from the aspects of Dunhuang dress archeology, protection and innovative design, which not only achieved important professional breakthroughs and scientific research achievements, but also had a certain impact in the clothing academia and even the art academia.

2.2 Construction of traditional costume culture theme venues

If the scientific research achievements of the heritage of traditional clothing culture are more widely recognized and resonated, it is necessary to spread and promote traditional clothing culture in an intuitive and vivid way with the help of university museums, art galleries, study halls and other media. In 2017, the General Office of the Central Committee of the Communist Party of China and the State Council issued the Opinions on the Implementation of the Project of the Inheritance and Development of China's Excellent Traditional Culture, which emphasized: "... implement the project of new media communication of Chinese culture, and give full play to the role of public cultural institutions such as libraries, cultural centers, museums, group art museums, and art galleries in the inheritance and development of China's excellent traditional culture." With the construction of domestic university museums becoming more professional and mature, and the public's concern and love for culture and art has gradually increased, museums have become a useful space for communication

between traditional excellent culture and the public. Through the construction of a traditional clothing culture theme museum in colleges and universities, the traditional clothing culture is disseminated through permanent exhibitions and regular theme tours, and the exhibition content is expanded to traditional clothing cultural relics exhibition, clothing restoration exhibition, theme literature picture exhibition, clothing intangible cultural heritage exhibition, and traditional clothing innovation design exhibition, to create a more rich and comprehensive form of traditional clothing culture. In order to meet the understanding and cognition of different groups for traditional clothing culture. In recent years, the costume museums built by some domestic costume colleges and research teams have held various forms of traditional costume culture exhibitions, which have been widely praised in the social field. For example, the "Jiangxi Minority Costume Exhibition" and the "Han Horse Face Skirt Costume Exhibition" held by the National Costume Museum of Beijing Institute of Fashion Technology; The "Nishang Cloud Clothes Collection Exhibition of Kunqu Opera" and "Peach Blossom Garden in Brocade" held by Suzhou Silk Museum; The "Silk Road" series of clothing research exhibitions launched by the China Silk Museum over the years have played a positive role in popularizing traditional clothing culture and enhancing the public's understanding of traditional clothing.

The inheritance of traditional clothing culture not only needs to be understood and known by the public through a variety of communication methods, but also needs more people to participate in the transmission and protection of traditional textile and clothing skills, so as to achieve the practical inheritance and talent reserve of traditional clothing culture. The traditional clothing skill transmission hall is an important medium for the transmission and protection of traditional clothing culture. On the one hand, the exquisite teaching of textile and clothing skills attracts the public, especially young groups, to study. Traditional clothing culture can be more widely concerned and recognized through practice; On the other hand, through the holding of the traditional clothing skills learning hall, we can find and tap the skills inheritors, integrate the college clothing professional training foundation with the traditional clothing skills inheritance, and output more high-quality traditional textile and clothing skills. Although the number of domestic colleges and universities' clothing teaching halls is still small, there are some clues in the future development planning of the clothing specialty of each college. Among them, "Jiangnan University Folk Clothing Teaching Hall" and "Beijing Institute of Clothing Technology Teaching Hall" have obtained corresponding achievements and consensus in the early operation.

2.3 Integration and expansion of traditional clothing culture inheritance in clothing teaching

The "closed loop node" of the "academic path" inheritance of traditional clothing culture in colleges and universities means that through a series of ways and means, traditional clothing culture is permeated in the development of clothing professional teaching, so as to achieve the value and significance of college inheritance. The presentation of traditional costume culture inheritance in the teaching development of costume major mainly highlights the following two aspects, namely, the integration and expansion of traditional costume culture in the theoretical and practical courses of costume major, and the setting of the training direction of traditional costume culture talents.

In the past clothing professional theory and practice courses, although the traditional clothing culture has been involved in the content, and the corresponding clothing history courses and traditional textile or clothing technology courses have also been included in the training program, the inheritance of traditional clothing culture is far from the students' actual professional training direction and goal, and the course teaching content is difficult to be integrated into the students' clothing practical works and graduation design. As a result, students excessively favor the trend of contemporary European and American fashion design while ignoring the impact and value of Chinese traditional costume culture on contemporary fashion design. At the same time, the cultivation of traditional clothing culture and skills in the teaching system and student training system of college clothing majors is not balanced. The school teaching team tends to cultivate students' advantages in clothing competitions and shape their commercial values, but pays less attention to the construction of the "cultural core" in students' design concepts. Therefore, this path link mainly integrates the traditional clothing culture into the clothing teaching of colleges and universities from three aspects of curriculum teaching - achievement guidance - training direction.

First of all, the teaching of clothing major courses in colleges and universities needs to transform traditional clothing culture into corresponding systematic courses, covering such aspects as clothing history, traditional textiles, clothing skills, traditional clothing patterns, traditional clothing fabrics, and traditional clothing colors, so that traditional clothing culture can become an important part of the training of clothing professionals, and run through the two-way training of theory and practice; Secondly, integrate the traditional clothing culture into the practical courses and corresponding practical activities (competitions, works exhibitions, etc.) that students participate in, and let students analyze the cultural elements of traditional clothing in the form of theme oriented results, so as to stimulate students' clothing design ability based on traditional clothing culture, and expand it to show in the entries and graduation works; Thirdly, we will introduce the inheritance of traditional clothing culture into the professional training direction system, and try to set up the corresponding professional direction to accumulate the talent pool for the inheritance of traditional clothing culture by combining the development foundation of college clothing

specialty at this stage and the social demand for talents in traditional clothing skills, clothing archaeology, clothing culture research, clothing restoration, and cultural innovation development.

3. The Construction of “Cultural Communication Path” for the Inheritance of Traditional Costume Culture in Colleges and Universities

The focus of traditional costume culture inheritance in colleges and universities is one of professional research and expansion, and the other is that traditional costume culture is more widely spread and promoted in colleges and universities, so as to gain young people's understanding and love of traditional costume culture. Therefore, the main content of the construction of the "cultural transmission path" includes the creation of relevant clothing cultural associations (such as "Hanfu Club" and "Qipao Club") and the development of practical activities, the holding of public lectures on traditional clothing culture and the development of relevant cultural salons.

3.1 Communication of traditional dress culture in college students' practical activities

At the university level, the campus community has become an important platform for college students to expand their extracurricular interests and cultivate their social practice ability, while the traditional Chinese culture has also been widely concerned under the spread and promotion of the campus community, and has caused profound thinking in the relevant academic circles. From the "Han Costume craze", "national style fashion" and other trends prevailing in colleges and universities in recent years, it can be analyzed that the traditional clothing culture has been recognized and loved by the contemporary college students, and the traditional clothing culture has been presented to the public in a more innovative and unique way through the We Media platform, short video platform and other media. However, it is undeniable that because some student associations have a relatively shallow understanding of the traditional clothing culture, it is difficult to express the essence of some clothing culture through the practical activities of the associations. In addition, the restrictions of funds, activity space, policy support and other factors lead to the fact that the traditional clothing culture associations in colleges and universities at this stage are limited to the exchange of interests, and it is difficult to expand to a wider range of social communication. Therefore, from the perspective of scientific research project development, it is necessary to re integrate the resources of traditional clothing culture associations in colleges and universities, give full play to the advantages of college students, spread clothing culture in a more innovative perspective and means, and provide certain policy and financial support in clothing culture practice exchange activities, traditional clothing restoration display, and traditional clothing We Media platform construction.

The construction of the practical activities of the communication of traditional clothing culture in colleges and universities can be started from three aspects: the diversity of communication content, the diversity of communication methods and the novelty of communication media. First of all, the spread of traditional clothing culture in colleges and universities should not be limited to the spread of traditional clothing styles. "Dress restoration", "makeup restoration" The promotion of costume aesthetics based on traditional costume colors and patterns, the reproduction of skills based on traditional costume techniques, or the reproduction of materials based on traditional makeup materials can not only make young people feel the charm of traditional Chinese costumes, but also more comprehensively show the style and features of traditional costume culture from a more innovative perspective of communication; Secondly, the communication mode of traditional clothing culture in colleges and universities not only needs to improve the professionalism of interest associations, but also needs to broaden the communication mode, gradually extending to college students' art festivals, art works competitions, college students' innovation and entrepreneurship projects and other forms, so that more college students can rely on their own strengths and advantages to participate in the communication practice of traditional clothing culture; Thirdly, the media of traditional clothing culture in colleges and universities can combine the aesthetic way and the habit of receiving information of the current college students, adopt new media forms such as "WeChat official account", "Weibo promotion", "dithering video shooting", and carry out more intuitive and vivid transmission of traditional clothing culture through special graphic content, micro film and other "cloud" activities.

3.2 Promotion of traditional clothing culture knowledge

At this stage, the distinct problem that traditional clothing culture faces in the spread of colleges and universities is that some college students do not know enough about traditional clothing culture, or even have a wrong understanding of it. The students' recognition and love of clothing culture are more from the "national clothing trend" or popular trend, but lack of more professional and accurate guidance of clothing culture, which leads to the confusion between "Hanfu" and "Hanfu" The clothing of different times is "open and close". Therefore, it is particularly important to integrate public lectures and cultural salons of traditional costume culture for the spread of traditional costume culture in colleges and universities.

Public benefit lectures and cultural salons of traditional costume culture mainly focus on the teaching and sharing of cultural knowledge

to popularize the important content of traditional costume culture for college students, and can reshape the correct historical view of costume through corresponding lectures and cultural salons to enhance cultural self-confidence. Public lectures on traditional costume culture can be conducted in three modules: general category, thematic category and comprehensive category. The general category refers to the content teaching based on the context, framework, development and other aspects of Chinese traditional clothing culture, aiming to enable students to understand the basic generalization of Chinese traditional clothing culture; Thematic category refers to the clothing culture of a certain period or a certain clothing category as the teaching subject, so that students can feel the deeper connotation of clothing culture. For example, "Song Dynasty Han Nationality Costume Lecture", "Ming Dynasty Women's Jewelry Lecture", "Tang Dynasty Women's Makeup Lecture", etc; The comprehensive category refers to explaining the clothing culture through other art forms, expanding the relationship between clothing and other cultural elements and social factors, and guiding students to think about clothing culture in a divergent way. For example, "costume culture in traditional Chinese figure painting", "social economy and costume development", "traditional aesthetics and costume dressing", etc.

4. Conclusion

Through the analysis of the current situation of Chinese traditional clothing culture in the inheritance research of contemporary colleges and universities, it can be seen that in recent years, some domestic colleges and universities have integrated traditional clothing culture in the development of scientific research projects, research in professional fields and the construction of training models, and achieved some considerable results, but the overall data characteristics show the imbalance between the research perspective and research framework, and the research content is less extended to teaching. The research subjects are limited to a small number of first-class universities. Therefore, the spread of traditional clothing culture in colleges and universities needs to form a broad coverage, strong application and intuitive and specific implementation methods, which can be transformed and improved in the future.

The construction of "academic path" and "cultural transmission path" is the two important contents of traditional costume culture in university inheritance research, and also an important method to reverse the inheritance status quo and enhance the inheritance value and significance. The construction of "academic path" starts from the characteristics of the professional development of colleges and universities, runs through the professional research, professional practice and professional teaching, and expands the establishment of scientific research projects with traditional costume culture as the main body, the establishment of museums with traditional costume culture as the content, and the establishment of skill study halls, as well as the integration of traditional costume culture into the teaching content, training program and achievement orientation. The construction of the "cultural communication path" tends to the wider dissemination and popularization of Chinese traditional clothing culture in colleges and universities. Through professional guidance and support, combined with practical activities such as interest associations, online activities of new media communication media, public welfare lectures and salons, a more extensive, intuitive and trendy traditional clothing culture communication mode is formed.

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