Innovative Research on the Inheritance and Protection of the Contemporary Guangxi Bronze Drum Culture

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Erkang Zhu, Han Fu*, Ruoxuan Li, Teng Zhang
College of Arts, Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 56910487@qq.com

Abstract
Guangxi copper drum culture is the outstanding cultural treasure of Guangxi nation, reflecting the cultural wisdom of Guangxi minority and containing the spirit of Guangxi nation. This paper investigates and analyzes the current inheritance and protection of Guangxi copper drum culture, addresses the shortcomings of inheritance and protection, and proposes strategies in terms of inheritors, dissemination channels, innovative application, cultural tourism integration and institutional construction to expand the inheritance and protection channels of contemporary Guangxi copper drum culture and promote the development of Guangxi copper drum culture.

Keywords
Copper drum culture; Inheritance and protection; Innovation

Introduction

The outline of the fourteenth five-year plan of the national economic and social development of the People's Republic of China and the outline of the vision 2035 points out that it will adhere to innovation in the overall situation of China's modernization, accelerate digital development, support the accelerated development of ethnic regions, the national cultural soft power is significantly enhanced, and comprehensively promote consumption, etc. Guangxi as an ethnic region to accelerate regional development at the same time also to accelerate the region's cultural Development, General Secretary Xi Jinping has repeatedly stressed adherence to road confidence, theoretical confidence, institutional confidence, cultural confidence, the essence of which is cultural confidence based on the heritage of civilization for more than 5,000 years culture is the inexhaustible power of a country's lasting and sustainable development, cultural confidence is an important support

for national prosperity and national prosperity, inheritance and protection of excellent traditional culture is a solid foundation to enhance cultural confidence, research The heritage and protection innovation path of Guangxi copper drum culture aims to strengthen the excellent national cultural soft power with innovative ideas, and the heritage and protection of Guangxi copper drum culture and other excellent traditional culture is the bond that unites the values of all ethnic groups. As an excellent traditional culture and intangible cultural heritage, Guangxi copper drum culture lacks a more up-to-date protection method and a transmission path that is closer to technological life in the contemporary context in terms of transmission and protection.

Overview of Copper Drum Culture in Guangxi

According to modern scholars, the copper drum is a highly integrated and comprehensive artwork created by the ancient Pu people in the southwest of China. The copper drum has gone through four stages: kettle ware, musical instrument, divine instrument and heavy weapon. In the stage of kettle ware, copper drums were just invented and their use was a cooking vessel, the production process was rough, simple and simple, the shape was like a copper kettle, in the process of cooking it was discovered that it had the function of a musical instrument, so it became independent and thus entered the stage of musical instrument, which became popular in the Qin and Han dynasties and everywhere, at the same time, because the sound emitted when hitting the copper drum was loud enough and spread far enough, it was also used to command the battlefield when the army fought, and in important folk festivals and The bronze drums were also used in important folk festivals and recreational activities. Bronze drums continued to develop and be used in minority areas for the worship of the heavens, ethnic people believe that bronze drums have supernatural power and are the protective gods of tribes and villages, at this time bronze drums became a necessary object for rituals and religious activities, worshiping them and treating them as sacred objects, just because after the stage of musical instruments and sacred objects, naturally the number of bronze drums owned became a symbol of noble identity and status power (Liang, 2016).

The types of bronze drums can be divided into eight types: Wanjiaba, Shizishan, Lingshuichong, Zunyi, Majiang, Beiliu, Lingshan and Ximeng, all of which have been excavated in Guangxi. In the process of long-term dynastic change and historical evolution, due to the folk casting drum technology has “not to pass on” “pass on male not female” and other rules, ancient bronze drum casting technology gradually lost after the Ming and Qing dynasties, the surviving bronze drums will only be reduced but not increased, the bronze drums were once In the market disappeared, this valuable historical and cultural heritage has been standing on the precipice of disappearance, Hechi City, the tooth Yunyong, Tan Anyi cooperation on the subject of copper drum casting successfully mastered the lost wax method, sanding method and casting music copper drums, casting family Wei brothers and two after years of exploration, attempts, in 2003 successfully cast the Ma Jiang type copper

drums, rare is the Wei brothers and two casting of copper drums for the masses of the people with drums It is remarkable that the copper drums cast by the Wei brothers are recognized by the people who use them, and the lost copper casting technology has been restored, so that the thousand-year-old copper drum culture can be continued and developed (Wu, 2008).

The copper drum culture in Guangxi has been developed with high artistic value, and the copper drum dance and music have unique performance forms, as well as unique customs of copper drum culture. To this day, some ethnic groups in Guangxi still play bronze drums when they hold major festivals, and the culture of bronze drums has implicitly penetrated into the hearts of people of all ethnic groups in Guangxi.

The Current Deficiencies in the Inheritance and Protection of Copper Drum Culture in Guangxi

The Heir is out of Generation and Lacks Fresh Blood

Copper drum culture is the encyclopedia of Guangxi ethnic groups, non-genetic inheritors generally face the phenomenon of age break and lack of successors, Guangxi copper drum culture faces the same dilemma, copper drum culture non-genetic inheritors, participants will use, understand the customs of copper drums or play most of them are old, because most of the ethnic areas are backward areas, most of the youth groups go out to work, stay in the village, the village people are few and far between, rarely can They are rarely exposed to bronze drums, let alone understand the way they are played, the art and dance of bronze drums, the production process of bronze drums, etc. Moreover, contemporary young people are generally not interested in bronze drum culture, which is an excellent traditional culture, and there is a lack of young inheritors. In order for the culture of copper drums to continue to flourish, it is necessary to strengthen the training of the inheritors so that they can take the lead in imitating the culture, and at the same time, make more efforts to train the successors to avoid the phenomenon of having no one to succeed them.

Lack of Up-to-date Communication Channels

Young people have paid little attention to traditional media such as local TV stations, newspapers and books. It is difficult for the promotion of tonggu to enter the vision of young people, and it is also difficult to break through the geographical restrictions and spread the scope is too limited. The rapid development of digital media and the rise of VR and AR can break the spatial restrictions and bring an immersive feeling to experience people. In today's fast-paced society, fragmented information is more likely to enter the public's field of vision, and the excellent traditional culture of copper drum culture seems much more boring.

Single Content Form, Insufficient Innovative Use

Copper drum itself has high artistry, but the use of innovation is seriously insufficient, and the music and dance art of Guangxi copper drum needs to be improved, mainly in the form of single content. The ornamentation of the bronze drum derivatives is also based on the pattern of traditional bronze drums, and rarely uses novel creative themes and design methods, lacking creative innovation and serious homogeneity, too single form in today's diversified society, easily causing aesthetic fatigue and gradually weakening interest.

Inadequate Construction of Institutional Mechanisms and Unsound Management System

The problem of management and protection of Guangxi copper drum culture after the successful declaration of intangible cultural heritage list items has not been paid attention to, and the phenomenon of "declaration but not protection" has appeared (Huang, 2017). The existing members of the protection center are not highly skilled in business, which affects the normal operation of the declaration and protection work, and the personnel structure construction is unreasonable, and the "key gentlemen" of cultural heritage and protection are not organized, and the training of talents and work training in the institution are not paid attention to, so the work of cultural heritage and protection of Guangxi copper drums is not established and sound. The protection and inheritance of intangible cultural heritage such as Guangxi copper drum culture must be paired with a corresponding management system, which should not be ignored (Gao, 2009).

Guangxi Copper Drum Culture Heritage and Protection Innovation Path

Strengthen the training of inheritors and expand the training of inheritors

Copper drum culture whose material carrier is the copper drum, the core is the people, is the people is the way of life, the protection of the inheritors is to preserve the core of the copper drum culture. First of all, we should strengthen the existing inheritors training, expand the scale of the inheritors, at present, there is no national inheritors of copper drum music and casting in Guangxi, set up a special program for the training of inheritors, to provide financial protection for the training of inheritors, set up a team of experts in the inheritance and protection of copper drum culture, to provide guidance for the inheritors to inherit copper drum culture.

Then, we should let the copper drum culture into the campus, actively carry out Guangxi copper drum culture into the classroom, Guangxi copper drum culture practice activities, etc., take the copper drum culture as the carrier, give play to the ethnic regional cultural characteristics, establish Guangxi copper drum cultural heritage education and practice bases, and at present, more than

three hundred non-hereditary heritage schools and practice education bases are established in primary and secondary schools (Zhou, 2019). University colleges and universities should also build corresponding bases to give full play to the educational advantages of ethnic regional universities, and colleges and universities, as important institutions for cultivating talents, should also take up the heavy responsibility in the cultivation of non-hereditary talents, so that the youth groups can better understand Guangxi copper drum culture through curriculum design, specialized research, inheritor training, and campus literary competitions, which not only expand the scope of copper drum dissemination, but also provide heirs for copper drum culture and make up for the the current deficiency in inheritance and protection.

Using Digital Media Technology and the Internet to Broaden the Dissemination Channels of Tonggu

In today's society, the number of Internet users is huge and the Internet has become the main way for people to obtain information. In the era when the Internet did not exist or was not developed, culture was often spread by word of mouth. The rise, popularity and application of digital media technology have helped the spread of traditional culture and tonggu culture. Its advantage of not being restricted by space has brought more opportunities for excellent traditional culture. Guangxi tonggu culture should make use of digital media technology and give full play to its characteristics of fast information dissemination, strong social interaction and wide communication channels. Build a "digital copper drum", digitize the history of copper drum culture, casting technology, cultural products, etc., and then create a network"copper drum culture community" through AR, VR and other technologies to give people who enter the community an immersive experience of Guangxi's copper drum culture. The "Copper Drum Culture Community" provides a platform for people to understand and exchange ideas and promote the culture of copper drums to enhance its cultural connotation, and allows everyone who enters the community to have a voice and express their own views and opinions. The "Copper Drum Culture Community" is a platform for practitioners, participants and inheritors of copper drum culture to communicate with each other under the premise of digitalization, which helps to develop copper drum culture and cultivate inheritors.

In recent years, the Internet has been impacted by short videos, coupled with the normalization of fast-paced life in society, the impact of short videos is quite huge. Currently, short videos account for 28.4% of groups under 24 years old, 25.1% of groups between 25 and 30 years old, 26.1% of groups between 31 and 35 years old, 14.2% of groups between 36 and 40 years old, and 6.2% of groups over 40 years old, making the user group extremely young. Help the inheritors of copper drum culture to open, manage and operate their own media channels, and shoot high-quality short videos to upload to various media platforms to popularize copper drum culture, tell the story of copper drums and show the charm of copper drums, which can bring certain economic benefits

and better promote copper drum culture, and the collective entry of Guangxi's "non-heritage" into ShakeYin in 2019 is a good attempt. The government has organized a special agency to help manage and operate the channel, which is the most important thing, not to let it grow wild.

Innovative and Diversified Development of Copper Drum Art

In order to stay on the historical stage for a long time, copper drum culture cannot be based on the same strategy, but must be organically integrated with modern culture, so that copper drum culture can be "differentiated" from other traditional cultures and become unique in a diversified society. The high artistry of bronze drums is expressed in bronze drum music and bronze drum dance, and the development of existing bronze drum music and bronze drum dance requires the intervention of relevant professionals, so that the inheritors cannot work behind closed doors. The first step is to forge a full-scale drum, and at the same time, to explore the music of drums, to change the single rhythm, to add the elements of drums in the music creation, or to form a special drum music band, to try to integrate with modern music, to innovate the arrangement of drum music, to enrich the form of performance, and the music of drums , dance can appear in the form of copper drum stage drama, copper drum song and dance drama, etc., so that the fusion is more modern, and hold more performances, competitions, and exchanges of copper drum stage drama and copper drum song and dance drama of this kind, and invite professionals and relevant practitioners to attend the jury, so as to develop in competitive exchanges and develop copper drum art in an innovative and diversified way (Liang, 2016).

Strengthening the Integration of Copper Drum Culture and Local Tourism Industry

Culture is the soul of tourism, and cultural tourism takes the collision and interaction of culture as the process and the mutual integration of culture as the result (Feng, 2002). The process of cultural tourism is the process of tourists' experience of the cultural connotation of tourism resources, which is both the inheritance of traditional culture and the bearing of the spirit of modern fashion. Guangxi tonggu culture resources are quite rich, create the excellent tonggu culture as the keynote, actively integrate various infrastructure resources, fully explore the value of cultural tourism resources, add the original national flavor in modernization, solve the tourism entertainment, shopping places into the traffic culture, catering culture, art regional characteristics, etc., so that the culture is more experiential and valuable in tourism places. Also avoid excessive commercialization, excessive commercialization not only leads to homogenization of tourist attractions, but also reduces the reputation of the scenic spot, which is not worth the loss, the combination of cultural tourism features scenic spot aims to reflect the differentiation of Tonggu scenic spot. We also need to improve the developed Tonggu tourism area overdevelopment, improper planning and other problems, improve the phenomenon of excessive artificiality and commercialization of scenic spots, the original Tong-

gu culture is the core of cultural tourism.

Improve the Construction of Institutional Mechanisms and Establish an Effective Guarantee Mechanism

Strengthen the top-level design to avoid the phenomenon of "declaration but not protection", first of all, establish a special working group, improve the relevant heritage and protection of copper drum culture institutional mechanisms, such as copper drum cultural market management, copper drum non-genetic inheritors training methods, non-genetic inheritors economic subsidy methods. Effective cooperation between multiple government departments to coordinate the planning, construction and management of the inheritance and protection of copper drum culture, complete laws and regulations, promulgate relevant management and protection methods, to provide legal protection for the inheritance and protection of copper drum culture, while government departments should not interfere with excess, to ensure the original ecology of copper drum culture.

Conclusion

Guangxi copper drum culture is an encyclopedia of Guangxi's national history, and copper drum culture has long become a totemic symbol of Guangxi's culture in the course of history, showing the people's way of life and production and aesthetic interest. Exploring innovative ways of inheritance and protection of Guangxi copper drum culture in the context of the new era, aiming at better ways and means to strengthen the national cultural soft power and enhance the influence of Guangxi copper drum culture.

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