Vol.1 No.5 2020
https://doi.org/10.37420/j.cer.2020.058

Research on the Cultural Communication of Yueling Ancient Villages in Guanyang County from the Perspective of Symbols

Li Benjian*, Xu Dantong
College of Art, Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 1394593472@qq.com

Abstract: *As the birthplace of early human civilization, traditional villages have now accumulated countless spiritual civilization wealth. However, in the context of globalization, "self-contempt" and "self-abandonment" cultural communication attitudes are gradually revealed in traditional villages. Therefore, from the perspective of symbolic communication, this article strives to explore a new way of cultural communication in the ancient village of Yueling . Through refining the story behind the village culture, innovative narrative angle, and multi-dimensional platform, the full text broadens the way of cultural communication in ancient villages. On this basis, it uses precise positioning of color symbols, formation of accurate interpretation items, and creation of resonance interpretation items. Means to explore the culture of ancient villages that depend on symbols. The activation and transmission of traditional villages has realized the reciprocal circulation system of ontology, recipients and inheritors from the perspective of semiotics, which has a certain role in promoting the construction of traditional Chinese village culture.*

Key words: *Symbols; Communication; Ancient villages; Traditional culture*

Feng Jicai, a Chinese cultural scholar, has made the following comments on the protection of Ancient Villages: "Every ancient village is a heavy book, but before we read it carefully, it will soon disappear in the tide of urbanization." Chinese culture has a long history. The ancient villages, which embody the civilization of Chinese ancestors, have deep red cultural genes and historical context. However, these ancient villages, which carry nostalgic memories and history and culture, are facing the pressure of survival which is difficult to inherit. Since the 19th century, the media and network have gradually shouldered the responsibility of spreading and developing excellent traditional culture. In terms of tourism development and folklore records of traditional villages, new media and the Internet have played a certain role in dissemination and promotion, but there is still much room for expansion in the value positioning of ancient villages and the expression of cultural spirit symbolization.

Cultural Communication Value of Yueling Ancient Village

Yueling Ancient Village is located in Wenshi Town, 30 kilometers north of Guanyang County, Guilin City, Guangxi Autonomous. It has a history of more than 700 years. There are more than 400 families living in here and the villagers have a strong sense of clan consciousness and surname identity., among which the surname "Tang" continues to this day. Under the inheritance of the villagers of Yueling ancient village from generation to generation, the landform of the place has been well protected, with the long history of Chaste and Filial Archway, Buyue Pavilion, Wenchang Pavilion, Six Courtyards and so on as the main representatives. In

Vol.1 No.5 2020
https://doi.org/10.37420/j.cer.2020.058

addition to architecture, a lot of historical culture has been left, such as exquisite traditional patterns, unique garden patterns, traditional folk customs and handicrafts, etc., all of which have a very wide spread space. In addition, the village is close to the Chinese tourist attraction known as "East or west, Guilin landscape is best", and its favorable geographical location also provides a path for tourism in ancient Chinese villages.

The Cultural Transmission Path of Yueling Ancient Village

Searching for "Yueling Ancient Village" on Baidu, apart from the entry explanation and text information, there is a lack of video records, especially the video of deep excavation of Yueling ancient village culture from a multi-dimensional perspective. The cultural narration and communication of Yueling ancient village should take the strong nostalgia as the main line, the cultural content as the core, and deeply explore the Chinese soul of several generations behind the ancient village. Therefore, the cultural communication of the ancient village can be realized from the following ways.

Refine the story behind culture

From the point of view of character formation, " 文 " and " 化 " (culture) in Chinese characters have the form of " 人 " (human) both in structure and verbal roots. Culture is inseparable from human participation, which is not only a creative accumulation of knowledge, but also a realistic humanistic record. Therefore, the spread of the traditional culture of the ancient village should be interpreted from the perspective of “man and nature”, “man and society” and “man and history”. By recording the fetter between people and the ancient village, we can show the real social story, so as to form a unique cultural symbol and make it different from other village culture.

The Six Courtyard of Tang family is the largest building in Yueling ancient village. In the process of analysis and research, we should not only focus on the external structure of the building, but also deeply explore the historical reasons for the completion of the Sixth Courtyard. Six Courtyards were built by Tang Yucong for his six sons at the end of Song Dynasty. It is said that the six courtyards were designed on the same day, started construction on the same day and completed on the same day. Therefore, in the process of village cultural transmission, we can dig deep into the anecdotes in the construction process or the traces of life left by our ancestors. And these vivid "human" (人) and "culture" (化) are the best evidence of the spread of the spirit of ancient civilization.

Innovation of recording angle and expression method

The spread of traditional ancient village culture is inseparable from the three basic carriers of film, television and music, so we can make appropriate innovations in the means of expression. For example, in the cultural narrative description and dissemination of Chaste and Filial Archway in Yueling ancient village, a large number of techniques can be used, such as subjective construction method, objective construction method, panoramic construction method and so on. The subjective construction method is the common objective fact method, which follows the thread of historical development and records the causes, process and result of the archway construction, thus laying the foundation for the value of the archway. The objective construction method means that we should not only focus on the archway itself, but also objectively place the archway in a

broader perspective to compare and analyze, for example, using the contrast method to compare the difference between the archway of chastity and other archways, and using the evaluation method to trace the status of this archway in history, as well as the importance of chastity in ancient female virtue, and so on. The method of panoramic construction is to link the archway with the surrounding environment, not only to spread the "beauty" of the archway, but also to publicize the "environment" of the archway. Only by innovating the recording angle and means of expression of the ancient village culture, combining the individual with the whole organically, and taking into account the whole, can we reveal the charm of the ancient village culture in a more three-dimensional way.

Multidimensional promotion form

The essence of Yueling ancient village is "ancient", so in the cultural communication, selection is very important to the way and platform. Taking film and television works as an example, we can promote culture with the help of related platforms such as tourism, culture and education in the form of video promotion. Nowadays, the field of new media is in full swing. Yueling ancient village can also cooperate with travel bloggers and cultural self media to show itself in a more fresh way.

Communication Form of Symbolization of Cultural Elements in Yueling Ancient Village

Since the beginning of communication activities, semiotics and communication are complementary, in which symbols are the basic content of visual expression, and communication is a means to make symbols more widely known. Symbols are divided into visual symbols, auditory symbols and so on, which are the unique marks formed by the five senses of human body. Symbols are not immutable. Different people have different symbolic senses.

Even the same person can have different symbol impression on the same object at different growth stages. Pierce's "Ternary Communication Mode" explores the relationship between symbols and communication, which interprets the dynamic effect of symbols with three roles—symbol subject, symbol object and interpretation item. Taking Yueling ancient village as an example, symbol subject refers to the ancient architecture of Yueling, symbol object refers to the audience, and interpretation item refers to the self interpretation of Yueling ancient village spontaneously formed by the symbol object, which can also refer to the value performance of Yueling village dwellings showing to the outside on their own initiative. In the process of communication, the interpretation item is related to the comprehensive image of the subject, so it should be paid attention to continuously. The cultural dissemination of the ancient village should start from the interpretation items to connect the ancient architecture with the audience through symbols, so as to pursue the resonance of the overall spirit of the ancient village culture.

Establish visual color symbols and precise positioning awareness

Color is one of the priority information in human visual recognition, so it is a common way for many enterprises to integrate color symbols into the communication process, which is also a good inspiration for the cultural construction of ancient villages. The color of visual symbols represents brand positioning. Here is

https://doi.org/10.37420/j.cer.2020.058

an example of Alipay's development from the initial payment tool to the world's largest open living platform today, which promotes a more convenient digital lifestyle. So the icon of the platform has changed from the pale blue that represents the calm and trust to a bright blue with a more scientific and technological sense.

On the other hand, the audience's cognition of color symbols is also different. For example, blue gives people a stable, reliable, professional psychological feeling, so it is often used in finance, science and technology, health and other fields, but cultural differences also lead to the use of traditional colors such as red, gold and black in China's financial field. For example, Yueling ancient village can choose low saturation green in tourism communication, which gives people a feeling of affinity; In the spread of cultural stories, we can choose the traditional and authoritative black. Therefore, according to the cultural connotation, the disseminator should adjust the color symbols between the ancient village culture and the audience in time to achieve the unity of visual recognition accuracy.

Accurate explanation items and respect the needs of the audience

Communication activities are composed of communicators, recipients, content, channels and effects, and the key goal of this activity is to enable the recipients to understand the content effectively and correctly. The cultural communication of Yueling ancient village should follow humanism, from "people" to "things" and then to "stories", in order to establish a correct explanation and emotional direction for the recipients. The spread of Yueling ancient village culture should proceed from the point of view of human nature and the directional symbols close to people's senses, such as the flowers, plants, murals, stone pillars, water wells, stone tanks and grey sculptures, etc., which are closely connected with people. The distinct recording angle of humanistic feelings can arouse more spiritual resonance of the audience, eliminate the sense of distance, and cause more attention.

Create resonant interpretation items and form the active spread of culture

In recent years, "nostalgia culture" has been widely mentioned, and the cultural communication of ancient villages has already changed from one-way activity of cultural noumenon, communicator and audience to a dynamic process of three circles. After forming the unique features of Yueling ancient style symbols, when the audience sees the relevant directional symbols again, they will change into the role of communicators, from passive acceptance of information to active dissemination of information. For example, in the ancient Yueling village, as long as the audience sees the information symbols related to the "Number One Scholar", they will naturally associate with the ancient Yueling village, and under certain circumstances, the audience will become the information disseminator, thus forming a dynamic and active communication cycle of culture.

Conclusion

The phenomenon of globalization has accelerated the demise of ancient villages and ancient dwellings to a certain extent. However, while complying with the trend of the times, the foundation of traditional culture should also blossom and bear fruit in the new soil. Interpreting the cultural spirit of Yueling ancient village from the perspective of semiotics and applying it to communication studies, which gives modern connotation

to excellent village culture. The Chinese spiritual elements contained in the ancient villages have merged the contemporary scientific elements through the means of symbolic communication. In a sense, this has realized the transformation and value-added of production capacity. At the same time, the dissemination of ancient village culture is conducive to enhancing the Chinese people's sense of identity and belonging to their national culture, and has a certain role in promoting the construction of a harmonious and unified social and cultural system.

Funding

This article is a phased achievement of the National Social Science Fund Project "Digital Protection and Inheritance Research of Ancient Villages in Southwest Minority Areas Under the Strategy of Rural Revitalization" [No. 19XMZ068].

Reference

Yang, J.X. (2020). Research on Museum Cultural and creative product design from the perspective of cultural symbols. *Public Communication of Science & Technology*, 12(02), 157-158.

Feng, Y.J., & Li, J. (2019). Building national cultural symbols: the value construction of Chinese traditional culture IP from the perspective of cultural consciousness. *Chinese Editorials*, (09), 33-37.

Huang, H. (2020). Deconstruction and construction of Yunnan stage folk dance from the perspective of symbolic difference. *Journal of Dali University*, 5(01), 54-60.

Ouyang, Y.Y., Tang, J., & Liu, L. (2019). The status quo and Countermeasures of the dissemination of ancient villages in the context of "Internet plus": Taking the ancient villages in Yongzhou, Hunan as an example. *Communication and Copyright*, (01), 131-133.

Sun, C.C. (2020). On the protection of clans and ancient village cultural heritage: a case study of Maocun, Guilin. *Media Forum*, 3(01), 132-133.

Chen, X.B. (2019). Analysis of cultural landscape characteristics of ancient village of Daiwei in Zhangzhou. *Chinese and Overseas Architecture*, (08), 163-166.