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Research on the Path of Pattern Communication of Guangxi Ethnic Minorities

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Abstract: *Guangxi Ethnic Minority pattern is an excellent traditional culture formed in the process of historical development and a precious spiritual wealth of ethnic minorities. According to the situation of Guangxi minority pattern communication in the new situation, this paper analyzes the necessity of pattern communication. Combined with the reality of Guangxi, it puts forward to broaden the path of Guangxi minority pattern communication from the aspects of using new media technology, integrating tourism resources, giving full play to the advantages of local colleges and universities, and establishing policy guarantee, so as to promote the spread of minority pattern and promote the spread of minority pattern acceptance and protection.*

Key words: *Ethnic minority pattern; Communication; Inheritance and protection*

Guangxi Zhuang Autonomous Region is one of the provinces with a large number of ethnic minorities in China, which contains rich human resources, in which ethnic minority pattern is an important part of human resources. Guangxi Ethnic Minority pattern gathers the wisdom of 11 ethnic minorities in Guangxi. Guangxi Ethnic Minority pattern gathers the wisdom of 11 ethnic minorities in Guangxi. The typical patterns include bronze drum, rock painting, fish pattern, bird pattern, etc., recording the production and life activities of people of all ethnic groups, recording the development process of national culture, reflecting people's living customs, cultural worship, reflecting the harmonious development of human and nature, human and society, and people's good life of yearning and pursuing.

With the continuous development of social economy, cultural exchanges continue to expand and extend, not only the way of life of ethnic minorities, but also aesthetic concepts and other aspects have been greatly impacted, national culture in the process of inheritance is constantly lost. Guangxi minority pattern in the trend of social development and economic change cannot avoid the impact. How to strengthen the inheritance, protection, promotion and development of minority culture is worthy of our discussion. Therefore, this paper will discuss the communication path of Guangxi Ethnic Minority patterns, and provide reference for the inheritance and protection of ethnic patterns.

The Types of Ethnic Minority Patterns in Guangxi

Guangxi ethnic minorities have rich patterns with various types, mainly including figures, animals, plants, geometry and other patterns. The figure pattern uses simple lines to draw the figure outline image, and the modeling is relatively simple. The representative patterns include Guangxi bronze drum pattern, Huashan

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rock painting, etc. Most of the animal patterns are originated from the local fish pattern, frog pattern, bird pattern and dragon, Phoenix, mandarin duck and so on, which represent auspicious things. The plant pattern is taken from the common flowers and trees in Guangxi, such as osmanthus, octagonum, tree pattern, fruit pattern, etc. Geometric pattern is a kind of geometric pattern, which is composed of zigzag, feather, square circle, gyration and water wave, etc. which are common in Guangxi minority, and is constructed by two or four continuous transformation forms. Most of these patterns are made of simple lines. Through the changes of straight lines and the combination of realism and abstraction, they have not only the generality of form, but also the imagery of image and the decoration of function. Guangxi Ethnic Minority pattern records the observation and perception of the nature of ethnic minorities, carries the social culture, customs and habits of ethnic minorities, and reflects people's yearning for a better life and spiritual pursuit. Most of the designs are used in architecture, brocade, embroidery, clothing, jewelry and so on.

The Current Situation of the Spread of Ethnic Minority Patterns in Guangxi

China is a country composed of many ethnic groups. In the new era, to realize the Chinese dream of the great rejuvenation of the Chinese nation, it is indispensable to revitalize the minority culture. With the development of social economy and the change of information technology, the communication path of minority culture is also constantly innovating, but as one of the minority culture in Guangxi, the pattern communication is not optimistic. The main reasons are as follows: first, due to the relatively backward economy, the government has made great efforts to develop the economy, and the investment in cultural development and construction is relatively limited, lacking the corresponding measures and guarantee mechanism for cultural development and construction; second, the communication mode is relatively simple, and under the impact of economic globalization and Internet big data development, ethnic minority culture is gradually assimilated by mass culture, Even there is the phenomenon of being replaced, and the role of relying solely on traditional communication methods such as minority festivals, costumes and decorations is getting smaller and smaller; third, most of the ethnic minorities in Guangxi are located in mountainous areas, and their economy is relatively backward. Most of the young people choose to go to cities and move to cities to live, which leads to the lack of corresponding inheritors and the embarrassing situation of the disappearance of ethnic minority patterns.

The Necessity of the Spread of Guangxi Minority Pattern

The development needs of Guangxi ethnic minorities

Guangxi is located in the southwest border of China, with a large number of ethnic minorities. Except Zhuang, the population of other ethnic minorities is relatively small, and they are also in remote areas, with scattered distribution. In addition, Guangxi belongs to hilly areas, with karst landform, many natural disasters, and extremely inconvenient transportation, which restrict the development of Guangxi ethnic minorities. Compared with other regions of our country, they are relatively backward in economy and politics. In the new era, the party and the government attach great importance to the development of ethnic minority areas. In order to speed up the development of ethnic minority areas, they have issued a series of policies and measures to promote the common prosperity and development of all ethnic groups, consolidate the new ethnic relations

of unity, equality and mutual assistance, and build a harmonious society. Guangxi Ethnic Minority pattern is one of the important parts of the traditional culture of ethnic minorities. It is the pursuit and expectation of people for a better life. While vigorously developing the national economy, actively carrying out the spread of ethnic minority pattern is conducive to enriching people's spiritual civilization and promoting the development and construction of ethnic minorities themselves.

The needs of the inheritance and protection of Guangxi minority pattern

Guangxi Ethnic Minority pattern is the cultural precipitation formed in the transformation of nature, production and life for a long time. Under the impact of foreign modern culture, the original traditional communication methods and ways are relatively single and backward, which cannot keep up with the pace of the times. At the same time, the communication carriers are also constantly decreasing, leading to the gradual decline and disappearance of ethnic minority pattern. For example, as one of the transmission media of traditional patterns, ethnic minority costumes are gradually coming out of people's sight. In addition to traditional ethnic festivals, people no longer wear ethnic costumes, which causes people to gradually forget ethnic minority patterns. In addition, restricted by the economic conditions, there are more and more people going out in Guangxi, especially the younger generation, resulting in less and less communication subjects, people's ideological concepts also change, lack of corresponding protection and inheritance awareness. Therefore, to explore the transmission path of ethnic minority patterns is conducive to inheriting and protecting Guangxi ethnic minority culture, maintaining the diversity of Guangxi ethnic minority culture, and promoting the common prosperity of Guangxi ethnic cultures.

The Way to Spread the Patterns of Ethnic Minorities in Guangxi

Using new media technology to build a platform for minority pattern communication

With the rapid development of information technology, the society has entered the era of new media, and various information communication and exchange platforms continue to emerge. From the current communication effect and use of various new media platforms, their communication forms and timeliness are widely praised, and have become an important way for people to obtain information. Therefore, the use of new media to disseminate ethnic minority patterns is an important way to broaden the channels of ethnic minority patterns in the new media era. In the state and government, it can build new media platforms such as Guangxi minority pattern website, APP, official account and so on, create a network platform with Guangxi minority pattern characteristics, establish a pattern database, break the space restriction of the minority pattern propagation, widen the scope of communication, and speed up the dissemination, so that people can understand Guangxi minorities more conveniently and quickly. Pattern, and in-depth study of the pattern, for Guangxi Ethnic Minority pattern dissemination has a positive impact, for the inheritance and protection of ethnic minority patterns laid the foundation.

Integrate tourism resources and promote the spread of ethnic patterns

Guangxi has rich tourism resources. In recent years, Guangxi's tourism industry has made great progress. According to statistics, in 2020, Guangxi Zhuang Autonomous Region received more than 850 million

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tourists, including more than 6 million overseas tourists, and the total revenue of tourism industry reached trillion yuan. Based on the development advantages of Guangxi tourism industry, we can explore the integrated development path of minority pattern communication and tourism industry. With the help of the unique place of the scenic spot, the local ethnic minority pattern symbols are added, so that people can understand the local ethnic minority pattern while enjoying it. At the same time, through the understanding of the pattern, the understanding of the cultural landscape of the scenic spot can be strengthened, and the beneficiary population of pattern dissemination can be expanded. Strengthen the integration of ethnic minority patterns and tourism products, integrate the pattern symbols into the design of tourism products, rely on the advantages of strong mobility of tourism products, spread ethnic minority patterns outside Guangxi, and further extend the spread of ethnic minority patterns in Guangxi to space and people.

Give full play to the advantages of local colleges and universities and promote the spread of ethnic minority patterns

Guangxi has a deep foundation of educational resources. In the Ming and Qing Dynasties, it has formed a unique academy, which has far-reaching influence on the reform and development of higher education in Guangxi. It has formed a higher education system closely around serving the local regional economic development. At present, Guangxi has 38 colleges and universities, with a large number of high-quality college students. Under the current National University's basic task of cultivating talents by virtue of morality, we can take advantage of the advantages of local universities in Guangxi to integrate ethnic minority patterns into the ideological and political education of local universities. Through the study and understanding of traditional ethnic minority patterns, we can improve students' sense of identity with ethnic minorities, help students establish correct values, enhance national self-confidence and promote ethnic minorities Ethnic patterns are spread among high-quality talents. At the same time, it can also be integrated into the education of relevant majors in Colleges and universities, such as art and design majors, to guide students to integrate ethnic minority pattern elements in the process of work creation and design. Through the innovative application of ethnic minority patterns, it can further strengthen the understanding and inheritance of ethnic minority patterns. At the same time, the promotion and application of creative and design works will help to form a new way of communication and promote the spread of Guangxi Ethnic Minority patterns.

Establishing policy guarantee to promote the long-term development of minority pattern communication

The dissemination of ethnic minority patterns needs time accumulation and precipitation, which is a step-by-step process. In the process of dissemination, it needs not only effective ways, but also corresponding policy support. There are many ethnic minorities in Guangxi, which are located in remote areas. There is a certain gap between the local economic development level and other developed areas. The regional economic environment as the basic condition of ethnic minority pattern communication is relatively weak. In order to further promote the effective dissemination of Guangxi Ethnic Minority patterns, the government needs to strengthen support in policy to ensure the long-term development of communication. In terms of policy, on the one hand, we need to give financial support to regional economic construction, improve the overall regional economic development conditions, create a pleasant environment, and lay a solid foundation for the transmission of ethnic minority patterns, especially in some remote ethnic minority areas. On the other

hand, we will continue to promote the construction of Guangxi's tourism industry, build Guangxi into an international tourist attraction with the help of its unique natural and cultural landscape, and introduce corresponding policies to benefit the people, attract more tourists, and expand the spread of ethnic minority patterns.

Conclusion

Guangxi Ethnic Minority pattern is a national characteristic culture accumulated in the process of historical development, is the spiritual civilization wealth of ethnic minorities, and is also an important part of Guangxi ethnic traditional culture. However, with the development of social economy and the impact of modern culture, the inheritance and protection of Guangxi Ethnic Minority patterns are facing new challenges. In order to inherit and carry forward ethnic minority patterns, it is of great significance to strengthen the discussion of the communication path of ethnic minority patterns in Guangxi, broaden the communication path, enrich the communication forms and expand the communication carriers. It not only plays the role of inheriting and protecting Guangxi minority culture, improving the influence of minority culture, but also can gather strength, promote national unity, build a harmonious Guangxi, and promote the development of Guangxi regional economy.

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