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Research on the Propagation of Maonan Flower Bamboo Hat Weaving Skills Under the Converged Media

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Abstract: *The technology of bamboo and flower bamboo hat weaving plays an important role in Maonan Ethnic Culture. However, in the process of modernization, it is difficult to inherit and develop. It is the main content of this paper to spread the technology of bamboo and flower bamboo hat weaving under the media. Through studying the development history and the present situation of the weaving techniques of bamboo and flower bamboo hat, we can explore the opportunity to spread the technology of bamboo and flower bamboo hat weaving. To provide theoretical guidance and development strategy for the spread of Maonan traditional crafts, it is conducive to protecting and inheriting the excellent traditional skills of the Chinese nation, strengthening cultural self-confidence and providing help for the revitalization of rural culture.*

Key words: *Converged media; Maonan Nationality; Flower bamboo hat weaving; Dissemination*

Introduction

Maonan Ethnic minority is a native minority in Guangxi. It is also one of the most distinctive minority nationalities in Northwest Guangxi. It has rich traditional folk arts and crafts culture. The "Nuo" Culture, the flower bamboo hat weaving techniques and the monkey drum dance have been listed in the national intangible cultural heritage. Due to the influence of productivity, transportation, inheritance mode, materials and talents, the inheritance of flower bamboo hat weaving technology has been gradually lost (Lu, Xu & Wu, 2012). Under the background of converged media, how to use the new media and new technology to inherit and propagate the weaving skills of Maonan flower bamboo hat, enrich and deepen Maonan traditional characteristic cultural industry construction, is conducive to promoting the revitalization of Chinese national culture and enhancing cultural self-confidence.

The Development History and Dissemination Status of Maonan Flower Bamboo Hat Weaving

Development history

The flower bamboo hat is a cultural symbol of Maonan Nationality. It is a "top flower card" in Maonan language. It is a token of affection for young people of Maonan Nationality. It symbolizes happiness and auspiciousness. Flower bamboo hat weaving technology is now in Huanjiang County, Guangxi Province. It was formed in Ming and Qing Dynasties. The main materials are golden bamboo and black bamboo on

Maonan mountain. The general records of Guangxi in the Jiaqing period recorded that the flower bamboo hat was woven very carefully and often carried on the head by young girls. In the annals of Si En County in the period of the Republic of China, the flower bamboo hat is known as "the most exquisite bamboo hat". But the technology of flower bamboo cap weaving gradually declined and was lost. Until 1998, the state began to attach importance to the traditional culture of the minority nationalities. And new inheritors were gradually cultivated, but they were generally older. The study of Maonan in the Chinese academic circles involves cultural connotations, social functions, and humanistic spirit. However, few researches have been done on flower bamboo hat technology. Only a few have appeared in news reports and some related documents. There are few words about the production, development and decline of flower bamboo hat weaving skills (Liu & Jiang, 2016). In 2014, Lv Jie made a systematic exposition of the origin, weaving skills, functions and culture, inheritance and inheritors, and future directions of the flower bamboo hat in Maonan's flower bamboo hat weaving skills, which has important guiding significance for studying the weaving skills of bamboo and bamboo caps.

The status quo of communication

A. High popularity but weak publicity

In 2011, Maonan flower bamboo hat weaving technology was listed in the national intangible cultural heritage list. It has a high reputation in the traditional arts of ethnic minorities, and has high cultural value and social function. However, due to insufficient attention, publicity has not been enough and has not been widely spread and promoted locally. Fewer and fewer people who are learning this bamboo weaving skill can not pass this skill very well.

B. Influenced by the traditional concept of inheritance, the inheritance is narrow

Influenced by Maonan traditional ideas, the inheritance of flower bamboo hat weaving techniques is confidentiality. It usually does not spread to outsiders, mainly through family communication, family communication, mentors or successors. The technique of flower bamboo hat weaving has been gradually diluted or even disappeared in real life. In the field visit to the fourth generation of Tan Shunmei, the elder of the bamboo weaving technique, we can find that his way of communication relies on oral and teacher demo demonstration, which greatly limits the way of spreading and dissemination of flower bamboo hat weaving skills, and is easily caught up in the narrow spread of flower bamboo hat weaving technology and the difficulty of learning.

C. Affected by the modernization process, market demand has shrunk

The technology of flower bamboo hat weaving arose in the Ming and Qing Dynasties. It was an important carrier of Maonan national culture. It once became a standard to measure Maonan men's intelligence and skills. However, due to the influence of modernization process, the weaving technology of flower bamboo cap was subjected to a comprehensive and extensive impact. The machine was replaced by artificial labor, and its production efficiency and output were greatly improved. The time-consuming bamboo weaving technology has gradually been replaced by straw, plastic, cloth and other materials. Once regarded as a living skill, it

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gradually fade out of people's lives.

D. The lack of systematic and scientific guidance in the use of new media is not satisfactory

With the attention of the state and government departments, some areas have passed the training courses sponsored by the government to teach Maonan flower bamboo hat weaving skills. The demonstration of the older generation's successors has been recorded through video. The way of communication and efficiency have been improved in the past. At present, the WeChat public's dissemination of flower bamboo hat weaving skills includes: today's Huanjiang, non heritage decoding, etc. The content of the tweets is relatively simple, the reading volume is only one hundred or two hundred, relatively unpopular, and at present there is no systematic introduction to the public or platform of Maonan flower bamboo hat weaving skills. It has also been spread and promoted on the app platform such as jolt, micro-blog and so on, but the number of fans is less, and the communication efforts are inadequate. Most Maonan people prefer to earn money out of work.

Spread the Maonan Flower Bamboo Hat Weaving Skills Under the Converged Media

The scope of media dissemination is wider and timeliness is stronger

The spread of information in the era of converged media has broken through the time and geographical restrictions. It has the characteristics of faster speed, wider scope, more information and stronger interaction. At present, the most common media platforms in China are QQ, micro-blog, WeChat, Facebook, jitter, and fast hands. They also have their own characteristics and different ways of communication while transmitting information, and make good use of these media. It can provide a wider field for the Maonan folk flower bamboo hat weaving skills. Therefore, we need to seize the opportunity and make scientific plans, so that we can carry forward and inherit the excellent culture of the Chinese nation.

Diversification of communication channels

Maonan people's flower bamboo hat weaving skills can diversify the cultural transmission under the converged media. With the progress of society, there are many ways of communication. From the traditional letter and letter transmission to today's network video transmission, the contents and forms have undergone tremendous changes. The content of communication involves culture, skills, functions, ideology and so on (Li, 2019). At present, media, such as news, webpage, radio, video and so on, have evolved into media platforms such as text, graphics, voice and image.

Technological innovation provides new ideas

The Maonan folk flower bamboo hat weaving technology is combined with modern technology. The flower bamboo hat weaving technology is the crystallization of Maonan people's wisdom. It has a specific cultural connotation and social function. It has been listed as a national intangible cultural heritage list. Under the background of the melting media, the propagation and development of the weaving technology of flower bamboo hat needs to be equipped with modern technology clippers. The idea of interactive experience

design is integrated into the production of flower bamboo hat through the experience of tourists. It virtually enhances the emotional identification of consumers. It can also integrate modern intelligent life into the form and content of flower bamboo cap, and develop a series of creative products. To expand the social influence of weaving technology of flower bamboo hat, combine the weaving skills of flower bamboo hat with the revitalization of the countryside, develop the rural culture and create fine products, promote the advantages of the network platform, expand the sales channels, and realize the inheritance and dissemination of the weaving techniques of bamboo and flower bamboo hat, and promote the revitalization of Maonan Nationality Villages.

Maonan Flower Bamboo Hat Weaving Skills Propagation Path

Innovative ways of communication

In the process of intangible cultural heritage protection and dissemination, people mostly use text, graphics, photography, photography and other methods. With the passage of time, with the deepening of the quantity and content of intangible cultural heritage, the conventional way of communication has been unable to meet people's needs. Therefore, we need to break the traditional way of thinking and innovation. On the basis of the original data base, the Maonan flower bamboo hat weaving technology database is established. Through digital media technology, information sharing, resource restoration, and participation in ornamental and development are realized.

Create characteristic brand

The better the brand effect of the product is, the higher the identification degree is, the easier it is to survive in the fierce market competition. Maonan flower bamboo hat weaving technology, as a regional traditional skill of ethnic minorities, can not be separated from the brand building if it wants to expand its influence. At present, the country has begun to attach importance to the construction of cultural brand. A series of policies, such as "Revitalization Strategy for rural areas" and "revitalization plan of traditional Chinese arts", have been promulgated successively, aiming at promoting the development of local economy and culture and building a strong socialist cultural power. Therefore, local national enterprises need to work hard in cultural creativity and brand building. Combined with market demand, brand innovation of bamboo and flower bamboo hat weaving techniques will be carried out to improve product quality and create distinctive brands. Through the advantages of the converged media age, efforts should be made to increase communication efforts and create a benign ecological environment for the propagation of bamboo and flower bamboo hat weaving techniques, thus enhancing the influence of bamboo and flower bamboo hat weaving skills.

Multi cultural value mining

Since the birth of the flower bamboo hat weaving technology, the Maonan Ethnic Group has been bearing special emotional sustenance. As a mascot of love, the Maonan cultural symbols have witnessed the vicissitude of historical culture, and its functions are constantly changing. The function of practicality has gradually been weakened and replaced by its nationalism and culture. Therefore, in the process of communication, we need to start from many angles. Deep excavation of the multicultural value of flower

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bamboo hat weaving skills, the cultural functions of bamboo and flower bamboo hat weaving techniques are systematically developed and designed, and integrated into the image building system of rural towns to promote the protection and inheritance and development of Maonan traditional crafts. Only in this way can we impress the consumers in our hearts and be willing to pay for the inheritance of skills (Chen & Wang, 2019).

Strengthen the cultivation of inheritors and expand the influence of communication

The technology of bamboo and flower bamboo hat weaving has a long history. It has been handed down to the fifth generation of Tan Sujuan. The imparting of the complicated skills of the flower bamboo hat requires the master to teach the disciples on the spot and teach them at the same time. He should master the skill of at least 3 years' training. At present, the government has held a multi phase training course for bamboo and cap weaving skills, with a period of 30 days. It is not enough to teach. But we need to start from the following aspects. First, we should develop rural tourism in Maonan Ethnic minority areas, establish the inheritance base of weaving technology for flower and flower bamboo hat, develop national enterprises, ensure that talents do not run away, Maonan people can increase their income at home. Second, add flower and flower bamboo hat weaving skills into school curricula. To enhance young people's interest in the fine traditional culture of the Chinese nation, to ensure that the age of the is guaranteed (Li, Xu, Chen, Deng & He, 2019). Third, to popularize it through many channels. The flower bamboo hat is the most important content of Maonan's cultural resources. It can provide rich content and creative materials for the cultural and creative industries, and publicize it through the converged media platforms and offline entities. Such as: mainstream media, city identity, radio and video publicity, QQ, WeChat, micro-blog, jitter and other media to expand their influence.

To sum up, the inheritance and dissemination of Maonan flower bamboo hat weaving skills can not be separated from the promotion of the media. At the same time, it is necessary to protect and inherit the culture on the basis of the authenticity of the flower bamboo hat weaving technology, avoid excessive development and maintain the cultural connotations of flower bamboo hat weaving skills. In addition, the government and national enterprises play an important role in the dissemination process and stick to the bottom line of quality. The establishment of a distinctive cultural brand is fundamental. With the characteristics of the media age, we should realize the multicultural integrity and systematic innovation communication of flower bamboo hat weaving skills, improve people's overall understanding of this technology, and meet the needs of different consumer groups on the weaving skills of flower bamboo caps, so as to better promote and spread the intangible cultural heritage, and contribute to the strength of the Chinese nation's cultural power.

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