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Research on Digital Protection and Communication Strategy of Guangxi Minority Traditional Techniques

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Abstract: *Guangxi Zhuang Autonomous Region is one of the ethnic minority autonomous regions in my country. It has a wealth of intangible cultural heritage resources. Among them, the more famous traditional skills of ethnic minorities include Dong wooden construction techniques and Zhuang brocade techniques. These traditional skills of ethnic minorities have created a strong ethnic cultural customs, which deserves a lot of energy from cultural departments to protect and spread. Combining the characteristics of Guangxi ethnic minority traditional skills, the article analyzes how to use current technology to better protect and spread these precious cultural treasures of ethnic minorities from the perspective of digital protection.*

Keywords: *Ethnic minorities; Traditional skills; Digital protection; Communication*

Introduction

Guangxi Zhuang Autonomous Region is the province with the largest minority population in China. There are 12 ethnic groups in the autonomous region, including Zhuang, Han, Yao, Miao, and Dong. Two of them are selected on the national intangible cultural heritage list, and more than 20 traditional skills of ethnic minorities. These handicrafts have always been closely related to the lives of ethnic minorities. In the 1980s, with the development of machine manufacturing technology, ethnic minorities are more inclined to buy low-priced industrial products, resulting in "Dong Nationality Wood Construction", "Brocade" and other manual skills gradually fade out of people's lives, even completely disappear. However, people's living conditions have improved in the past ten years, and more and more people choose to go sightseeing in areas where ethnic minorities live, so these traditional skills can attract people's attention. How to make good use of digital platforms and construct different types of databases of ethnic minority traditional skills in a targeted manner is what we must pay attention to to better protect and spread ethnic minority traditional skills.

The Current Situation of the Protection and Communication of the Digitalization of Guangxi Minority Traditional Skills

Wooden Construction Technology of Dong Nationality

Chengyang Wind-rain Bridge and Drum Tower wooden construction techniques in Sanjiang Dong Autonomous County are one of the most attractive intangible cultural heritages of Dong nationality, and are also important cultural treasures of Guangxi. At the same time, they are listed in the national intangible

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cultural heritage list of China. Typical wooden buildings of Dong nationality include Wooden Building, Drum Tower, Wind-rain Bridge, etc. It has a history of more than 1000 years since the Tang Dynasty. In Sanjiang Dong Autonomous County, there are still many mortise and tenon structure buildings built by this technique, most of which have the characteristics of the ancient traditional column architecture. At present, for the protection and communication of Dong wooden buildings in Guangxi, there are mainly some folk protection organizations jointly sponsored by Guangxi Autonomous Region and cultural departments, such as folk artists association. The limitation of this form lies in the inheritance of traditional apprenticeship.

Brocade Technique of Zhuang Nationality

Zhuang brocade techniques are mainly distributed in Jingxi County, Guangxi Zhuang Autonomous Region and belong to the national intangible cultural heritage. After more than a thousand years of development, Zhuang brocade has more than 20 varieties and more than 50 patterns, and has formed an independent system. It is known for its sturdiness, durability, exquisiteness and uniqueness. At present, the protection of brocade is mainly organized by inheritors and non-governmental organizations to exchange and display brocade crafts. However, the transmission and protection efforts are only limited in Guangxi autonomous.

Element Collection and Database Construction

Digital Classification

In order to protect the endangered traditional skills of Guangxi ethnic minorities systematically and digitally, we must adapt to local conditions, the database system is constructed according to the basic characteristics, production methods and expression forms of the traditional skills of the ethnic minorities in Guangxi. First of all, we should collect and classify the traditional skills of Guangxi ethnic minorities. For example, the traditional skills can be classified according to their intangible cultural heritage level, region, manufacturing technology, history, culture, protection status, communication status and endangered degree. As a basic and advanced work, we will use digital storage technology and transmission channels to sort out the collected information. To complete the information storage and screening work, ensure that the follow-up database is substantial and reliable, and has the value of in-depth research, rather than just listing a large number of information.

Basic Element Collection and Database Construction

The basic elements of different types of traditional skills of Guangxi ethnic minorities will also be quite different, also in the way of collection. Some traditional techniques of planarization, such as brocade and embroidery, can be collected by photographing and scanning. For those traditional techniques that contain three-dimensional elements, such as wooden construction technology of Dong Nationality, three-dimensional video is needed to collect information. The collection of basic elements is a tedious task. Electronic data storage technology can save labor costs. At present, many ethnic minority areas in China have begun to adopt digital protection and communication technologies to build databases of ethnic traditional skills, such as the ethnic skills database of Guizhou Province. Guangxi can appropriately learn from the experience of other

regions in the process of constructing the database of ethnic minority traditional skills (Sun, Cheng & Tan, 2017).

Construct a Database of Traditional Skills Systematically and Comprehensively

The systematic and comprehensive construction of Guangxi traditional skills database can only be completed with the joint efforts of information service organizations, minority traditional skills protection organizations and government departments. Taking the retrieval platform provided by Guangxi ethnic minority traditional skills database as an example, in order to make professional researchers and ordinary interested users have a good retrieval experience effect, database builders themselves should have a systematic understanding of the traditional skills of ethnic minorities. On this basis, the functions of the database are designed in order to achieve the goal of humanization and personalization. In addition, the database should have the core function of "open query" in the initial stage, so as to facilitate researchers to find information and promote the digital communication and promotion of traditional skills.

Make Full Use of New Media Platforms to Create a Pseudo Environment of Respecting Traditional Skills

The Value of Digital Platform to the Communication of Traditional Skills of Ethnic Minorities in Guangxi

Compared with the 20th century when newspapers, TV and other traditional mass media control the public opinion environment, it is easier to create pseudo environment by using new media platform. Research data show that as long as an Internet user is exposed to the same idea five times a day and repeats it over the next week, he will believe it for the next three months. Using this research result and the "Pseudo Environment" theory, we can first choose to use advertising to publicize the traditional skills of ethnic minorities in Guangxi. Focusing on the differences between traditional skills and modern industrial products, as well as the unique advantages of traditional crafts products. After that, with the tourism project publicity activities, Internet users can be deeply impressed in a short time, and they will be able to sincerely make a higher positive evaluation of the traditional skills of ethnic minorities (Mao & Guan, 2017).

The Overall Strategy of Digital Protection and Communication

For the exquisite and complex traditional handicraft skills and inheritors, we can shoot and make corresponding video works, and then play them on the Internet platform. For example, the production technology of camellia oleifera, a provincial intangible cultural heritage of Guangxi Autonomous Region, is introduced. Compared with modern coffee, cocoa, handmade camellia oleifera has a different flavor. We can record the story and emotional connection between inheritors and camellia oleifera making skills by shooting and interviewing. In this way, we can not only truly and comprehensively show the production process of camellia oleifera to the audience, but also stimulate the public's yearning for the peaceful life of ethnic minorities. After the video production is completed, Youku, iQIYI and bilibilibili platforms can be launched, which can also play a good protection and communication effect (Yao, 2012).

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Application Strategy of Digital Technology

Microblog, WeChat and News Clients

Wechat advertising, microblog marketing and video client advertising are effective ways to spread and protect traditional skills. Taking the brocade of Zhuang Nationality as an example, the brocade technique, as the most eye-catching part of Zhuang clothing culture, has the characteristics of wear-resisting, colorless, non deformable, beautiful color and strong three-dimensional sense. The clothing made by brocade technique is very gorgeous, which is suitable for formal occasions such as weddings and celebrations. Therefore, we can launch wedding celebration clothing advertisements for the above situations, so that more people can understand the traditional brocade skills through the new media platform. In addition, through the video of young female models of Han and Zhuang wearing brocade clothing, as well as the screen of Guangxi's unique landscape and human feelings, tourists are attracted to visit. The core element of this measure is based on the digital media platform, using visual, auditory, tactile, olfactory multi angle transmission signals to influence the concept of Internet users.

Quick Response (QR) Code Technology

Since the advent of Wechat in 2011, QR codes have become a very common carrier of information in people’s lives. It can present a rich scene and save the propagator a lot of time and space. Put the information about the traditional arts into the QR Code, and use it to spread the cultural connotation of the traditional arts and let people know the anecdotes behind them. For example, in addition to ethnic minorities, there are many Han People in the Guangxi Zhuang Autonomous Region who are close to the traditional skills of ethnic minorities but do not know much about the cultural origins behind them, therefore, cultural communication aimed at such groups can often achieve very good results.

Virtual Reality (VR) Technology

Many of Guangxi’s ethnic minority traditional skills are due to the unique cultural background and geographical environment, so once left the local lost its own flavor. The most primitive and traditional brocade, for example, run on vegetable dyes rather than modern synthetic dyes, many of which are found only in Guangxi. In the face of this geographical limitation, the advent of VR technology has provided a practical solution for people (Song & Liu, 2015). Using VR technology, we can shoot and record the panorama and the whole process of ethnic minority traditional arts and crafts, including the geographical environment, temperature, arts and crafts and so on. The audience only needs to wear the VR equipment, then can enjoy the immersion type traditional craft manufacture process. Let more young people through the new technology to understand traditional culture, break the geographical restrictions, update the customer experience, improve the dissemination effect (Liu & Li, 2019).

Integration of Multiple Technologies

There are currently about 30 museums and cultural pavilions in the Guangxi Zhuang Autonomous Region,

most notably the Museum of Ethnography. Many of the exhibits on display in the Museum of Ethnography are related to the traditional skills of ethnic minorities, but due to space constraints, most of the exhibits can only be introduced in brief words, as a result, visitors can not fully appreciate the beauty of the exhibits. However, the QR code, which is a combination of various technologies, just breaks the traditional static form of cultural exhibition and linear form of cultural transmission, at the same time, it has built a two-way interactive platform for the protection and dissemination of the new National Culture Museum. By scanning the QR code, visitors can not only get information, but also get a sense of participation and feedback, not feel monotonous and boring, and the visit also becomes more rewarding (Li & Chen, 2014). In addition, although many cultural pavilions are equipped with docent, “one-on-one” is not yet possible. In the case of Museum of Ethnography, individual tourists can not get the services of a docent without a group reservation in advance. In this case, using media fusion technology, visitors are guided to scan the QR code for more information, along with the audio, video, pictures and text commentary behind the QR Code, to enable interested visitors to obtain more of the knowledge they need, but also to be able to save according to personal needs, thus achieving the goal of an in-depth visit (Huang, 2017).

Conclusion

These rich digital protection and dissemination measures provide new ideas and strategies for the development of traditional skills of ethnic minorities, but also can play a practical role in protecting and promoting the traditional culture of ethnic minorities. In recent years, the spread and protection of ethnic minority culture has attracted much attention. The protection of our living environment not only refers to the ecological environment, but also includes the cultural environment. In order to enable the future generations of mankind to live in a multicultural space, we must attach importance to the dissemination of traditional minority culture and the development of information technology, so that the economic development of ethnic autonomous areas can be digital protected. In the near future, mobile signals and electronic databases will carry the extensive and profound traditional culture and skills of ethnic minorities and spread to every part of the world.

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