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Investigation of the effect of legendary intangible cultural heritage in the Yellow Sea wetland

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Abstract

The area radiated by the natural heritage of the Yellow Sea wetland has a rich intangible cultural heritage, and folklore is one of them. The place names with salt flavor, the character legends, the red revolutionary legend, and the Marine legend reflecting the wetland ecology are all precious intangible cultural heritage resources of the Yellow Sea wetland. Therefore, in expanding the publicity effect of the Yellow Sea wetland heritage, it is necessary to "refine the natural characteristics of the world heritage and cultivate the advantages of the intangible cultural heritage", empower the world heritage effect with the achievements, expand the publicity path of the Yellow Sea wetland heritage, and promote the high-quality development of cultural tourism integration and cultural construction in Yancheng.

Keywords

legend; intangible cultural heritage; Yellow Sea wetland; natural heritage; enabling

Introduction

The Yellow Sea Wetland World Natural Heritage Site is located in a densely populated area in the east of china, It is the world's largest intertidal zone and a paradise for rare and endangered migratory birds and elk, And it is surrounded by essential salt farms in ancient China and towns due by the production and trade of sea salt, Such as Anfeng, Xixi, Baiju, etc., Has a large number of material cultural heritage and intangible cultural heritage, Dong Yong legend has been selected as a national intangible cultural heritage, Shi Nai'an and the "Water Margin" legend, Jiulongkou legend are included in the provincial intangible cultural heritage; therefore, The Yellow Sea wetland has the primary conditions for applying for both natural and cultural heritage, It is also an excellent opportunity to expand the world heritage effect of the Yellow Sea wetland.

Connotation and spirit of the non-genetic theory

Place name legend and salt flavor culture

The so-called legend is a legendary oral narrative describing a historical figure or event and explaining a particular scenery or custom. Folklore is not history but reflects the people's historical concept, which is a collective memory. The origin of many place names in the Yellow Sea wetland area, formed and reflected in folklore, exudes solid characteristics and the spirit of a salt culture. First, the place names created by history and

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production and living customs,such as "The origin of Yancheng", "The origin of Dongtai", "The origin of the Tower" and other legends about the two are built in the Tang Zhenguan years, Consistent with the record in the historical book "Yangzhou Mansion Annals", The origin of Jianggang and From Ba Dou Rice to Ba Dou Hill are place names formed by the living customs of fishermen by the sea, It reflects the hardships of the seaside fishermen's life. The second is no fear of violence, Place names formed by the legend of perseverance, "The Legend of the Cross River", "The Legend of the Dragon Harbor" are indomitable, To struggle against cruelty and oppression, the story reflects the spirit of coastal fishermen, belong to the traditional "Yugong mountain type" legend.Third, good and evil are rewarded, The place name formed by the positive energy and spirit, the origin of some place names contains the opposition between true and false, beauty and ugliness, good and evil, and promote mainstream values through legends, pass on the simple moral standard of "good and evil are rewarded". Such as the Legend of The Great Zong Lake, the Origin of Majiadang, Dengying Bridge, etc.

Character stories and typical characteristics of the scene

The first category is historical celebrity legends. The Legend of Dong Yong, which was selected as a national intangible cultural heritage, is a comprehensive and deep character legend in the Yellow Sea wetland. Historical celebrities born in China who served as officials or lived here are essential to character legends. Such as Fan Zhongyan, the people, for the benefit of the people, so his legend spread in this region; ancient and modern celebrities such as the Legend of Lu Xiufu, the Legend of Zhang Shicheng, the Legend of Shi Nai'an, the Legend of Xu Duo, the Legend of Wang Xinzhai, etc. The second category is the legendary story of witty characters. The representatives of the humorous figures in this region are mainly Shen Gong Mountain, Yang Tong (Dong), and Ji Gao. The stories of Shen Gong Mountain are the most abundant and have the most extensive influence. Because of the characteristics of "salt" and "fishing" related industries, the new concept of "local people" is defined, and the standard features of "local people" are also shaped: (1) hard work and perseverance; (2) unity and cooperation; (3) dare to resist worship righteousness and virtue.

Revolutionary legends and the rich red culture

The Yellow Sea Wetland is an old revolutionary base area with rich legends of the red revolution. The main contents include: (1) the tale of the revolutionary figures. Revolutionary figures are the carrier of red culture and the bearer of the red spirit, and folk expresses this feeling through legends and stories. There are a lot of tale about New fourth army commander Chen yi ,such as "Chen yi fill shoes”, "Chen boss and the landlord", "Chen Yi in dongtai (seven)", "play chess every master", and so on., there are also 6 tales about comrades liu shaoqi ,such as "visit the poor", "two jianghuai currency" , in addition to "the story of Huang Kecheng”, "Fang Qiang advised the traitors", "SuYu in three warehouse anecdotes", etc.(2) Stories of the revolutionary landscape and legends. The military and democratic government under the leadership of the Communist Party of China actively fought against the War of Resistance and the war of liberation in the Yellow Sea Wetland, left many regional names, historical sites, and commemorative objects, and implemented a series of projects to benefit people's livelihood, which is still preserved in the world and become the red cultural resources, such as the Song Gong Causeway.

Ocean legend, and green ecological culture

The production and life of the people in the Yellow Sea wetland are closely related to the ocean. The characteristics of living near the sea and living on the sea make folklore often contain ethical, moral, spiritual, cultural, religious, and other elements, giving people profound enlightenment and enlightenment, such as "The Legend of ebb and Tide", "Tsunami", "Sun Wukong Stal salt", and "The Land of an Arrow" legend. Some legends explain the origin of the appearance and physiological characteristics of Marine animals. At the same time, some stories project the stories of human life on animals for moral education, thus causing people to think deeply about life and death, good and evil, and morality and emotion. The bird's story is about the bird of the peacock, which teaches people about filial piety, moral judgment, and education. Many legends have constructed a harmonious relationship between the sea and human beings, human beings and the natural environment, and human beings and animals and plants, presenting the characteristic coastal ecology of crane and deer contention and dense plants.

Countermeasures and suggestions

The intangible cultural heritage enables the world heritage, expands and promotes the integration of nature and culture of the Yellow Sea wetland

The natural heritage of the Yellow Sea wetland is not only the ecosystem and natural landscape but also should combine the relevant salt culture and Marine ecological literature, interpret the world's natural heritage with rich non-genetic theory, and expand the world heritage effect with a variety of intangible cultural skills and publicity. And the yellow sea wetland world heritage propaganda should focus on "refining world heritage natural characteristics, strengthen the intangible cultural advantage",namely in the expansion of the yellow sea wetland heritage brand based on the harmony of the legend of intangible cultural elements, realizing the natural heritage and cultural heritage development, strive for Yancheng wetland and sea salt culture of natural and cultural heritage.

Make use of culture to consolidate the roots of the Yellow sea wetland , create the cultural belt of the world heritage site

The Yellow Sea wetland area is also the core part of the Grand Canal culture, bearing the historical heritage of the rich sea salt culture. So with the help of the grand canal national park construction, this historical opportunity, through the interpretation of genetics and refining local traditional and spiritual connotation, show the yellow sea wetland culture "highlight background",the white sea salt, green wetland, blue ocean, red tiejun local characteristic culture into regional "cultural identity", to fully integrated into the legend of intangible cultural heritage to build the yellow sea wetland culture, gives the yellow sea wetland heritage of natural landscape, animals and plants with rich cultural connotation, to create protection, sightseeing, science, leisure, culture as the integration of complex wetland park. Show the characters with the legend; Conduct thematic education with the red tales; show the image of the place names and codes, create the "three-dimensional integration", continue the root of local culture, and show the unique cultural status of the Yellow Sea wetland in the construction of the Grand Canal cultural belt.

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innovate the publicity channels of world heritage and intangible cultural heritage with Cultural and creative products

The colorful folklore of the Yellow Sea wetland can provide design materials and inspiration for publicity departments and cultural and creative organizations. First, we should strengthen the design of story-type cultural creation. Many folklore legends and stories of the Yellow Sea animals and plants contain ethics, morality, and spirit. After artistic innovation and creative processing, they can attract the audience and give profound enlightenment and enlightenment, solidifying the cultural atmosphere of the Yellow Sea wetland. Second, to develop image design based on strengthening the wetland sambo image, creative design has the specific typical significance of animals and plants and characters, such as the loyalty of love, the vies of filial piety and warbler, and some characters can also be used as a design and product source, such as Fan Zhongyan, Xu Duo, Shen Gongshan, can increase the inspiration, derivative more rich products. Third, modern media should be used to expand the communication channels of the Yellow Sea World Heritage. The natural heritage of the Yellow Sea Wetland cannot be "kept in the mountains without knowledge", and modern mass media technology must be used to expand the communication surface and develop the inheritance channels. So to make full use of the network environment of various information media, in the form of text, sound, images, form "oral --media -- mouth" cycle effect, to make the natural scenery of the yellow sea wetland, unique landscape, rare birds and animals legend forms spread in folk, visual, auditory, feeling impact, promote the expansion of the yellow sea wetland world heritage effect.

Use the legend to condense the characteristics, shaping the unique image of the Yellow Sea wetland brand

The Yellow Sea Wetland is located in Yancheng City, the only city in the world with two internationally essential wetlands and one world Natural Heritage site. It has two dazzling international name cards: World Natural Heritage site and international Wetland City. The folklore of the Yellow Sea wetland has relatively remarkable regional characteristics and ecological culture; It plays a critical auxiliary role in refining the brand image of the yellow Sea wetland: the unique topography of the strip mud, elk, and red-crowned cranes, the meaning of auspiciousness and longevity contained in the legend, The pursuit of life realm of "fish and elk" can be an essential source of refining the Yellow Sea wetland brand LOGO and slogan, It is also an indispensable element to shape the unique brand image of the Yellow Sea Wetland World Heritage, To cooperate with the cultural and tourism departments to refine, To declare the intangible cultural heritage for mature and distinctive folklore, Expand the intangible cultural heritage catalog, Strengthen the cultural cause of the Yellow Sea wetland, Highlight the effect of the world natural heritage.

Conclusion

Intangible cultural heritage legends remember their ancestors' lives and record contemporary people's actions. In today's new era of rapid development, we must inherit and carry forward the distinctive local culture more vigorously to realize the past and forge ahead, gain firm cultural confidence, enrich the cultural connotation of the Yellow Sea wetland, actively expand the publicity path of the Yellow Sea wetland, and provide academic

support for the construction of the new Yancheng of "international wetland and the coastal green city".

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