

Exploring the Inheritance of Traditional Chinese Folk Culture under the Background of Integrated Era Media -- Taking Northeast Yanggeas an Example

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Abstract. Northeast Yanggehas a strong cultural and historical background, and is one of the outstanding representatives of Northeast folk art. Based on an overview of the development situation and practical problems of Northeast Yangko, combined with the background of new era folk culture, this article aims to promote the comprehensive development and inheritance of Northeast Yanggefrom three perspectives: strengthening the training of inheritors of Northeast Yangko, seizing the advantages of integrated media platforms to promote its popularization, and promoting the comprehensive development of Northeast Yanggein the new era. Exploring the inheritance and development of Northeast Yanggeart, in order to better protect this intangible cultural heritage.

Keywords: Northeast Yangko, Convergence Media, Inheritance, Development Path.

1. Introduction

The Chinese nation is an integrated family, with different living environments and cultural beliefs among different ethnic groups. In the process of production and life, different ethnic dances have been created and widely circulated among the people. Although these dances are simple and unadorned, they embody the national spirit of the Chinese nation and the spiritual outlook of the Chinese people. Northeast Yanggeis one of them, and folk artists with unique skills have stepped onto the hall of elegance, transforming into independent dance art. Northeast Yangge has a development history of hundreds of years, and its artistic form has universality and universality. But with the rapid development of network technology and the continuous advancement of social informatization, various emerging media are emerging, also impacting the inheritance and development of traditional folk customs. In the context of integrated media, people have higher requirements for the presentation form of art. This article intends to take Northeast Yangge as an example, starting from three aspects: "Background of the Development Value of Northeast Yangge", "Problems Faced in the Development of Northeast Yangge", and "What are the Paths to Promote the Cultural Inheritance of Northeast Yangge", to explore the cultural inheritance mode of folk culture in the new era - Northeast Yangge.

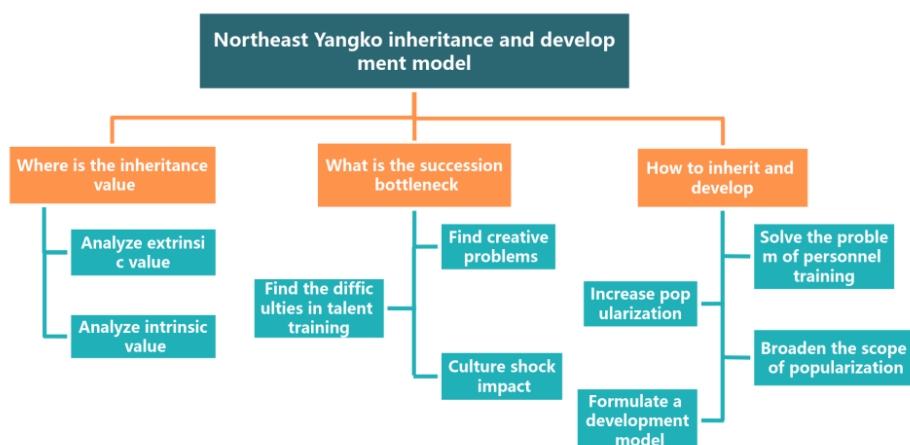


Fig. 1 Organizational structure of the article

2. Background of the Development Value of Northeast Yangge Art

As one of China's excellent traditional cultures, the art of Northeast Yangge usually holds folk activities during various traditional ethnic festivals in the Northeast region. Northeast Yangge is an inseparable part of folk activities, playing a role in activating the atmosphere of the masses, making the holding of folk activities more festive and lively. Moreover, it is the yearning and emotional expression of the vast working people for a better life, and the art of Northeast Yangge is the condensation of the working people's art of life; The development of traditional ethnic art; It is also a manifestation of strong regional cultural characteristics. Its artistic expression combines dance art and music art, and the two are closely related to each other.

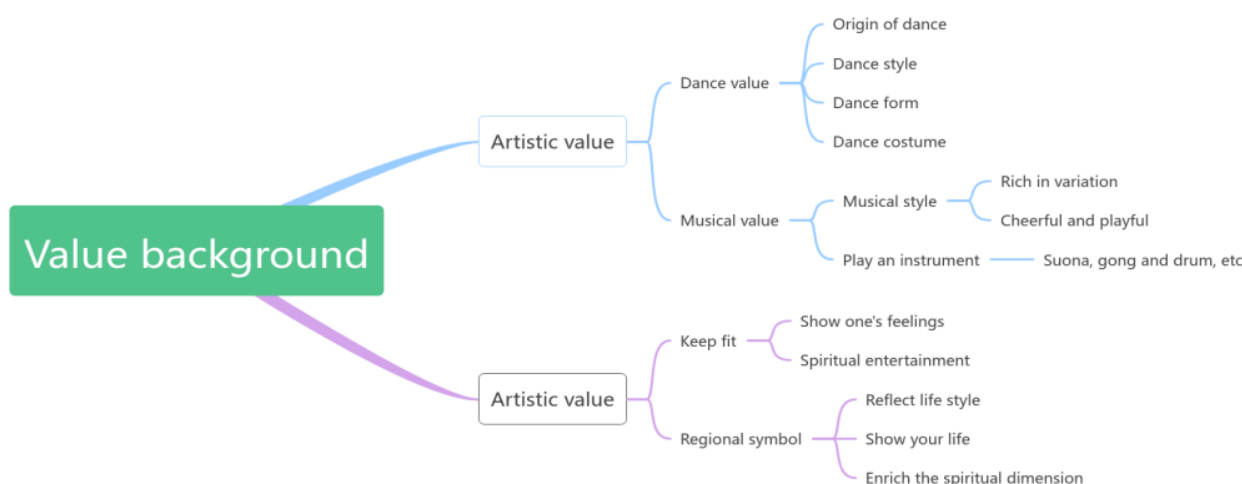


Fig. 2 Analysis of the Inheritance Value of Northeast Yangko

2.1. The Artistic Value of Northeast Yangko

Northeast Yangge has rich traditional music, which not only gives people a sense of stability in performance, but also gives people a sense of joy and beauty. Its rapid development in contemporary times has played a promoting role in China's spiritual civilization construction. ¹There are many theories about the origin of Northeast Yangge in dance, and some scholars believe that it is inspired by the movements of laboring people working in the fields; Some scholars also believe that it is a dance form related to the custom of foot binding in the Qing Dynasty, and the author is more inclined towards the meaning of the first statement. Northeast Yangge has demonstrated unique aesthetic value in dance art. Its dance movements are generous and graceful, with a bright and rhythmic rhythm, giving people a dual enjoyment of visual and auditory senses. The performance forms of Yangge are rich and diverse, including various types such as Di Yangge and Stilt Yangko, each with its unique charm and expressive power. At the same time, performers of Yangge use exquisite techniques and vivid expressions to convey the emotions and connotations of the dance to the audience, allowing them to deeply feel the emotions and meanings expressed in the dance.

The Northeast region used to be a gathering place for multiple ethnic groups, such as the Khitan, Goryeo, Mongolian, Manchu, etc. The dance integration between the Manchu and Han ethnic groups had a significant impact on its development. ²The unique regional environment of the Northeast region has shaped the customs and character development of the people of Northeast China. Due to the high latitude and low winter temperatures, the environment is relatively harsh. The people of Northeast China who have lived in this environment for a long time have developed diligent, humorous, and bold personality traits, laying the foundation for the dance art form of Dongbei Yangko. This is well reflected in the clothing colors of Northeast Yangko, which are mostly bright and vibrant red, green, yellow, etc. The use of bright warm tones to neutralize the cold tones covered by winter snow is the attribute of this color, which is the style of Northeast Yangge dance art. The main accompaniment instruments of Northeast Yangge are usually suona, gongs and drums, bronze cymbals, erhu, etc. The combination of suona and percussion instruments requires a slow and tight

rhythm, making the overall music rhythm diverse and highlighting the characteristics of joy and playfulness. The couplets appearing in music can also echo the appearance of actors, achieving the characteristics of "waves, beauty, and humor" through the coordination of body and props with rich musical rhythms.

2.2. The Social Value of Northeast Yangko

In the process of practicing Northeast Yangko, the main emphasis is on twisting rather than swinging, allowing actors to participate, immerse themselves, and enjoy it. While realizing artistic value, it also plays a role in strengthening the body and entertainment mood. Therefore, the inheritance and development of Northeast Yangge have important practical significance for promoting social harmony, meeting the spiritual and cultural needs of the people, and improving the overall health quality of the people. Northeast Yangge contains a large number of sports elements such as dance, which meets the needs of the masses for physical fitness activities. The process of twisting Yangge involves a large range of movements, and this continuous aerobic exercise can promote blood circulation and exercise the body. Long term consistent exercise can enhance physical fitness and promote physical and mental health. And with the continuous dissemination of the idea of national fitness, Northeast Yangge has become increasingly commonplace and daily life oriented, gradually becoming an essential "fitness Yangko" in the lives of the people of Northeast China. As a part of the national sports and cultural family, the Northeast Yangge culture reflects more of the cultural connotations of etiquette, customs, art, and emotional expression of various ethnic groups in Northeast China. ³The common people have integrated into the Yangge team after tea and dinner, which can not only bring joy to the mood but also change their physical fitness. At the same time, Northeast Yangge is also a way for the people to vent their emotions, which can release pressure during the participation process, showcase a positive and positive lifestyle, and have a positive impact on their living conditions. The gradual evolution from traditional folk culture to fitness culture has made people feel the brand new Northeast Yangko, which has been widely recognized by more people and has gradually become a vibrant and enthusiastic regional symbol in the Northeast region.

As a popular art form, Northeast Yangge plays a positive role in promoting social harmony and enhancing people's unity. During the performance and appreciation of Yangko, people can feel the collective strength and cultural cohesion, enhancing their sense of identification and pride in traditional culture. Meanwhile, Yangge can also serve as an educational resource to cultivate students' dance skills, aesthetic abilities, and cultural literacy, promoting their comprehensive development. Through the study and performance of Yangko, students can better understand the essence of Chinese traditional culture and regional culture, enhance cultural confidence and national pride. With the progress of the times and the development of society, the performance forms and techniques of Yangge are also constantly innovating and improving. Modern Yangge performances not only retain traditional dance elements and techniques, but also incorporate elements of modern dance and music, making them more in line with modern aesthetic needs. This innovative development not only brings new vitality to Yangge art, but also injects new impetus into its inheritance and development.

3. Bottlenecks in the Development of Northeast Yangge Art

With the increasing efforts of the country to protect intangible cultural heritage, Northeast Yangge has ushered in a huge development opportunity. The inheritance and protection of Northeast Yangge continue to be carried out, playing an important role in promoting the development of Northeast Yangge art. Under the background of integrated media, the development of folk art of Northeast Yangge faces many difficulties, which are mainly reflected in:

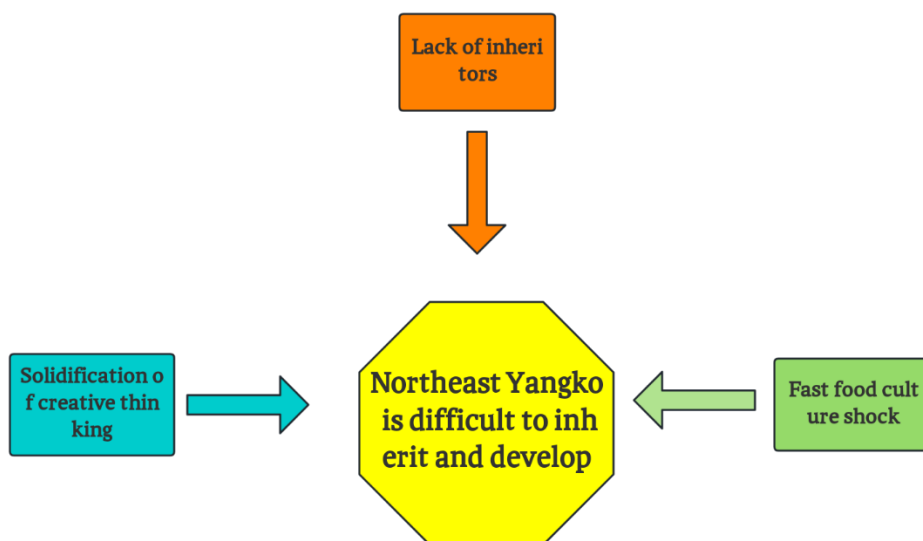


Fig. 3 Bottlenecks in the Inheritance and Development of Northeast Yangge

3.1. Solidification of creative thinking and gradual loss of improvisation features

With the rapid development of network technology, people's entertainment methods are gradually changing, and traditional folk art urgently needs to adhere to tradition and innovation. Although our country has made efforts to salvage the inheritance of Northeast Yangge culture, allowing more dancers to step onto a larger stage. Northeast Yangge is an excellent representative of folk dance, which has incorporated elements such as drama, martial arts, and dance into its development process. Its rich artistic forms make it a precious artistic treasure in the Northeast region and a reflection of China's cultural diversity. During the performance of Northeast Yangko, viewers can enjoy it and have a strong emotional driving ability.

Although the inheritance of Northeast Yangge has increased the professional training of dancers, there have also been some increasingly prominent problems, such as the solidification and singularity of dance movements, and the reduction or even complete disappearance of improvisation in dance movement creation. "Huo" is also an important feature of its performance. "Huo" refers to flexible performance. The music rhythm of Northeast Yangge is usually fast, and actors need to respond to rapidly changing music with flexible movements. Therefore, it requires actors to have strong improvisation ability and cannot apply all music rhythms according to fixed patterns. The Northeast Yangko, influenced by its unique geographical location and cultural and historical factors, has a strong regional color and is an important way to showcase national charm. It appears on the stage with professional dance art, but downplays its inspirational style of improvisation. ⁴To use its dance form as a carrier of cultural dissemination, Northeast Yangge has been deeply influenced by the spiritual style, living conditions, and social development of the people in various historical periods during its long-term development, and has rich artistic characteristics. In its performance process, it is necessary to shape different character images to convey different character personalities, artistic styles, and emotional expressions, thereby enriching the artistic form.

3.2. Difficulty in talent cultivation, hindered inheritance and development process

In recent years, the inheritance of Northeast Yangge has faced the dilemma of talent shortage. On the one hand, the younger generation generally has a low interest and awareness in traditional culture, lacking the motivation to actively learn and inherit it; On the other hand, the existing inheritance talents are too old and the reserve of reserve talents is insufficient, leading to the risk of breakage in the inheritance chain. The scene of Northeast Yangge is grand, warm and simple, and its inheritance requires more talent cultivation. Northeast Yangge has become an independent performing art form. If more young people do not pay attention, learn, and inherit it, the older generation of artists will

want to give it their all but have no target audience, and relevant departments cannot invest funds, forming a closed loop of inheritance difficulties. Its inheritance and development will face greater challenges. From the perspective of cultural inheritance, in order to establish a echelon of inheritors of Northeast Yangko, it is necessary to achieve a reasonable age ratio, that is, the inheritance of the three generations of the elderly, middle, and young is interconnected. However, in practice, the vitality and strength of inheritance are clearly insufficient. Firstly, the main force in the inheritance of Northeast Yangge is still the middle-aged and elderly generation. It is precisely because of the love and persistence of the older generation of artists in folk art that the splendid achievements of Northeast Yangge inheritance have been created today. But contemporary young people live, study, and work at a very fast pace, and they have no energy to calm down and learn a folk culture. Instead, they are more interested in simple and visually impactful fast food culture. There are very few young people willing to learn Northeast Yangko. Even if we vigorously cultivate inheritors from now on, it still requires a lot of time cycles to have a certain effect. Talent cultivation is the biggest bottleneck in inheritance. Moreover, the younger generation lacks enthusiasm for the inheritance of folk art, which is like sailing against the current for inheritance work.

Firstly, with the continuous development of the economy and society, the social and cultural environment has undergone profound changes. Young people's aesthetic concepts and lifestyles are becoming increasingly diverse, and their demand and acceptance of traditional culture are decreasing, posing challenges to the inheritance and development of traditional art forms such as Northeast Yangko. In modern society, economic interests often become an important factor driving cultural development. Due to the low degree of marketization and limited economic benefits of Northeast Yangko, many young people are unwilling to invest time and energy in learning and inheriting this art form. And the traditional way of inheriting Northeast Yangge often relies on oral transmission and mentorship. Although this method has certain uniqueness and confidentiality, it also limits the breadth and depth of inheritance. Meanwhile, due to the lack of a systematic inheritance system and standardized teaching methods, it is difficult to ensure the effectiveness of inheritance. The inheritance and development of Northeast Yangge require a large amount of funding and resource support, including venues, equipment, textbooks, teachers, etc. However, the current investment in these areas is far from meeting practical needs, making it difficult to carry out inheritance activities smoothly.

3.3. Impact of fast food culture on traditional folk customs inheritance

Fast food culture is a cultural phenomenon centered around speed and convenience. With the acceleration of people's pace of life, fast food culture has quickly become popular and an indispensable part of modern society. It is characterized by meeting people's quick access to information and immediate needs, but often overlooks the depth and connotation of culture. Due to the rapid development of modern information dissemination technology, the fast-paced culture of more trendy online media is widely prevalent. Fast food culture is a fragmented and fragmented information that permeates and influences people's spiritual world, leading to visual replacing auditory, and thinking no longer has a vertical depth. However, under the impact of fast food culture, the inheritance of Northeast Yangge faces many challenges. On the one hand, the younger generation's interest in traditional culture is gradually weakening, and they are more inclined to pursue fashionable and popular cultural elements; On the other hand, the limitations and lack of innovation of traditional Yangge performances also make it difficult to adapt to the needs of modern society.

The rise of fast food culture has led people to pay more attention to immediacy and entertainment, while their deep understanding and appreciation of traditional culture is gradually decreasing. This cultural tendency leads to a decrease in the recognition and acceptance of traditional art forms such as Northeast Yangge among the younger generation. At the same time, fast food culture has also given birth to some shallow and fast food style cultural products, which often lack depth and connotation, posing a threat to the inheritance and development of traditional culture. This fast-paced culture undoubtedly has an impact on the inheritance of Northeast Yangko, allowing fewer and fewer people

to pay attention to and enjoy Northeast Yangko. The prevalence of fast food culture makes it difficult for people to calm down and experience the charm of traditional customs. As a result, countless quantitative, non profound, and superficial cultural presentation methods have emerged.

4. Exploring the Path of Promoting the Inheritance of Northeast Yangge under the Background of Integrated Media

Facing the existence of the above-mentioned problems and finding effective solutions is an important prerequisite for effectively promoting the inheritance and development of Northeast Yangge. Therefore, in the actual work process, both government departments and folk inheritors must always remember the important value and significance of inheriting the art of Northeast Yangge, and explore an effective way to jointly promote the inheritance and development of Northeast Yangge through practical actions.

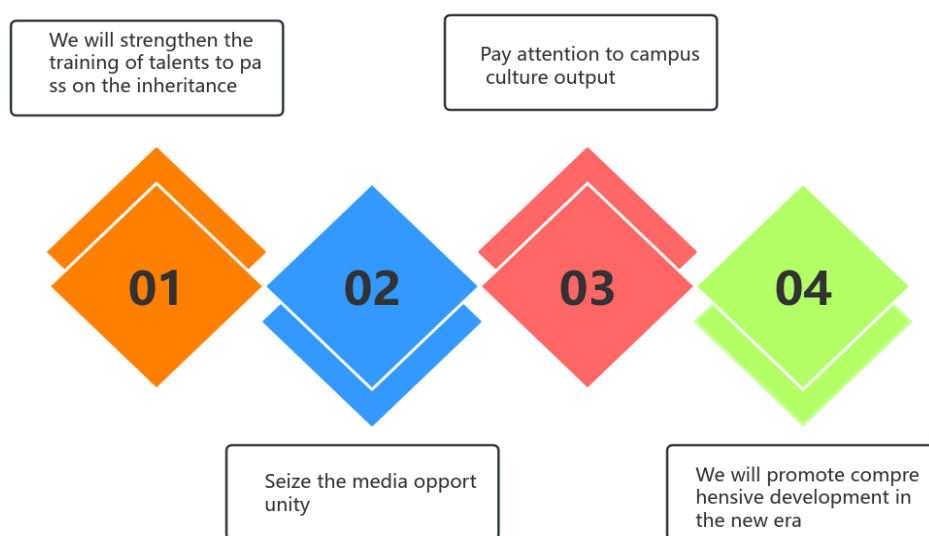


Fig. 4 Exploration of the Inheritance Path of Northeast Yangko

4.1. Strengthening the cultivation of inheritors of Northeast Yangko

Northeasters often perform Yanggeduring major festivals, such as in the first month of the year. Whether in cities or rural areas, they usually start running Yanggeafter the Chinese New Year. The original inheritance of Yanggewas natural and family inheritance, and later gradually evolved into master apprentice inheritance. The prerequisite for cultivating the inheritors of Northeast Yanggeis to let more people understand the charm of Northeast Yangko. In the process of inheritance, it is necessary to provide more systematic training for students, allowing inheritors and recipients to combine practical experience to understand dance theory and gradually master teaching skills. In the process of continuous inheritance, the inheritor condenses typical movements from content to form, and seeks personalized differences to continuously optimize and improve dance movements. By establishing a new type of master apprentice inheritance and driving relationship, and greatly leveraging inheritance advantages, it is possible to protect and inherit Northeast Yanggewith the changing times. And it is necessary to carry out archiving actions for inheritors to learn Yangge. Through interviews with inheritors on their psychological journey and experience and skills in learning Northeast Yangge, phased integration should be carried out to form written and video materials, which will provide powerful materials for future inheritance work. Northeast Yanggeis not only the art of performers, but also the art of the people. Under the traditional folk customs established on the basis of the masses, the people are willing to participate and form a sense of independent protection of culture. Under the historical choice, the inheritance of culture cannot be separated from the people's choice. Therefore, in the new era, both actors and audiences will be the protectors and inheritors of Northeast Yanggeart.

4.2. Seize the advantages of integrated media platforms to promote the popularization of Northeast Yangko

Objectively speaking, the construction and development of integrated media platforms have provided more online educational resources for Northeast Yangge, making it easier for the public to access the information they want to learn anytime and anywhere. This is also an important supplement to the traditional offline education model. In recent years, the development of Northeast Yangge has been limited to some extent, and the most fundamental problem is still the shortage of talents. Contemporary young people have weak interest in traditional folk customs, and their willingness to learn Northeast Yangge is not strong. The inheritors are older and do not use new integrated media platforms to promote the cultural inheritance of Northeast Yangge, which greatly limits their dissemination. Therefore, it is necessary to popularize Yangge through appropriate means, inject vitality and vitality into its development through new integrated media platforms, and promote its further inheritance. Building a network promotion matrix for Northeast Yangge and folk culture, conducting in-depth filming of Northeast Yangge dance content, and keeping up with the times and seizing the advantages of online platforms for dissemination, these new measures have greatly helped to achieve new development in the dissemination of Northeast Yangge.

4.3. Emphasize the development and inheritance of campus culture output

As a place for cultivating outstanding talents, universities are an important battlefield for inheriting excellent traditional folk culture. Since November 11, 2020, the Liaoning Provincial Department of Finance has issued a notice to promote the "Elegant Art on Campus" activity, fully providing students with a better platform to get close to art, listen to art, improve artistic literacy, and feel the charm of art. Bringing Northeast Yangge into the campus and closer to the student community, for the protection and inheritance of Northeast Yangge, the systematization and scientificization of school art education provide a good environment for the inheritance of Northeast Yangge. Major primary and secondary schools should also actively contribute to the inheritance of intangible cultural heritage. The platforms of various schools can also provide opportunities for students interested in intangible cultural heritage to exchange and learn, and through the teaching resources of schools, broaden their horizons and increase their knowledge, serving the better dissemination, inheritance, and development of Yanggeart. And Yanggecourses can be offered, incorporating Yanggeinto the school's aesthetic education curriculum system. Through the guidance and teaching of professional teachers, students can master the basic movements and performance skills of Yangko. At the same time, by combining cultural courses, students can understand the historical origins and cultural connotations of Yangko. The introduction of elegant art into campuses has become a routine task of the Ministry of Education and a routine activity of universities, forming a normalized development pattern of cultivating morality, carrying out activities, and providing multidimensional support⁵. The lecture on "Liaoning Intangible Cultural Heritage" visited the National Library Lecture Hall for the first time, with an online viewing volume of 1.2 million people. It showcases art forms such as Haicheng stilts and Fushun Yangko, and through the explanation of intangible cultural heritage projects, allows the audience to become more familiar with the history and local customs of Northeast Yangko. Through lectures, we aim to promote the development, inheritance, and cohesion of folk customs in Northeast China. Introducing Northeast Yangge into campus for cultural export is a significant task. The inheritance and development of Yanggeart can enhance students' cultural confidence and national pride, and promote the prosperity and development of campus culture. At the same time, this also provides new ideas and paths for the inheritance and innovation of traditional culture, which helps to promote the widespread dissemination and in-depth development of excellent traditional Chinese culture.

4.4. Promoting the Comprehensive Development of Northeast Yanggein the New Era

In the rapid development of Northeast Yanggein the Northeast region, it is influenced by two major factors: geography and historical conditions, and has typical characteristics of ethnic settlement. The

culture of Northeast Yangge originates from the cultural background of the collision and fusion of multiple ethnic groups and cultures⁶, and has the unique personality and aesthetic attributes of Northerners under the diverse ethnic cultures of Central Plains and Manchu cultures, as well as the special regional background. Therefore, Northeast Yangge has distinct ethnic characteristics. Therefore, the inheritance and development of Northeast Yangge should also closely revolve around itself, seek unique natural and geographical advantages, and learn from other excellent traditional cultural inheritance and development models, think about how to establish and improve inheritance and development models according to local conditions, and effectively transform and utilize its own resources. This not only allows the people of Northeast China to experience the beauty of folk customs, but also cultivates the inheritors of their unique and meaningful regional folk sentiments. In the process of its inheritance and development, this important factor cannot be ignored. Northeast Yangge should seize the opportunities of the times, rely on the advantages of resources and environment, strengthen the connotation of cultural creation, and fundamentally provide guarantees for its sustainable development. Northeast Yangge is the crystallization of ethnic wisdom and culture in various regions of Northeast China, and is a reflection of the folk characteristics of the region. Therefore, in the process of its inheritance and development, it is even more important to start from the cultural level and promote its comprehensive development.

5. Conclusion

Northeast Yangge is a unique way of expressing life and vitality for Northerners, with an extremely rich historical background. In the context of the new era, we must seize the opportunities of the times, deeply explore the creative elements in life, and through continuous exploration and practice, let this excellent folk culture be inherited. At present, the inheritance work of Northeast Yangge has also been rescued and protected nationwide, and some achievements have been made. However, objectively speaking, the inheritance and development of traditional folk customs still face severe challenges. We need to continue to uphold the spirit of exploration and innovation, explore ways to inherit traditional folk customs in Northeast China, and strive to make the art of Northeast Yangge grow into a world art.

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