

Integrate resources to tell the "Story of Nie Er and the National Anthem" advice

Yanzhi Duan*, Jianyu Yang

1School of Marxism, Yuxi Normal University, Yuxi, China

* Corresponding author: 330260960@qq.com

Abstract. Yunnan has the rich cultural resources of "Stories of Nie er and the National Anthem", But at present, "The Story of Nie Er and the National Anthem" has "the story of Nie Er and the national anthem" scattered resources, limited conditions; The existing research is independent, without forming a research force; Insufficient publicity funds, insufficient diversification of publicity channels and methods, Organizations should be set up to organize activities to provide guarantee for telling the "The story of Nie Er and the national anthem"; Integrate research forces to expand the influence of "the Story of Nie Er and the National Anthem"; Integrate publicity forces, increase the investment of publicity funds, expand publicity channels, and innovate publicity methods.

Key words: integrating resources; "The Story of Nie er and the national Anthem"; advice.

During his visit to Yunnan in January 2020, General Secretary Xi Jinping stressed that "the story of Nie er and the National Anthem" should be used as vivid teaching materials for the education of "staying true to our original aspiration and keeping our mission in mind". Tell the story of Nie er and the national anthem well, and make the most important, valuable and representative story, "the story of Nie er and the National Anthem", become the most beautiful cultural name card of Yunnan, and improve the communication power of Yunnan's international culture.

1. Yunnan has the rich cultural resources of "the Story of Nie Er and the National Anthem"

In terms of architecture, Kunming has Nie 'er's former residence and Nie 'er Song and Dance Theater, Nie' er's Tomb and its memorial hall in Xishan, Yuxi City has Nie' er Music Square, Nie 'er Memorial Hall, Nie' er Grand Theater, Nie 'er's former residence; In the research organization and platform construction, Yunnan and "nie er and national anthem theme international exchange center", "nie er and national anthem culture party member education base", "Yunnan nie er music foundation", "Kunming nie er research association", "Kunming nie er symphony orchestra", "Yuxi nie er teachers choir", Kunming institute established "nie er music academy"; Yuxi city has "Nie er Art Development Center", "Nie er Culture Research Office", "Nie er and National Anthem Research Association", and the construction of "Nie er and National Anthem Exhibition Center" and other platforms; Yuxi Normal University has established the "Nie Er and National Anthem Research Institute", built the "Patriotism Education Base of Nie er and National Anthem", "Nie er and National Anthem Literature Resource Center", "Nie er and National Anthem Virtual Simulation Center"; In terms of cultural propaganda, created the TV series "nie er", film "song", courtyard drama "nie er", published the people's musician nie er: from Kunming to the world ", " song ", " Yunnan revolutionary tradition story cadre education reader "series volume" nie er song for the country " books and so on books; Cultural activities such as "Nie er Music Week", "Nie er Cup Pop Music Competition" and "People's musician Nie er" were held. In addition, the red learning experience route of "Nie er and the National Anthem", which is also one of the provincial classic demonstration routes of the province's "Inheriting the Red Gene and carrying forward the spirit of struggle" learning and experience activities. By carrying out the characteristic learning and experience activities of "four in one", namely visiting Nie 'er's former residence, listening to the red story, taking the oath of joining the Party, and singing the March of the Volunteers, the participants of the route can further accept the red baptism, perceive the spirit of Nie'er, and root the national spirit and patriotic enthusiasm in their hearts. It can be said that these

positions and activities are important resources and conditions for telling the "story of Nie Er and the National anthem".

2. Integrate resources to tell the "story of Nie Er and the National anthem"

"The Story of Nie Er and the National Anthem" is the most important historical and cultural resource in Yunnan. However, at present, the story of "Nie Er and the National Anthem" is scattered without synergy, and its influence and communication power are not strong:

2.1 The resources of "Nie Er and the National Anthem" are scattered with limited conditions

The resources of Nie Er and national anthem in Kunming are mainly in Wuhua District (Nie Er's former residence) and Xishan District (Nie Er's Tomb and Nie Er Memorial Hall), To two regions and different management agencies, Disdispersion of power, Work is systematic and poor coordination, Affect the play of management efficiency; But Nie Er Tomb and Nie Er Memorial Hall are located at the top of the Xishan Scenic Area in the Xishan District of Kunming city, Higher elevation, Due to the geographical location, And there is no specially trained commentator in Nie Er's tomb, There is a great shortage of professionals; The story and cultural resources of Nie Er and the national anthem in Yuxi are relatively concentrated, Nie Er's former residence is in Beimen Street, Hongta District, Yuxi City; Nie Er Music Square, Nie Er Memorial Hall, Nie Er Grand Theater are in Nie Er Music Square. At present, the story and text resources of Nie Er and the national Anthem are scattered in Kunming and Yuxi, and some cultural resources are limited. For example, the Nie Er Memorial Hall in the Western Mountains of Kunming is limited, and the exhibition effect is not good.

2.2 The existing research is independent and does not form a research force

In terms of the study organization, The most obvious problem in the current research is that Kunming city and Yuxi City are independent, Even in the research, there were two places about the ownership of Nie Er's hometown; Even research organizations in the same place are independent, even research organizations in the same place are fragmented, For example, the "Nie Er and the National Anthem Research Institute" is in the School of Marxism, Yuxi Normal University, The "Nie Er and the National Anthem Research Society" is in the School of Liberal Arts, Yuxi Normal University; In short, the research force has not formed a joint force, and the research organizations of Yuxi and Kunming have not established an academic exchange mechanism; In terms of the study content, Pay more attention to the historical facts of Nie Er's life, Highlighting its research on "birthplace, enlightenment and sailing", Many study the background of Nie Er's creation, And pay less attention to his life and ideological growth; The revolutionary and fighting spirit of the national anthem, And from the music art aspect research is less; From the local and ethnic perspectives, And very few are studied in the world view; There are relatively many commemorative and historical articles, Few results of theoretical analysis and comparative research. In short, the systematic and theoretical depth of the research needs to be improved, and its transmission power and influence are not consistent with the value of the resources of "The Story of Nie Er and the National Anthem".

2.3 Insufficient funds for publicity and insufficient diversification of publicity channels and methods

Although in recent years, the propaganda and cultural system at all levels in Yunnan has increased its publicity efforts and carried out a series of activities to promote the publicity of the spirit of Nie Er and the national anthem, and achieved certain results. But on the whole, the communication power and influence of Yunnan's "The Story of Nie Er and the National Anthem" need to be further strengthened, and its publicity and brand building are far less effective than those of Shanghai. The brand effect and value of "Nie Er", a local historical and cultural celebrity in Kunming and the "national anthem", are far from being revealed. For example, the lack of funds for the memorial venue, the management of the venue maintenance, property management, water and electricity costs, and

almost no funds for holding activities and updating exhibitions, while the publicity of the "stories of Nie er and the National Anthem" mainly takes the offline route, and the publicity channels and methods are not diverse.

3. Integrate resources to tell the "Story of Nie Er and the National Anthem" advice

3.1 Establish an organization and team activities to provide guarantee for telling the "story of Nie Er and the national anthem"

Actively establish communication mechanism with Kunming to form force, expand the propaganda platform and carrier, strengthen the propaganda team construction, form the force of both propaganda, hand in hand to polish "nie er and national anthem" the cultural card, further research and promote the significance of "nie er and the national anthem", make its time value and far-reaching influence and practical application. At the same time, further strengthen professional training to improve their professional quality and ability; finance at all levels should increase the funding of "The Story of Nie er and the National Anthem" to guarantee research and publicity. In addition, can also use the external forces, through inter-library exchanges and cooperation, fully integrate cultural relics resources, break the limitation of regional, administrative level, form a sharing platform, introduce consistent with the museum nature, atmosphere of temporary exhibition, jointly organized all kinds of high grade, connotation of deep exhibition, supplement and improve the level of exhibition session and exhibition.

3.2 Integrate research forces to expand the influence of "The Story of Nie Er and the National Anthem"

Integration of campus, the city, in the province "nie er and the national anthem story" research power, especially should balance in Kunming and Yuxi resources and strength, play a good around the province and the national anthem institute, research, education base, such as role, hand in hand to polish "nie er and national anthem story" culture card, at the same time and other, domestic and foreign research organizations and researchers to establish good academic exchange mechanism, in the teaching material construction, research, project, strengthen cooperation, intensify research, for more results produce good results. For example, the oral historical materials of Nie er and the national anthem are of great significance to the supplement, research and publicity of nie er and the national anthem. However, due to the large number of people involved, the integrated researchers can only be completed through research organizations, academic platforms and commemorative activities. By integrating efforts on the study of "Nie Er and the National anthem story" breakthrough: first, strengthen theoretical research, and strive for the unity of rationality and historical facts. On the basis of historical research, more attention should be paid to the rational research, improving the theoretical height and depth of the study of the story of the Nie er and the national anthem; second, focusing on the characteristics of the era, striving for the unity of the history and the era, highlighting the new connotation of the era and the spirit of the national anthem, and realizing the unity of the era; third, paying attention to the artistry of the national anthem, and striving for the unity of ideology and artistry. Only by unifying the ideological and artistic qualities of the national anthem can we accurately understand the value of "Nie Er and the national anthem" and give full play to the far-reaching influence; fourth, we should have a world vision and strive for the unity of the national character and the world. The study of "nie er and national anthem story" to have the world vision, not limited to Yuxi, Kunming, Yunnan, Shanghai, China, and to put on the world to study its time value and far-reaching significance, realize the unity of nationality and worldwide, focus on the strategy of the great rejuvenation of the Chinese nation and the world from the big change in one hundred, "the story of the nie er and national anthem" to enhance national identity and national identity and

influence on Yunnan, China and the world, from the history, reality and future three dimensions thorough analysis "Nie Er and the story of the national anthem" era value, far-reaching influence.

3.3 Integrate publicity forces, increase the investment of publicity funds, expand publicity channels, and innovate publicity methods

Finance at all levels shall increase the funding input to the "Story of Nie Er and the National Anthem", and guarantee the funds for research and publicity; fully integrate cultural relics resources, break the regional and administrative restrictions, form a sharing platform, and jointly hold cross-regional and theme exhibitions and publicity activities with Yuxi, Shanghai and Japan to enhance the communication power and influence; meet The Times, expand the publicity channels, innovate the publicity methods, spread the "Story of Nie Er and the National Anthem" into the organs, schools, enterprises and communities, and greatly enhance the publicity effect. Specifically, the "story of Nie Er and the National anthem" is organically combined with tourism, science and technology, and creativity.

Acknowledgment

Project fund: Local key project of Yuxi Normal University: stage achievement of "Research on the Oral History of the Story of Nie Er and National Anthem"; stage achievement of the innovation and entrepreneurship project of "Research on the Story System Construction of Nie Er and National Anthem";

References

- [1] Research Group of Yuxi Municipal Party Committee, Hu Wei, Ma Shuyan, Wei Yun, Li Nan. Tell the "Story of Nie Er and the National Anthem" to gather development momentum [J]. Socialist Forum, 2022 (09): 13-14.
- [2] Duan Aizhou. The historical value of "The Story of Nie Er and the National Anthem" and its far-reaching influence [J]. Folk music, 2022 (03): 12-15.
- [3] Lin Hong. Use the story of Nie Er and the national anthem to tell good ideological and political lessons [J]. Knowledge Guide, 2022 (16).