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Study on Totem Culture in Yunnan Region

Haijun Yan [1, 2]

[1] CITI University of Mongolia, Mongolia
[2] Geely college, Chengdu, Sichuan, China

Abstract: As an important province in southwest China, Yunnan has rich and diverse cultural heritage. Among them, totem culture, as a unique and characteristic part of Yunnan region, has important research significance. This paper mainly discusses the definition, formation background, inheritance status and significance of totem culture, and deeply analyzes its connotation and value in combination with the totem culture in Yunnan, in order to provide effective theoretical support and practical guidance for the protection and inheritance of totem culture.

Keywords: Yunnan Region; Totem Culture; Inheritance; Protection; Significance.

1. The Definition and Forming Background of Totem Culture

1.1. Origin and Development of Totem Culture

Totem culture is a kind of cultural form with totem as the core. A totem is a design, animal, or natural image that represents the sacred symbol of a particular group, family, or tribe. The material form of totem can be carved, painted, tattooed, etc., or it can be a symbol that is worshipped or admired in spirit. Totem culture covers many aspects of totem such as religion, belief, art and society, and is closely related to group identity, values and social order.

The origin of totem culture can be traced back to ancient primitive society. In the human society at that time, people gave various symbols and meanings to various animals, plants and natural phenomena in nature. These symbols and meanings are expressed in totems, forming a special cultural symbol system. With the development of society and the deepening of human cognition, totem has gradually evolved into a symbol of religious belief, ethnic group and social order.

In Yunnan, the formation of totem culture is closely related to multi-ethnic settlement and communication. Yunnan region is a multi-ethnic gathering place in southwest China, with rich and diverse, unique and characteristic cultural heritage. On this land, various beliefs and customs such as ancestor god worship, fertility worship and nature worship are integrated, forming a unique totem culture. The rich ecological environment and diverse ethnic cultures interweave together, giving Yunnan totem culture unique connotation and form.

1.2. Characteristics of Totem Culture in Yunnan

Totem culture in Yunnan region has the following characteristics:

Diversity: Yunnan is one of the regions with a large number of ethnic minorities in China, with 26 ethnic groups, and the totem culture of each ethnic group has rich and diverse characteristics. Each nation has its own unique totem image and symbolic meaning.

Mystery: Totem culture in Yunnan region contains rich mysterious elements. The worship and awe of totem are expressed through sacrificial rites, prayers and religious ceremonies, forming a special religious and spiritual cultural system.

Artistic: The totem culture of Yunnan region integrates various art forms such as carving, painting and embroidery, forming a unique style of artistic expression. The totem pattern has smooth lines, bright colors and exquisite composition, which reflects the unique characteristics of ethnic art in Yunnan.

Inheritance: Totem culture in Yunnan has been inherited and developed through multi-ethnic exchanges. Through oral tradition, family education and artistic creation, totem culture has been passed down from generation to generation.

2. The Inheritance Status of Totem Culture

2.1. Inheritance History of Totem Culture in Yunnan Region

Totem culture in Yunnan has a long history, which can be traced back to ancient primitive society. In this long historical process, totem culture was passed on through oral tradition, family education and artistic creation. Each ethnic group has passed down their totem culture from generation to generation, and exchanged and integrated with other ethnic cultures, forming a unique totem culture in Yunnan.

However, under the impact of modernization and globalization, totem culture in Yunnan region faces a series of inheritance problems and challenges. The traditional oral traditional way is gradually declining, and more and more young people are unable to accurately understand and inherit the meaning and connotation of totem culture. At the same time, the cultural loss and social changes in the process of urbanization also have a certain impact on the inheritance of totem culture.

2.2. Ways and Approaches of Totem Culture Inheritance

In order to promote the inheritance and development of totem culture in Yunnan region, governments at all levels, cultural institutions and community organizations have taken a series of measures.

First, we should strengthen the research and protection of totem culture. Through the in-depth study of totem culture, the historical background, original form and symbolic meaning of different totems are sorted out and recorded, so as to provide theoretical support and academic guidance for the

inheritance of totem culture.

Secondly, the education and publicity of totem culture should be strengthened. Promote students' knowledge and understanding of totem culture through relevant courses in educational institutions. At the same time, by holding exhibitions, performances and cultural activities, the charm and value of totem culture are disseminated to the public.

In addition, strengthening community participation and the construction of non-governmental organizations. Community resources and the power of non-governmental organizations are utilized to organize research activities on totem culture, exchange and training of totem culture inheritors, and form a linkage mechanism to stimulate community residents' attention to and participation in totem culture.

2.3. Problems and Challenges in Totem Culture Inheritance

In the process of the inheritance of totem culture, there are some problems and challenges that need to be paid attention to and solved. The first is the loss of knowledge and the decline of the inheritance population. With the passage of time, many of the older generation of totem culture inheritors are gradually passing away, and the traditional knowledge and skills they have mastered are facing the risk of loss. At the same time, due to the change of modern lifestyle and values, the young generation is not interested in totem culture, and the motivation for inheritance is insufficient. Secondly, the influence of commercialization and marketization on totem culture. As a unique cultural resource, Tuteng culture often faces the pressure of commercialization and marketization. Excessive commercialization may weaken the sanctity and uniqueness of totem culture, make it become a symbol of commercialization, and lose the original cultural connotation. Third, the impact of the diversification and globalization of modern society on traditional culture. With the change of society and the collision of culture, the traditional totem culture has been impacted by modern diversification and globalization. The impact of the emerging cultural forms and values makes the inheritance of totem culture face the conflict with the ideology and values of modern society. In addition, the legal policy and mechanism construction of totem culture protection and inheritance also face certain challenges. Lack of effective laws and regulations protection and policy support, totem culture inheritance work is difficult to get full attention and support. At the same time, the coordination and cooperation between institutions and organizations are insufficient, and the lack of common inheritance strategies and cooperation mechanisms leads to the fragmentation of inheritance work and the difficulty of sustainable development.

In order to deal with these problems and challenges, a series of measures need to be taken. First of all, strengthen the research and protection of totem culture, establish a special institution or research team to deeply study and record the history, connotation and value of totem culture. Secondly, we should strengthen the education and publicity of totem culture, and carry out relevant courses and activities through educational institutions and social organizations to improve the public's cognition and understanding of totem culture. At the same time, the construction of community participation and non-governmental organizations should be strengthened to promote the concern and participation of community residents in totem culture, and form a multi-participation cooperation mechanism. In addition, a sound legal and regulatory protection and policy support system should be established to increase support for the inheritance of totem culture and promote its sound development.

To sum up, the inheritance of totem culture in Yunnan region faces many problems and challenges, but through strengthening the efforts of research, education and publicity, community participation and policy support, effective solutions can be provided for the inheritance of totem culture, so as to protect and inherit this unique and precious cultural heritage.

3. The Significance and Value of Tuteng Culture

3.1. Social Value of Totem Culture

As a unique and diverse cultural heritage in Yunnan, totem culture has important social value. First of all, totem culture is the common cultural gene and spiritual symbol of all ethnic groups in Yunnan, and it is an important part of Yunnan's multi-cultural characteristics. Through the inheritance and development of totem culture, it can not only strengthen the cultural identity and exchange between different nationalities, but also promote social harmony and stability. Secondly, totem culture is an important carrier of traditional wisdom and knowledge, carrying rich history, religion, art and values. Through the study and inheritance of totem culture, we can deeply understand and inherit the traditional wisdom and values of Yunnan region, so that it can have a positive inspiration and influence on modern society. In addition, totem culture also has a strong function of group identity and cohesion. As a common symbol, totems can transmit emotions and unity among nations, families or tribes, strengthen group identity and cohesion, and maintain social stability and cultural diversity.

3.2. Artistic Value of Totem Culture

Totem culture is a combination of sculpture, painting, embroidery and other forms of art, with unique artistic value. First of all, the totem pattern has smooth lines, bright colors and exquisite composition, showing the unique aesthetic style of Yunnan ethnic art. As a kind of artistic expression, totem integrates the symbols, images and aesthetic concepts of national culture, forming a unique aesthetic style.

Secondly, the artistic value of totem culture is also reflected in the protection and inheritance of its traditional craftsmanship. Totem culture encourages people to make handicrafts, maintains traditional carving, painting and embroidery skills, retains rich handicraft traditions, and provides valuable space for future generations to learn and develop.

3.3. Artistic Value of Totem Culture

Totem culture has rich artistic value, reflected in the following aspects:

(1). Artistic expression and creation: Totem culture expresses national culture and values through unique patterns and symbols. The totem pattern has smooth lines, bright colors and exquisite composition, which shows the unique aesthetic style of Yunnan ethnic art. Tuteng art provides artists with rich creative inspiration and expression methods, and becomes an important material and expression language for artistic creation.

(2). Protection and inheritance of traditional craftsmanship: Totem culture encourages people to make handicrafts and

retains rich traditional craftsmanship. Traditional skills such as totem carving, painting and embroidery play an important role in the inheritance of totem culture. These traditional arts and crafts not only have a certain practical value, but more importantly, they carry the cultural memory and artistic wisdom of the nation.

(3). Cultural exchange and integration: Totem culture, as a unique form of artistic expression, promotes the exchange and integration between different nations and cultures. In Yunnan, different ethnic groups and tribes have their own unique totem cultures. Through exchanges and integration, artistic elements and aesthetic concepts of different cultures can influence and exchange with each other, forming a rich and diverse artistic culture with Yunnan characteristics.

(4). Highlighting national characteristics and cultural identity: Totem art is the common cultural gene and spiritual symbol of all ethnic groups in Yunnan, with distinct national characteristics and cultural identity. Through the inheritance and development of totem art, national artists can show their unique style and cultural values, and promote national pride and self-confidence.

To sum up, totem culture has rich artistic value, including artistic expression and creation, protection and inheritance of traditional crafts, cultural exchange and integration, as well as highlighting national characteristics and cultural identity. Totem art embodies people's love and pursuit of culture and art, and is a unique and precious artistic heritage in Yunnan region.

3.4. Economic Value of Totem Culture

In addition to artistic value and social value, totem culture also has important economic value, which has a positive impact on the economic development and tourism of Yunnan region. First of all, totem culture, as a unique cultural resource in Yunnan, has become an important attraction and core competitiveness of tourism. Many tourists show great interest in totem culture, and one of the purposes of their travel is to appreciate and learn totem culture. Therefore, the existence and inheritance of totem culture has brought considerable economic benefits to the tourism industry in Yunnan. Secondly, totem culture is closely related to handicraft production, including carving, painting, embroidery and so on. These traditional crafts play an important role in the inheritance of totem culture and have certain commercial value. Handicraft is a high-quality and unique product, which can provide a stable source of income for local handicraft practitioners and drive the development of local economy through sales and marketing. In addition, totem culture can also stimulate the vitality of innovation and design, and promote the development of related industries. Design and creative products based on totem culture have great potential in the market and can attract more consumers and investors. For example, totem-based textiles, jewelry, household goods and other products have great appeal in the market, bringing business opportunities and development opportunities for related industries. Finally, the inheritance and protection of totem culture needs the support and input of relevant institutions and organizations. The construction and operation of these institutions and organizations will bring certain job opportunities and economic benefits to the local economy.

To sum up, totem culture has important economic value. It has not only become an important attraction for Yunnan's tourism industry, but also promoted the development of the handicraft industry, stimulated the vitality of innovation and design, and brought business opportunities and development opportunities for related industries. At the same time, the inheritance and protection of Tuteng culture also provides employment opportunities and economic benefits for related institutions and organizations. Therefore, giving full play to the economic value of totem culture is of great significance to promote the economic development of Yunnan region.

4. Summary

A totem is defined as a symbolic sign or symbol that represents a specific family, clan, or community. It is usually an image of an animal, plant, or other natural element that is used to express some mystical power or meaning. The totem culture of Yunnan region has a long history, which can be traced back to the ancient clan society. Over time, the image and symbolism of totems gradually evolved and expanded, integrating various religious, philosophical and cultural elements. Yunnan region has rich and diverse ethnic culture, each ethnic group has its own unique totem tradition. Some totems are closely related to the local natural environment and ecosystem, reflecting people's awe and belief in the power of nature. Totems have an important social function in Yunnan, being used as a symbol of social organization and family relations, as well as a symbol of identity, unity and belonging. Totems are also used to convey values and ethics and guide people's behavior and interactions. Cultural protection and inheritance: With the development of modernization and the increase of cultural exchanges, totem culture in Yunnan region is facing many challenges. In order to protect and pass on this valuable cultural heritage, the government, scholars and communities have actively taken various measures, including cultural protection regulations, totem culture research projects and traditional knowledge transmission.

In a word, totem culture in Yunnan region is a complex and interesting research field. By studying its origin, evolution, regional characteristics, social functions and cultural protection and inheritance, we can better understand and appreciate this unique cultural phenomenon, and make contributions to its protection and inheritance.

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