

Media Integration and Digital Inheritance: A Study of Huizhou Rituals and Lacquerware Paths under Rural Cultural Revitalization

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Abstract: At present, rural revitalization has risen to the level of national strategy, in which rural cultural revitalization is the soul of rural revitalization. As the essence of rural culture in Huizhou, the use and inheritance of Huizhou etiquette culture is particularly important. The core connotation of Huizhou etiquette culture can be summarized as "respecting etiquette, emphasizing etiquette", which has the functions of education, standardization, maintenance and regulation. Combined with the characteristics of today's society and era, the application and inheritance of Huizhou etiquette and culture should be based on the full study of the basis of adherence to some abandonment; in the inheritance of the basis of innovation; innovative use of the way to optimize the traditional way; make full use of the Internet, to open up new forms. The use and inheritance of Huizhou ritual culture is conducive to solving the "Three Rural Issues", building a beautiful countryside in Huizhou, promoting the coordinated development of the countryside, realizing the prosperity of the countryside, affluence, and achieving the goal of building a moderately prosperous society in an all-round way. At the same time, we study the production of traditional handicraft Huizhou lacquer ware and carry out regeneration design for it. On the one hand, it is of great social significance to carry forward the local culture of Huizhou, which is conducive to the improvement of the current status quo of the lack of awareness of the traditional culture of the local ethnic groups; on the other hand, it improves the state of no one to succeed the relatively lagging behind development of lacquerware craftsmanship, so that the consumers can understand and accept this traditional craftsmanship through the lacquerware cultural and creative products.

Keywords: Rural Cultural Revitalization; Huizhou Ritual Culture; Lacquerware; Media Integration; Digitalization.

1. Introduction

Rural cultural revitalization is not only a need for Chinese cultural heritage, but also a need for social development. China has been a country with a long history and culture since ancient times, with rich and colorful cultural heritage in various places, and the countryside is an important bearer of these cultural legacies[1]. In today's society, where urbanization is accelerating, the cultural heritage of the countryside is facing serious challenges, and many traditional cultures are gradually declining or even disappearing. In order to protect and pass on these valuable cultural heritages, rural cultural revitalization has become an urgent task.

In the process of rural cultural revitalization, media integration and digital inheritance play a key role. Through the introduction of modern media and digital technology, traditional culture can be better recorded, publicized, inherited and innovated, thus providing new development opportunities for rural cultural revitalization. The Chinese government has always attached great importance to the revitalization of rural culture. Since the introduction of the Rural Revitalization Strategy, China has introduced a series of policies and measures aimed at supporting the revitalization of rural culture, promoting traditional culture, tapping rural resources and promoting the prosperity of the rural economy. These policies have encouraged localities to actively explore media integration in order to better disseminate rural culture, increase cultural self-confidence, provide more employment opportunities for villagers, and promote the in-depth development of cultural heritage. Media

convergence is an important tool under the strong support of government policies. By combining traditional media such as TV, radio and newspapers with emerging media such as the Internet and social media, diversified dissemination of information can be realized, attracting more people to pay attention to and participate in the inheritance of rural culture. At the same time, media integration can also accelerate the speed of information transmission, so that the charm of rural culture can be more widely spread to all corners of society. Digital inheritance also provides broader possibilities for cultural innovation. As one of the traditional crafts in Huizhou, Huizhou lacquerware can be innovated through digital technology to open up new markets, attract more consumers and improve the development of rural economy. Digital inheritance not only protects traditional culture, but also provides economic impetus for rural cultural revitalization.

2. Importance of Media Convergence Development

First of all, media integration development can effectively integrate resources and improve the efficiency and quality of information dissemination. By integrating the advantages of traditional media and new media, multi-channel dissemination of information can be realized to meet the diversified needs of audiences. Traditional media have rich experience and resources in content production and brand influence. The reports of traditional media have high credibility in terms of reliability and authority. At the same time, traditional media have advantages in media channels and sales networks. New media, on the other hand, is

characterized by real-time, interactivity and personalization. Through social media platforms, mobile applications, etc., users can access news information and participate in discussions anytime and anywhere. By integrating the advantages of traditional media and new media, multi-channel dissemination of information can be realized. Traditional media can use new media to expand audience scope and promote user interaction; new media can use the brand influence and resource advantages of traditional media to improve the reliability and professionalism of content [2]. Secondly, the integration development helps to improve the competitiveness and innovation ability of the media. Through cooperation with other industries, media can expand new business areas and increase revenue sources. On the one hand, new technologies, concepts and ways of thinking can be introduced through integrated development to stimulate the innovative potential of the media. For example, the media can learn from the innovation model of technology enterprises and introduce new forms of content and services; they can also carry out cross-border cooperation with creative industries to produce more creative content. On the other hand, multiple complementarities can be realized through integrated development, such as cooperation with technology companies to develop new media, cooperation with e-commerce platforms to promote commodities, and cooperation with the tourism industry to carry out cultural tourism. In addition, through integrated development can also promote the standardization and standardized development of the media industry, and enhance the overall image and reputation of the industry. Through integrated development it is possible to introduce professional standards and norms of other industries to promote a more standardized media industry; to cooperate with other industries to jointly formulate industry standards and promote the standardization of the media industry.

3. The Function of Huizhou Rites and Customs Culture in Rural Cultural Revitalization

3.1. The Meaning of Huizhou Rites and Customs Culture

"Rites and customs" are a composite of "rites" and "customs", including manners and customs. China has always been known as the "State of Etiquette", which shows that "etiquette" has always played a pivotal role in Chinese society. Etiquette has existed in people's daily life since ancient times, embodied in all aspects of daily life, and has had a far-reaching impact on people, restricting their behavior and becoming the social norms for people's interaction and behavior. Customs are people's customs passed down from generation to generation and practiced along with each other, which is a great fusion of folklore, custom and practice, and an important manifestation of people's inheritance of traditional culture.

Huizhou ritual culture is the extension and development of Chinese ritual culture in the local area, which is an important part of Chinese excellent traditional culture. Huizhou etiquette culture contains the ideas of "loyalty, filial piety, modesty and righteousness", and it has a wide range of contents, mainly including child-rearing etiquette, marriage etiquette, social etiquette, festival etiquette, etc. [3]. Its rich content in the vertical through a person's life, from birth to

death, and horizontally involves all aspects of human group life. Huizhou rites and customs culture is essentially the development and evolution of Confucian culture in Huizhou, which takes Confucian culture as the keynote and extends the unique style characteristics belonging to the region. Huizhou has been called "Cheng Zhu Que Li" since ancient times, and its ritual culture is mainly influenced by Cheng Zhu and Dai Zhen's science, among which the influence of Zhu Xi's science is the greatest. During the Ming and Qing Dynasties, Xin'an Science reached its heyday, and Huizhou's rituals and customs reflected the influence of Zhu Zi's doctrine everywhere, so Huizhou had the saying of "rituals and rituals are more than the legacy of Wen Gong".

3.2. Functions of Huizhou Ritual Culture

1. Educational function. Educational function refers to the role of education and modeling played by Huizhou ritual culture in the socialization process of the people, that is, the shaping of ideological concepts. Huizhou ritual culture is rooted in the people's mind ideal beliefs, behavioral norms, embodied in every stage of a person's life. Huizhou people in the process of growing up will be surrounded by cultural factors of etiquette implicit influence, these etiquette concepts on the formation of Huizhou people's values, outlook on life has a non-negligible role in guiding education.

Huizhou area is deeply influenced by Zhu Xi's book "Family Rites", which is mainly a book of family etiquette, involving all aspects of daily life, emphasizing the education and guidance of people's character, and has become the guiding principle of "family rules" and "family code" in Huizhou area. Under the influence of the Family Rituals, the Huizhou culture of etiquette and customs gradually showed a tendency of institutionalization, which had a different educational effect on the growth process of Huizhou people. Children are taught from their early stage to understand the order of elders and children, to respect their elders, to honor their parents, and so on, and these teachings continue to accompany them as they grow up. In adulthood, a rite of passage is held to give a sense of ceremony to the growing up, warning the children that they have grown up and must take up the corresponding responsibilities; when they get married, there are standardized ceremonies to give a sense of sanctity and solemnity to the marriage, and to raise the importance of the marriage.

Once people internalize the culture of rituals and customs in their hearts and minds, they will form a consciousness of rituals and customs and act in accordance with them. Once all this becomes their own subconscious actions, or the need to express their feelings, then in fact, etiquette has been hidden in people's way of thinking, the deepest part of the mindset.

2. Normative function. The normative function refers to the binding effect of etiquette on the behavior of each member of a social group. Huizhou rites and customs are socially recognized social norms that govern people's behavior. This "etiquette norms", different from the law, the system, it stems from emotion, is universally binding "moral norms", and sometimes even beyond the law, the deterrent effect of the system. Different from the law is an external force on people, etiquette is through the individual's own constraints on their own role, mainly relying on people's minds to form a moral outlook, values and other ideological concepts of behavioral constraints, people abide by the etiquette is consciously, proactively. Huizhou ritual culture contains behavioral norms passed down from generation to generation, and people agree

that this is the public code of conduct. Everyone unanimously abides by these rituals and acts according to its proper trajectory.

Zhu Xi emphasized that morality was important and that one should not pursue profit when one did not have morality. When morals and interests conflict, morals are to prevail. The influence of this moral code on the Huizhou merchants is enormous. The Huizhou merchants have pursued morality and righteousness from ancient times, not to be confused by interests, and have emphasized the importance of observing etiquettes and revering morality in doing business.

4. The Problematic Status of Huizhou Lacquerware Industry under Consumer Economy

Huizhou lacquerware, as a representative of regional craftsmanship, mostly based on local materials and manpower to complete the production, in the modern market of large quantities of industrialized competition and the current economic context of promoting consumption to stimulate domestic demand, will face many problems in the operation and production mechanism, the value of contemporary Huizhou lacquerware craft and industrial form should begin to change. Through the author's fieldwork on Huizhou lacquerware in Huangshan for many years, the following problems have been found: (1) the single style of its category, mostly imitating the traditional style of ancient wares, with the lack of practical functions, which is out of touch with the contemporary daily life. (2) The decorations and themes are complicated and old-fashioned, far away from the contemporary humanistic spirit and aesthetic interest. (3) Serious quality polarization, product positioning and development goals are not clear, mainly high-end custom luxury antique boutique products and low-end tourist souvenirs that lack cultural connotations of regional characteristics. (4) The lack of young people to meet the individuality and the new wave of popular elements. (5) The inheritance and cultivation mode of painting skills is still conservative, the cultural quality of production personnel is limited, the design ability is missing, and the ability to form a complete skills inheritance and innovation. (6) Generalization of rhinoceros skin as the mainstream painting techniques, a single performance technique, detached from the tradition of Huizhou painting techniques, which is mainly based on gilding and painting, inlaying inlays of inlaid bone and stone, and carving lacquer, etc., and due to the importance of utilitarianism, copying and imitating each other, leading to serious homogenization of craftsmanship and design in the region. (7) The public awareness is low, the popularity is limited to the local area, and not enough attention is paid to the promotion of its own brand. (8) Not formed a professional brand protection awareness, so that in the influential cooperation projects in the process of the embarrassing situation. (9) The old generation of inheritors is too focused on the skills themselves, and lack of specialized marketing awareness.

The current situation of deep integration of culture and tourism makes it inevitable to promote consumption with cultural value, and cultural and creative industries come into being, and rise to the national policy plan and strategic deployment, which increasingly attracts the attention of all countries. Developed countries with rich intangible cultural heritage and crafts resources, mostly on the basis of the

protection of traditional skills, through "creative design" to give birth to a new "craft aesthetics" and drive the development of "experiential economy". The development of "experiential economy" is driven by "creative design". "Creativity" has become the core of "industrialization" of traditional crafts, promoting the transformation of traditional crafts into cultural and creative industries. Therefore, drawing on the concept of cultural and creative economy, transcending the traditional sales and production mode of front store and back workshop, revitalizing the development of the ecological environment, and applying the development strategy of fashion and branding to the contemporary transformation of Huizhou lacquer ware will bring a new direction for its development. The development strategy of fashion and branding draws on creative design thinking to promote product innovation, and at the same time creates popularity through brand marketing, so that fashion innovation can be promoted, thus realizing the enhancement of the added value of the craft brand and the cross-border and optimized integration of industrial chain resources.

5. Media Convergence and the Heritage of Huizhou Rituals and Culture

5.1. Inheritance of Rites and Customs Culture

As part of traditional Chinese culture, Huizhou rituals and customs have an important position in rural cultural revitalization. Media convergence can convey the essence of Huizhou rites and customs to a wider audience through multimedia communication channels, such as television, the Internet and social media. This mode of communication makes it easier for the younger generation to access and understand traditional rites and customs, and promotes cultural inheritance.

5.2. Innovation and Revitalization of Rituals and Customs

Media integration not only helps the inheritance of traditional rites and customs, but also promotes their innovation and revitalization. Through the Internet platform, cell phone applications, etc., people can participate in interactive ritual activities, and this sense of participation promotes the new vitality of ritual culture [4]. Media convergence also provides a platform for innovative forms of ritual and cultural expression, for example, webcasting allows more people to learn about the process of traditional weddings in Huizhou, thus maintaining the tradition while giving it new connotations.

6. Media Integration and Huizhou Lacquerware Inheritance

6.1. Media Integration and Huizhou Lacquerware Inheritance

Huizhou lacquerware is one of the traditional crafts in the Huizhou region, with a long history and unique craftsmanship. Media convergence can record the history, skills and experience of lacquer ware production by means of digital archives, so that this precious information can be preserved permanently. At the same time, digital inheritance can also provide a platform for online learning and teaching for the inheritance of lacquerware skills, helping the younger

generation to learn and inherit this traditional craft.

6.2. Focus on the Combination of Lacquerware Craftsmanship and Commerce

Media integration provides a broad opportunity for market expansion and publicity of Huizhou lacquerware. Through e-commerce platforms, social media and other channels, Huizhou lacquerware can reach a global audience, broaden sales channels and increase awareness. At the same time, the production process and the cultural value behind the lacquerware can be publicized through short videos and WeChat to attract more consumers and collectors.

Driven by the concept of "Craft Fashion", some traditional craft brands are shaped every year, and designers are involved in assisting the craft brands with counseling and improvement in "space display, brand identity, product design, and marketing strategy". Therefore, only by branding Huizhou lacquerware, promoting its social dissemination and influence, and production, research and study, sightseeing experience combined with a vibrant industrialized business chain, in order to make the old-fashioned lonesome Huizhou lacquerware industry regain its luster [5]. Through the non-heritage park or commercial street to build Huizhou painting craft experience hall, sales, technology exhibition, experience, design workshop. Citizens and tourists can buy products, learn painting techniques free of charge, experience the production process, really feel the charm of painting techniques, and cultivate potential consumers. Huizhou lacquerware itself has an important brand value, and its popularity and influence as a commodity are based on it [6]. Therefore, it is necessary to establish the concept of "transforming tradition to show shared knowledge", and integrate fashion design, brand communication, industrial management, commercial marketing and other methods into the traditional painting techniques to promote its development in the contemporary era.

7. Conclusion

Media integration is a new focus point for the innovative development of the news industry, and is of great significance to the development of the media industry and social progress. News media should focus on optimizing and adjusting the structure of the industry, meeting the needs of the audience with new technology and good content, firmly attracting users, and consolidating the influence of public opinion of the news media. To sum up, the application of Huizhou etiquette and culture to the work of "three rural areas" can realize the local conditions, give full play to the farmers' subjective consciousness and spirit of initiative, enhance the status and value of the farmers themselves, and improve the farmers' sense of obtaining, happiness and sense of security. Huizhou ritual culture in rural cultural revitalization has great potential, the actual work to change the "send" culture for the "kind" of culture, reflecting the cultural consciousness. Huizhou lacquerware in the current cultural and tourism integration, to

promote cultural consumption in the context of fashion and brand development strategy transformation has become an inevitable trend. Through fashionable innovative design and brand dissemination, Huizhou lacquerware will conform to the trend of the times, enhance the value of craftsmanship, develop products with contemporary aesthetic concepts and values, and promote the sustainable development of the industry. On the one hand, Huizhou lacquerware should maintain the exquisite skills of traditional painting techniques, on the other hand, from the perspective of the development trend of the times, revitalization of the local economy and the inheritance of intangible cultural heritage, the fashion and brand development strategy of Huizhou lacquerware is a general trend, which is a positive exploration of the development of the traditional Chinese handicrafts in the new era, and it provides a reference model of how to carry out the contemporary transformation and innovative development of the traditional skills.

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