

# The Compound Expression of Traditional Culture under the Perspective of Rural Revitalization — Takes Guanzhong Shadow Puppets as an Example

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## **Abstract:**

With the establishment and development of the Silk Road Economic Belt, the traditional culture of Guanzhong shadow puppets, as one of the first national intangible cultural heritage lists, is famous at home and abroad for its unique modeling style, clear outline, unique decorative patterns, delicate facial expressions, bright color matching, smooth movements and beautiful details. From the perspective of rural revitalization, traditional culture has ushered in new development opportunities and endowed it with new compound ways of expression. Symbol elements contribute to the extension of the carrier, the guanzhong shadow play in addition to the general characteristics of static traditional folk culture exhibits, influenced by social and economic benefits and diversity and development, through different levels show its composite expression, as an important part of our intangible cultural heritage, shadow play culture contains the unique spiritual value of the Chinese nation, to promote the new era rural revitalization has certain value. We will promote traditional culture to promote rural revitalization, and promote the protection and inheritance of traditional culture to play a bigger role in sustainable economic and social development. We will continue to innovate new paths for the dissemination of traditional culture from the perspective of rural revitalization, improve the interactive mode between shadow play culture inheritance and rural revitalization, and actively promote new paths for rural revitalization development and the communication of traditional culture.

**Keywords:** *Guanzhong shadow play, Rural revitalization, Traditional culture.*

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## I. OVERVIEW OF GUANZHONG SHADOW PUPPETS IN TRADITIONAL CULTURE

With the diversification of cultural trends, traditional cultural communication activities, such as shadow play and shehuo, often see passionate inheritors in art salons in urban cafes or university forums. As an ancient traditional folk art form, Guanzhong shadow play began in the Western Han Dynasty and flourished in the Qin, Han Dynasties to the Sui and Tang Dynasties, with a history of more than 2,000 years. Guanzhong shadow play art includes Guanzhong shadow play carving art and Guanzhong shadow play singing art. But no matter what kind of art, its characters are very delicate, the lines are very beautiful, hollow out and stay solid collocation is very harmonious. This is derived from their production process,

raw material selection, carving, coloring are very exquisite [1]. The color of Guanzhong shadow puppets is transparent and bright, with exquisite materials, colored with high purity and high transparency pigments, with red, yellow, blue, green and black as the main colors, using the painting method of flat drawing and hook. The clever collocation of colors not only increases the three-dimensional sense of the role, but also endows the character with evil or positive characters. Bright colors give people a strong feeling and experience. And this hollow leather shape in the light of the map of lifelike characters, in the interpretation of the craftsman, the character action is rich, the plot is relaxed, so that people immersive. Guanzhong shadow puppets are a painting, movement is a play, but in fact it is a rare art treasure Fig 1.



Fig 1: Guanzhong shadow play

## II. THE COMPOSITE INHERITANCE AND DEVELOPMENT STATUS OF GUANZHONG SHADOW PUPPETS

Zhang Xiaojun, a famous scholar, once put forward the concept of "compound economy" in his book "Let the" Economy "Have a Soul: The Journey of Cultural and Economic Thought". He believes that the development of China's transformed economic and social society is partly limited to its economic attributes and ignores other very important factors [2], the author draws on Zhang Xiaojun's concept and puts forward "compound expression", believing that the inheritance and development of the traditional culture represented by Guanzhong shadow play is diversified, and has a certain composite expression mode due to the influence of economy, politics, culture and society.

Folk culture communication activities, such as shadow play, Shehuo and temple fairs, have generally declined since the late 1980s [3]. As a treasure of the Chinese nation and an important part of rural culture, Guanzhong shadow play art was once a means of making a living, and was once the main entertainment activity for weddings and funerals and rural temple fairs in Guanzhong. However, with the rise and development of film, TV and other media, especially the development of new media, Guanzhong shadow play art has been impacted and squeezed by various cultures. As a result, it is necessary to develop the traditional handicrafts in Guanzhong into an important part of the cultural industry. Only in this way can the Guanzhong shadow play art glow with new vitality. At present, the phenomenon of hollow villages is very serious, and the loss of villagers and young and middle-aged labor force and talents leads to the lack of shadow puppets in Guanzhong. In addition, the inheritance of Guanzhong shadow puppets has never

been spread out, mainly through family teaching and mentoring teaching. Family transmission is mainly from father and son. A man does not pass on a woman. And the master and apprentice teaching is mainly the master with apprentices. However, due to the cultural impact, economic development and the limitations of Guanzhong shadow play itself, the old singing of quyi, single singing, not keeping pace with The Times and other reasons, the new generation of young people are not interested in understanding the art of Guanzhong shadow play. Both the family and the master are willing to teach, and the apprentice is not willing to learn this dilemma [4]. As a result, the problem of Guanzhong shadow play art cannot be inherited, let alone can it be developed. At present, the number of inherited artists is small and older, making it difficult to see the wonderful performances of Guanzhong shadow puppets again in various places.

### **III. THE COMBINATION OF RURAL REVITALIZATION AND THE TRADITIONAL CULTURE OF GUANZHONG SHADOW PLAY**

#### **3.1 Explanation of the Rural Revitalization Strategy**

The strategy of rural revitalization is related to the development direction of the new era of socialism with Chinese characteristics and the modernization direction of China's agriculture and rural areas. The overall goal of rural revitalization is "thriving industries, livable ecology, civilized local customs, effective governance and a rich life". Therefore, rural revitalization can also be understood as "rural industry revitalization", "rural talent revitalization", "rural culture revitalization", "rural ecological revitalization" and "rural organization revitalization". This strategy is related to the core, the country's overall, long-term, forward-looking core and key issues "agriculture, rural areas and farmers". The rural revitalization strategy is a key measure for China to strengthen the foundation and consolidate the foundation. Strengthening the understanding of rural revitalization is the only way for the development of socialism with Chinese characteristics.

#### **3.2 The Composite Development Opportunity of Guanzhong Shadow Play**

Rural revitalization strategy is an important foundation of rural traditional culture. It enhances the soft power of rural culture from different levels. Traditional rural culture with compound significance, such as politics, society, culture and emotion, has various complexes in development. The farming culture and nomadic culture in the countryside are the origin of the excellent traditional culture of the Chinese nation, and the cultural essence constantly precipitated in the long history is the predecessor of the excellent traditional culture. Therefore, to promote the revitalization of rural culture, we must increase the protection and inheritance of the traditional rural culture of Guanzhong shadow play art, so as to promote the construction of rural civilization and enhance farmers' recognition of excellent rural culture.

#### **IV. THE DEVELOPMENT DILEMMA OF SHADOW PLAY IN GUANZHONG UNDER THE PERSPECTIVE OF RURAL REVITALIZATION**

##### **4.1 The Inheritance of a Guanzhong Shadow Play has a Long Way to go**

Shadow play art has once existed widely in various cities and villages, and was spread among the people in active and interesting cultural and art forms, which can be understood and appreciated by the market people. As a handicraft, Guanzhong shadow play art is mainly taught by family and mentoring, and its technical core is not transmitted from outside, which greatly restricts the inheritance of shadow play art in Guanzhong to some extent. Different from other types of learning, Guanzhong shadow play technology apprentices have a long learning cycle, and some apprentices even spend decades to learn this craft. Most young people give up learning because of their high time costs. In addition, the fewer and fewer people who can appreciate the art of shadow play in Guanzhong today, and its economic benefits are minimal, making it difficult for craftsmen to make a living. All this leads to the inheritance of shadow puppets in Guanzhong.

Nowadays, today's school education makes people accustomed to the high-tech and information-based way of production and life, and fewer and fewer people choose to inherit the tradition. In addition, with the great development of China's economy, under the promotion of the commercial market, cities provide higher remuneration and better employment opportunities for rural talents. Most of the young and strong laborers in rural areas left the countryside to work in the city, resulting in the lack of rural talents in the population, and few young people were willing to study the art of shadow play in Guanzhong. The passing of old craftsmen engaged in shadow puppets in Guanzhong makes the lack of inheritors of the shadow puppets in Guanzhong. All these factors lead to the obstruction of the inheritance of shadow puppets in Guanzhong, and the art of Guanzhong shadow puppets cannot be inherited, let alone developed.

##### **4.2 The Innovation of Shadow Play Products in Guanzhong is Insufficient**

Most of the craftsmen engaged in shadow play art in Guanzhong began to study from childhood. They have a low educational level and no more education, which makes them limited by their cultural level in artistic innovation. Under the new social background, people's aesthetic appreciation and values have been impacted by various cultures, and consumers tend to be more novel and fashionable goods. The product that cannot conform to the consumer psychology cannot be affirmed by the consumers, and it cannot get the far-reaching development. The beneficiaries of Guanzhong shadow puppets are seriously aging, and they do not understand new and fashionable things. In addition, the concentrated learning of Guanzhong shadow puppets will inevitably lose more educational opportunities and broader platforms for apprentices, leading to the lack of innovation motivation for the inheritors of Guanzhong shadow puppets. Although the traditional craftsmen of Guanzhong shadow puppets use exquisite materials and exquisite carving skills when making Guanzhong shadow puppets, which makes the figures lifelike, they lack of integration with modern elements, and they spend time and effort to produce Guanzhong shadow puppets with low added value [5]. The low cultural level of craftsmen lacks their innovation ability and the shortage of innovative

talents. All this leads to the lack of innovation of shadow play products in Guanzhong, which makes it difficult for Guanzhong shadow play art to keep pace with The Times.

Since shadow play belongs to folk art, according to its own research materials, the development and inheritance of shadow play art has hardly received the guidance or intervention of the government at that time, let alone the attention of the upper cultural class. In addition, the cultural level of the shadow play production and performance industry is limited, and there is no written record of the carving technology, decoration, coloring and collocation, which is only passed on among artists. The value of shadow puppets in arts and crafts should be mainly reflected in the carving shape and color. Its decoration plays a decisive role in distinguishing the characters. Both form and usage have important research value. Unfortunately, due to the changes of society and the passage of time, the impact of modern information culture, the production and performance inheritance of shadow play art are facing great threats.

#### 4.3 The Guanzhong Shadow Play Industry is Small and Chaotic

With the continuous improvement of China's comprehensive ability and the increasing influence of Chinese culture, more attention is paid to traditional Chinese handicrafts at home and abroad. Guanzhong shadow play is widely popular because of its distinctive image characteristics and delicate appearance. The local Guanzhong shadow play industry is also constantly developing. However, throughout the shadow play industry shows that the shadow play industry in Guanzhong is small and chaotic. With the continuous improvement of China's comprehensive ability and the increasing influence of Chinese culture, more attention is paid to traditional Chinese handicrafts at home and abroad. Guanzhong shadow play is widely popular because of its distinctive image characteristics and delicate appearance. The local Guanzhong shadow play industry is also constantly developing. However, throughout the shadow play industry shows that the shadow play industry in Guanzhong is small and chaotic.

First of all, the business model of Guanzhong shadow play industry in Guanzhong area is basically their own business, mainly dominated by family workshops, many small workshops and no complete industrial chain. Without putting handicrafts into the commercial system, it is difficult to achieve large-scale production. The industrial scale is not large, the geographical layout is relatively scattered, there is no unified industrial structure, no unified trademark and no unified chamber of commerce, and no large-scale operation mechanism. This can easily lead to low production efficiency, non-standard management, small industrial development space, high cost, lack of healthy competition and other phenomena, which is not conducive to the development of the shadow play industry in Guanzhong. Secondly, craftsmen lack business logic and have the ability and consciousness to revitalize traditional handicrafts through pricing strategies and market prediction. Finally, relevant departments failed to organize and train these Guanzhong shadow play enterprises, which led to the large market price difference, uneven production level and very different after-sales service of Guanzhong shadow play products, resulting in the phenomenon of chaotic shadow play industry in Guanzhong.

## **V. THE COMPOUND DEVELOPMENT PATH OF GUANZHONG SHADOW PLAY IN TRADITIONAL CULTURE UNDER THE PERSPECTIVE OF RURAL REVITALIZATION**

### **5.1 To Realize the Multiple and Compound Inheritance of Guanzhong Shadow Play**

As one of the traditional cultures, the shadow play handicraft communication activities are not only cultural activities but also closely embedded with the social structure. Rural revitalization provides compound benefits for the economic and social development of rural areas. From the perspective of economic and social dimensions, the communication path and forms of traditional culture under the perspective of rural revitalization show the trend of diversification, and realize the following integration.

First of all, the integration of Guanzhong shadow play art and the school should be realized. For Guanzhong area, Guanzhong shadow play is its characteristic culture and the artistic treasure of Chinese culture. In order to develop the shadow puppets in Guanzhong, it is necessary to make all the students in Guanzhong region and even in Shaanxi province realize the art of Guanzhong shadow puppets in their hometown. The craftsmen perform Guanzhong shadow puppets to their children in the school and teach the methods of making Guanzhong shadow puppets, the children can feel the charm of Guanzhong shadow puppets and experience the charm of handicrafts, so that the children can aspire to spread and promote excellent handicrafts from an early age.

Secondly, the integration of the Guanzhong shadow play and the family should be realized. It is an effective way to inherit and carry forward the excellent Chinese culture by family. As the sons and daughters of the Chinese nation and the Chinese descendants, the craft inheritors of Guanzhong shadow puppets have the responsibility to pass on our excellent handicraft skills to their future generations. The inheritance of shadow puppets in Guanzhong breaks through the traditional regulations of passing on men not to women, so that both men and women enjoy the same opportunity in the inheritance of shadow puppets in Guanzhong, which is conducive to the inheritance and development of shadow puppets in Guanzhong [6].

Finally, the integration of shadow puppets in Guanzhong and the society should be realized. The progress and development of art cannot be separated from the society. In order to solve the inheritance problem of shadow play art in Guanzhong, it is necessary to integrate Guanzhong shadow play art with the social development trend under the social background. By displaying Guanzhong shadow play in the society by museums or exhibitions, more audiences can have the opportunity to appreciate and understand Guanzhong shadow play; and more culturally, interested and capable talents can innovate through Guanzhong shadow play art, and constantly give new vitality to Guanzhong shadow play.

### **5.2 Innovate Guanzhong Shadow Play Products and Marketing Methods**

Art comes from life, which should expand the source of Guanzhong shadow play art from the ancient production and life style to the life of today's society. The so-called "inner passion" and "value identity"

need to be placed in the social dimension to be better understood. In fact, the traditional farmers in Guanzhong can participate in and construct their own life ceremony and village celebration from the perspectives of time and space through shadow play. Innovate the communication way of traditional culture, and folk artists express their own life form, emotional way, ethical status and internal significance in a unique way.

For the artistic image in shadow play, "value identity" can be placed in the social dimension, and the famous Republic medal figures of Yu Min, Li Yannian, Huang Yongnian, Huang Xuhua, Shen Jilan, Zhang Fuqing, Tu Youyou, Sun Jiadong, and Yuan Longping can be integrated into the Guanzhong shadow play culture. The rural revitalization strategy is based on the dual logic of history and reality, and the proposal of the rural revitalization strategy is not water without a source, but has its internal historical logic. China has practiced rural development over the past century. Rural revitalization provides better development opportunities for rural areas, and the inheritance and development of traditional rural culture drive the multi-dimensional benefits of rural revitalization.

Under the background of the new society, in order to realize the development of the shadow puppets in Guanzhong, it is necessary to use advanced forms and diverse audio and video to preserve and spread the production technology and playing skills of the shadow puppets in Guanzhong. Most young people access information mainly through the Internet and various new media. Therefore, the talents who master digital photography technology and mobile phone Internet technology are used to retain the shadow play art in Guanzhong. Through photography, photography and animation production, the stories of Guanzhong shadow puppets are made into short videos that are popular with people. It is of great significance to the development of Guanzhong shadow puppets to show the cultural charm of Guanzhong shadow puppets through various platforms. Some young people lack of understanding of the guanzhong shadow play, to some extent, because of the lack of introduction of the guanzhong shadow play excellent video works, also lack of introducing the guanzhong shadow play boutique video works, part of the guanzhong shadow play excellent works has been collected, rarely public appearances, so only through the precious rare guanzhong shadow play production series video, tell their stories, can make more people understand the guanzhong shadow play.

### 5.3 Scientific Management of Guanzhong Shadow Play Industry System

It is crucial for rural managers to strengthen the importance of the shadow play industry and to strengthen the systematic and scientific management of the shadow play industry in Guanzhong. The brand awareness of Guanzhong shadow play industry can be strengthened through unified training and management of Guanzhong shadow play operation company. On the basis of combining the market demand, innovate the production path, adopt the sales model of online and offline joint sales, and expand the sales path of Guanzhong shadow puppets through multi-platform cooperation.

The relevant person in charge of the Guanzhong shadow play industry should also establish the Guanzhong shadow play industry organization through communication and cooperation with each other.

Through this organization, we can learn from each other and promote each other to improve the production process of the shadow play industry in Guanzhong. The Guanzhong shadow play industry organization also provides unified training for apprentices and enterprise leaders [7-8]. Senior masters in the industry are invited to train and guide the apprentices to avoid the phenomenon of poor level of apprentices caused by the lack of master ability. In addition, Guanzhong shadow play industry organization can also hire some special art teachers to cultivate the artistic creation ability of apprentices, and hire marketing teachers to cultivate the marketing skills and marketing ability of apprentices. Invite senior lecturers of enterprise management to conduct unified training for the enterprise management leader to improve the management ability of the enterprise management leader. This saves the labor cost required for training the apprentice and the site and time cost required for training the apprentice. It can also realize the standardized development and standardized management of Guanzhong shadow play industry to a large extent.

## VI. SUMMARY

Guanzhong shadow puppets contain the cultural characteristics of the Chinese nation and are also full of local flavor, which are nurtured by the unique and profound regional culture of Guanzhong and the wisdom and sweat contributed by folk artists. In the process of making shadow puppets in Guanzhong, they are simple and exquisite, so as to form distinct visual symbols and present the unique beauty of Oriental art. It is of great significance to explore the development path of traditional handicrafts in China by taking the development path of Guanzhong shadow puppets as an example. This paper puts forward the development path of shadow play in Guanzhong and strives to contribute to the development of Chinese traditional excellent culture.

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