

# The Performance Forms and Cultural Values of Maoming Nianli Festival

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**Abstract:** *The Nianli Festival in Maoming is a traditional cultural heritage with a long history and distinctive characteristics. Centered around sacrificial rituals, it integrates various art forms such as rich customs, poetry, and painting, demonstrating profound cultural value and prospects. The purpose of this paper is to spread the positive and healthy spiritual values of Nianli rural culture through the investigation and research of Nianli sacrificial rituals and social customs, achieving the subtle educational and guiding role of Nianli culture on the masses. Various research methods such as literature review, survey research, and data analysis are employed. The study process reveals that the value of this traditional culture lies not only in inheritance and preservation but also in dialogue and integration with modern society. It reminds people to cherish the spirit and wisdom of traditional life while also encouraging them to find balance and integration in modern life. The inheritance and development of Maoming's Nianli Festival not only contribute to the promotion of traditional Chinese culture but also provide valuable resources for the development of local tourism and cultural exchange. The unique charm, rich artistic expressions, and profound cultural values of Maoming's Nianli Festival prompt deeper contemplation on traditional and modern life. Therefore, the research results indicate that by protecting and developing this precious cultural heritage, one can enrich people's spiritual lives and promote social harmony and development. What sets Maoming's Nianli Festival apart is its ability to inherit history and tradition while being closely connected to modern life, showcasing the diversity and inclusiveness of culture. The prospects and reflections on Maoming's Nianli Festival go beyond the traditional level and provide new perspectives and possibilities for future cultural development.*

**Keywords:** *Maoming annual Rituals; Origins; Cultural Value; Cultural Prospects; Inheritance; Development*

## 1. Introduction

Nianli Festival is a traditional folk festival unique to the Maoming region, known locally as "zuò niánli" or "Nianli Festival da guonian" (referring to the Spring Festival). On February 21, 2012, "Nianli" was approved by the People's Government of Guangdong Province and announced as the fourth batch of provincial-level intangible cultural heritage in Guangdong Province (Yuefu Fa [2012] No. 20). About the origin of the Nianli festival, Zhuo Jinming summarized three folk beliefs: First, the Nianli festival evolved from the Lantern Festival (Yuanxiao). Second, the Nianli festival developed from the worship of Xi Fu Ren in the western Guangdong region. Third, according to legend, there was an evil plague god in ancient times, and the people of western Guangdong spontaneously engaged in ghost-expelling activities, gradually forming the Nianli festival. Although it is difficult to provide concrete evidence for these folk beliefs, the current scholarly view tends to discredit the "Yuanxiao" theory and the "Xi Fu Ren" theory. Only the theory of "ghost-expelling" can be considered. The festival includes a series of activities such as welcoming Bodhisattvas, paying respects to ancestors, worshipping deities, lion dances, and feasting. Each village's Nianli Festival festivities usually last for three days, namely "qi Nianli Festival" (starting Nianli Festival), "zheng Nianli Festival" (main Nianli Festival), and "Nianli Festival wei" (ending Nianli Festival), collectively known as the Nianli Festival period. During this time, various ceremonial rituals and folk performances take place. Although the timing of "zuò niánli" varies across different villages, it mostly occurs after the Chinese New Year, and some places even hold Nianli Festival twice<sup>[1]</sup>. The origin and inheritance of Nianli Festival are closely linked to local customs, natural environment, and social activities in the Maoming region. It bears distinct local characteristics and holds the collective memories of the Maoming people, serving as a microcosm of the local customs. The organization of Nianli Festival is not just a traditional activity; it signifies the people's appreciation and preservation of history and culture.

The development history of Maoming's Nianli Festival folk culture can be traced back to ancient social sacrificial activities. As time passed, these social sacrifices gradually evolved into the rich and diverse Nianli Festival festival. The origin of Nianli Festival is deeply connected to local customs, natural surroundings, and social activities in Maoming. Throughout history, Maoming's Nianli Festival folk culture has continuously absorbed various elements, blending with local folk beliefs and village activities, resulting in a ceremony that is profound and sacred. Carrying the memories of generations, Maoming's Nianli Festival folk culture is an essential component of the local customs<sup>[2]</sup>. It constitutes a significant part of Maoming's cultural heritage and plays a positive role in promoting traditional culture and fostering social harmony. Through Nianli Festival activities, people enhance their understanding of history and strengthen their sense of belonging to their hometown, thereby contributing to the progress and development of society.

## 2. Literature Review

The article primarily explores the evolution of the Nianli Festival festival (Nian custom) in the Western Guangdong region and its contemporary significance<sup>[3]</sup>. The aim of the article is to study the changes of the Nianli Festival festival in Western Guangdong as a ritual narrative and analyze the significance of these changes in contemporary society. Through field investigations and literary analysis, the author, Luo Yuanling, conducted in-depth research on the Nianli Festival festival in Western Guangdong. The article introduces the concept and characteristics of the Nianli Festival festival in this region, emphasizing that it is not merely a celebration during the Chinese New Year but also a crucial way for the people of Western Guangdong to inherit and express their cultural identity. Subsequently, the author elaborates on the process of the Nianli Festival festival's evolution in Western Guangdong<sup>[4]</sup>. It is pointed out that, under the impetus of modernization, the Nianli Festival festival in this region has undergone various changes. Traditional Nian custom activities have gradually evolved into commercialized festive performances, with traditional ritual forms being utilized by businesses and the government to promote economic development. Additionally, modern technology and media have also influenced the form of the Nianli Festival festival, such as incorporating electronic music and lighting effects into dragon and lion dance performances. The article also analyzes the significance of these changes for contemporary society. The author believes that, on the one hand, the changes in the Nianli Festival festival result from the integration of Western Guangdong's cultural traditions with the demands of modern society, contributing to the inheritance and development of traditional culture. On the other hand, the commercialization and intervention of modern media have led to the commodification and superficialization of Nianli Festival activities, gradually eroding their original social functions and ceremonial essence<sup>[5]</sup>. The article proposes insights and suggestions for the development of the contemporary Nianli Festival festival in Western Guangdong. The author suggests actively promoting the organic integration of traditional culture with the needs of modern society, preserving and inheriting the core values of traditional Nianli Festival, and exploring innovative forms of expression to imbue the festival with deeper significance and relevance in contemporary society.

"Shuo Nianli Festival" is a research paper that explores the cultural phenomenon of traditional Chinese Nianli Festival. The author, Li Kunhong, employs sociological methods to conduct in-depth research on Nianli Festival and analyzes its evolution and significance. The article begins by introducing the concept and background of Nianli Festival. The author points out that Nianli Festival is an important part of Chinese traditional culture and refers to various celebratory activities held during the Chinese New Year period. Nianli Festival serves as a way for people to celebrate harvest and pray for good fortune in the coming year, as well as an essential ritual for cultural heritage and social cohesion. The author also analyzes the process of Nianli Festival's evolution. With the development and changes in society, Nianli Festival has undergone some modifications in its form and content<sup>[6]</sup>. On the one hand, traditional Nianli Festival activities have gradually been influenced by commercialization and modernization, showing an increasing presence of commercial elements and entertainment-oriented tendencies. On the other hand, some traditional Nianli Festival activities have decreased or disappeared, and people's participation has also declined. Based on the analysis of Nianli Festival's evolution, the author further explores its significance. Nianli Festival is not only a cultural phenomenon but also an expression of social interaction and identity. By participating in Nianli Festival activities, people can strengthen social connections, pass down traditional culture, and establish a sense of belonging and identity through shared rituals.

Finally, the author presents some suggestions for the development of contemporary Nianli Festival. The author believes that attention should be given to the cultural value and social function of Nianli Festival, and traditional Nianli Festival activities should be protected and inherited. At the same time, it is necessary to adapt to the needs of social changes and explore innovative forms of Nianli Festival to

better meet the demands of modern society.

"Discussing the Origin and Prospect of Nianli Festival" is a research paper that explores the origin and development of Chinese Nianli Festival (New Year's customs and traditions). The author, Wu Hanlin, conducts an in-depth study of Nianli Festival from historical and cultural perspectives and provides a glimpse of its prospects in contemporary society. The article introduces the origin and source of Nianli Festival. The author points out that Nianli Festival, as an essential part of Chinese traditional culture, can be traced back to ancient sacrificial activities. In ancient times, people held various rituals during the Chinese New Year to pray for a bountiful harvest and blessings, which gradually evolved into the form of Nianli Festival. Next, the author analyzes the development process of Nianli Festival. The author states that Nianli Festival has gone through multiple evolutions and enrichments throughout history. From ancient sacrificial ceremonies to court celebrations during the Song Dynasty and then to modern folk traditions, Nianli Festival has continuously absorbed and integrated various cultural elements, resulting in diverse forms of celebration. Based on the analysis of the origin and development of Nianli Festival, the author looks into its prospects in contemporary society. The author believes that Nianli Festival, as a traditional cultural form, holds significant historical and cultural value<sup>[7]</sup>. In modern society, with people's renewed recognition and attention to traditional culture, Nianli Festival is expected to revitalize and become an important means of inheriting and promoting traditional culture. At the same time, the author provides suggestions for the development of contemporary Nianli Festival. The author emphasizes the importance of Nianli Festival's educational function, suggesting its inclusion in school education and community activities, making it an essential carrier for young people to inherit culture. Additionally, the author highlights the importance of innovation, encouraging people to preserve traditions while exploring new forms and expressions, thus allowing Nianli Festival to better adapt to the needs of modern society.

Zhang Laika's "A Brief Discussion on How to Guide and Develop Maoming's Distinctive Nianli Festival Culture" explores how to guide and develop Maoming's unique Nianli Festival (New Year's customs and traditions) culture to protect and inherit the uniqueness of Maoming's traditional culture. The article introduces the background and characteristics of Maoming's distinctive Nianli Festival culture<sup>[8]</sup>. Maoming is a city with a long history and possesses unique and abundant Nianli Festival traditions. Maoming's Nianli Festival activities are renowned for their unique performance forms, artistic styles, and cultural significance, demonstrating a strong local flavor and cultural value. The author also analyzes the issues and challenges faced by Maoming's distinctive Nianli Festival culture. With the impact of social changes and modernization, Maoming's Nianli Festival culture is gradually at risk of being lost and marginalized. Traditional forms of Nianli Festival and performance methods are under pressure, leading to a decline in people's sense of identity and participation in Nianli Festival culture. Based on the analysis of the issues concerning Maoming's distinctive Nianli Festival culture, the author puts forward corresponding solutions and suggestions. Firstly, Maoming should strengthen the protection and inheritance of Nianli Festival culture. The government and cultural institutions should formulate relevant policies and measures to enhance the protection and research of Nianli Festival traditions. At the same time, attention should be paid to the cultivation and inheritance of senior artists and traditional art groups to ensure the continuity of Maoming's Nianli Festival culture. Secondly, Maoming should focus on innovation and promotion. The author believes that Maoming's Nianli Festival culture needs to align with the demands of modern society by injecting innovative elements. This can be achieved by introducing modern technology and artistic forms of expression to create new Nianli Festival forms and performance methods, thereby increasing Nianli Festival's appeal and influence. Additionally, cultural exchanges and promotional activities can be utilized to spread Maoming's Nianli Festival culture, attracting more participants and audiences<sup>[9]</sup>.

### 3. Data Collection and Methods

The data collection methods used in this study include literature review, interviews, on-site investigations, video recording, as well as social and questionnaire surveys. By employing a combination of these methods, a comprehensive understanding of Maoming's Nianli Festival culture can be obtained, including its historical origins, inheritance status, performance forms, and related issues, providing robust support for the cultural protection and inheritance in Maoming. The collection and analysis of this data will contribute to a deeper comprehension of Maoming's Nianli Festival culture and promote its continuity and development. As an important traditional cultural heritage in Maoming, the study's data collection methods can aid in better understanding and passing down Maoming's Nianli Festival culture. Through data collection and research analysis, the essence and characteristics of Maoming's Nianli Festival culture can be thoroughly explored, providing valuable references for cultural preservation and inheritance in Maoming. Literature review is one of the foundational methods used to study Maoming's

Nianli Festival culture. Researchers can examine historical documents, cultural works, academic papers, specialized reports, and other materials related to Maoming's Nianli Festival culture to understand its historical origins, evolutionary process, traditional forms, and existing research findings comprehensively. By organizing and analyzing literature data, a holistic understanding of Maoming's Nianli Festival culture's development and characteristics can be achieved. Interviews represent an essential method for collecting data on Maoming's Nianli Festival culture. Researchers can conduct face-to-face interviews with Nianli Festival performers, traditional art groups, cultural officials, and relevant experts and scholars in Maoming. Through direct communication and in-depth understanding, information about the actual performance forms, performance techniques, traditional customs, and the culture's history and inheritance can be obtained. The interview process allows for questioning and interaction to explore the unique aspects of Maoming's Nianli Festival culture and the preservation of traditional knowledge. On-site investigations are a vital approach to deeply study Maoming's Nianli Festival culture. Researchers can visit Nianli Festival performance venues, temples, or other traditional activity locations in Maoming, observing and experiencing Nianli Festival performances firsthand to perceive its unique atmosphere and cultural significance. Through on-site investigations, detailed knowledge about the performance forms, dance movements, musical melodies, and related props and equipment of Maoming's Nianli Festival culture can be acquired, further exploring its artistic features and expressive techniques. Video recording serves as an auxiliary means for collecting data on Maoming's Nianli Festival culture. Researchers can use video recording equipment to capture Nianli Festival performances in Maoming, capturing every detail and exciting moment. By watching and reviewing the recorded footage, researchers can repeatedly study and analyze the dance movements, performance techniques, and artistic forms of Maoming's Nianli Festival culture. Video recording can also be presented as a form of research output, facilitating the learning and reference of other scholars and enthusiasts. Social and questionnaire surveys can help researchers understand the awareness and inheritance status of Maoming's Nianli Festival culture in society. By designing survey questionnaires or conducting face-to-face interviews, researchers can obtain information about Maoming residents' and audiences' level of understanding, participation, and willingness to protect and inherit the Nianli Festival culture. These survey results can provide empirical data, aiding researchers in understanding public attitudes and demands toward Maoming's Nianli Festival culture, thus formulating relevant policies and promoting preservation efforts.

#### **4. Finding**

##### ***4.1 Social Recognition and Acceptance***

The survey results regarding the social recognition and acceptance of Maoming's Nianli Festival culture demonstrate that it enjoys a high level of awareness and acknowledgment among the residents of Maoming city. Through the survey conducted among Maoming citizens, a majority of respondents expressed their identification with Maoming's Nianli Festival culture, considering it an indispensable and integral part of the local culture. This social recognition and acceptance provide a robust societal foundation for the inheritance and development of Maoming's Nianli Festival culture. During the survey, many Maoming citizens expressed deep love and pride for Maoming's Nianli Festival culture. They believe that it serves as a unique cultural symbol of Maoming, embodying the integration of tradition and modernity. The citizens widely acknowledge Maoming's Nianli Festival culture as a precious cultural heritage with a long history, passed down from generation to generation, making it a cultural gem of Maoming. They show concern for the preservation and development of Maoming's Nianli Festival culture, hoping to pass down this valuable cultural heritage to future generations. The social recognition and acceptance of Maoming's Nianli Festival culture are not only evident in verbal expressions but also in practical actions. People actively participate and enthusiastically engage in observing Maoming's Nianli Festival performances. The Nianli Festival groups and performers also feel the support and encouragement from the Maoming citizens during their performances. This widespread social involvement and acceptance provide significant impetus for the continuity and vitality of Maoming's Nianli Festival culture. The enhancement of Maoming citizens' social recognition and acceptance of Maoming's Nianli Festival culture can be attributed to the proactive efforts of relevant departments and institutions. The Maoming local government and cultural organizations have elevated the visibility and influence of Maoming's Nianli Festival culture through organizing cultural events, conducting cultural promotion, and establishing cultural incentives. Such collaborative efforts have provided robust support and assurance for the inheritance and development of Maoming's Nianli Festival culture. The heightened social recognition and acceptance of Maoming's Nianli Festival culture hold great significance for the inheritance and development of the local culture in Maoming. It provides a broader societal basis and

support for the continuity of Maoming's Nianli Festival culture. As an embodiment of Maoming's local characteristics, Maoming's Nianli Festival culture will continue to thrive and pass down through the joint efforts of Maoming citizens, making greater contributions to the cultural prosperity and social progress of Maoming. Moreover, it also offers valuable insights and inspiration for cultural preservation and inheritance in other regions.

#### ***4.2 Participation and Inheritance Mechanism***

Maoming's Nianli Festival culture exhibits a high level of participation among its citizens, with many actively engaging in Nianli Festival activities, including performances, spectating, and participation in traditional customs. The survey results indicate that Nianli Festival activities attract significant interest and involvement from a large number of Maoming residents, becoming an indispensable part of their lives. Maoming citizens are enthusiastic about attending Nianli Festival performances, personally experiencing the unique charm of Nianli Festival culture and appreciating the allure of traditional heritage through their active participation. The inheritance mechanism of Maoming's Nianli Festival culture is relatively well-established. Many Nianli Festival performers and traditional art groups are dedicated to passing down the skills to the younger generations and cultivating new inheritors of the Nianli Festival tradition. They achieve this by organizing training workshops, imparting their skills, and arranging performances, ensuring the continuation of Maoming's Nianli Festival culture. These efforts by Nianli Festival performers and traditional art groups not only aim to preserve and inherit the Nianli Festival skills but also to introduce more people to the value of Nianli Festival culture and foster appreciation for it. The high level of participation and the robust inheritance mechanism of Maoming's Nianli Festival culture are the result of joint efforts by Maoming citizens and relevant institutions. Maoming residents' active participation in Nianli Festival activities demonstrates their love and pride for the traditional culture of Maoming while providing additional human resources and social support for the inheritance of Nianli Festival culture. The dedication and hard work of Nianli Festival performers and traditional art groups have laid a solid foundation for the inheritance of Nianli Festival culture and injected new vitality into its development in Maoming.

#### ***4.3 Problems and Challenges***

Despite achieving certain accomplishments in preservation and inheritance, Maoming's Nianli Festival culture still faces several problems and challenges. One of them is the dilemma of Nianli Festival inheritance. With the changes in modern lifestyles and the emergence of new entertainment forms, traditional Nianli Festival skills are at risk of being lost. Many young people show limited interest in Nianli Festival, lacking a profound understanding and appreciation for traditional culture, which leads to a gap in the transmission of Nianli Festival skills. In this situation, Maoming's Nianli Festival culture needs to consider how to attract more participation and attention from the younger generation, cultivating their interest and love for Nianli Festival culture to ensure the continuity and development of Nianli Festival skills.

The protection and inheritance of Maoming's Nianli Festival culture are also impacted by the progress of social-economic development and urbanization. As the urbanization process in Maoming accelerates, the demands of urban construction and economic growth inevitably exert pressure on traditional culture. Some traditional Nianli Festival venues are demolished or transformed, and the sites and conditions for traditional Nianli Festival activities are restricted, putting pressure on the inheritance of Nianli Festival culture. Furthermore, the diversification of modern entertainment poses competition to the appeal of traditional Nianli Festival culture. Maoming's Nianli Festival culture needs to actively address these challenges by exploring new paths of development, blending traditional culture with the needs of modern society, and protecting and inheriting Nianli Festival culture.

To address the aforementioned issues and challenges, Maoming's Nianli Festival culture needs to implement a series of measures. Firstly, efforts should be made to strengthen the cultivation and inheritance of Nianli Festival skills, encouraging the younger generation to learn and participate in Nianli Festival performances through training workshops, competitions, and other means to foster new inheritors of Nianli Festival. Additionally, promoting and publicizing Maoming's Nianli Festival culture should be prioritized to increase social awareness and recognition of Nianli Festival culture. The Maoming municipal government and relevant institutions can provide greater support to Nianli Festival groups and performers, offering them better development environments and resources to stimulate their passion for creation and inheritance. Secondly, Maoming's Nianli Festival culture needs to actively explore development paths that align with modern societal needs. This can be achieved by innovating

Nianli Festival performance forms, incorporating modern elements and artistic expressions to attract more attention and participation from the younger generation. Concurrently, integrating Nianli Festival culture with tourism can lead to the development of related tourism products and cultural activities, enhancing the visibility and influence of Maoming's Nianli Festival culture. Lastly, Maoming's Nianli Festival culture should enhance collaboration with relevant institutions and academia. Collaborating with cultural institutions, universities, and research organizations can contribute to joint research and protection of Nianli Festival culture, conducting surveys and academic exchanges, providing theoretical support and professional guidance for the preservation and inheritance of Maoming's Nianli Festival culture.

In conclusion, Maoming's Nianli Festival culture encounters challenges in the process of preservation and inheritance. To protect and inherit Maoming's Nianli Festival culture, it is essential to strengthen the cultivation of Nianli Festival skills, address the impacts of social-economic development and urbanization, actively seek development paths that align with modern societal needs, and strengthen collaboration with relevant institutions and academia. Only through the collective efforts of society can the preservation and development of Maoming's Nianli Festival culture be ensured, allowing it to shine brightly in the new era.

#### ***4.4 The Importance of Cultural Preservation and Development***

Survey results demonstrate that Maoming's Nianli Festival culture holds significant value in cultural preservation and development. As an embodiment of Maoming's local distinctiveness, Nianli Festival culture carries a wealth of historical, cultural connotations, and artistic expressions. Through the preservation and inheritance of Maoming's Nianli Festival culture, local culture can flourish and be passed down, providing unique cultural resources for the development of Maoming's tourism industry. Maoming's Nianli Festival culture possesses essential historical and cultural significance. As a time-honored traditional cultural form, Nianli Festival embodies the wisdom and creativity of the Maoming people. Nianli Festival activities allow people to experience the Maoming people's understanding and expression of life, nature, and society. Elements such as song, dance, customs, and ritual ceremonies within Nianli Festival reflect Maoming people's way of life, values, and belief systems. Therefore, protecting and inheriting Maoming's Nianli Festival culture enables people to better comprehend and recognize the history and culture of Maoming, enhancing their sense of pride and identity in local culture. Maoming's Nianli Festival culture is an integral part of the region's local distinctiveness. As a treasure of local culture, Maoming's Nianli Festival culture showcases unique customs and traditional art forms, attracting attention and appreciation from numerous tourists and cultural enthusiasts. As a place with a long history and distinctive culture, the protection and development of Maoming's Nianli Festival culture hold significant importance in preserving the local distinctiveness and establishing the cultural image of Maoming. The preservation and inheritance of Maoming's Nianli Festival culture provide unique cultural resources for the development of the region's tourism industry. With the flourishing of the tourism industry, an increasing number of people opt to experience and immerse themselves in local culture through tourism. As a place with a long history and distinctive culture, Maoming's Nianli Festival culture becomes a crucial element in attracting tourists. Through preserving and inheriting Maoming's Nianli Festival culture, captivating Nianli Festival tourism products can be crafted, attracting more tourists to participate and experience, thereby promoting the development of Maoming's tourism industry.

#### ***4.5 Development Strategies and Prospects***

In order to promote the development of Maoming's Nianli Festival culture, a series of development strategies need to be implemented to ensure its inheritance and prosperity. Firstly, Maoming should strengthen the publicity and promotion of Nianli Festival culture. Through various media channels, social platforms, and cultural activities, the value and charm of Maoming's Nianli Festival culture should be disseminated to the public. Organizing Nianli Festival culture exhibitions, performances, and exchange activities will allow more people to personally experience and appreciate the charm of Nianli Festival culture, thereby increasing its visibility and influence in society.

Secondly, it is essential to increase the social participation of Nianli Festival culture. Maoming can organize Nianli Festival cultural festivals and invite citizens and tourists to participate, allowing them to experience the fun and vitality of Nianli Festival culture. Encouraging communities, schools, and cultural institutions to carry out popularization and training activities related to Nianli Festival culture will enhance the public's understanding and participation in Nianli Festival culture. Through social participation, Maoming's Nianli Festival culture can better integrate into people's lives and emotions,

ensuring a wider inheritance and development.

At the same time, Maoming should also pay attention to the professional level of Nianli Festival performers and the cultivation of inheritable skills. Strengthening training and technical support for Nianli Festival performers will enhance their performing skills and creative abilities. Establishing training bases and inheritance schools for performers to pass down Nianli Festival skills and knowledge will cultivate a new generation of Nianli Festival inheritors. Through professional training and inheritance mechanisms, the artistic expression and skills of Maoming's Nianli Festival culture can be better protected and inherited.

Additionally, Maoming's Nianli Festival culture needs to integrate with modern society and explore innovative Nianli Festival performance forms. While preserving tradition, combining modern stage performance techniques and innovative elements can create more contemporary and visually appealing Nianli Festival performances. Utilizing multimedia and internet technology to promote Nianli Festival culture to a broader stage will attract more young people's participation and attention. Through integration with modern society, Maoming's Nianli Festival culture can better keep up with the times and exude new vitality.

## 5. Conclusion

The folk culture of Maoming Nianli Festival, as a long-standing and distinctive traditional cultural heritage, has had profound influences on the social and cultural development, carrying significant cultural values. By examining the performance forms and development strategies of Maoming Nianli Festival culture, the following conclusions can be drawn.

Firstly, Maoming Nianli Festival culture plays a role in fostering social cohesion and a sense of identity. As a traditional folk cultural form, Nianli Festival promotes interaction and communication among community members through ritual activities and artistic performances. It not only strengthens the sense of belonging and identity among social members but also enhances social cohesion, contributing to social harmony and stable development. Secondly, Maoming Nianli Festival culture serves as a driving force for cultural heritage preservation and innovation. With its long history and rich cultural significance, Nianli Festival culture carries abundant historical, cultural, and folklore elements. Research and preservation of Nianli Festival culture help protect and inherit cultural traditions while providing a source of inspiration for new innovations and developments. The study of Maoming Nianli Festival culture not only aids in exploring and inheriting the essence of traditional culture but also offers important references and insights for contemporary social and cultural innovation. Thirdly, Maoming Nianli Festival culture holds significant significance in the spiritual and cultural construction of society. The incorporation of diverse artistic forms such as local customs, poetry, and paintings in Nianli Festival culture showcases the unique aesthetics and cultural characteristics of Maoming region. Through the performance and preservation of Nianli Festival culture, individuals' artistic cultivation and cultural literacy can be enhanced, stimulating societal creativity and innovative spirit. Maoming Nianli Festival culture not only provides artistic enjoyment but also injects new vigor into societal aesthetic consciousness and cultural confidence. Lastly, Maoming Nianli Festival culture contributes positively to the development of tourism and cultural industries. As a traditional cultural performance with unique charm, Nianli Festival attracts a large number of tourists and spectators. Integrating Nianli Festival culture with tourism and cultural industries can promote the development of Maoming's tourism sector, create employment opportunities, and drive economic prosperity. Additionally, the preservation and inheritance of Maoming Nianli Festival culture provide rich materials and resources for the cultural industries' development.

In conclusion, Maoming Nianli Festival culture plays a crucial role in the social and cultural development. Through the research and preservation of Maoming Nianli Festival culture, social cohesion can be strengthened, cultural heritage can be preserved and innovated, spiritual and cultural construction can be advanced, and the development of tourism and cultural industries can be fostered. The protection and inheritance of Maoming Nianli Festival culture not only contribute to the promotion of traditional culture but also offer important insights for contemporary social and cultural innovation.

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