

The Research Value and Time Significance of the Red Oral History of Hainan Agricultural Reclamation in the Context of Media

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Abstract: *Hainan Agricultural Reclamation is facing the development of tourism, which plays an important role in promoting the culture of Hainan Agricultural Reclamation. Therefore, in the context of financial media, this paper studies the research value of the Red Oral History of Hainan Agricultural Reclamation and its significance of the times. From the aspects of cultural and artistic value, social and historical value, inheritance and practical value, this paper analyzes the research value of Hainan Agricultural Reclamation Red Oral History. According to the characteristics of Hainan reclamation culture, the significance of its era is divided into supporting the frontier defense beliefs of reclamation soldiers, meeting the spiritual and cultural needs of the public, and inheriting the spirit of national unity. Through the above research, the aim is to inherit the Hainan reclamation culture through oral history and provide guarantee for the development of the reclamation culture.*

Keywords: *Integrate media environment; Hainan Agricultural Reclamation; Red oral history; Research value; The significance of the times; Spiritual culture*

1. Introduction

Hainan agricultural reclamation is established in Hainan reclamation farm management organization, is the national defense and industrial construction of the necessary guarantee. After a long period of development, Hainan's agricultural reclamation has gradually developed leisure agricultural tourism areas with rich tourism resources [1]. The tourism area not only has the local characteristics of Hainan, but also carries forward the farming culture. Influenced by the geographical characteristics of Hainan, the reclamation area has more coastlines, clear blue water, flat and clean beaches, and combined with mangrove beaches and other landscapes, the reclamation area has higher ornamental value [2]. In addition, under the influence of tropical environment, Hainan's agricultural reclamation has always been committed to the development of cultivated land and farmland. Numerous fruit and vegetable gardens, natural rubber forests and other resources have attracted the attention of people in other provinces and regions.

In the process of construction, Hainan Agricultural Reclamation has accepted builders from other provinces and regions, and accordingly integrated the cultures of various provinces and regions. Integrate the local military reclamation culture and red culture in Hainan to form a collision between culture and culture, and create cultural value for Hainan's agricultural reclamation tourism industry [3]. In the era of integrated media, Hainan Agricultural Reclamation can use radio, television, newspapers and other media to promote the general reclamation culture and red culture. In various cultural attractions, food resources with different styles are integrated. In addition to mango chicken, hot spring goose, and various kinds of seafood and fresh lake, green food made of vegetables and fruits in different seasons is also added. Tourists can go to the reclamation area to pick their favorite vegetables and fruits according to their preferences, and Hainan reclamation tourism is worthwhile [4]. In order to further develop Hainan Agricultural Reclamation, this paper, under the background of financial media environment, studies the research value of Hainan Agricultural Reclamation Red Oral History and its significance of the times.

2. The research value of the red oral history of Hainan Agricultural Reclamation from the perspective of media

2.1. Cultural and artistic value

Hainan agricultural reclamation has a unique artistic charm in both its cultural connotation and form of expression. It has long begun to explore leisure agriculture, develop various tourism resorts, and integrate military reclamation culture and red culture into tourism and vacation to promote the economic development of Hainan [5]. This paper integrates Hainan intangible cultural heritage folk art in recent years from radio, television, newspaper and other media, as shown in Table 1 below.

Table 1: Hainan Culture and Art Forms

Intangible Cultural Heritage Folk Art	Time slot	Typical report	Oral angle
Li nationality firewood dance	October 2008~March 2018	"Lighting a Lamp for the Lantern Man", "Folk Unique Arts from Generation to Generation", "Hainan Tourism Performance Must Play Non-exclusive Cards"	Oral materials and skill production videos of skill inheritors
Li brocade	October 2008~March 2018	"A Li Brocade is a Story", "The Manual Code of the Long Li Brocade"	Oral materials of the art inheritor, Li brocade image materials
Hainan Qiongju Opera	January 2010~December 2010	Lin Daoxiu, the "leading actor of Qiongju Opera", The Fragrance of Red Plum	Chen Hua and Lin Daoxiu, the inheritors of Qiongju Opera, perform classical music

As shown in Table 1, Hainan's intangible cultural heritage includes the Li nationality chai dance, Li nationality brocade, Hainan Qiongju Opera, etc. The national culture of Hainan is presented orally or demonstrated by inheritors of dance, brocade and Qiongju operas. In the process of the development of Hainan reclamation tourism, the culture of Hainan needs to be publicized. Through the oral way of cultural inheritors, the publicity of the reclamation culture and red culture will be more attractive, and the nationalities in various provinces and regions will be more yearning for the tourism area of Hainan Reclamation. Taking Li brocade as an example, the exquisite patterns in brocade works are passed down from generation to generation, and the use of color is more intuitive, which can reflect Li people's respect for the heroes of the ancestors. Through the display of brocade, the red culture is symbolized in the graphics, thus demonstrating the cultural and artistic value of Hainan.

2.2. Social and historical value

The value of Hainan Agricultural Reclamation is not only reflected in agricultural value, but also the main purpose of Hainan Agricultural Reclamation is to promote cultural value, social value and inheritance value through agricultural value. Hainan agricultural reclamation institutions contacted the media by themselves and published the process of Hainan people's agricultural reclamation in the form of audio, video and pictures in the form of radio, television and newspaper [6]. At the same time, Hainan citizens can wear Li brocade clothing and display the cultural connotation of brocade in front of the camera. In addition, Hainan's social history and culture will be dictated in the form of a special interview. For example, find a staff member who has worked for the longest time in Hainan Agricultural Reclamation and lead people into the memorial park of the revolutionary base of Mount Murui in Ding'an, the site of the Liulianling Revolution in Wanning, the memorial park of the revolutionary base of Mount Wuzhi, the former site of the reorganization of the Qiongya Column of the Workers' and Peasants' Red Army in Qionghai District, Haikou, the memorial park of the Red Women's Army in Qionghai, the memorial park of the General Zhang Yunyi in Wenchang Red cultural tourism memorial sites such as the cemetery of the martyrs of the liberation of Hainan Island in Haikou. Through the oral history of the above memorial sites, visitors will be presented with the cultural spirit of the heroes of the ancestors. The social and historical value of Hainan is taken as a way to attract tourists and provide guarantee for the development of Hainan agricultural reclamation.

2.3. Inherit practical value

In the long historical change and development, Hainan agricultural reclamation has presented the form of multi-cultural development, and the inheritance and practical value occupies an important position in the red cultural value of Hainan agricultural reclamation. Hainan agricultural reclamation has a unique ecological and cultural system. It bears the impact of the change of social structure and foreign culture for a long time, and shoulders the responsibility of the stability of Hainan agricultural reclamation cultural characteristics. The main characteristics of Hainan reclamation are military reclamation culture, red culture and farmland culture. In Qionghai and Ledong, red culture tourism can be carried out, and the "legends" of ancestors exist in the red culture scenic spots [7]. In the environment of integrated media, "live broadcast" and TV interview are common phenomena in red cultural attractions. Tourists on site mainly experience the culture of their ancestors by oral or demonstration cultural content of intangible cultural heritage inheritors. Tourists who are not in front of the media at scenic spots can learn about the red culture of Hainan agricultural reclamation through the form of media broadcasting. Through the way of "walking into scenic spots to see the history", tourists from other provinces and regions will be affected by ideological and cultural collision, and truly experience the practical value of Hainan's agricultural reclamation inheritance.

3. The historical significance of the red oral history of Hainan agricultural reclamation

3.1. Support the belief in border defense of farmers' reclamation soldiers

Red oral history is a more realistic way of information transmission. In all kinds of memorial halls, there are items such as clothing, water cups, rice bowls, guns, etc. used by the ancestors around. Through the form of oral history of the older aborigines, tourists can be brought into the era of war and experience the red culture of the era of war. Red oral history can make history more storytelling, "watch" the history of the times as a bystander, and more easily arouse the emotional resonance of tourists. The initial population of Hainan Agricultural Reclamation is composed of professional soldiers and mainland immigrants. Affected by the development of the times, the population of Hainan Agricultural Reclamation has gradually decreased, and a large number of older generation soldiers have retired. The new generation of young people are unwilling to cultivate, which is not conducive to the further development of Hainan Agricultural Reclamation [8]. People and culture are interconnected individuals. People can create culture, and culture can in turn shape people. Through the oral history of the older generation of reclamation personnel in Hainan reclamation area, we can take the reclamation culture as a unique educational resource and take the spirit of red culture as the spiritual pillar of the border guards. In the new era, carrying forward Hainan's military reclamation culture can strengthen the belief of border guards, keep in mind the historical mission of border defense, and constantly promote the development of Hainan's agricultural reclamation and border defense.

3.2. Meet the spiritual and cultural needs of the public

Hainan military reclamation culture and red culture are formed with the development of Hainan's history, and play a positive role in life, which is conducive to the development of Hainan people. With its rich storyline, the Red oral history transmits the cultural content from generation to generation through the education of grandparents to grandchildren. Combined with the development needs of Hainan agricultural reclamation, the life skills of Hainan agricultural reclamation continue to evolve, making the new generation of young people become the backbone of the promotion of red culture. For Hainan reclamation tourism, only when all kinds of personnel in Hainan reclamation institutions understand and inherit the red culture, can the cultural content be carried forward to the world. Every visitor to Hainan reclamation tourism area can learn about the content of red culture from the mouth of the personnel of the reclamation agency. In the off-season of tourism, the history of Hainan reclamation can be narrated in the form of videos, pictures, recordings, etc., so that people around the world can understand and love red culture, so as to meet the spiritual and cultural needs of the public.

3.3. Inherit the spirit of national unity

The era significance of the Red Oral History of Hainan Agricultural Reclamation is mainly that it is an indispensable part of traditional culture and the product created by the ancestors of Hainan Military Reclamation, which plays an important role in improving cultural strength. Hainan Agricultural

Reclamation has experienced long-term development, accumulated rich cultural heritage, witnessed the development process of Hainan Agricultural Reclamation, and brought unique national culture to Hainan Agricultural Reclamation Area. No matter what kind of oral narration of the history of red culture, its era significance is to hope that the new generation of young people can inherit the red culture and inherit the spirit of solidarity, strong faith and spiritual culture of the ancestors. There are still group activities in Hainan Agricultural Reclamation Tourism Zone. The unique cultural and sports activities can promote tourists to feel the atmosphere of unity and enhance the feelings between tourists. Each tourist brings his or her own experience back to his or her hometown, and forms cultural exchanges among ethnic groups through cultural collision, further promoting national unity.

4. Conclusion

In recent years, Hainan reclamation culture prevails. After the organic combination of green grass everywhere, clear lake, streams and waterfalls, small town farmland and other tourism resources in the reclamation tourism area, Hainan Reclamation has become an extremely ideal resort. The hot springs on the reclaimed land in Hainan contain trace elements needed for physical therapy, which is a perfect place for health, leisure and culture. In addition, the military reclamation culture and red culture of Hainan are of high research value. Visitors to Hainan can feel the special skills of the cultural inheritors in this region. This paper mainly studies the research value and era significance of the red oral history of Hainan agricultural reclamation under the background of integrating media. The red culture and red history are presented in oral form to provide guarantee for the further tourism construction of Hainan agricultural reclamation.

Acknowledgements

General school-level project of Sanya University "Research on Oral History of Red Culture of Hainan Agricultural Reclamation" (Project No.: USYYB22-06).

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