

Intangible Cultural Heritage and Regional Development --Taking the Shadow Play of Huaxian County as the Example

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ABSTRACT *The intangible cultural heritage embodies the excellent Chinese traditional culture and the wisdom of the masses, are non renewable cultural resources, but many traditional craftsmanship is on the verge of extinction. Taking Shaanxi Huaxian shadow as an example, combined with literature research and field investigation, the protection and inheritance of existing problems were analyzed, elaborated Huaxian shadow the value of their own, put forward suggestions, and to explore the relationship between intangible cultural heritage and regional development, in order to achieve the sustainable development of cultural heritage and regional.*

KEYWORDS: *Intangible culture heritage, The shadow play of huaxian county, Regional development*

1. Introduction

Intangible cultural heritage, as the ancient working people's co-created and widely circulated in long-term social life, at the same time, the psychological consciousness and behavior mode that have been recognized have the role of other cultural forms that are difficult to replace. It can express the cultural characteristics and social character of a nation and a region. It is a reflection of the local people's psychology, the will of the people, and the pursuit of people's lives. It has strong functional regionality, historical continuity, cultural penetration, and social functionality[2].

Shadow puppets are also called puppet theaters and lamp shadows. They are named after the characters carved with animal skins under a light illuminate through a layer of bright cloth. The flat figure puppets who manipulate the silhouette image of the leather by the film artist, will use the light or natural light to The image is reflected on the light-colored curtain, and is a puppet show with music and singing to perform the plot[3]. On May 20, 2006, Huaxian Shadow Puppets were included in the "National First Intangible Cultural Heritage Protection List" by the Ministry of Culture.

2. The Predicament of Protection and Inheritance of Shadow Puppets in Huaxian County

2.1 Shadow Puppet Living Environment Deteriorated

As the main person in charge of the protection of intangible cultural heritage, the grassroots government lacks initiative in the protection process and fails to do a good job of guidance. This is not only the dilemma faced by the protection and inheritance of shadow puppetry in Hua County, but also the protection of intangible cultural heritage throughout the country. Problems encountered. The government's protection concept and logic are not clear during the protection process. On the one hand, it is necessary to increase the visibility through the declaration of non-legacy, obtain the approval of the higher authorities and financial support.

2.2 Insufficient Protection Funds

There are many intangible cultural heritage projects in my country and Shaanxi Province, and there are corresponding special protection funds, but for the inheritors of intangible cultural heritage are few. The lack of protection funds has caused the inheritors to have little life security and unable to meet normal life needs. Low income is also a major reason for the sharp decline in shadow puppetry.

2.3 Actor Age is Serious

Due to the impact of the market economy, coupled with the long investment time and slow results of the shadow puppet industry, the current economic source of the young and middle-aged labor in the countryside is mainly engaged in working, business, and aquaculture. Almost no one has studied shadow puppet production and singing. If one day all the artists die, the art will be declared gone.

2.4 Shadow Play Lacks Innovation

The history of the shadow play in Huaxian County has a long history. The shadow play is basically a manuscript handed down from generation to generation. Some of the repertoire of the shadow play has been passed down for a long time, although its tone is pleasant and beautiful, but the melody is monotonous, and it cannot meet the music texture sought by modern people. The performance tools are outdated and the stage modeling is stiff. To a certain extent, they cannot meet the aesthetic expectations of the current audience. They must be in line with the aesthetic concepts of the public in modern society. The innovative work for shadow puppet figures and shadow puppets must be done without delay. The producers are basically not trained in shadow carving, and are mostly driven by interests. To a

certain extent, they infringe on the intellectual property rights and copyrights of traditional handicraftsmen, greatly damaging the enthusiasm of traditional handicraftsmen. Without protection and the introduction of relevant legal measures, the successor's private rights will be difficult to maintain.

2.5 Infringements Occur Frequently

The cost of shadow puppets made by machines is generally 2-3 yuan, while the cost of hand-made shadow puppets is between 50-60 yuan, and the market price is dozens of times lower than that of handmade products. The average consumer hardly sees the difference between machine-made and hand-made shadow puppets, resulting in a great impact on traditional hand-made shadow puppet products.

3. Huaxian Shadow Puppetry and Huaxian Regional Development

3.1 The Effect of Huaxian Shadow Puppets on Regional Development

(1)Huaxian shadow puppetry has its unique historical connotation and rich historical, artistic, and social values, among which the social value is an attractive embodiment of a region. As a cultural resource, Huaxian Shadow Puppet is also a creativity that transforms culture into spiritual wealth and material wealth. It is an important part of the regional competitiveness, contributing to the development of the regional economy while enhancing the image of the city and enhancing the region. Competitiveness.

(2)At present, people's material and cultural needs have been basically met, and they have moved to the stage of demand for spiritual culture. Huaxian Shadow Puppets have superb carving skills, and their unique artistic and cultural connotations make them valuable for collection and display in modern and contemporary times. Shadow Puppets have also been widely recognized by the society for their unique singing and performing arts. At the same time, it also brought certain economic benefits. Not only does it meet the growing spiritual needs of people today but also brings economic benefits to local governments, the innovation and development of the cultural industry will definitely increase employment opportunities, and it will ease the contradiction of social employment.

(3)As a unique cultural resource in Huazhou District, increase publicity and promotion efforts, such as the iconic buildings and public service facilities that add shadow elements in urban construction projects, and make full use of the process of beautifying urban areas such as landscape design and road lighting With the artistic shape of shadow puppets, people continue to improve their material and spiritual lives while consciously protecting traditional cultural resources with local characteristics, which not only enriches the humanistic connotation of the city, but also helps to further consolidate the city's spirit and enhance the city's identification.

3.2 Huaxian Shadow Puppetry Combined with Regional Social and Economic Development

(1) Clarify government-led behavior and mobilize culture for positive development

The Huazhou District and Weinan City Governments should incorporate the protection and preservation of “intangible cultural heritage” into their national economic and social development plans, and establish a national-to-local “intangible cultural heritage” special protection fund system. Actively protect the legitimate rights and interests of shadow puppeteers and sculpture artists, and severely punish acts that disrupt market order. Increase publicity and display channels. As a “National Treasure” art, Huaxian shadow puppets lack a detailed physical display, text introduction and other commentary systems. A shadow puppet art museum should be constructed to collect the scripts and performance tools that will be lost and collect language and video.

(2) Create regional cultural brand and enhance regional cultural connotation

From a macro perspective, the three aspects of the source of human creativity, the materialization of the carrier, and the increase in social and cultural needs of the intangible cultural heritage make it have certain economic value and brand attributes, and it is easy to become a local Unique symbols and flags. Combining the uniqueness of the shadow puppet culture, art and other values with regional development, to create a shadow puppet animation city and form an industrial chain with shadow puppets as the main line. Creating a unique regional cultural brand is a new way to enhance regional competitiveness and promote the rapid development of regional economy.

(3) Complementary Regional Advantage Resources

Excellent local traditional culture must have certain advantages in the comprehensive competition of the city and its region. Regardless of their historical length, natural resources and conditions, every city must have certain local cultural resources, and what many cities lack is the in-depth mining and effective integration of these characteristic cultural resources[15]. We should fully integrate local cultural resources, allocate resources, and form complementary resource advantages to enhance regional cultural competitiveness.

(4) Focus on inheritance and seek innovation, achieve sustainable cultural development

As an important art form, Huaxian Shadow Puppets are particularly important for innovation in today's society with rapid cultural and economic development. When implementing innovative work, we can specifically innovate in the three aspects of filmmakers, scripts, and stage performances :First, In terms of character modeling, not only inherit traditional characters, but also add modern elements appropriately, be close to life, design different filmmakers according to age level, create life shadow puppets, and design their favorite domestic and foreign cartoons for teenagers; Second, In the creation of the script, the gap between the audience and

the culture should be shortened as much as possible, so that they can experience the inheritance and value of culture while feeling the innovation of ancient art ;Third, Use modern advanced lighting, dance beauty, and sound to create more performance scenes and enrich the connotation of the stage.While focusing on their inheritance, only innovative works can become real fine arts. Not eliminated by society.

4. Conclusion

Huaxian shadow puppetry is an excellent historical heritage of the Chinese nation. On the premise of doing well in the protection of cultural heritage, the Huazhou District Government has enhanced the scientific and cultural qualities of the residents in the area by strengthening education activities such as publicity and display. Heritage is also the foundation for the development of the cultural industry and the internal driving force for regional economic growth and social progress. The Huazhou District Government should clarify the leading behavior, strengthen collaborative innovation, pay attention to the combination of complementary resources in the region, establish the brand awareness of Huazhou District, and ensure equal protection and development, so that it can meet the needs of the times while inheriting, and ultimately achieve The regional economic, social and cultural sustainable development.

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