

# An Analysis of The Promotion Effect of the Traditional Song and Dance Culture of Yi Nationality on the Rural Customs and Civilization

**Xiaoqin Dai**

*School of music, Sichuan University of Science & Engineering, Zigong 643000, China*

*happyudream@163.com*

**ABSTRACT.** *In this article, the social function of the traditional song and dance culture of regional ethnic minorities is taken as the research emphasis. Starting from the traditional song and dance culture of Yi Nationality, 3-5 field sites are set up in Liangshan Yi Autonomous Prefecture, the research team collects and analyzes data through observation, interviews and other methods, studies the humanistic spirit contained in the traditional song and dance culture of the Yi nationality, explores its function in promoting rural customs and civilization, as well as its social function. And then, it combines traditional song and dance with the spirit of the times, endows traditional song and dance with new cultural life, guides the construction of music culture with national and regional characteristics and the advanced nature of the times, and effectively promotes the construction of "rural custom and civilization".*

**KEYWORDS:** *Yi Nationality, Traditional song and dance culture, Rural custom and civilization*

## 1. Introduction

In the Fifth Plenum of the 16th Central Committee of the Communist Party of China, a new rural construction policy of "developing production, making people live in affluence, civilizing rural customs, making villages neat and tidy and conducting democratic management" was put forward. The construction of "rural customs and civilization" is taken as emphasis. Through the 19th National Congress of the Communist Party of China, the national leaders made major decisions and deployments and decided to implement the rural revitalization strategy. Among them, the construction of "rural customs and civilization" is regarded as an important guarantee for rural revitalization. We must continue to promote both material

and spiritual civilization, improve the spiritual outlook of villagers, foster a civilized rural custom, good family traditions, and simple and honorable common social practice, and continue to raise the level of social civilization in rural areas.

Since the proposal to build a new socialist countryside in the Fifth Plenum of the 16th Central Committee of the Communist Party of China, the villages in the minority areas have taken on an entirely new look and are full of vigor and prosperity. However, at the same time, the outdated conventions and bad customs, lasting for thousands of years in Yi nationality, are still spreading. It is a common phenomenon that the cultural life is monotonous, the villagers' cultural quality is not high, and the spirit is empty, which reflects that the creation of spiritual civilization is poor. With the development of economy and the improvement of living material standard, people have a stronger desire for knowledge, happiness and beauty, a stronger desire to pursue for a healthy lifestyle, and a stronger desire to pursue good interpersonal relationship and social atmosphere. Based on actual conditions, the research team deeply investigated and analyzed the function of traditional music in improving the construction of rural spiritual civilization, and on this basis, explored how to popularize and play the stimulating function of traditional song and dance culture to rural customs and civilization.

The research team conducted field investigations in areas where the Yi people gather. The results of the study show that Yi people mainly gather to live in the form of village. In most places, there are no theaters and very few book store. Many compatriots of Yi nationality receive little education and are in poor economic conditions. They wok from sunrise to sunset every day and most of them are manual workers. Some young people are not very interested in traditional folk music culture, lack the enthusiasm and initiative to learn, and have not well inherited and developed traditional song and dance music culture, let alone show the excellent quality of traditional song and dance music. As one of the cultural forms, traditional song and dance music has a long history and easy to understand. It can profoundly reflect the mood of working people, express their emotions, enrich their spare time and build a spiritual home. Therefore, it is particularly important to play the role of traditional song and dance music, while how to play the role is a problem needs to be solved urgently.

## **2. Carry forward the traditional song and dance culture of the Yi people and enhance their sense of national pride**

It has a strong historical and cultural color for the folk music and art of the Yi nationality in southern Sichuan. From the perspective of its ethnic origin and the process of development and migration, no matter how the living environment changes, or when the Yi people live together with Han, Tibetan, Hui, Mongolian, Dai, Zhuang and other nationalities with different beliefs and colliding culture, the unique culture of Yi nationality can finally develop. Generations of Yi people in southern Sichuan have used music, a unique artistic language, to express their love for life and the joys, anger, sorrow and joy in their hearts. The main forms include telling the footprints of the ancestors' migration by word of mouth, or praising the

diligence and bravery of the Yi people, or showing the harvest through hard work, or listening to the ups and downs of life, or reflecting historical legends, or symbolizing happy love.

Like the Yi nationality, its traditional song and dance culture has a long history. It is the cultural accumulation of the Yi people in the long-term production and life. It has been completely integrated into the emotional world and spiritual life of the Yi people, and is closely related to the daily life of the Yi people. In enriching and enlivening the spiritual life of the Yi people, it has played a positive role in enlightenment and has an indispensable and far-reaching significance. In villages, townships, and towns where the Yi people gather, we can build traditional song and dance cultural art galleries, museums, research institutes, etc., hold regular meetings and activities in combination with folk activities, abandon the outdated part of the song and dance culture, guide and publicize the fine traditions and excellent qualities in the national culture, vigorously carry forward the traditional song and dance culture of Yi nationality, encourage and enable the men and women, old and young to participate in it, strengthen the coverage and participation, enhance the Yi People's sense of national pride from the history, culture, art, performance and other aspects. Once people have a deep sense of national pride, it is of great benefit to the enhancement of national cohesion and the enhancement of execution.

### **3. Promote the traditional song and dance culture of the Yi people and strengthen the construction of spiritual civilization**

According to research, we've learned that in China, the existing largest Yi inhabited areas in southern Sichuan are mainly concentrated in today's Liangshan Yi Autonomous Prefecture and Ma bian and E bian Yi Autonomous Counties in Leshan City. The living environment of the Yi people in south Sichuan is very harsh on the whole. The Liangshan Mountains where the existing Yi people of Liangshan live are about 300-5959 meters above sea level. The height of the ground is in great difference. In the poor natural ecological environment, the Yi people in southern Sichuan have long lived by hunting and farming in the mountains, and they have developed a strong and tough personality. However, because of the long-term staying in the high mountains, deep valleys and closed environment, they retained the open-minded character and good dance fashion of ancient people for a long time. As an ancient saying goes: Poetry to express ambition, song to convey voice, dance to move people, music to be appreciated by clapping hands. It is under such circumstances that no matter how the living environment changes, the ancestors of the Yi people have always preserved the culture on which they depend for survival, and constantly consciously support their spiritual world and cultural identity. The traditional folk song and dance culture of the Yi nationality has become an important part of the Yi nationality culture in southern Sichuan.

The most primitive purpose of Yi music culture is to entertain the people. It is very developed. The Yi people inherited the tradition that the ancient Di Qiang people are good at singing and dancing, and infiltrated the music, culture and art into all aspects of their lives. As the proverb of Yi nationality goes: "There are three

kinds of singing, one is when happy, the other is when sad and someone is dead, and the last is when grazing in the mountains", "there are three kinds of tunes, one is Shaju (happy), the other is when something unfortunate happens (sadness, sorrow), the last is Ni Bu Hei Bu He (animals bark and birds chirp)". Whether in the intervals between work or on important days such as on New Year's Day, festivals, weddings and funerals, the Yi people would express their emotions with cheerful and simple singing and dancing that are full of local flavor. The Torch Festival of the Yi nationality and the Yi calendar year are the most solemn and characteristic traditional festivals. During these periods, Yi people slaughter pigs, worship their ancestors, drink and revel, play Yueqin, sing New Year songs, and enjoy themselves as much as possible. At present, under the guidance of the government and driven by the new fashion, activities with rich national characteristics and unique festival customs are carried out in the gathering areas of the Yi people. People put on festive costumes and gathered at the torch field, singing and dancing, attracting many tourists from home and abroad. The traditional culture of Yi nationality, especially the music culture, is performed incisively and vividly. In addition, on other occasions, such as on weddings and funerals and when building houses, etc., a band will be invited to play Suona at the scene to make the event more lively, etc. People convey blessing and auspiciousness through music, reflecting and carrying forward the life civilization of Yi people.

Therefore, we should make full use of the local traditional music and cultural resources in the Yi area, vigorously develop cultural tourism, develop local economy, improve the economic income of Yi compatriots, and improve the cultural level of young people. At the same time, we should vigorously promote the positive and excellent qualities of the traditional song and dance culture in the Yi nationality, strengthen the political and cultural guidance from the government, protect and inherit excellent national music. The music workers should create more excellent national music works, actively drive the young generation to participate in national music and cultural activities, and promote the quality of truth, goodness and beauty in the song and dance music, which will play an important role in strengthening the construction of spiritual civilization in Yi nationality area.

#### **4. Integrate the new ideas of the times, innovate and develop the traditional song and dance music culture of Yi nationality**

In combination with the new era and new online media, we should vigorously develop and innovate the construction of traditional song, dance and music culture, which can continuously improve the overall quality of the masses, broaden their horizons about culture, enrich cultural knowledge, improve the construction of spiritual civilization in minority areas, make the personality and quality of social groups develop in a good direction. All of these measures will play a positive role for achieving the goal of building a new socialist countryside in an all-round way.

The traditional song and dance music of the Yi nationality has strong national characteristics, most of which are about the unique social life, history and cultural tradition of the nation, as well as the expression of the unique aesthetic psychology

and ideological feelings of the branch people. For the Yi music in the contemporary, it is necessary for us to vigorously integrate into the new thinking of the times, push it into a new era of development, so that the ancient traditional song and dance of the Yi family can shine again. Fortunately, a group of new music creators have emerged among the contemporary young Yi people in the area of Liangshan. They are committed to making innovation for traditional music culture. The combination of their national spirit, the spirit of the times and the living conditions of modern people presents a unique contemporary music and cultural landscape. Local governments, schools, art groups, etc. should also vigorously train or introduce a new generation of musicians, provide strong support in economy and policies, and cultivate talents who can make innovation based on inheriting and carrying forward the traditional music and culture. Only with the addition of new elements, can the ancient traditional song and dance music of the Yi people bloom like a flower, and show its characteristics in the construction of rural customs and civilization.

## **5. Conclusions**

Under the guidance of the party's principles and policies, we believe that the construction of rural style civilization in ethnic minority areas will make greater achievements and give full play to its important role in building a harmonious society. And the role of music culture is crucial in the construction of rural style civilization. In Ethnic Minority Areas, excellent traditional song and dance music culture guides the humanistic thought and spirit of the times of ethnic compatriots. It is of great significance to stabilize national feelings, strengthen national unity, promote the construction of rural civilization and build a harmonious society.

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