

# Research on the Dilemma and Countermeasures of the Inheritance of Xiangxi Miao Drum-Dancing in China

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**Abstract:** Xiangxi Miao drum-dancing is a cultural art created by the Miao people in the long history in China. It profoundly reflects the production and life style of the Xiangxi Miao people, and conveys their unique aesthetic appreciation, belief and spiritual characteristics. In recent years, with the development of social experience and the change of modern life style, its social function also develops dynamically. Through field investigation, this study investigates the inheritance status quo of Xiangxi Miao drum-dancing. In the process of survey, we learned that the cultural inheritance of Xiangxi Miao drum-dancing is facing diversified realities. In view of the existing inheritance problems, we put forward some living inheritance approaches to solve the problems encountered in the inheritance dilemma of Xiangxi Miao drum-dancing, and provide certain theoretical support for the inheritance protection and development of Xiangxi Miao drum-dancing.

**Keywords:** Xiangxi Miao drum - money; Inheritance dilemma; countermeasures

## 1. Introduction

As an intangible cultural heritage, Xiangxi Miao drum-dancing is an important carrier of traditional culture and national spirit of the Miao people. In 2006, it was listed in the first batch of Chinese national intangible cultural heritage list by the State Council. In recent years, with the inheritance and development of Xiangxi Miao drum-dancing, which has become an important medium for the outside world to know and understand the traditional culture of the Miao people, with special cultural symbol significance. At the same time, due to the impact of modern civilization and the urbanization process, Xiangxi Miao drum-dancing is also faced with some new problems in the process of inheritance and development. In the new era and new situation, as a national "symbol" significance of the Miao people in the process of inheriting and developing, the plight of its remedial has a certain value and significance.

## 2. Problems faced by Xiangxi Miao drum-dancing in the inheritance process

Xiangxi Miao people are proud of their Miao drum-dancing. It has developed to today, because of its unique charm, so in the world of art has a certain influence. With the development of economy, Xiangxi Miao drum-dancing has developed from the traditional production and living category to the fields of politics, economy, military affairs and culture. Movement skills, it absorbed the essence of gymnastics, the Peking Opera and martial arts, from "planting cotton" to "splits doubling waist", from "dig ears pull must be" to "play leg take off", from "harvest threshing" to "tiger down the mountain", from "chicken peck rice" to autumn "lion" "snowflakes coping" "only" and so on of difficult movements (Wang&Chen&Yong,2008). In the development of today's traditional national culture, economy, society, politics and culture have a very important correlation with its development, but this correlation often presents a state of "imbalance". With the rapid development of modern economy and the rapid advancement of urbanization, social production and life style have undergone drastic changes. The inheritance of Xiangxi Miao drum-dancing is also facing severe challenges, mainly including the following problems.

### 2.1 Competition of comprehensive art

Xiangxi Miao Drum-dancing is the carrier of the national culture of Xiangxi Miao people, which integrates music, dance and performance, reflecting the unique aesthetic and cultural connotation of the

Xingxi Miao people. With the constant changes of people's living standards and aesthetic concepts, Xiangxi Miao drum-dancing not only has the functions of ceremony and "symbol" in the occasions of sacrifice and festival, but also derives functions such as entertainment and fitness. The rapid development of modern culture brought about by the development of society and technology has changed people's traditional way of life and thinking. In recent years, the living standard of the Xiangxi Miao people has been continuously improved, and the communication with the outside world has been increasing, and the diversified lifestyle has also been constantly infiltrated. Facing the competition of various modern comprehensive art forms: such as TV, TV programs, dramas, electronic sports games, karaoke, etc. the attraction of Xiangxi Miao drum-dancing has gradually weakened, and many occasions are only used as the auxiliary elements of festival activities (Yang, 2017). The internal requirements of commercial behavior and entertainment culture for people's cultural identity and cultural consciousness are gradually dissolved. In the high-speed modern life, it is difficult for people to have the due adherence to traditional culture itself. Therefore, the inheritance mechanism of Xiangxi Miao drum-dancing is faced with the competitive crisis of modern comprehensive art.

### ***2.2 Intervention of new media***

In today's Internet information age, the new media has a wide influence on People's life. The development of science and technology is oriented by the change of living habits and lifestyles, and the most important is the change of people's ideas. In recent years, with the rapid popularization and development of science and technology, the intervention of new media in the public life can maximize the public's demand for culture and entertainment. The coverage of new media is expanding, and the demand for information and entertainment has gradually filled People's Daily life. This is also the national traditional culture in the broad masses of people, especially the youth group suffered from the cold treatment of an important reason. With the development of modern media technology, there is a contradiction between the objective requirement of inheriting the concept and cultural consciousness of the subject and the subjective consciousness of pursuing the synchronization of The Times. Media technology provides great convenience for young people to pursue fashion and entertainment. This situation leads to the national traditional culture suffered cold treatment. In addition, the subculture formed by the new media has produced a series of social problems, such as apathy, unsociability, lack of social responsibility, poor living ability, etc., which is also negative to the cultivation of social consciousness and national spirit. The emergence of new words like phubbing, phone-obsessed, etc, which is the opposite reflect the reverse effect of new media life intervention.

### ***2.3 Dependence on belief culture***

With the impact of modern culture, the folk customs and traditional concepts of the Miao people have been gradually weakened. Under the impact of the market economy, Xiangxi Miao drum-dancing gradually loses its ritualistic nature, and is more and more presented in the scene of tourism and festival activities as a tourist attraction and "local knowledge". Along with the social progress and economic development, the traditional Miao village people into the cities to look for opportunities, fundamental changes have taken place in production and living ways, values have also been large change, prompted the Xiangxi Miao drum - the form and connotation of money has changed a lot, then Xiangxi Miao drum - money have not limited in vertebral cow ancestor worship, hunting, worship god and other kinds of religious and folk activities and extended to the daily life, stage performances, cultural trade, and many other areas, Geographically also from the seeding area to the whole West Hunan and surrounding ethnic and regional(Luo, 2015). In such a context, the authenticity of culture is constantly ignored, the belief elements attached to Xiangxi Miao drum-dancing are gradually degenerated, and "attracting tourists" becomes a utilitarian behavior displayed by Xiangxi Miao drum-dancing. Ming (2010) believed that various religious rituals, which had been mysterious in the past, were gradually simplified in the process of performance for tourists. Their entertaining and communicating properties, namely, their holiness, were gradually diminished, while their secularness, entertainment and performance were increasing. Entertainment, leisure and economic interests are the first to wash away the "authenticity" of the national culture contained in Xiangxi Miao Drum-dancing. From the mysterious and serious ritual activities in the past to the stage performance activities released outside, the core part of Xiangxi Miao drum-dancing with symbolic significance and symbolic representation is being deconstructed and reconstructed, presenting the characteristics of stage and landscape. With the intervention of the tourism industry, the impact of marketization and the presentation of the stage, the belief and cultural factors are gradually weakened, so the cultural and entertainment factors are gradually strengthened.

### **3. Countermeasures for the inheritance and development of Xiangxi Miao Drum-Dancing**

#### ***3.1 Into the campus***

The Convention for the Safeguarding of Intangible Cultural Heritage published by UNESCO states that "inheritance" is an important measure to ensure the vitality of intangible cultural heritage, "especially through formal and non-formal education", and emphasizes that education is an important way to inherit and protect intangible cultural heritage. Intangible cultural heritage education plays an important role in inheriting national culture, enhancing national confidence and promoting cultural innovation. Developing all sorts of forms of non-material culture education is an effective way to inherit and carry forward the traditional national literature. In the practice of the protection of intangible cultural heritage, it is necessary to further strengthen the education of intangible cultural heritage for young people. It is a comprehensive and systematic project to realize the quality-oriented education system combined with school education in the campus and in the classroom. It must be a combination of formal education (school) and non-formal education (community, parents, etc.), combining book knowledge and practical experience, so that children can start from the emotional interest and gradually enter the rational stage of understanding, so that they can truly realize the importance of the intangible cultural heritage and become its successors (Zheng, 2008). Through incorporating the Miao Drum Culture into local textbooks and school teaching plans, the understanding of Miao Drum can be deepened and the protection awareness of Xiangxi Miao Drum-dancing can be enhanced. Primary and secondary schools can also take advantage of physical education classes, campus cultural activities and other forms to actively participate in the protection practice by learning Xiangxi Miao drum-dancing. Xiangxi Miao drum-dancing are encouraged to enter the campus, not only into primary and secondary schools, but also into colleges and universities, give full play to the advantages of talents in colleges and universities, integrate into school education and student life, further expand the influence and create an atmosphere to improve the personnel training mechanism. For example, nowadays, the Xiangxi Miao Drum-Dancing course opened in Jishou University has been incorporated into the professional education curriculum system, and the practical effect of carrying out and holding various performance activities is outstanding, which has reference significance.

#### ***3.2 Into the square***

The main body of protection of Xiangxi Miao drum-dancing is all social forces based on the general public. With the continuous inheritance and development of Xiangxi Miao drum-dancing, its entertainment and fitness functions have become prominent, with a broad mass base and high enthusiasm for public participation, which makes it suitable for the public to learn and practice. "Intangible cultural heritage" into communities and squares is to advocate inheritance in daily life. This kind of inheritance is linked by communities and cultural squares. Through learning and performance activities, more people can get to know Xiangxi Miao drum-dancing and participate in the inheritance behavior, thus arousing the cultural protection awareness of the whole society. In addition, public education on Xiangxi Miao drum-dancing and other intangible cultural heritages should be strengthened. The education effect can be further improved by carrying out intangible cultural heritage publicity, intangible cultural heritage theme day activities and other forms.

#### ***3.3 Create cultural products***

For a long time, the inheritance of intangible cultural heritage has been plagued by an important reason, which is that its inheritance activities can not directly produce economic benefits. Needless to say, economic interests are the internal needs for the inheritance and development of intangible cultural heritage. In modern daily life, Xiangxi Miao drum-dancing has formed a functional transformation. In addition to performing in tourist fields, it is also used in festivals and daily performances. Its entertainment turn has the intrinsic attributes of "lively", "characteristic" and "xi qing". In this state, people's economic demands of inheriting the Miao ethnic inspiration can be realized to a certain extent. The inheritance and development of Xiangxi Miao drum-dancing can not only refer to the performance skills, but also its production skills. This also belongs to the inherent economic value of Miao nationality dance, which can be used as a cultural product to generate more economic benefits (Tian, 2017). Jishou mountain people ethnic drum factory in xiangxi economic development zone is a Miao drum processing enterprise, through the use of new materials and mass production of modern combination drum, thus obtained the national invention patent and sold at home and abroad, thus promoting the development of national economy.

### ***3.4 Integration with the tourism industry***

Intangible cultural heritage "from heritage to resources" has long been a social practice combining cultural inheritance with economic development. Xiangxi Miao drum-dancing has profound cultural connotation, can highlight national characteristics and local characteristics, and has cultural and tourism functions. Xiangxi Miao drum-dancing is a unique culture of the Miao, which can meet the tourists' needs for "heterogeneous" culture. It is the "local knowledge" with national characteristics, which can be well integrated into rural tourism and tourism activities of Miao culture and customs. Dehang Miao Village in Xiangxi has the reputation of "Drum Town under the World". The "Miao Drum" culture attracts hundreds of people to go there for sightseeing every day. The integration of Xiangxi Miao drum-dancing with rural tourism and cultural tourism also requires the innovation of content and form, the development of derivative products, and the combination with more traditional Miao elements and modern pop elements. In the 2016 Xiangxi Tourism Product Design Competition, many works take Xiangxi Miao Drum-dancing as the prototype, which combine with modern life and modern art to form a good live inheritance industry chain, thus generating greater economic benefits. For example, in the Jishou Drum Culture Festival in 2015, A singer named Ado is an all-around singer of Tujia ethnic group. She combined the Drum art of Miao ethnic group in Xiangxi with martial arts and created "A Duo Drum" in A novel performance form, which aroused great influence. These successful cases all point to the creation of cultural and creative products related to Xiangxi Miao drum-dancing.

### ***3.5 Integration with modern physical fitness***

The performance of Xiangxi Miao drum-dancing requires the combination of music, drumming and dancing, and the performer needs to work with all his strength to complete the performance. It has entertainment and fitness value, can meet the public's demand for fitness, and is easy to be promoted. The modern inheritance of Xiangxi Miao drum-dancing can learn from the popular way of square dancing and combine with the opportunity of the great development of the current national fitness cause to actively integrate into the national fitness activities. The integration with modern fitness and sports can combine Xiangxi Miao drum-dancing with modern aerobics and dance, enrich the content of national fitness movement, and further expand the influence and inheritance scope of Xiangxi Miao drum-dancing. Therefore, the government needs to further strengthen the infrastructure construction of national fitness exercise and traditional sports and cultural activities, further improve the public sports and cultural service system, divide special venues and provide Xiangxi Miao drum-dancing teams to promote the development and progress of national culture. In addition, we can further improve the performance level, take the market as the goal, form a good atmosphere of traditional culture performance, and give play to the effective allocation of the market for cultural inheritance.

### ***3.6 Hold the Drum King Contest of the Miao Nationality***

Since the founding of the People's Republic of China, the "art field" of Xiangxi Miao drum-dancing has been gradually constructed: the selection of "Drum kings". Xiangxi Miao drum-dancing has elected 6 generations of Drum Kings, including Long Yingtang, Shi Shunmin, Long Julan, Long Xianju, Wang Huangjuan and Yang Xin." Drum Kings" are prominent individuals in the inheritance of Xiangxi Miao drum-dancing. They not only have a strong awareness of traditional national culture and their own knowledge system, but also consciously transcend the group consciousness. Therefore, they can play a subjective role and have a broader and far-reaching influence. The selection of drum king is a fair and just evaluation mechanism and an incentive mechanism, as well as the recognition behavior of the government and society. As for the title of "Drum Kings", it means that the skills of Xiangxi Miao drum-dancing are given the highest evaluation to them. Since 2013, Hunan Jishou International Drum Culture Festival has been held for ten consecutive times, and the highlight of each year is the Drum King Competition. The Drum King Competition can improve the social status of the inheritant of Xiangxi Miao drum-dancing, improve the participation of the society and the people, expand the influence, create a good social atmosphere, make the Xiangxi Miao drum-dancing show a new sense of The Times and vitality, and finally promote the prosperity of the Xiangxi Miao drum-dancing.

## **4. Conclusion**

Chinese Xiangxi Miao drum-dancing carries the living and production customs and unique national

spiritual beliefs of the majority of Xiangxi Miao people, and is an important medium for the outside world to understand Chinese Miao culture. In recent years, with the rapid advancement of social modernization, the functional value of Xiangxi Miao drum-dancing in the Miao society has gradually weakened, and inheritance and development have encountered inheritance dilemma, which is the result of the influence of social, economic, cultural and other factors. The vitality of Xiangxi Miao drum-dancing heritage depends on the living needs of the people involved. The development of Xiangxi Miao drum-dancing needs to face up to the core of the cultural law shown by its development, form a new inheritance and development mechanism, retain the personality and core value of its national culture, and allow diversified development. The inheritance and protection of Xiangxi Miao drum-dancing should be carried out in the way of living inheritance. Facing the inheritance dilemma of Xiangxi Miao drum-dancing in China, we can start from the following aspects: to enter the campus and square, strengthen the education of Xiangxi Miao drum-dancing, and create an environment and atmosphere for the whole people to learn and protect the intangible cultural heritage. We will create Miao cultural products in Xiangxi, combine them with local rural tourism and cultural tourism, and take the road of industrialization to achieve economic benefit growth. It is also necessary to strengthen brand awareness, establish consumer awareness, and construct exclusive brand products, namely cultural derivatives. It can be combined with modern fitness and sports to hold the Drum King Competition, which can adapt to and meet the cultural and living needs of the society, improve social participation, feel the connotation of national culture, and then enhance the sense of cultural consciousness. Under the new inheritance and development mechanism, if the country can grasp the inheritance strategies and methods to cope with the plight of inheritance, it will surely promote the better inheritance and development of Xiangxi Miao drum-dancing.

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