

# Research on the Combination of Industry-university Research of Central Shanxi Plain Folk Arts and Crafts Culture based on Cultural Ecology

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**Abstract.** The paper adopts the system of cultural ecology, the overall theory and research methods, starting from the relationship between nature and human-society, and regards the Central Shanxi Plain folk arts and crafts as the "core body" and the Central The dynamic relationship between the folk arts and crafts of Shanxi Plain and its ecosystem is studied. Through field investigation, text interpretation and psychoanalysis, relevant theories such as art anthropology and folklore are used, from historical, realistic and temporal. From different perspectives of space, the research on the production and development rules and performance characteristics of the influence of Central Shanxi Plain folk arts and crafts on cultural ecology is carried out.

**Keywords:** Cultural ecology; Central Shanxi Plain; Folk craft; Art culture; Industry-university research.

## 1. Introduction

The folk arts and crafts of Central Shanxi Plain, like the folk-art traditions of other parts of China, are gradually drifting away from the development of contemporary society. Today, with the development of cultural industrialization and cultural commercialization, folk arts and crafts inevitably become flat and standardized. The reason is that the spiritual soil in which folk arts and crafts is based – the cultural and ecological environment has changed, leading to its disconnection from the times. This topic will explore the survival and development of folk arts and crafts in Central Shanxi Plain with the research ideas and methods of cultural ecology, and try to construct a cultural and ecological research model of folk arts and crafts and conduct systematic and multidimensional investigation and analysis. The factors of interaction and restriction in the cultural ecological environment affect, and in what way, the development of the folk arts and crafts in Central Shanxi Plain, and find the internal motivation for the development of folk arts and crafts. This is conducive to deepening the understanding of its essential issues, and has certain practical significance for the sustainable development of folk arts and crafts, and can also provide some reference for the cultural ecology research of folk art.

## 2. Central Shanxi Plain Folk Arts and Crafts Categories and Characteristics

### 2.1 Central Shanxi Plain Folk Arts and Crafts

As the birthplace of the Chinese civilization, Central Shanxi Plain has experienced the prosperity of the Zhou, Qin and Han Dynasties and is the seat of the ancient capital of the 13th Dynasty. Its folk arts and crafts have a long history and a wide variety. Among them are clay sculptures, hanging pieces, stand-ups, pillows, puppets, flower accounts, futons, purses, large wall, sachets, pony horses, paper-cuts, shadows, lacquer paintings, shadows, kites, face flowers, straw painting, pyrography, etc. In the course of field investigations, it has been found that with the passage of time, the evolution of cultural and ecological environment, folk arts and crafts have faded out of people's lives, and some folk arts and crafts have even been lost. The current popular forms of craft have experienced years of accumulation and historical elimination has become the essence. Several handicrafts such as fabrics, clay sculptures, new year pictures, paper-cuts, face flowers, stone lions, shadow-shadows, and horse-drawn horses that were seen in the field investigations are popular and popular in Central Shanxi Plain. These kinds of handicrafts use different material materials, have different practical functions

and cultural functions of the material, and can represent the overall style of Central Shanxi Plain folk arts and crafts, typical and universal [1].

## **2.2 Artistic Features**

**Content and subject matter:** The content and theme of folk arts and crafts are closely related to real life. Some of them directly reflect real life, including daily subjects such as eating, wearing, and doing, while others convey people's emotional needs through "seeking good". The theme is the first problem that art creation must face [2]. On the basis of rich real life, the artist first has an intuitive psychological feeling for life, and judges and processes it through his own knowledge background. The appropriate content will be thought, processed and refined into full content. Appropriate artistic language is expressed to form a complete artistic creation. For example, the folk art in the north is rich in symbolic meaning and sacredness. The theme of the styling is in addition to the folk birds and beasts, flowers, fruits and vegetables, character stories, and other strange themes such as birds, beasts, and beasts. Tigers, lions, and monkeys. Images such as frogs are very common. The tiger has the most subject matter, such as the "Tiger Head Hanging Film" in Shaanxi, as well as a variety of tiger head caps, tiger head shoes, etc. The difference is the expression of specific artistic language such as color, ornamentation and modeling, especially It is the most similar feature of folk arts and crafts in the area of Gansu and Shaanxi. The theme of the South is usually based on real life, with grasshoppers, aquariums and poultry.

**In terms of color:** the overall color of Central Shanxi Plain folk arts and crafts is mainly contrasting red and green. The color is bold and eye-catching, with strong visual impact. It has a certain representativeness in the color matching of folk arts and crafts in China. The use of color is closely related to the craftsmanship, aesthetic taste and the cultural connotation that people endow. Red represents a red fire, a symbol of joy; green represents longevity; yellow represents wealth and so on. Black and white are also used more in the Central Shanxi Plain folk arts and crafts, and are more common in clay sculptures, Chinese paintings and fabrics.

**Artistic style:** Central Shanxi Plain folk arts and crafts and folk arts and crafts in northern Shaanxi have similarities, especially the expression of primitive worship is very similar, but the folk art of Central Shanxi Plain is not exactly the same as that of northern Shaanxi. The original art style of the child. Central Shanxi Plain and Northern Shaanxi are two relatively independent geographical regions in Shaanxi. Their cultural backgrounds are very different. The performance of folk art naturally presents different artistic characteristics, in terms of theme, color, shape and decoration [3]. For example, Central Shanxi Plain paper-cutting, in addition to the original worship content, is more emphasis on the history of humanities, drama stories and so on.

## **3. Cultural and Ecological Characteristics of Central Shanxi Plain Folk Arts and Crafts**

### **3.1 Traditional Culture**

**Farming culture:** Central Shanxi Plain, the seat of the ancient capital of the 13th Dynasty, was ruled by orthodox culture for more than 1,300 years. It has been an economic and cultural gathering point since ancient times. A large number of cultural relics unearthed from the Banpo site in Xi'an proved that as early as 6,000 years ago, the Chinese nation began to create oriental civilization on this land in Shaanxi. About 5,000 years ago, the Huaxia clan and the Yellow Emperor put Chinese civilization on this land in Shaanxi. It has been pushed to a new height; the ancestor of the Chinese national character, Cangjie, created the text here, and the ancestor of the Chinese farming culture opened up the farming civilization here [4].



Fig. 1 Central Shanxi Plain Peasant Painting - "Farming"

Confucian rationalism: In traditional society, family organizations and administrative organizations are consistent. Those who can achieve filial piety at home can also respect the monarch and the public secretary in politics. Confucius's filial piety thought shows the characteristics of Confucian patriarchal ethics. It not only has the role of preserving the feudal politics of Chinese patriarchalism, but also has the true feelings of expressing the blood of the patriarchal relationship and raising love. Mencius developed Confucius's filial piety thought, and first proposed benevolence, righteousness, courtesy, and wisdom. These four important ethical norms contain the traditional culture of the Chinese nation. "Ritual" is the external form of "benevolence", which expresses its spiritual connotation "benevolence" through external behavior and etiquette. Therefore, Confucian ethical behavior must be accompanied by the existence of "benevolence" emotions, and the appearance of such benevolence emotions is the product of good education.

### 3.2 Regional Culture

All regional cultures are developed on the basis of traditional culture, but due to the differences in natural ecological environment, a variety of regional cultures have been formed. In the regional culture, people's living habits, ages, life etiquette, folk beliefs and customs and customs have stipulated the rich connotation of folk arts and crafts and the cultural patterns of living. The regional differences are unique to the folk arts and crafts. The most important reason for sex.

Lifestyle: The traditional Central Shanxi Plain diet has porridge and taro in the morning and evening, and noodles for lunch. Some people also eat steamed buns after dinner. Those who need to work early in the morning, when they are not bright in the morning, eat a bowl of hot noodles, and then carry a few big steamed buns or pots and pans before going out to work hard. Because Central Shanxi Plain belongs to the temperate continental climate, it is drier than the south, with fewer varieties of vegetables and fruits, low yield and high yield of wheat, so the pasta culture has developed to an extreme. The central side of the Central Shanxi Plain house is not only to save space, but also to take into account the rain when the roof can flow along the roof to the yard. The two "half sides" between the two neighbors back to back Support to improve insulation and wind resistance. The unique way of building the house in Central Shanxi Plain reflects the kindness and friendliness of the local people.



Fig.2 Central Shanxi Plain Peasant Painting "Central Shanxi Plain Life"

Local customs: In Confucianism, "benevolence" is the connotation of "ritual", and "ritual" is a series of specific behavioral norms, which is the external manifestation of "benevolence". Life etiquette is a ritual held by a person at different ages in his life, including birth rites, adult rites, weddings, and funerals [5]. These life etiquettes contain a wealth of ethics. For example, when the bride is married, the man will prepare shoes for the woman and the shoulders of the clouds (pictured). The woman prepares the horse bag for the man.



Fig. 3 Embroidered cloud shoulder

## 4. Central Shanxi Plain Folk Arts and Culture Industry-university Research System

### 4.1 Central Shanxi Plain Folk Arts and Crafts Culture Industry-university Research Fusion Problem

First of all, there is a lack of long-term mutual support. Although the Central Shanxi Plain folk-art resources have shown a trend of integration and development in the fields of industry, education and scientific research, the depth of the integration of Industry-university research needs to be further explored and strengthened. For example, colleges and universities send students to the company's internship training every year, often based on an internship report after the student's internship or the internship certificate issued by the company as the basis for the assessment. How well students are trained and promoted in relevant internship units, how to integrate the knowledge they have learned with the production of enterprises, and the lack of in-depth communication between schools and enterprises, and further exploration is needed in the integration of development methods and

programs. At the same time, industrial workers need to be meticulous and deep-rooted in terms of training, training and learning. For example, the setting of training courses, the promotion of learning plans and application of talents, and the management of students' learning status require targeted reinforcement. The new technologies and research results of scientific research institutions in the promotion and application of enterprises, and the technical problems encountered in the production process of enterprises also require in-depth exchanges and cooperation between research institutes and enterprises and education departments. Therefore, in the integration of Guizhou's national folk-art resources Industry-university research, there are still some problems in the depth of integration and data analysis. The industry, education and scientific research fields lack mutual support and integration development.

Secondly, Industry-university research has a limited scope of integration and lacks social popularity. Industry-university research needs further improvement in terms of scope and promotion. The integration of Industry-university research in the Central Shanxi Plain folk-art resources has the difference in the degree of integration between regions and ethnic regions. In the areas where the development and protection of ethnic folk cultures such as northern Shaanxi are better, Industry-university research is relatively well integrated, while in some remote areas or endangered national folk art, due to the lack of effective Industry-university research, the development and protection of society There is a lack of universality and cognition, and it faces a more severe environment. Therefore, the research scope of Central Shanxi Plain's industry-university research is relatively limited, lacking social promotion and popularization.

Finally, Industry-university research is monotonous and lacks a diverse and effective cooperation mechanism. As people's awareness of the protection of ethnic folk-art resources such as intangible cultural heritage has increased, folk art and traditional handicrafts such as clay sculptures, hanging pieces, standing figures, pillows, puppets, and paper-cutting have been included in the list of intangible cultural heritage protection. Driven by the rapid development of tourism in Central Shanxi Plain, many non-genetic inheritance organizations and folk craftsmen opened a wave of industrial production of the Central Shanxi Plain folk art in northern Shaanxi. Due to the continuation of the long-term word-of-mouth and hand-written traditions of these folk art, these folk artists have stopped at the stage of empirical understanding of clay sculpture and paper-cutting, and lacked a summary of the laws of science and technology. This requires the support of scientific research departments in technology research and development, exploring a variety of Industry-university research integration methods, increasing the technological content of folk skills, thereby improving the level of industrialization and product quality.

#### **4.2 Central Shanxi Plain Folk-Art Resources Industry-university Research**

First of all, the industry-university research can introduce the concept of big data analysis, create a local characteristic culture development model, and make the national folk-art resources develop in depth. In the context of the Internet and the era of big data, the introduction of qualitative and quantitative analysis of big data with the help of network information resources can deeply analyze the problems in the development of the industry-university research of Central Shanxi Plain, and explore more specific and Targeted solutions to create a cultural development model with more local characteristics, so that the Central Shanxi Plain folk art resources protection and inheritance methods continue to develop in depth. For example, in the development of the industry-university research of clay sculpture, the school teaches folk art courses by inviting folk artists into the classroom. On the one hand, the history and culture of folk clay sculpture is passed down among the student groups; on the other hand, the creative thinking of young students is integrated into the redesign and creative development of clay sculptures, so that clay sculpture can be integrated into the aesthetic vision and daily life of modern people, making traditional Multi-ethnic culture and craftsmanship have been passed down. Using big data analysis, data analysis of the gradient development, design and acceptance of the folk artists into the classroom for teachers, students, products, can make the problem be presented in a rational way, and it is easier to get targeted solutions. Similarly, in the process of integration and development of scientific research institutions and industrial sectors, the research and

application of clay-plastic technology, the attention of clay-plastic technology and product quality can all be qualitative and quantitative research using big data analysis to make the research results more Clear, intuitive and trustworthy. Therefore, the introduction of big data analysis concept can make the development of Central Shanxi Plain folk-art resources more scientific, in-depth and targeted in the integration of Industry-university research.

Secondly, we will carry out long-term in-depth exchanges and integration of Industry-university research to guide the development of active and sustainable ecological culture. College art education has positive significance to the development of Central Shanxi Plain folk culture with its professional and forward-looking perspective. Shaanxi Normal University, Chang'an University, Northwest A&F University, Northwest University, Yan'an University and other universities, through the establishment of Central Shanxi Plain folk art related courses, in the overall understanding and inheritance education of Central Shanxi Plain culture, in the creative culture products In the creation, the Central Shanxi Plain folk culture has been developed with the times, and applied to people's lives, so that the Central Shanxi Plain culture truly develops. Through school education, we systematically sort out the context of the Central Shanxi Plain folk culture, so that national and regional cultures can be respected, passed down and aesthetically pleasing. The national folk culture can be spread in the youth group as a whole, which can make the Chinese civilization more brilliant. In the exploration of the integration of Central Shanxi Plain's industry-university research, industry, education and scientific research institutions must establish a long-term cooperation and exchange mechanism, especially for some remote areas and the endangered Central Shanxi Plain folk-art resources to carry out Industry. -university research exploration of integration, protection and development models, so that Central Shanxi Plain's rich ethnic folk-art resources are truly concerned and protected, and the road to sustainable development.

Finally, explore more diverse and effective cooperation mechanisms to create a rich and active communication platform. The integration of Industry-university research of Central Shanxi Plain folk-art resources requires continuous thinking on its integrated development mode, exploring a more diversified and effective cooperation mechanism, and creating a richer and more active communication platform in the fields of industry, education and scientific research. Enriching the industry-university research and promoting the integration of Industry-university research by establishing a network communication platform, an industrial and cultural integration platform, an industry-university research integration innovation platform, and a joint training of Central Shanxi Plain folk-art talents and resource sharing models. development of.

## **5. Conclusion**

Central Shanxi Plain folk-art resources are an important part of Shaanxi folk custom. They have made their own efforts and unique features in the development, utilization and protection, inheritance, industry, education and scientific research of Central Shanxi Plain folk-art resources. It has played a certain role in promoting the protection and inheritance of the integration of Central Shanxi Plain's industry-university research. Although there are still some problems in the development of Industry-university research, through continuous exploration, this integrated development model can be continuously optimized to contribute to the sustainable development of Central Shanxi Plain folk-art resources.

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