



Exploration on the Display and Dissemination of Archaeological Research Achievements

Taking the Display and Dissemination of Shangshan Culture as an Example

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Abstract. In 2000, the Shangshan culture was discovered at the mountaineering site in Pujiang County, Zhejiang Province. Subsequently, the academic community named the culture of the new era as “Shangshan culture”, and successively discovered cultivated rice with clear attributes 10,000 years ago, the earliest settlement village relics and a large number of painted pottery relics. It expresses the people’s concern about the “Shangshan culture”, and the attention of the Party committee and government to the people’s concern, which effectively promoted the excavation of Shangshan culture. In 2021, the Shangshan site was successfully selected as one of China’s “Top 100 Archaeological Discoveries in a Century”. The rice culture originated from “Shangshan” has caused in-depth discussion on its age and other issues in archaeology. The exploration of these display and dissemination methods is an attempt and reflection on how to approach the audience to obtain archaeological research results in the future. The exploration of these display and dissemination methods is an attempt and reflection on how to approach the audience to obtain archaeological research results in the future.

Keywords: Shangshan culture · Cultural resources · Display and dissemination

1 Introduction

The Shangshan culture was first discovered at the Shangshan site in Pujiang County, Zhejiang Province in 2000. In November 2006, “Shangshan culture” was officially named. It is the oldest Neolithic culture in Zhejiang and even the whole southeast region, with a history of 10,000 years. Over the past 21 years, Zhejiang has discovered 20 “mountain culture” sites in Pujiang, Shengzhou, Longyou, Jinhua, Yongkang, Yiwu, Lanxi and other places. They are located on the low hills and platforms of the valley basin, with an altitude of about 40 to 100 m and an area of 20,000 to 50,000 square meters. There are abundant relics here, including tombs, ash pits, ash ditches, utensils pits, utensils piles, burnt earth piles, etc., as well as the housing sites with settled ring trenches, row columns and groove structures. Among the unearthed pottery, stone and bone artifacts, the typical artifacts are large open pottery basin with carbon red clothes, double-ear flat-bottomed

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pottery pots, round-bottomed pottery pots, flat-bottomed pottery pots, pottery pots, as well as grindstones, stone balls and stone tablets. According to the analysis of stratigraphy and typology, combined with the determination of the 14th carbon age, Shangshan culture can be divided into early, middle and late periods. The early stage was about 10,000 years ago, the middle stage was about 9,000 years ago, and the late stage was about 8,500 years ago [1]. Shangshan culture is the source of Chinese farming village culture, and also the important birthplace of world agricultural culture. Mr. Yuan Longping once wrote an inscription for the Shangshan site, “Ten thousand years of Shangshan, the world’s source of rice” The series of activities to display and publicize the archaeological findings of the Shangshan culture have been highly valued by the archaeological community and society, and are worth learning and promoting.

2 Museum Display

2.1 Thematic Museum Construction

Pujiang County has set up “Shangshan culture exhibition hall” in Pujiang Museum. It was officially opened to the public on the Cultural Heritage Day in June 2007, and was highly recognized by the leaders of the Provincial Bureau of Cultural Heritage. After its opening, the exhibition hall received more than 3,000 groups of leaders at all levels and experts at home and abroad [2]. In addition, the Shangshan Site Museum was officially listed on December 24, 2021, and was selected as the tenth batch of provincial social science bases. The museum displays nearly 200 cultural relics of the early, middle and late stages of the Shangshan culture, including the earliest carbonized rice, the earliest painted pottery, the earliest settlement village relics and other important landmark relics of the mountain culture. With the help of abundant archaeological knowledge introduction, scene restoration, multimedia and other display means, the exhibition shows the social, economic and cultural characteristics of the origin of human rice farming, and reflects the early settled villages in China and their social production and living conditions. The Academic Symposium on “Ten Thousand Years of Zhejiang and Chinese Civilization” was also held here, where major archaeologists at home and abroad delivered speeches and discussions respectively.

The Shangshan culture was selected as a major site during the “14th five year plan” period. The special plan for the protection of major sites during the “12th Five-Year Plan” and “13th Five-Year Plan” has initially formed a major site protection pattern with “six areas, four lines and one circle” as the core and 150 major sites as the support. The Grand Canal and the Silk Road have been listed in the world heritage list. The concept of the protection of large sites has been widely recognized by the society. The protection and utilization of large sites has played an important role in inheriting and promoting the excellent traditional Chinese culture and building a socialist cultural power. Therefore, we should continue to adhere to the basic principles of national attributes, archaeological support, protection priority, rational use, innovation-driven, and integrated development, strengthen archaeological work, improve the control measures for the space utilization of large sites, deepen the theoretical system and scientific and technological application research, implement the comprehensive protection project for large sites, improve the level of display and utilization, promote the high-quality development of archaeological

sites parks, and build a new pattern for the protection and utilization of large sites in the new era, innovate protection and utilization mechanisms and systems. The construction of Shangshan Cultural Heritage Park should not only have scientific research and education functions, but also have strong leisure functions. This is a long-term work, which requires scholars and staff to strengthen research, so that the Shangshan culture can truly achieve public participation and regional development.

2.2 Museum Exhibition

On November 21, 2021, the “Rice·Source·Civilization Opening - Zhejiang Shangshan Cultural Archaeology Special Exhibition” opened at the National Museum of China. The exhibition was guided by the Zhejiang Provincial Department of culture and tourism and the Zhejiang Provincial Bureau of Cultural Relics, and jointly planned by the Zhejiang Provincial Institute of Cultural Relics and Archaeology and government departments at all levels. It has also been supported by academic institutions such as the Institute of Archaeology of the Chinese Academy of Social Sciences, the College of Archaeology of Peking University, and the Institute of Geology and Geophysics of the Chinese Academy of Sciences. The curator team said that a good archaeological exhibition should achieve at least three goals. First, from the academic level, it should focus on the core research results of specific archaeological objects at this stage; Second, from the perspective of value, it should extract the most essential value connotation of archaeological objects, and look forward to interacting and communicating with the public; Third, from the perspective of publicity, we should change the narrative perspective, transform specific archaeological objects into specific archaeological stories, and maximize the effect of the exhibition [2].

This exhibition comprehensively displays the academic achievements and cultural values of the mountain culture. The idea of the exhibition focuses on the origin of “rice”, the “source” of the ten-thousand-year cultural history and the positioning of the voice of the “enlightenment” of the era. The full text is divided into six chapters: “that footprints”, “that group of people”, “that grain of rice”, “that touch of red”, “that wisp of cooking smoke” and “that era”, which respectively express the epoch-making significance of Shangshan culture from caves to wilderness, the settlement mode of open villages, and the way agriculture chooses rice, the exquisite technology and thought of making painted pottery, as well as its uniqueness ahead of other regions of the same era, from the perspective of the value and contribution of civilization in the northern and southern regions of China, this paper expounds the background and mode differences between eastern and western cultures in the world, the academic status of Shangshan culture as the origin of the world’s rice, the birthplace of the earliest painted pottery, and the sprout of agricultural society in southern China. At the same time, the exhibition also attempts to create a space atmosphere and environmental characteristics, combining the scenes of “caves”, “houses” and “graves” with abstract and concrete, integrating exhibits of different categories and levels into different themes, and creating a “scene” + “utensils”. The narrative mode can restore the vivid life scenes and historical pictures of Shangshan culture.

Moreover, on the occasion of the 10th anniversary of the Shangshan culture, Archaeological Achievements Exhibition of the tenth anniversary of Shangshan Culture and

the publication of the International Symposium on the Origin of Rice Crops and the tenth anniversary of the naming of ‘Shangshan Culture’ and the Atlas of Shangshan Culture. It fully and systematically displays the whole picture of Shangshan Culture, the characteristics of the times, the evolution relationship of each stage and other research results, covering the representative unearthed cultural relics, in the early, middle and late periods, presents its rich cultural connotation in an all-round way. Helping the audience to clarify the differences and connections of the 18 kinds of Shangshan cultures can also promote the research and publicity of Shangshan culture.

2.3 Enter the Classroom

“Culture is the soul of a country and a nation”. Contemporary China should adhere to the position of Chinese culture, focus on training successors of the new era who can shoulder the heavy task of national rejuvenation, strengthen education and deepen practice. The Ministry of education, the Ministry of culture, the Department of education and the Department of Culture of Zhejiang Province have successively issued opinions on strengthening “research and study” education, and incorporated traditional local culture in the important content of education. Shangshan culture has local characteristics, significance for Zhejiang and global influence. It integrates culture and education, and explores a new teaching mode of educating people with culture and making the past serve the present.

History and archaeology are inseparable. The history class can display archaeological research results directly and fully. In the article “mountain culture in history classroom”, Mr Jinbiao Yang divided the content design of the Shangshan culture course into several parts: introduction of background materials, teachers’ questions, independent discussion of students in groups, cooperation and communication after the completion of field survey before class, and teacher’s tips. He put forward new questions again on the basis of thinking, and actively changed the role of the teacher. He is not only the organizer and guide of teaching, but also the cooperator, building a democratic and harmonious teaching environment and cultivate students’ innovative consciousness and innovative thinking ability [3].

At present, there are many problems in art teaching in middle schools, such as ignoring utilitarian exam-oriented education, relatively simple teaching content, lack of fresh and interesting content close to life, relatively fixed teaching form, and relatively weak teachers [4]. The integration of local cultural resources is conducive to enriching middle school art curriculum resources, strengthening students’ recognition of local culture, and facilitating the inheritance and development of local culture. Secondary schools can carry out research and study outside the school, learn while doing in the silence of moistening things, and visit the Shangshan site museum, Shangshan site, Pujiang County Cultural Bureau and so on. to learn about the production of pottery and stone tools, rice domestication, wood architecture and other content, and design, make or imitate by hand, so as to make culture enter students’ learning life easily and happily. If you are in the classroom of higher vocational colleges or universities, you can further carry out art design, such as microfilm animation, cultural and creative product design, digital interface design, combined with offline exhibition construction and online work release and dissemination, to innovate and develop communication [5].

3 Inheritance and Development of Local Culture from the Perspective of “LIVING State”

To truly realize the better inheritance and development of local culture from the perspective of “living”, we need to integrate new era elements into the elements of traditional culture, develop in innovation and innovate in development. The two complement each other and inject “fresh blood” into the local culture [6].

3.1 Industrial Development

3.1.1 Industry Sector

During the excavation of Shangshan culture, a large number of wooden structures were found, including a large number of rice panicle floors and rice remains, which is helpful for archaeology to study the form of mountain culture. At the same time, it is also a rice-based production mode, which is the harmonious transformation and utilization of human and nature. The rice planting sites in Zhejiang Province are older, with the largest number and complete context. At present, with the rapid development of social economy, the area of rice has been greatly reduced, and the brand value that attracts large enterprises has not yet formed. The integration of resources is not comprehensive and systematic, and the degree of attention and development is not enough. The prosperity of the rice industry needs legal support. At the same time, the establishment of the Zhejiang Rice Museum helps to promote the agricultural culture. In November, 2020, the China Rice Research Institute set up the “mountain rice research base” in Pujiang to gather local research forces, give full play to the advantages of discipline integration, talent accumulation and industry influence, and further tap the cultural resources of rice farming, and fully collect rice germplasm, collect and innovate high-quality resources, select and break through new varieties, and build brands to help rural revitalization [7].

After the Shangshan culture, Shangshan reception hall, Shangshan Culture International Conference Center, Shangshan culture and Art Center, Shangshan intangible cultural heritage square, Shangshan academy and so on. Were built to receive tourists, provide business services, and display images. This has led to the functions of health care and real estate.

3.1.2 Cultural and Creative Industry Development

The development of tourism cultural products is the embodiment of cultural and creative industries in the tourism field, and the embodiment of the development and rise of cultural tourism industry to a certain stage. There are many kinds of pottery unearthed from the Shangshan site, such as pots, plates, cups, spinning wheels, pottery patties and so on. The combination of modern technology and traditional elements based on archaeological excavations can restore development and creative design, expand sales channels, establish cooperative trade relations, and move towards a larger dance stage. The film and television plays spread fast, have a wide range and a large audience. They shoot micro-films or TV dramas with the theme of the mountains above, attracting the filming of the crew and the investment of the film companies [8]. According to the

ten-thousand-year carbonized rice, large-mouth plate, two-ear jar and other artifacts unearthed on the mountain, create scenes, develop theme IP parks, such as the mountain mini tribal park, the mountain VR experience park, the mountain unpowered theme park, or cooperate with professional companies to design archaeological amusement products [9].

3.2 Government Factors

The development and inheritance of mountain culture needs systematic consideration. It involves a wide range of aspects and is difficult to work. The government should give full play to its leading role. On the basis of applying for the Shangshan Site to be a national key cultural relics protection unit, the Shangshan Site Protection and Utilization Project was listed as a national key cultural relics protection unit in 2007, edited by Mr. Tongbin Chen, approved for demonstration in 2010 and announced to the public. The protection of the excavation site shall follow the protection rules and be implemented in stages. The core area shall be protected first, and then it shall be comprehensively promoted step by step. The plan plan of the archaeological site park on the mountain shall be formulated and fully constructed.

Taken together, only by adhering to the government-led principle, combining economic and social development, continuing archaeological research, and combining long-term planning with short-term investment, can the brand effect of mountain culture be achieved.

3.3 Digital Media Technology

Since the excavation of the Shangshan culture, especially after the naming, the mainstream media such as CCTV, People's Daily and Zhejiang Daily have carried out a large number of reports on several special documentaries in the columns of "Exploration and Discovery" and "Approaching Science", expanding the coverage of publicity. The Jinhua Daily has reported on mountaineering for more than 20 years. It tells the local historical and cultural stories well and is good at seizing opportunities [9]. At the beginning of "searching for the root of Chinese civilization", Wei Wang talked about Shangshan for ten thousand years. The reporter of Jinhua Daily immediately conducted an online interview [10]. The exclusive report of "Ten Thousand Years of Shangshan, Climbing the Archaeological Open Class" was published in the headline ". It integrates science popularization and news, and uses professional archaeological knowledge to attract the public, which is the simplest and most straightforward way to spread to the public. In the process of inheriting local culture, the development of new media technology can help significantly enhance cultural influence and visual experience. It is no matter the cooperation with mainstream media, domestic and foreign media, or the use of WeChat, Weibo and other platforms for serial display, and cooperation with universities.

From the current situation, the research on Shangshan culture has made some achievements, some of which need further exploration, and the controversial points need further archaeological research. The academic research and academic conference exchanges of Shangshan culture are still continuing, but the professional level is very high, such as rice phytolith and agricultural origin. The basic requirements of science

and engineering are very high, and the problems cover a wide range. There are still problems that the archaeological results are not easy to be understood by the audience and cannot be communicated to the audience in time [11]. However, at present, it has successfully popularized archaeological excavation results to the public, publicized the basic knowledge, and formed various effects, which is an example for the display and dissemination of other archaeological research cultural achievements in the future.

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