



Research on the Creation and Application of Changbai Mountain Folk Animation under the Perspective of Cultural Ecology

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Abstract. Animation art is a complex cultural phenomenon, to explore the creation of animation art needs a certain scientific concept as a guide, this paper with the cultural ecological concept, Changbai Mountain folk culture as the main research object, to explore the development of animation under the cultural ecological vision, Changbai Mountain cultural ecological animation creation under the existing problems. Finally, it analyzes how to enrich the source of animation creation from Changbai Mountain culture, shape the humanistic value of animation, display the aesthetic value of animation, etc., to create original animation works with Changbai spirit and regional characteristics, and realize the sustainable development of Changbai Mountain culture.

Keywords: The concept of cultural ecology, Changbai Mountain folk culture, Animation creation

1 Introduction

The mode of multi-ethnic coexistence in Changbai Mountain makes folk culture rich and diverse in content and distinctive in form, which makes it have strong artistic plasticity and performability, and its cross-field transformation value in animation, film, drama and other fields is also increasing. It can well inspire and provide materials for the creation of animated films, and is a very important source for film and television animation adaptation. However, in the process of creation of Changbai Mountain animation works in recent years, there are still shortcomings in the creative ideas, creative ideas and creative quality.

This paper combines culture and ecology, discusses the balance of animation art and culture ecology from the perspective of cultural ecology, uses the concept of cultural ecology to support the research and creation of Changbai Mountain folk animation, and discusses the difficulties and solutions of Changbai Mountain folk animation creation. Effectively protect and inherit the inner spirit and value of Changbai Mountain folk culture, and realize the sustainable development of Changbai Mountain culture.

2 Definition of related concepts

2.1 Concept of cultural ecology

The original cultural ecology was born in the United States. Anthropologist Steward first put forward the view of cultural ecology in his Theory on Cultural Change: in cultural change, environment and culture cause and effect and influence each other. Cultural ecology transplanted the concept and method of ecosystem theory, and its integrity and hierarchy determine the diversity of its existence form.[1]The operation of cultural ecology is the slow and gradual steady-state extension of culture, that is, the relationship between man and culture is stable and gradual development and change.[2]

Cultural ecology is a whole composed of production modes, historical traditions, values, customs and other cultural elements created and lived by people of different nationalities or regions in order to adapt to a specific environment. In this cultural ecology, various elements interweave and interact with each other, which together constitute a colorful social and life pattern. Cultural ecology is not equal to ecological culture. The main research on cultural ecology is the adaptive relationship between culture and environment, and the basic theory of the correlation is natural ecology and cultural ring Environment, another concept closely related to cultural ecology, "ecological culture", more clearly takes natural ecology as the research object.[3]

The theory of cultural ecology was introduced into China for a short time, and a complete principle, system and methodology have not been formed in the early stage of its birth. At present, although there are differences in the concept of cultural ecology in Chinese academic circles, they basically grasp the basic content of the two-way interaction between culture and environment, and emphasize that culture and environment are mutually causal, mutual restriction and mutual influence.

2.2 The concept of Changbai Mountain folklore

Folk culture mainly refers to the culture produced in the long-term production and labor, communication in life, habit formation and spiritual shaping of people of different nationalities and regions. It is closely connected with people's life and is the concentrated reflection of people's living culture.[4]The Changbai Mountain area is located in the southeast of Jilin Province. Its high altitude and unique geographical position make the social development in the area relatively slow and not easy to be disturbed by the outside world. As a result, the cultural environment in the area is relatively stable and the cultural diversity is effectively preserved.

As an important part of the culture of Northeast China, Changbai Mountain culture has a variety of landforms such as volcanoes, glaciers and flowing water, which has made it rich in natural resources. Due to its historical reasons and the production and life style of generations of people, it has formed a composite culture, resulting in its folk culture resources and human resources are also quite rich. Changbai Mountain is composed of Han nationality, Manchu nationality, Hezhen nationality and other minority nationalities, mainly Han culture and Shamanic culture, integrating fishing and

hunting culture, forest collection culture, sacrifice culture, farming culture and other material culture.

The representative folk culture of Changbai Mountain can be summed up into two categories, namely, life customs and religious customs. The living customs mainly include living customs, decoration customs, food customs, entertainment customs and marriage customs. For example, the Hezhe people not only eat fish, but also make clothes with fish skin. The Hezhe fish skin culture is a unique minority culture formed in the long-term survival and development of the Hezhe ancestors, and it is an important part of the fishing and hunting culture of the Hezhe people.[5]

In addition, the Manchu cheongsam, hunting and falconry, and Yangko dance are typical traditional customs. In terms of religious customs, the Manchu people believe in primitive shamanism, the primitive religious beliefs of the Manchu people, including the worship of nature, hero worship, ancestor worship, etc. The folk customs of Changbai Mountain reflect the production and life, customs and customs of people in different periods in Changbai Mountain region. Its wide spread and long history, with the passage of time gradually formed a rich traditional culture.

Take changbai Mountain folk culture as the deep research object. Through the modern art form —— animation, to show the rich connotation of Changbai Mountain folk culture, including its profound historical and cultural value, unique artistic aesthetic value, noble moral and ethical value, as well as its contribution value to ecological harmony. Through the way of animation creation, the folk culture of Changbai Mountain can be presented more vividly and close to people's lives, giving a new form of combining the folk culture of Changbai Mountain with modern elements, make it dynamic and vivid, and improve its popularity among different classes of people.

In recent years, the rapid development of animation industry has provided an opportunity for the inheritance and development of folk culture in Changbai Mountain. We should make use of mass media, especially new media, to realize the leap transformation of the form of expression. With the help of animation, we can further innovate and develop the folk culture of Changbai Mountain. At the same time, we can also use the power of animation industry to visualize and IP the products of Changbai Mountain, so as to drive the economic development of Changbai Mountain. The unique fragrance contained in the treasure house of the intangible cultural heritage of Changbai Mountain will shine into a more dazzling light with the help of the animation industry.

3 Current situation of Chinese animation creation from the perspective of cultural ecology

From the perspective of cultural ecology, animation is a cultural species combining art, commerce and communication, and with the creation of animation as the core, an ecological system combined with social, political, economic, cultural and other factors.[6] Animation art is a complex cultural phenomenon, culture is the core of animation art, art is an important part of culture, the two are interdependent, culture is a

systematic idea, animation art is a branch group in the cultural ecosystem. Animation art and its living environment together constitute the animation art cultural ecology, and the balance of the cultural ecology is the guarantee of the sound development of animation art. Cultural ecology is a dynamic development, not static, it has the characteristics of openness, development and so on. In order to fully integrate cultural ecology in animation creation, it is necessary to have a comprehensive understanding of the evolution of cultural ecology. The combination of cultural ecology and animation can not only effectively inherit the cultural ecology but also vigorously develop the animation film industry. The animated film "The Moon of The Qin Dynasty" well reflects the historical and cultural background of a certain period, and runs through the whole film, which strengthens the cultural heritage of the animation, and also endows the animation with profound connotation. (Fig.1)



Fig. 1. A screenshot of the animated short film, *The Bright Moon of The Qin Dynasty*

After the 1990s, due to the rapid development of economy, the digital revolution began to rise. The digital revolution is changing people's way of thinking and way of life, but also changing the constantly developing and changing social ideology. The problem of cultural ecology has become an urgent problem in all fields of modern society. In today's digital era, the cultural ecology of Chinese animation is being invaded and assimilated by foreign animation, animation creators lack cultural connotation, animation creation is too rigid, excessive imitation of foreign animation, lack of national cultural characteristics, and cannot promote the people to learn their advanced culture and traditional history. As the animation art depends on social development and historical changes in content, it is facing problems and challenges from various aspects. The era of rampant digital technology has undoubtedly intensified the imbalance of animation art and cultural ecology.

4 The problems of Changbai Mountain folk custom animation from the perspective of cultural ecology

4.1 The number of folk animation creations in Changbai Mountain is relatively short

Speed up the modernization process, lead to traditional art whether from the perspective of inheritance or attention are serious impact, so the endangered crisis, as in recent years for the importance of traditional culture, folk cultural heritage from obscurity gradually back to the public view, but also has different aspects of the hidden trouble.

Changbai Mountain culture is a diversified compound culture formed by a huge ethnic group composed of ethnic minorities. The folk culture in this region is rich and colorful. Although there have been many remarkable research achievements in politics, economy, culture and history in the field of Changbai Mountain, few people are involved in the research of animation creation by summarizing, summarizing and refining the folk culture in the Changbai Mountain region. If the folk culture of Changbai Mountain is integrated into the animation design, its development space will be very large. The number of animation works that search for the related topics of "Changbai Mountain Animation" on Bilibili, Tencent, iQiyi and Youku Video is very small, and the quality of the works is also uneven, which has a lot of room for improvement.(Fig.2)

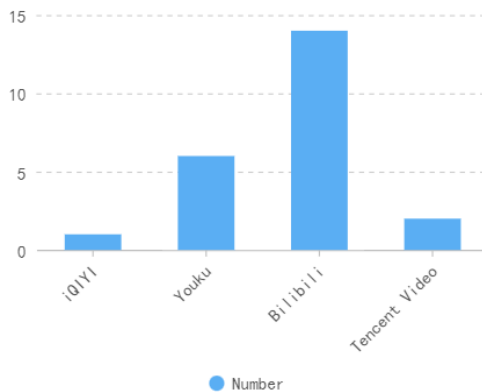


Fig. 2. Each video website Changbai Mountain animation related topic work number map

Currently create changbai mountain folk theme on the quality of the domestic animation has 1997 ink paper-cut style cartoon "ginseng kingdom", 2007 long animation collection "changbai elves", the 16th China international animation festival golden monkey award works "endless" animation short, the application of the animation creation less research, mostly focus on the theoretical research. (Fig.3 and Fig.4)



Fig. 3. A screenshot of the animated short film long White Spirit



Fig. 4. A screenshot of the animated short film "Life and Life"

4.2 Animation creation lacks the inner ideological spirit of Changbai

The natural environment of different regions gives birth to the characteristic ideology and culture of different regions, which has become an important factor for the creation and development of animation stories, giving fresh vitality to the animation art, and making it survive in the long river of history and culture. Changbai mountain as the birthplace of manchu culture, has a rich and colorful intangible culture, such as ginseng story, hunting eagles, myths, legends, changbai mountain, can be seen from the intangible activities of the manchu ancestors in the conquest of nature, using nature, thorns, strong, brave difficulties and obstacles, risk one's life of changbai spirit, in addition to the changbai mountain multi-ethnic coexistence pattern also makes the changbai spirit added "unity, plain, genuine, clever" tone.

However, there are some shortcomings in presenting the unique charm and inner spirit of Changbai Mountain in the animation short films created at present. First of all, many animation works with Changbai Mountain as the background are too superficial in the theme expression, and lack of in-depth exploration of the inner spirit of Changbai Mountain. As the symbol of northeast China, Changbai Mountain has a long history and culture and rich national characteristics. However, when presenting these features, many animation works often only stay on the surface, failing to dig deeply into the unique charm and inner spirit of Changbai Mountain.

Secondly, animation creators lack of understanding of the historical and cultural background of Changbai Mountain in the creation process, which leads to some common sense mistakes or omissions in the works. Due to the lack of in-depth understanding of the history and culture of Changbai Mountain, some animation works

often appear inconsistent with historical facts when presenting the scenes, characters and events of Changbai Mountain. This not only affects the authenticity and credibility of the work, but also makes the audience unable to deeply feel the unique charm of Changbai Mountain.

In addition, some animation works pursue commercial interests too much in the creation process, ignoring artistic and ideological expression. In this case, animation works tend to focus only on picture effects and special effects production, while ignoring the story plot and the expression of internal ideology and spirit. This makes the work look gorgeous and spectacular, but it lacks real artistic value and ideological connotation.

4.3 The image design lacks the characteristic folk art technique

Animation image design is the soul of animation works. A successful animation image can bring great commercial value and cultural connotation to the works. However, the changbai Mountain animation creation generally lacks the distinctive characteristics and the unique style in the image design. Animation image design often only stays on the surface of the natural scene, but the lack of in-depth exploration and display of its cultural connotation, resulting in the Changbai Mountain animation image design is similar to other similar works on the market, lack of innovation and individuation, it is difficult to leave a deep impression on the audience.

Secondly, folk art techniques are an important resource for animation creation, and their unique artistic style and form of expression can inject strong regional culture and national characteristics into animation works. Changbai Mountain has rich folk culture, with rich and colorful folk art techniques, such as gorgeous and clever embroidery, paper-cut art with thick thread and fine cutting, exquisite wood carving art, and printmaking art with strong colors and fresh pictures. Applied these folk art techniques to animation creation can increase the artistic value and appreciation of the works. At the same time, through the use of folk art techniques, the audience can also better understand and inherit the cultural heritage of the Changbai Mountain area.

However, the changbai Mountain animation creation is relatively lacking in the use of folk art techniques. Many works fail to make full use of the unique cultural resources of the Changbai Mountain area, and fail to integrate the folk art elements into the role design, scene layout and other aspects, resulting in the lack of regional characteristics and national cultural connotation.

5 Cultural ecological thinking of Changbai Mountain folk custom animation creation

5.1 Look for the story resources in Changbai Mountain culture to enrich the source of animation creation

In the process of the development of the regional culture of Changbai Mountain, the people of all ethnic groups in Changbai Mountain have created a large number of

artistic forms with their wisdom. These artistic forms originated from ancient cultural resources and gave birth to some myths and customs, which had a profound influence on later generations. These myths and customs are rich in the regional cultural characteristics of Changbai Mountain and have unique artistic appeal. Changbai Mountain story resources are divided into three categories: folk legends, myths and legends, and national customs. Folk legends not only have high cultural value, but also provide rich animation creation materials for people to understand and understand Changbai Mountain region. In fact, myths and legends tell their inner desires, ideals, hopes and pursuits with the help of various "gods", which are the microcosm of society and life. National customs and customs are the spiritual wealth created by the Changbai Mountain people in the past dynasties. As an art form, animation is closely related to folk culture. Changbai Mountain's rich story resources provide rich innovative resources for animation creation.

By digging into the traditional story resources of Changbai, refining the animation prototype from them, and vividly presenting the story with animation, the audience can feel the unique charm of the culture of Changbai Mountain, and give the works stronger vitality and appeal. This is the inheritance and development of Changbai regional culture, but also a creative exploration and practice of animation art.

5.2 Extract the spiritual connotation of Changbai Mountain culture and shape the humanistic value of animation

In the process of animation creation, animation creators need to absorb nutrition from the traditional culture, dig deep into the connotation of the cultural spirit of Changbai Mountain, combine its traditional culture with the modern spirit, extend and re-create, extract the Changbai spirit of the new era, so as to create animation works reflecting the unique charm of Changbai Mountain region.

The unique natural environment of Changbai Mountain area, such as mountains, rivers, forests, lakes, hunting, farming and picking lifestyles and production activities; family, marriage and neighborhood relations reflect the indomitable qualities of Changbai Mountain people, united and open-minded life attitude, kind and honest natural nature, which can plant the black land and sublimate into the root of the mountain.

Therefore, animation creation by extracting the spiritual connotation of Changbai Mountain regional culture can not only inherit and carry forward the culture of Changbai Mountain region, enhance the sense of identity and pride of the traditional culture of the region and the nation, but also shape the humanistic value of the animation and inject rich cultural connotation, new vitality and creativity.

5.3 Integrate the cultural symbols in Changbai region to show the aesthetic value of the animation

Changbai Mountain culture is not only reflected in the spiritual level, but also reflected in the cultural symbols. Symbol refers to the concrete things or images to indirectly express abstract ideas, to represent or imply some things.[7]In human language com-

munication and thinking activities, symbols play a vital role, representing specific concepts and connotations. Local symbol is a symbol with very regional characteristics, they can represent the name of a city or a specific thing, reflect human's attention to regional culture and expression, is an extension of human thinking. For example, the terracotta Army symbolizes Xi'an, the panda represents Sichuan, and the West Lake in Hangzhou is famous. As the representative of a local culture, the local symbol comes from the traditional customs of a specific region, the local unique resources and the unique lifestyle of the residents. Local symbols no longer just refer to a single thing, but cover rich cultural connotations and become richer and more profound cultural significance.

Changbai Mountain area has a vast expanse of black land, the three rivers flowing together, the magnificent Changbai Mountain Range, the thick and simple Guanto customs, etc. These are the unique symbolic elements of the ideography practice of Changbai Mountain, and the cultural symbols of Changbai Mountain area are extracted on the basis of a thorough and comprehensive understanding of its regional culture, which values both god and form. By combining these cultural symbols with animation creation and spreading them widely through the art form of animation, more people can understand and know this magical land, and more diversified inspiration can be brought to the animation. The aesthetic value of the restrained and implicit beauty of neutral and simple beauty of Changbai Mountain will also be displayed through animation. Give the audience a deep emotional intimacy.

6 Conclusions

Cultural ecology is an organic combination of material, system and spiritual culture, and an important condition for the survival and development of a nation. The introduction of cultural ecological concept into the creation practice of Changbai Mountain folk animation not only enriches the application research of this theory in the field of animation practice, but also fills the gap in the research of folk culture ecology of Changbai Mountain. Cultural ecological theory studies the two-way interaction between human culture and natural environment, and it is a novel research perspective to study the creation of Changbai Mountain folk culture animation. The folk culture of Changbai Mountain can be creatively transformed and innovatively developed according to its cultural ecological environment, spread through the carrier of animation, and express the profound cultural connotation and research value behind the folk culture of Changbai Mountain, so as to realize the sustainable development of traditional culture.

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