



The Basic Connotation of Ideological and Political Education Function of Folk Culture—An Investigation based on Bian Embroidery Culture

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Abstract. Since the 20th National Congress of the CPC, the whole Party and the whole country have attached great importance to ideological and political work and the construction of cultural power, emphasizing the creative transformation and innovative development of traditional culture. Take Bian Embroidery culture as an example, folk culture, as a cultural carrier of ideological and political education, contains rich cultural connotations, increases cultural identity and enhances national cohesion; Develop cultural connotation and strengthen cultural creativity; Maintain social stability, improve the degree of social harmony and other key functions. However, the difficulties folk culture faces in the construction of talent team, the effect of publicity and promotion, and the mining of spiritual core in the inheritance and development also restrict its ideological and political education function. To further promote the transformation of the ideological and political education function of folk culture, we should pay attention to the construction of the team and mobilize the vitality of the main body of folk culture inheritance; Integrate high-quality resources to improve the social visibility of folk culture; Strengthen the system construction and promote the orderly development of folk culture.

Keywords: Folk culture, ideological and political education, Bian embroidery culture, transformation path, cultural inheritance

1 Introduction

Xi Jinping, General Secretary of the Communist Party of China, said: "We should strengthen our confidence in its culture, develop advanced culture of socialism on the basis of inheriting the fine traditional culture of China, and speed up the building of a strong socialist culture." [1] Traditional culture has the core function of cultural people, contains rich cultural resources, and has the characteristics of easy to understand. It can be used as the carrier of ideological and political education through the elements and activities of ideological and political education. In the process of ideological and political education, traditional culture provides the cultural foundation for the educational

objects, the national spirit contained in it can cultivate the national feelings of the educational objects and stimulate their spirit of struggle, and the excellent values retained by it can promote ethics and morals and enhance social cohesion. The rich cultural resources of traditional culture will be transformed into ideological and political education materials to expand its educational form and carrier, and the value of ideological and political education and the educational advantage of "soft and silent" of traditional culture will be exerted by virtue of its educational flexibility and cultural popularization, so as to broaden the breadth of ideological and political education. Folk culture retains the original traditions and cultural values of the nation, is the inheriting mother of traditional culture, carries the historical mission of continuous development of culture, and plays an important role in maintaining cultural diversity and carrying out cultural education. In order to give full play to the ideological and political education value of traditional culture, folk culture should be the object of excavation. Therefore, further exploring the ideological and political education function of folk culture is conducive to expanding the spread of excellent traditional Chinese culture, and stimulating the broad masses of the people to carry forward the spirit of The Times of integrity and innovation with the help of the spiritual power contained in folk culture, and contributing to the construction of a strong socialist culture.

2 Research Methods and Survey Location

This paper adopts the method of semi-structured interview and field investigation. Due to the complexity of the research site and the flexibility of the research time, the semi-structured interview method can make up for this deficiency. Through two-way communication with the interviewees, we can deeply understand the viewpoints of the interviewees and obtain effective information. The people were numbered according to the order of the interviews, and the 8 interviewees were coded as A1-A8 in turn. Field surveys were conducted in two separate sessions. The first survey focused on the field understanding of the exhibits and production processes of Song Embroidery Museum and Bian Embroidery handicraft Factory, as well as the classification of works. The second survey focused on the investigation of the ideological and political education function of Bian Embroidery, conducted interviews with relevant practitioners and local people, and combined the scene of Bian embroidery works in the exhibition with the content of Bian embroidery works, to explore the basic connotation of the ideological and political education function of folk culture, the constraints of transformation and the optimization path of transformation. The basic information of respondents is shown in Table 1.

Table 1. Interviewee basic information

ID	Age	Sex	Occupation
A1	20	male	undergrad
A2	21	male	undergrad
A3	22	female	undergrad
A4	19	female	Senior high school student
A5	55	female	Building engineer

A6	47	female	Bian embroidery workers
A7	36	female	Bian embroidery workers
A8	67	female	Bian embroidery workers

This research site selected Kaifeng City, Henan Province, Kaifeng embroidery related factories and museums. Kaifeng City is located in the east of Henan Province, the hinterland of the Central Plains. As the "ancient capital of eight Dynasties", it is the main birthplace of Chinese national culture and breeds many excellent traditional Chinese culture. Bian Embroidery culture, as one of them, reached a prosperous state in the Northern Song Dynasty, and then gradually declined through historical changes. After the protection and inheritance of the new era, it showed a thriving trend, with great historical value and research value. As a local culture of Kaifeng, Kaifeng Embroidery has its own characteristics. As an embroidery art, Kaifeng embroidery has diverse stitches, exquisite techniques, elegant colors, and its themes mainly focus on flowers, birds, insects, fish and famous paintings. At the same time, as a national intangible cultural heritage, Bian Embroidery has the commonality of folk culture and the individuality of regional culture, contains rich spiritual connotation and material resources, and is the most representative culture of Kaifeng folk culture. Bian embroidery related factories and museums, as the main front to inherit Bian embroidery culture, have the representativeness and feasibility of research.

3 The Basic Connotation of the Ideological and Political Education Function of Folk Culture

The profound cultural connotation of folk culture is the strong support for its ideological and political education function. Folk culture has accumulated a variety of cultural connotations such as national consciousness, social values, ethics, etc., showing the value and function of its ideological and political education. Ideological and political education adheres to the educational principles of "people-oriented" and "unity of knowledge and action", takes folk culture as the educational medium, and seeks the common language and common values of the two for communication between educators and educational objects. Through the exploration and publicity of the connotation of folk culture, the people's sense of cultural identity is enhanced, the feelings of family and country are cultivated, and the national cohesion is enhanced, and the goal of ideological and political education is achieved to enhance national cohesion, strengthen cultural creativity, and enhance social stability.

3.1 Enhance Cultural Identity and Enhance National Cohesion

Xij Jinping General Secretary put forward: "We will strive to build a common spiritual home for the Chinese nation and provide strong spiritual and cultural support for the building of the Chinese nation community." [2] Folk culture, as a culture created by a certain regional group for generations and widely recognized by the group, is not well known by other people outside the local region, but plays an important role in main-

taining group relations in the region and further improving the sense of local folk culture. In the process of creation and formation, folk culture is influenced by local people's social practice activities and contains a variety of practical elements. As a positive emotional experience, the craftsman spirit and humanistic care it contains constantly shape the positive value orientation of local people and inspire them to carry out beautiful emotional expression in production, life and cultural creation. This folk culture imperceptibly influences the people, enabling them to deepen their perceptual cognition and emotional identification of the region and culture in which they live.

Local folk culture not only has regional characteristics, but also has the common advantages of excellent traditional Chinese culture. Even the folk culture with different styles, its formation and development not only have the common historical origin and family background, but also rely on the common spiritual foundation and cultural source. Folk culture is formed in the national history of the Chinese nation and developed in the national unification of "six contract winds and nine states". Therefore, each folk culture not only contains a strong historical background, but also shows the beautiful ideals of the people in the region, including the memory of the past, the prospect of the present, and the expectation of the future.

Kaifeng embroidery culture, as an embroidery culture with unique regional characteristics, was widely recognized by the people in the region and inspired the sense of national community in the heart of the people. For example, "When people see Bian Embroidery's works, they will feel that our culture is amazing and can make us love our country and culture more." (A1) In addition, the local people highly recognized the historical background and artistic value of Bian Embroidery, and the interviewed people expressed high confidence in the folk culture of the region. For example, "Kaibian Embroidery developed on the basis of Song Dynasty embroidery and occupies a very important place in Chinese embroidery art and traditional Chinese culture. Every time I see these works, I can feel proud of our history and culture." (A6) Kaifeng Embroidery culture, as a spiritual symbol of Kaifeng, contains an important function of ideological and political education. With the carrier of Kaibian Embroidery, it guides the people to deeply perceive the unique charm of the local folk culture, thus awakening the cultural pride and happiness of the people and enhancing the sense of identity of the local folk culture. At the same time, Bian Embroidery culture, as a common cultural exchange object of Kaifeng people, plays a bridge and bond role in maintaining the cultural relations of Kaifeng people. Kaifeng people carried out related activities in the economic, ideological, cultural and political circles with Kaifeng Embroidery culture as the core, and accepted the cultivation of Kaifeng Embroidery culture, which was conducive to strengthening the cohesion of the local people.

4 Develop Cultural Connotations and Strengthen Cultural Creativity

In the process of its emergence and development, folk culture not only inherits the tradition but also keeps pace with The Times. Due to the influence of regional historical changes, natural disasters and other natural and humanistic factors, the folk culture of

different regions not only has the common concept of group, moral ethics, educational value, but also contains the unique cultural connotation of the region. From the vertical point of view, due to the different length of history, some folk cultures have witnessed limited history, mainly influenced by modern lifestyle and ideological concepts, and conveyed a relatively strong modern value. However, some folk cultures have experienced a long historical process, and absorb the factors and characteristics of different historical periods in the generation inheritance, which contains profound cultural deposits and unique historical depth. From the horizontal point of view, some folk culture is only shown in specific festivals, and its expression space and place are limited. Some folk culture is closely connected with People's Daily life and permeates all aspects of people's life.

Bian embroidery culture has both a deep sense of history on the vertical side and a sense of daily intimacy on the horizontal side, while enriching its connotation with the progress of The Times. Bian embroidery culture inherits the historical tradition of "Chongli and elegance" of the Central Plains culture, which is a full expression of "carrying the Dao with the tool". Bian Embroidery, once a carrier of court etiquette, gradually shared the joy with the people and increased the secular cultural connotation of "the same structure of family and country", and was also a witness of modern open and inclusive cultural exchanges. For example, "Bian Embroidery has a wide range of themes, from city life to magnificent rivers and mountains, from historical allusions to famous literary works, and at the same time actively exchanges with foreign cultures abroad." People can touch history and feel culture through embroidery." (A3) The historical connotation of Kaibian Embroidery culture and the feelings of the family and the country are in line with the related educational purposes of ideological and political education, and it is a good example of modern "carrying the Tao".

"Both history and reality have proved that the Chinese nation has strong cultural creativity." [3]Folk culture itself has rich creative materials and exploitable points, and the general development law can be summarized according to the innovation path of individual folk culture, which can provide a general path exploration for the development of other cultures. Bian embroidery culture is mainly based on the imitation of famous historical paintings and the imitation of flowers, birds, insects and fish. On the basis of inheriting tradition, it combines modern factors to create. For example, "Bian Embroidery can embroider all kinds of things, (such as) flower and bird figures, and now it is also trying to embroider some popular things." (A1) "The vitality of culture is in innovation and creativity. " [4]Integrate modern factors into traditional culture to promote the creative transformation and innovative development of folk culture. Cultural integration is one of the important means to improve the creativity of folk culture. Folk culture integrates with modern life through continuous innovation, displays modern values and characteristics of the development of The Times, and reflects the tolerance and timeliness of the culture. Bian embroidery culture pays attention to people's generational needs, and expands the content and form of Bian embroidery by adding pop culture elements. In addition, Bian embroidery works actively respond to the theme of the development of The Times, including reform and opening up and the founding of the Party and other events of great historical significance in the creation of works, and carry forward the main theme with Bian embroidery works as the carrier.

5 Maintaining Social Stability and Improving Social Harmony

"Peace, harmony, and harmony have been the concepts of Chinese civilization for more than 5,000 years. "[5]Folk culture plays an important role in maintaining social stability, which mainly relies on common culture to maintain family relations and thus maintain social stability. The closeness of family relations is an important criterion to measure the degree of social harmony, and folk culture plays an important role in family and social governance. Using the special inheritance methods of family inheritance and master and apprentice inheritance, we will expand the depth of inheritance vertically and expand the scope of inheritance horizontally. Through the inheritance of specific skills or abstract cultural spirit, the whole family strengthens the internal contact of family members and the communication between the family and the outside world, attaches importance to the construction of family civilization, and develops a friendly society. Folk culture is an important means to regulate family ethical relations and an important link to maintain family harmony when the rule of law is not perfect. This adjustment and maintenance function has continued to modern times, and has been fully displayed in Bian embroidery culture. The way of both master and apprentice inheritance and family inheritance makes Bian embroidery culture continue for a long time. At the same time, the meticulous craftsman spirit and the family spirit of solidarity and mutual assistance contained in Bian embroidery culture became a copy of the education handed down from generation to generation, constantly inspiring future generations, and Bian embroidery culture became an excellent example of regulating family relations.

Folk culture contains special cultural symbols and has important functions of identity construction and cultural identity. Bian Embroidery culture was at the core of the Central Plains, with clear politics, prosperous economy, prosperous cultural exchanges and a high reputation for cultural development. Bian Embroidery culture, as one of the cultural symbols of the Central Plains civilization, relies on its long development history and inclusive cultural character to show the charm of the Central Plains culture to the people of the region. The residents of the region are deeply influenced by its culture to deepen the identity of the children of the Central Plains, and then become the Bian embroidery cultural community. Within the cultural community, the people followed the relevant normative principles and ethical requirements of its folk culture to maintain the inheritance of Bian Embroidery culture from generation to generation and maintain the social harmony within the community. At the same time, Bian Embroidery Culture uses informal education to carry on moral education and value transmission to the people in its region, and enhances the sense of identity and cohesion within the cultural group. On the one hand, Bian embroidery culture workers were deeply influenced by its cultural charm and national spirit in the inheritance of their skills, and their cultural cognition changed from cultural identity to cultural self-confidence, and then went deep into cultural consciousness, from passive learning to active creation. On the other hand, the national spirit and cultural cultivation displayed by the viewers of Bian Embroidery works were influenced by the moral norms and ethical requirements behind her works to consciously regulate their own behavior.

Folk culture retains the tradition of helping the poor, but also has the function of economic cooperation and social security. Bian embroidery culture has both cultural functions and economic benefits. The main body of Bian embroidery culture inheritance actively absorbs unemployed people in society, trains them, provides them with related jobs, and gives full play to the economic benefits of its culture. For example, "Our people are professionally trained and have been trained for years to teach them everything from design sheets to upper frames to wiring." (A7) Wang Suhua, a national non-genetic inheritor of Bian Embroidery, once organized professional training bases for disabled people to help them find employment and solve their basic living needs. At the same time, with the tenacious spirit of Kaibian embroidery culture and the craftsman spirit of excellence, it provides spiritual comfort for the disabled. Different from direct economic subsidies from government departments, Bian Embroidery inheritors taught people with disabilities relevant survival skills, respected the survival and development rights of related groups in distress, demonstrated the humanistic care spirit contained in Bian Embroidery culture, and played its function of social distress adjustment and group common development.

6 Conclusion

As the carrier of ideological and political education, folk culture is of great significance. Folk culture contains rich cultural activities and forms, expands the practical content of ideological and political education, and makes the educatees accept the ideological edification imperceptibly in their personal experience. The combination of ideological and political education can dig deep into the excellent spiritual elements contained in folk culture, which can just make up for the deficiency of spiritual inheritance of folk culture, so as to realize the comprehensive development of folk culture. Pay attention to the mining of the connotation of folk culture, give full play to its ideological and political education function, and actively explore the transformation path of its function, improve the spiritual civilization of the whole society, and build a socialist cultural power.

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