

Strategies and Paths for Promoting the Inheritance and Development of the Dong Chorus Through Art Management

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Abstract: As a treasure of China's national art and culture, the Dong Chorus is now facing a crisis of discontinuity. This article will start from the perspective of art management, expounding on the cultural representation of the Dong Chorus and its promotion of cultural exchange, showcasing the beauty of symbiosis between humans and nature, and upholding the educational value of maintaining the social order and norms of the Dong ethnic group. And through the teaching in-school courses and collaborating with public institutions and inheritance family, the inheritance path of art management is reflected. In addition, it provides a framework for constructing the Dong Chorus course of inheritance and innovation, updating the characteristics of its tunes, and innovating its stage practices to enhance the recognition of Chinese culture among various ethnic groups and foster a sense of community consciousness among the Chinese people, in response to the issue of how to enhance the strategy for promoting the inheritance and innovation of the Dong Chorus and aligning it with the modern cultural market.

Keywords: the Dong Chorus, art management, heritage education, national community consciousness, national community consciousness

1. Introduction

General Secretary Xi Jinping emphasized at the Central Ethnic Work Conference that "it is necessary to cast a firm sense of Chinese national community as the main line of the Party's ethnic work in the new era, promote the various ethnic groups to firmly establish a high degree of identification with the Great Motherland, the Chinese nation, Chinese culture, the Communist Party of China, and socialism with Chinese characteristics, and continuously promote the construction of the Chinese national community." [1] As a bright cultural treasure of China's ethnic minorities and a living fossil of national art and culture, the Dong Chorus has a long history and profound cultural and artistic connotations, and is one of the cultural symbols of ethnic minorities in the southwest region of China, as well as an important part of the artistic culture of Chinese national characteristics. The inheritance and development of Dong Chorus has a positive effect on strengthening ethnic interaction, communication and integration, enhancing the Dong people's identification with Chinese culture, and forging a strong sense of Chinese national community.

However, studies have shown that the Song of the Dong is facing a crisis of development and inheritance, and is on the verge of being lost and in urgent need of protection, as mentioned by Yang

Yi in his book "Song and Life", "With the drastic reduction of the Dong singing classes in the southern dialect area of the Dong nationality, the death of the old masters, the influence of new media, such as the 'wave of part-time jobs', television and the Internet, the folk music of the Dong people has become more and more important. The influence of new media, such as television, Internet, etc., the singing practice of folk Dong Chorus has been greatly impacted, and the inheritance and development are facing a crisis of generation break." [2]

With the increasing diversification of art development and the increasing attention of the state to art development, art management in the realization of cultural and artistic dissemination, participation in cultural market development and distribution and other fields gradually show a vital role. No matter which form of art and cultural activities are inseparable from the participation of art management. Analyzing the inheritance education of Dong Chorus from the perspective of art management can efficiently solve the problems faced by the inheritance of Dong Chorus. It gives full play to the advantages of art management, protects and inherits the Great Song of the Dong, and at the same time provides new ideas for promoting the inheritance and protection of national culture and innovation and intermingling.

2. Materials and methods

This paper will use the form of field interviews as data support. After the deployment of multiple resources, this study successfully contacted Ms. Wu Chunyue, an autonomous regional-level non-genetic inheritor of the Dong Chorus, and went to her restaurant to meet with her and conduct interviews, asking relevant questions about educational resources, the basic situation of students' learning of the Dong Chorus, and other aspects of the study, and recording them. Under the guidance of Ms. Wu Chunyue, this research visited Xinmin Primary School and examined its special curriculum, the content of teaching Dong Chorus and the overall teaching environment. Afterwards, this study had the honor to interview Mr. Wu Guangzu, the national inheritor of Dong Chorus, and his family. During the interview, this project focused on the current situation of teaching Dong Chorus, the compilation of teaching materials and song collections, difficulties and problems encountered in the process of teaching and subsidies for the inheritors, and recorded and integrated the high-value information. Eventually, Mr. Yang Quan from Sanjiang Ethnic Experimental School was contacted to lead us into the school for research. He led us into the school to observe the special interest course classrooms for singing Dong Chorus and playing Dong instrumental music, the cultural corridor of Dong Chorus inheritance work, and the exhibition room of Dong special culture, etc., and to study in-depth the teaching system, curriculum construction and other areas of work. Eventually, the information integration study was conducted and the following issues were found.

3. Results

3.1. Lack of novelty in teaching methods

After visiting local schools and interviewing authoritative teachers, this study found that the curricula set up by the schools for the Dong Chorus lack novel teaching methods, and as students grow older, the psychological changes in the process of growing up lead to a gradual decrease in their interest in the Dong Chorus, which, to a certain extent, blocks the progress of the inheritance of the Dong Chorus. In the Sanjiang area, the schools with special courses on the Dong Chorus, the elementary school mostly set up the Dong Chorus as a compulsory course, while the junior and senior high schools mostly set up the interest classes, thus the teaching process is basically a hard way to inculcate the basics of singing Dong songs or playing Dong PiPa and LuSheng. Due to the shortage of teaching aids, the specialty courses neglect the importance of multimedia teaching aids and all kinds of video materials, so that the teaching process is single and rigid, only mechanical rehearsals, lacking a certain

degree of interest and innovation, and unable to meet the students' expectations for the classroom of the specialty courses.

3.2. Lack of standardized written teaching materials

The main way of transmission of Dong Chorus in the Dong region is still based on oral transmission, and the collection and printing of teaching materials or collections of songs are basically done independently by non-genetic inheritors or scholars and teachers, with no standardized and unified written teaching materials. At the present stage, the teaching materials of Dong Chorus only contain the lyrics of the songs, and very few of them include the Dong language as an aid to teaching; basically, there are no teaching materials that include simple scores or pentatonic scores, and the teaching of songs and tunes is only based on the memories of the singers or teachers, and very few schools have been set up to popularize the basic knowledge of the music. The lack of basic music knowledge and standardized written teaching materials will directly lead to the loss of effective guarantee for the living heritage of Dong Chorus, and will also blur the historical evidence of Dong Chorus.

3.3. Stage performances are in dire need of a makeover

Through watching the large-scale stage performance "ZuoMei" independently arranged by Sanjiang, this research found that the design of the ending song of the refined stage performance was too popularized, combining the tune style of the Dong Chorus with the elements of pop songs in an unbalanced manner, and detaching the traditional elements in order to cater to the aesthetics of the general public, which can't play a positive role in the inheritance and development of the Dong Chorus. The small-scale stage performances or folk activities covering the chanting of the Dong Chorus are all based on the most original Dong Chorus, so these performances have not been subjected to outside intervention and innovative improvements, and cannot keep pace with the times, and can only play a certain role in the living transmission of the Dong Chorus in a small area or ethnic region, and cannot continue to expand the scope of the singing of the Dong Chorus.

4. Discussion

From the results of the above research, the inheritance process of Dong Chorus is currently in a slow progress stage, due to various internal and external imbalance factors, resulting in the various problems encountered in the living heritage of Dong Chorus nowadays. From the perspective of art management, this paper will present the following points for discussion.

4.1. Inheritance Paths of Dong Chorus in Art Management

4.1.1. Delivery of on-campus classes

Colleges and universities bear the important mission of cultivating talents, and the most fundamental significance of cultivating talents is the inheritance of culture. [3]As the main position of cultural education, schools should become the mainstay of promoting the inheritance and development of Dong Chorus. In the art management professional lectures, the resources of the Dong culture should be brought together in various aspects, improve the theoretical material, introduce the education related to the Dong culture, and take the initiative to intermingle and intercommunicate with the culture of the song, so as to enhance the students' in-depth perception of the cultural connotation of the Dong Chorus and its aesthetic function, and artistic enlightenment, so as to enable the students to spontaneously take up the responsibility for the protection and inheritance of the Song of the Dong.

Secondly, in the stage planning course of art management, this project embed the video materials of local stage performances, encourage students to actively put forward modifications, guide them to

improve their planning, and innovate the performance forms of the Dong Chorus from the perspective of young people. To do not just inherit, but to realize innovation on the basis of inheritance, to take the national culture as the kernel, comprehensively promote the innovation and development of the national culture [3], while exercising the students' stage planning ability, vigorously develop the inheritance education of the Dong songs.

On the extracurricular side, after-school activities incorporating the elements of Dong Chorus assist students in understanding and learning Dong culture is a proven method. After students fully appreciate the importance of the Dong Chorus, it is appropriate to set up a series of elective online courses to support the learning of special themes, create a second class activities for the Dong Chorus, themed evenings, and guide and encourage all levels of clubs similar to the choir on campus to promote and join the elements of the Dong Chorus, so as to cultivate multi-dimensional professionals, so that the Dong Chorus can be innovated and continued in a colorful campus environment. The establishment of a practical activity course on wind picking is also a necessary part of the promotion of the inheritance and development of the great songs of the Dong ethnic minority. Taking students into the Dong rural areas for fieldwork is the most intuitive educational means to let students appreciate the original Dong customs and the elegance of the great songs. Fieldwork is the basic method of ethnomusicology research, but also a litmus test of researchers' scientific research ability, the effectiveness of fieldwork will directly determine the quality of the later theoretical analysis of ethnomusicology and the writing of music ethnography [4]. The practical fieldwork course can add interviews with non-genetic inheritors, visits to schools in the Dong village, participation in original folk activities, etc. It aims to cultivate students' sensitivity and autonomy in capturing information related to the Dong Chorus, enhance students' participation in the Dong village fieldwork activities, establish a relaxing and harmonious atmosphere of the course, so that they can deepen their understanding and cognition, and deepen their knowledge and understanding of the Dong Chorus.

4.1.2. Cooperation of public institutions and inherited families

Non-genetic inheritance bearers are an important mainstay of the preservation of Nongenetic heritage. Although many Dong inheritors are old, they still continue to pass on their skills.[5] The inheritors have more professional and skilled singing skills and aspire to integrate their songs with contemporary social life. They have more professional singing skills, and are eager to integrate the Dong Chorus with contemporary social life. At the same time, the inheritance family influenced by the non-genetic inheritors has played a great positive effect on the continuation of the Dong Chorus. The government should grasp the essence of this phenomenon, improve the relevant policies, safeguard the basic rights and interests of the non-genetic inheritance family and the core position, and incentivize and guide them to cooperate with the completion of the work of the publicity and protection of the Dong Chorus.

In view of the small scope of the singing of the Dong Chorus and the aging of the singing population, expanding the scope of the singing of the Dong Chorus and paying attention to the learning and mastery of the songs by people of all ages is the centerpiece of the promotion of the inheritance and development of the Dong Chorus in ethnic areas. Numerous educational entities in ethnic areas have proved with their own practice that "in terms of age structure, the Dong Chorus team has basically realized the combination of old, middle and young generations. Under the combined effect of the traditional song transmission mechanism as well as the campus education model, the problem of losing the Dong Chorus, which once plagued knowledgeable people, has been alleviated, and the inheritance mechanism has been restored to a certain extent." [6] The promotion and continuation of Dong Chorus cannot be limited to interest programs on campus, but should be expanded to the study and research of people of all ages in the Dong region. The setting up of the Dong Chorus passing and singing classes is an effective way to accurately solve the crisis of the

intergenerational Dong Chorus. When the relevant organizations set up singing classes, they should classify and order the repertoire of the Dong Chorus from various angles, such as style, melody, theme, usage, emotion, etc. Different age groups should choose to learn different kinds of songs, so as to instill the effect of the Dong Chorus to all age groups accurately. Singing classes and singing teams are the most suitable for the Dong people, and are also a highly feasible educational management tool to promote the protection of the songs.

In order to enable the art management to realize the propagation and inheritance of the Dong Chorus, the non-heritage protection unit of the Dong Chorus should reach a consensus with the local teachers, cooperate and collaborate with them to complete the collection and compilation of the teaching materials or song collections of the songs, and innovate and reform the education system of the Dong Chorus. The existing teaching materials for schools, singers, and songbooks compiled and printed by non-hereditary inheritors should be widely collected and summarized, based on which the repertoire types of the songs and the suitable groups of people should be categorized and integrated, and accurate short scores should be added to the teaching materials and songbooks. Teachers should cooperate with the school to flexibly apply the audited teaching materials to the teaching of colleges and universities, and offer music theory courses to popularize the basic knowledge of music theory to students, so that the Dong songs can be more accurately preserved and inherited.

4.2. Innovative paths of Dong Chorus in Art Management

The transmission and creation strategy of the Dong Chorus needs to be planned on the basis of ensuring the originality of its artistic content and not affecting the natural development of Dong folklore, because the natural changes within the culture are exactly where its vitality lies. Any "tradition" is precipitated from the countless "present moments" it has experienced [2]. By extracting the relevant contents of theater group management, performing arts activity planning and stage management in the field of arts management, people can modernize, marketize and rejuvenate the Dong opera to make it meet the needs of the modern social and cultural market, and revitalize the Dong opera.

4.2.1. Constructing a Curriculum Paradigm for the Inheritance and Innovation of Dong Chorus

The times are developing, the Dong cultural heritage represented by the Dong Chorus will face today's crisis, an important reason is that the relatively slow development of culture in the inheritance process can not keep up with the rapid pace of the times [7], in the multifaceted cultural and educational perspective, modernization and rejuvenation of cultural transformation will be more conducive to the national culture to be absorbed and retained. To carry out the Dong characteristics stage planning courses in colleges and universities in the ethnic region, the content is set to gradually penetrate the idea of passing on and creating the great songs of the Dong people. To open an elective course with the teaching purpose of discovering and researching the innovative development methods of the Dong Chorus, initially stimulate students' interest in learning the Dong Chorus, broaden the scope of the student audience of the thematic courses on the Dong Chorus, and accumulate a personnel base for further construction of a new type of curriculum paradigm. They will have a deeper understanding of the Dong songs and local dance performances, and will be able to independently put forward the problems of the current Dong dance and drama forms.

4.2.2. In-depth update of the characteristics of the Dong Chorus' tunes

In the process of constantly updating the characteristics of the tunes of the Dong Chorus, the power of the people and new media technology cannot be ignored. With the increasingly sophisticated Internet technology, a variety of interactive software, platforms continue to generate, decentralized,

diversified new media communication pattern breaks through the traditional media presented by the one-way information dissemination pattern, the new media actively advocate the user experience and communication and interaction, so that the form of dissemination for the two-way and even multi-directional interactivity [8]. Refine the representative tune elements of the Dong National Song as materials, develop its exclusive arranging APP or put it into the operation of mature arranging software, widely collect folk adaptation works, absorb fresh ideas from the mass field, implement copyright protection for excellent works, and release them to major new media platforms for publicity and dissemination, forming an interactive effect. Starting from the perspective of the masses, adapting and creating a new generation of Dong Chorus, with the most suitable path for the public aesthetics, combined with the publicity of the new media software platform, will maximize the updating of the characteristics of the tune of the Dong Chorus, and achieve the ultimate goal of convergence with the times.

4.2.3. Innovative promotion of new performances practice of Dong Chorus

Stage practice will be a business card for the external publicity of the Dong Chorus, is for the Dong Chorus out of the Dong village, singing the world's main communication force, only to cater to the market, in order to realize the development of long-term stability and long-term prosperity. The creative output of the new Dong Chorus stage drama should first meet the appreciation needs of the object, focusing on the current aesthetic hotspots, innovation and integration, precise diversion, innovation can attract people's interest, attract people to participate in it, so as to make the planning of the force of the crowd, to realize their own value [9]. Screening of classic folk stories, characteristic country customs, their organic intermingling and unity with Dong Chorus, adaptation and re-creation, refinement to create a stage repertoire of Dong village characteristics. Furthermore, the government will create a brand performance of the Dong Chorus stage drama, put it into social art venues around the world, and launch a series of tours to expand its popularity, influence and audience scope, so as to add a path for the Dong Chorus to be passed on to the public. This not only responds to the market's demand for innovation, but also follows the Dong's original national cultural connotations, preserves the Dong people's national wisdom, and encourages the Dong Chorus to absorb the fertile nutrients of the new era, which is a powerful support for the modernization and market transformation of the Dong Chorus, and for grasping the opportunities of the development of the cultural market in the new era.

5. Conclusion

Chinese excellent traditional culture is the great spiritual treasure of the Chinese nation, and the cultures of various ethnic groups are an inseparable part of Chinese excellent traditional culture. To realize the creative transformation and innovative development of Chinese excellent traditional culture, art management has great potential. The emerging field of art management is expanding in the whole culture and art market. As an artistic crystallization that unites national wisdom, Dong Chorus is an excellent representative of traditional national culture and has the core value of national unity. Whether from the perspective of art management education or art management career, it will play a vital role in promoting the inheritance, protection and innovative development of the Dong Chorus, and make important contributions to the cultural prosperity and development of the Chinese nation, and casting the sense of Chinese national community.

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