
The Living Inheritance and Promotion of Silkworm Culture in Yunlong Village of Haining City

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Abstract: Yunlong Village, Haining City, belongs to the sericulture farming village in Zhouwangmiao Town. It has a long history, and has formed a series of folk activities with the characteristics of sericulture silk weaving in long-term production activities. Taking the "Yunlong Village Sericulture Cultural Park", an important link in the "China Sericulture Cultural Heritage Ecological Park" planned and built by the Haining Municipal Government, the research object is carried out by means of "data collection", "field collection" and "interview records", and on the basis of government policies and existing practical research, with "school-local cooperation" as the way, the sericulture and education are combined, relying on the construction of curriculum implantation, practice base construction and transmission hall, and "silkworm culture" is carried out with the idea of "publicity and promotion" under the linkage of culture, entertainment and tourism, combined with other excellent folk customs active protection successful experience, broadened the promotion path of sericulture in Yunlong Village.

Keywords: Yunlong Village, Silkworm, School-Local Cooperation, Live Promotion

1. Introduction

Since ancient times, the Haining area of Jiaxing City has been a combination of farmers and farmers, and "planting mulberry and raising silkworms and weaving silk" is the livelihood of silkworm farmers here, and it was also an important pillar of the local economy [1]. In the long-term production practice, a series of folk activities with the characteristics of sericulture silk weaving have gradually formed. In 2009, the "Chinese Sericulture Silk Weaving Technique", jointly applied by Zhejiang, Jiangsu and Sichuan provinces, was included in the fourth list of world-class intangible cultural heritage, indicating that the relevant sericulture activities derived from traditional sericulture handicrafts will be further recognized and protected by government guidance and policies and systems. In 2011, the Haining Municipal Government of Zhejiang Province and the China National Silk Museum jointly initiated the construction of the China Sericulture Silk Cultural Heritage Ecological Park (referred to as the "China Silk Ecological Park") in Yanguan Town, Haining [2]. The project aims to build a base for inheriting sericulture and silk weaving skills in China based on the intangible cultural heritage of mankind, and to

carry forward sericulture traditions and folk culture. Yunlong Village is located in Zhouwangmiao Town, Haining City, Jiaxing City, with a village area of 3.924 square kilometers and a total population of 3560 people. Yunlong Village has always been a sericulture farming village in Haining City, and in the seventies and eighties of last century, it was a traditional sericulture production base with advanced development in the country, and was awarded by the State Council three times. As an important part of the "Zhongsi Ecological Park" project, the "Yunlong Sericulture Cultural Park" adheres to the construction of the traditional "Tangpu Polder" and "Sanji Fish Pond" agricultural and mulberry landscape patterns, focuses on restoring public activity places such as ancestral halls, big trees, and reservoirs in villages, maintains its original and traditional style, and pays attention to the protection of the structural environment on which intangible cultural heritage depends.

In recent years, Yunlong Village has fully explored and applied its own characteristics and vigorously developed rural tourism. On the whole, the "Yunlong Sericulture Cultural Park" has begun to take shape, and its results have begun to show, but the promotion and publicity are mainly local media and government activities, the channels are relatively single,

and the social impact is not broad enough. In addition, after consulting a large number of literature, it is found that the research results on the "promotion of silkworm culture" are rare, and most of them belong to the specific content of silkworm culture. For example, the cultural study of sericulture in traditional marriage customs in Jiaying [3]; Guangdong silkworm research from the perspective of ecological folklore [4]; Jiangnan silkworm culture [5], etc., or from the perspective of inheritance and protection, "static protection", "restoration and regeneration" [6] related research, or sericulture improvement and innovation research [7]. Based on the existing practical research of Jiaying Municipal Government, "school-local cooperation" and "publicity and promotion", this paper intends to carry out research on "silkworm culture" by means of "school-local cooperation" and "publicity and promotion", analyze other excellent folk customs inheritance and protection experience, and combine the development reality of Yunlong Village to expand the promotion path of silkworm culture in Yunlong Village.

2. The Origin and Development Status of Silkworm Culture in Yunlong Village

2.1. The Origin of Sericulture in Yunlong Village

Sericulture silk is a precious material civilization preserved in agricultural society and has a profound cultural heritage [8]. The so-called "silkworm culture" refers to the various habits produced, evolved and accumulated by the ancestors in the process of planting and raising silkworms and weaving, and in order to pray for the safety of silkworm cultivation and enrich their spiritual life. China is recognized as the earliest country in the world to use silk fabrics, as early as seven thousand years ago, the ancestors of primitive societies have begun to use silkworm cocoon fiber, at the latest five thousand years ago, has entered the era of silkworm domestication. The initial form of silkworm customs was the original belief in silkworm god sacrifices, and gradually enriched in subsequent sericulture and production activities, including the custom of planting sericulture, the taboo of sericulture, and the customs of sericulture in daily life [9]. Yunlong Village, Haining, Jiaying City, which belongs to the Liangzhu Cultural Belt, has no detailed historical evidence on the origin of its silkworm culture, but it is influenced by regional culture, and its development has commonalities with other areas of Hangjiahu Lake. Subdivided, it mainly includes silkworm birthday, silkworm flowers, silkworm flowers, silkworm ginning, silkworm flower play, sweeping silkworm flower fields, making cocoons and eating silkworm buns, thanking silkworm flowers, looking for silkworm news, silkworm cat repelling mice, peeling silk cotton, drawing silk cotton, weaving cotton and so on.

2.2. Development Status

With the rapid advancement of industrialization, urbanization and informatization, the proportion of silk

industry in China's economy and society has dropped sharply due to the adjustment of agricultural industrial structure, and the traditional sericulture skills that have been inherited for thousands of years have been gradually eliminated, and the silkworm culture created and accumulated by ancestors is getting farther and farther away from contemporary life. According to the research of the "Yunlong Silkworm Culture Park", the surviving silkworm culture is mainly silkworm god sacrifice customs and daily life silkworm customs, including silk wool peeling, drawing silk cotton, weaving cotton silk, silkworm god sacrifice, silkworm cat repelling mice, looking at silkworm news, singing "Ma Ming King" silkworm flower play, making cocoons and eating silkworm buns, etc.

3. Overview of the Promotion Practice of Silkworm Culture in Yunlong Village

Yunlong Village takes the construction of beautiful villages as an opportunity and the development of rural tourism as the path, and promotes silkworm culture by creating its own village, one product. The biggest feature of tourism resources is rarity, and unique uniqueness is the fundamental attraction to tourists. The inheritance and promotion of silkworm culture is a powerful aspect of maintaining the uniqueness of Yunlong Village, and in the process, efforts should be made to maintain its original flavor and strengthen the attractiveness and competitiveness of its tourism resources through effective means. In recent years, Yunlong Village has made many attempts in the promotion of silkworm culture and achieved good results. For example, in terms of infrastructure construction, Yunlong Village has built Yunlong Memory Hall including Sericulture Cultural Park, Eco-Agriculture Experience Hall, Waste Tire Sculpture Park, Four Seasons Intelligent Silkworm Room, etc., through the construction of beautiful villages and scenic villages, it has successively won the honors of Zhejiang Historical and Cultural Village and the first batch of green villages in the country, and these infrastructures provide a material basis for the promotion of sericulture culture. In addition, in terms of activity planning, Yunlong Village has specially set up an introduction for primary and secondary school students to observe the sericulture process and experience projects for peripheral products in the "Eco-Agriculture Experience Hall"; The Sericulture Culture Tourism Festival held in May every year attracts a large number of tourists and delegations from surrounding towns, and the elder Bai Lifeng, as the inheritor of the intangible cultural heritage of Zhejiang Province, displays his silk reeling skills on the day of the festival, intuitively conveying the traditional reeling silk, brushed cotton and other manual labor processes. On the stage in the cultural park, a special opera class will sing the play "Ma Ming King" with a strong silkworm village style; At the farmhouse, visitors can taste special delicacies such as cocoon balls, which represent the joy of the harvest of silkworm cocoons. In addition, Yunlong Village adheres to the organic combination of agriculture, culture and tourism, and will work with the company's enterprises and college teams to promote the construction of three projects: Sericulture Demonstration Base,

Wanmu Yunchuang and Sanyoumu Cultural and Creative Park in 2019, so as to continue the development of the sericulture industry chain.

4. The Method of Promoting Sericulture from the Perspective of "School-Local Cooperation"

At this stage, most of the measures to promote sericulture in Yunlong Village are led by the government, the absorption and utilization of social resources is small, and the participation and vitality of civil society groups are not enough, resulting in the radiation scope and social influence of its publicity and promotion. This can be learned from the successful experience of neighboring Japan in protecting traditional culture, and one of the notable features is to combine school education to cultivate cultural identity, create a inheritance environment, and improve social "cultural consciousness".

4.1. Implant "Silkworm Customs" into the Exclusive Curriculum of Natural Science in Primary and Secondary Schools

The emergence and development of any culture is inseparable from its indigenous natural environment and human environment. The effective way to protect sericulture is to implement it to the communities on which it is based, so that they can be extended in people's lives, and more importantly, the residents of the cultivation layer communities and ethnic groups have a sense of respect and identity for sericulture culture, which is inseparable from the construction of the national education system. Education for the love of traditional culture should start from an early age, with social groups providing environmental protection and the government providing policy support. At present, Zhejiang Province has already begun to implement the emotional cultivation of "silkworm culture" in primary and secondary schools for the humanistic characteristics of its silkworm township. For example, many kindergartens distribute silkworm seeds through schools, requiring parents to lead their children to collect silkworms in a parent-child cooperative way, teach children to understand the ins and outs of silkworm cocoons from an early age, and play an enlightening role. In primary schools, some schools implant "sericulture" into the natural science curriculum in a social practice, which not only requires students to independently complete sericulture and observe the transformation process of silkworm cocoons, but also requires students to investigate the surrounding silkworm cultural environment and understand and experience the cultural tourism projects of silkworm customs. In the cultivation of sericulture in primary and secondary schools, most of them are carried out in the form of "curriculum nodes", which are not systematic education, the depth is not enough, and it is easy to forget. Of course, this is related to the general environment, China as a whole has not yet formed a good education system for the

protection of traditional culture composed of society, schools and families, and the lack of a local environment has led to the lack of people's foundation and inheritance soil for traditional folk education, and this process has a long way to go. In view of the current stage, relying on the favorable environment of silkworm customs, each "point" should be strung together, from kindergarten, primary school, high school basic education interlinked, from understanding sericulture, contact with sericulture, mastering sericulture to truly understanding sericulture layer by layer. At the level of school education, "Yunlong Village Sericulture Cultural Park" can establish a "school-local cooperation" relationship with local primary and secondary schools, jointly set up courses or experience projects on "planting mulberry and raising silkworms and weaving silk", organize knowledge quizzes, folk performances or other related competitions in the form of special topics in each school, encourage students to participate in the planning and implementation of sericulture activities in "Yunlong Village Sericulture Park", organize students to study trips to visit other excellent silkworm culture, etc., so as to cultivate love and respect for the folk traditions of their hometown from an early age. Because students have been nurtured since childhood, and are not far from their real life, they have a natural affinity for local culture, which is very conducive to stimulating young students' interest and hobbies in sericulture culture, so as to form a good environment and atmosphere for protection and inheritance.

4.2. Jointly Build a "Campus-Local Cooperation" Internship Base with Colleges and Universities, and Combine "Silkworm Custom" with Majors

Colleges and universities are important hubs for activating local economy and culture, and are incubation bases for talents. As an important group to inherit and carry forward the spirit of the times, college students have certain humanistic advantages in promoting and publicizing "silkworm culture". In recent years, many local colleges and universities have opened up the road of application-oriented development, actively established "school-enterprise cooperation" and "school-local cooperation" bases with enterprises and local institutions, implanted related topics into the classroom, and have accumulated certain application practical experience. Based on this, the local government of Haining can jointly build an "campus-local cooperation" internship base with universities, and promote "silkworm culture" from the social level into colleges and universities, and implant it in the classroom in the form of "project cooperation". For example, the promotion of "silkworm culture" is subdivided, respectively, from clothing and costume design, environmental design, visual communication, advertising design majors to find breakthroughs and convergence points, through integration with actual projects, the project results are promoted to the social market in various forms. For example, the "Environmental Design Major" can provide ideas and improvement plans for the overall planning of the "Yunlong Village Sericulture Cultural Park", and can provide interior space design solutions when the venue layout of the tourism

and cultural festival; The "Visual Communication Design" major can carry out visual system design, logo design, cultural and creative product packaging design, etc. of "Sericulture Cultural Park" related projects or facilities in the park, and can complete the design and promotion of social projects together with "Wanmu Yunchuang" and "Sanyoumu Cultural and Creative Park"; "Product design" can broaden the thinking of the research and development and design of cultural and creative products; The "Costume and Costume Design" major conducts theoretical research on "silkworm culture and traditional skills" from the perspective of folk culture protection, and can also carry out the research and development and design of clothing products; The "advertising design" major can seek mutual benefit and win-win results from event planning, video editing, publicity and promotion. In this process, the "Yunlong Village Sericulture Park" feeds back to school education, providing the school with an internship base and activity place, and students can understand and learn traditional silkworm culture in the practice process of each project, and also enhance the ability of professional knowledge to practice and apply.

4.3. Local Governments and Colleges and Universities Jointly Build "Silkworm Culture" Transmission Halls

In the context of promoting the innovative development of national culture, more and more colleges and universities have begun to pay attention to the excellent traditional culture of their own nation, and protect and research by establishing "transmission halls" or "transmission institutes". For example, the "Tiangong Transmission Hall" of Beijing Institute of Fashion Technology, and the "Folk Costume Training Hall" of Jiangnan University have certain social influence. On the one hand, the establishment of the museum can be promoted through static displays, visits, news reports, and activity experiences. On the other hand, it can provide first-hand information for related theoretical research and enrich the theoretical research results. Local governments can jointly build "silkworm culture" transmission halls with colleges and universities, and use the transmission halls as a medium to carry out in-depth research and dissemination of "silkworm culture". The establishment of the museum should be rooted in the local soil, suitable for academic research, application-oriented comprehensive universities, in Jiaxing can choose such as Jiaxing College, Zhejiang University of Finance and Economics Oriental College and other undergraduate colleges to carry out implementation, the right to build the hall to the school management, the school to set up a professional team to carry out the construction of the museum, covering sericulture history, sericulture tools, sericulture life folklore, sericulture academic research, etc.

4.4. Local Media Cooperate with University Clubs to Bundle Current Affairs Hotspots to carry out Special Publicity and Promotion of "Silkworm Culture"

To a certain extent, the contemporary economy belongs to the fast-consumption and fast-paced "culture, entertainment,

tourism" economy, and the "silkworm culture" with regional characteristics should be vigorously developed, and it is necessary to grasp the characteristics of the times, package the "silkworm culture", and take effective ways to carry forward it in combination with the spirit of the times. College students are the fresh vitality of the times, school-school cooperation, its practical activities are rich, the transmission speed is fast, the spread is wide, and there are many communication channels. Integrate "silkworm culture" into the practical activities of college student clubs, and enhance popularity and reputation by holding high-quality and relevant theme days or theme activities with social hot spots, inviting experts and scholars to give lectures, and holding unique "silkworm culture" experience festivals. The efficient promotion of "silkworm culture" is inseparable from the power of the news media. In the early stage of the "silkworm culture" creation, event planning, and activity implementation, invite local well-known news media to follow up and report, combined with surrounding favorable resources, such as "Yunlong Village Sericulture Culture Tourism Festival" bundled with Wuzhen "Hanfu Festival", through college students to organize Hanfu silkworm performances, such as sacrificing silkworm gods, wrapping silkworm news dumplings, making cocoon circles, etc., making a special promotional video of "silkworm culture", which will be placed and disseminated in representative media, such as Douyin, Xiaohongshu, which wins with traffic. Platforms such as Toutiao can be bundled with current affairs hot topics for promotion. Or at the government level, the use of traditional cultural expressions to produce silkworm advertisements, a large number of video programs of silkworm customs and regional culture, and actively sponsor traditional silkworm cultural activities frequently held in local communities. The "Yunlong Village Sericulture Cultural Park" can also exchange and learn from the surrounding townships with better protection of sericulture, learn from their experience, and improve local protection, publicity and promotion programs. For example, the Hanshan area of Huzhou, which also belongs to the Liangzhu Cultural Belt, has a popular folk custom of "ginning silkworm flowers", and every Qingming Festival, young people from Hangzhou, Jiaxing, Huzhou and other surrounding towns go to Hanshan to attend the meeting, when the folk activities of "worshipping silkworm niangniang", performing "ginning silkworm flowers" plays, and "stepping on silkworm flower roads" are staged for several days in the temple fairs where department stores gather and stalls are mixed. The local people attach even more importance to it than the traditional Spring Festival, and have deep roots in the people. "Yunlong Village Sericulture Park" can also select the annual tourism and cultural festival time as "Qingming Festival" or "Labor Day" when the spring blossoms and temperature are suitable, cooperate with university clubs in Jiaxing and Huzhou, and even cooperate with Huzhou Hanshan to jointly carry out relevant folk activities and performances, bundle up momentum and expand influence.

5. Learn from Other Excellent "School-Local Cooperation" Folk Protection Experience

The so-called "living protection" means that traditional folklore is publicly displayed to all citizens and the public in order to maximize its influence and value. It is not to shelf, but to "revitalize" and "use". Japan's folklore conservation is one of the world's leading pioneers. The term "school-local cooperation" refers to the act of integrating the protection of folklore into daily schooling. For example, the Japanese government has amended the Basic Law of Education to stipulate that citizens should love the "local area" and include in the educational curriculum the education curriculum of educating children to "respect and preserve traditional Japanese culture [10]." In addition, taking festivals as an example, Japanese people value popular Western festivals while retaining the traditional festivals of many ethnic groups. Many university students' extracurricular clubs have taiko clubs, and taiko performances are an essential part of Japanese folk festivals. Students learn taiko drum from scratch under the guidance of their teachers, and when traditional folk festivals are held, they participate as performers, and through their own performances, these students have a deeper understanding of taiko drums performances and festivals. When learning about folk traditions, the younger generation such as elementary and junior high school students is invisibly educated, and the interaction between them and the older generation of their grandparents who are practical teachers has deepened [11]. Japan also pays attention to the integration of industry, academia, government, and the people to revitalize the traditional folk customs of local society. For example, in 1996, in order to revitalize the sake culture of Nara monks, the government, the sect, and the school formed a collaborative project, in which the monks made sake mothers using the Bodhi brewing method at Shomaji Temple, and each brewery brought the sake mother back to brew and ferment it using its own method to produce Japanese sake with its own characteristics. In the process, Professor Sumitsuya, an anthropologist at Tenri University in Japan, recorded it in detail, with the aim of providing a topical theme for Nara sake and emphasizing the inheritance of Nara's traditional culture [12]. This is a typical example of "school-local cooperation" folk customs protection.

For the long-term development of sericulture in Yunlong Village, it is necessary to integrate the government, social organizations, education and other forces to jointly promote it. First of all, it is inseparable from the government's relevant policy support on the inheritance and protection of sericulture culture, such as the establishment of legislative protection, through the accumulation of solid fieldwork and academic research in the early stage, improving the identification system of sericulture culture, establishing a financial funding system and inheritor identification system, encouraging inheritors to inherit skills related to sericulture as a lifelong career, and clarifying the management system of local

governments. From the level of social groups, China cannot yet achieve a high degree of national "cultural consciousness" at this stage, but it can rely on the areas where sericulture is formed and developed to cultivate the local people's sense of identity and belonging to local sericulture culture [13]. At the level of academic research and education, combined with the experience of inheriting and protecting Japanese folk culture, local primary and secondary school students can cultivate their understanding of silkworm culture from an early age, participate in silkworm culture activities, and feel the relationship between silkworm culture and life. In order to alleviate the crisis of no successor, it is possible to set up training majors in vocational colleges, adopt examination competitions for selection and training, and give measures such as tuition exemption and job formation for the reserve army of sericulture inheritance.

6. Conclusion

As an important part of Haining culture, "silkworm culture" has always been valued by the government and the people. In the context of advocating and carrying forward the traditional culture of the nation, the results of protection and inheritance have also been achieved. This paper puts forward the feasibility publicity and promotion measures of "Yunlong Sericulture Cultural Park" from the aspect of "school-local cooperation", which can enrich and promote the theoretical research of "silkworm culture" in Yunlong Village of Haining City, on the other hand, through effective publicity and promotion, in order to benefit the development of local sericulture tourism.

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