

# Study on the Promoting Role of Animating Zhuang Non-Heritage Folktales in the Ethnic Culture Industry

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**Abstract:** This study aims to explore the role of animating Zhuang non-heritage folktales in promoting the national culture industry. Using literature research, case studies, and comparative research methods, the positive impacts are analyzed in depth across four dimensions: cultural value inheritance, market demand, dissemination channels, and industrial innovation. The results show that animating Zhuang non-heritage folktales can help inherit national culture, meet market demand, broaden communication channels, and promote industrial innovation. Finally, this paper proposes corresponding policy suggestions and implementation paths to provide references for the sustainable development of the ethnic culture industry.

**Keywords:** Zhuang folktales; Animation; National culture industry; Promotion role

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## 1. Introduction

The Zhuang are the second largest ethnic minority in China, with a long history and rich cultural traditions. Among these traditions, folktales play a crucial role, carrying the wisdom and spiritual pursuits of the Zhuang people. However, as time progresses, the younger generation's interest in traditional culture has gradually weakened, posing a challenge to cultural inheritance. To address this issue, integrating Zhuang folktales with modern communication methods has become an innovative approach. Animation, as a contemporary art form with wide appeal and powerful dissemination capabilities, offers a promising avenue for the preservation and transmission of traditional culture.

This paper explores the role of animating Zhuang folktales in promoting the national culture industry. By employing literature research, case studies, and comparative research methods, it examines the positive impact of animating Zhuang folktales on the development of the national culture industry across four dimensions: cultural value inheritance, market demand, dissemination channels, and industrial innovation. Finally, this paper proposes corresponding policy suggestions and implementation paths, aiming to provide references for the sustainable development of the ethnic culture industry.

## 2. Literature review

Before discussing the role of animating Zhuang folktales in promoting the national culture industry, this paper first reviews the research literature in related fields to clarify the theoretical basis and academic value of this study.

Firstly, regarding “the current situation and trend of the development of the ethnic culture industry” and “the role of animation in promoting the ethnic culture industry,” the academic community has reached a consensus. The development of the ethnic culture industry needs to focus on the protection and inheritance of ethnic culture resources while innovating and upgrading to adapt to the market. The animation industry has unique advantages in cultural communication, effectively combining traditional culture with modern aesthetics and providing new possibilities for the inheritance and innovation of traditional culture. Through animation, ethnic cultural resources can be better disseminated and promoted, offering a new opportunity for innovation within the ethnic cultural industry and effectively promoting its development.

Secondly, scholars’ research on “Zhuang folktales” mainly focuses on cultural thought, cultural value, and artistic characteristics, noting their distinctive national characteristics and artistic charm. For example, Liu <sup>[1]</sup> explored totem worship, religious beliefs, internal thinking concepts, and common aesthetic value standards of Zhuang folktales, using the story of Jinlun as an example. Mo and Li <sup>[2]</sup> argued that the female figures in Zhuang folktales have educational value in enriching the gene pool of Chinese culture, cultivating a sense of equality in education in the Zhuang region, promoting moral education, contributing to the cultivation of socialist core values, and enhancing self-confidence and motivation in learning. Chen <sup>[3]</sup> analyzed the artistic characteristics of Zhuang folktales in terms of artistic techniques, character portrayal, ideological content, structural arrangement, and language use.

Finally, in terms of “animating Zhuang folktales,” scholars have discussed how to balance ethnicity and universality. For example, Zhang <sup>[4]</sup> proposed that ethnicity is the basic attribute of ethnic stories, and it must be penetrated from the inside out through various ways in the animation adaptation of ethnic stories.

Based on this, this paper will further explore the role of animating Zhuang folktales in promoting the national culture industry and analyze it with specific cases. On this basis, corresponding policy suggestions and implementation paths are proposed.

## 3. The positive influence of animation of Zhuang folktales on the development of the national culture industry

### 3.1. Cultural value inheritance

The animation of Zhuang folktales helps to pass on and promote national culture. By presenting the folktales in the form of animation, the stories, which might have been limited by language, geography, and other factors, are able to transcend time and space and reach a wider audience. Animation not only preserves the cultural connotations of the stories but also enhances their attractiveness and dissemination through modernized visual presentation methods. “Animation is a dynamic and young cultural form, with a large number of young people, and carries the function of spreading national art and traditional culture. With its unique artistic charm, animation is highly favored by young people and has become a new channel for foreign cultural communication of various countries” <sup>[5]</sup>. Therefore, the animation of Zhuang folktales helps to cultivate the interest and identity of the younger generation in national culture.

### 3.2. Market demand

The animation of Zhuang folktales meets the market demand for diversified and personalized cultural products.

With economic development and consumption upgrading, people's demand for cultural products is becoming increasingly diversified. The animated folktales attract different types of consumers with their unique artistic charm and creative performance. It has been found that animated folktales have greater market potential in the fields of film and television, the internet, international animation festivals, etc., which brings a new growth point for the development of the national culture industry <sup>[6]</sup>.

### **3.3. Communication channels**

Traditional folktales are mainly disseminated through oral and written materials, while animated folktales can be disseminated through various platforms such as TV, the Internet, and mobile phones. This transformation not only broadens the dissemination channels and improves the efficiency of storytelling but also helps to overcome the barriers of geography and language, enabling Zhuang folktales to reach the whole country and even the whole world. According to a report entitled "Chinese Animation Goes Global, Folk Tales Help National Comics 'Go to Sea'" on China's CCTV website <sup>[6]</sup>, some successful animation works have gained high visibility and influence both at home and abroad, effectively promoting the spread of national culture on the international stage. This shows that the animation of folktales has a positive role in helping national comics to the international platforms.

### **3.4. Industrial innovation**

The animation of Zhuang folktales promotes the innovation and development of the national culture industry. The animation industry has a high degree of creativity and integration and can be combined with science and technology, tourism, education, and other industries to form cross-border cooperation and industry chain extension. It has been found that the animation of Zhuang folktales not only promotes the innovation of the animation industry itself but also provides new creative resources and development opportunities for other cultural industries <sup>[7]</sup>. Through policy support and industrial guidance, the animation of Zhuang folktales is expected to become an important force in promoting the transformation and upgrading of the national culture industry.

The above findings show that the animation of Zhuang folktales plays a significant role in promoting the national culture industry. It helps to realize the inheritance of cultural values, meet market demand, broaden dissemination channels, and promote industrial innovation.

## **4. Policy recommendations and implementation path**

Based on the analysis of the research results, this paper provides an in-depth discussion of the issues related to the role of the animation of Zhuang folktales in promoting the national culture industry.

### **4.1. Combination of cultural value inheritance and modern communication**

The animation of Zhuang folktales achieves an effective combination of traditional culture and modern means of communication. However, maintaining the original cultural connotations of the stories while adapting them to modern aesthetic and communication needs is a significant challenge. This paper argues that creators should fully explore the universal value and modern significance of these stories, respecting traditional culture while meeting the needs of diverse audiences.

### **4.2. Market demand and innovation of cultural products**

The animation of Zhuang folktales can stimulate the innovation of cultural products to meet market demand.

However, in the face of fierce market competition, improving the quality and competitiveness of animation products to satisfy consumers' diverse needs is crucial. This paper proposes strengthening originality, focusing on technical research and development, and content innovation to enhance the artistic level and market value of animation works.

### **4.3. Communication channels and enhancement of international influence**

The animation of Zhuang folktales can expand the popularity and influence of national culture globally. However, overcoming cultural differences and communication barriers is essential to ensure that Zhuang folktales gain wider recognition on the international stage. To achieve this, international cooperation and exchanges should be deepened, promoting the core connotations and values of Zhuang culture. Globalized modes of expression and communication strategies should be utilized to enhance the international influence of the works.

### **4.4. Industrial innovation and sustainable development**

The animation of Zhuang folktales provides new impetus for the sustainable development of the national culture industry. However, achieving long-term stable development and avoiding short-term bubbles is a challenge for the animation industry. This paper proposes strengthening the integration and synergy of the industrial chain to promote the development of culture and related industries such as science and technology, tourism, and education. Additionally, focusing on industry standardization and market construction is crucial for realizing the healthy and sustainable development of the national culture industry.

Through the discussion of these issues, this paper further clarifies the practical significance and development direction of the role of the animation of Zhuang folktales in promoting the national culture industry.

## **5. Conclusion**

This paper draws the following main conclusions regarding the role of animating Zhuang folktales in promoting the national culture industry:

- (1) Cultural inheritance and modern expression: Animating Zhuang folktales is an innovative and typical practice that combines cultural inheritance with modern expression. Incorporating traditional stories into modern animation not only breathes new life into these tales and makes ancient legends more contemporary but also enhances their attractiveness and influence. This cross-border integration makes the stories more vivid and interesting, appealing to the younger generation and stimulating their interest in and recognition of traditional culture, thereby ensuring the sustainable inheritance of culture.
- (2) Market demand and cultural innovation: The animation of Zhuang folktales meets the market demand for new cultural creativity and products, promoting the innovation and development of the national culture industry. Animation has revitalized the utilization and development of traditional cultural resources, bringing new development opportunities for industries such as film and television, tourism, and education.
- (3) Expanded scope and influence: The animation of Zhuang folktales expands the scope and influence of national culture through diversified communication channels. The internationalized expression and dissemination of animation works help enhance the recognition and influence of national culture globally, promoting international cultural exchange and cooperation.
- (4) Integrated and sustainable development: The animation of Zhuang folktales provides new ideas and

modes for the integrated and sustainable development of the national culture industry. Through policy guidance and market mechanisms, it can promote the deep integration of culture with technology, tourism, and education, extend and improve the industrial chain, and achieve the long-term and stable development of the national culture industry.

Based on these conclusions, this paper suggests that the government and relevant departments increase support for the animation of Zhuang folktales, encourage and guide the investment of social capital, strengthen talent training and technological innovation, improve the industrial chain, and promote the comprehensive development of the national culture industry.

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## Disclosure statement

The author declares no conflict of interest.

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