

The Contemporary Cultural Value of Fuxi Mythology and Legend — Centered on the Tianshui Region

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Abstract: In the context of the new era, how to excavate the contemporary cultural value of Fuxi mythology and legend, realize its living inheritance and innovative development, and adapt it to the needs of the times and integrate it into contemporary society has become an important issue that needs to be addressed urgently. Based on this, this paper takes the Tianshui region as the core research area, systematically explores the contemporary cultural value of Fuxi mythology and legend, and analyzes the paths for realizing its value and the existing dilemmas, which hold significant theoretical and practical implications.

Keywords: Fuxi mythology and legend; Contemporary cultural value; Tianshui region; Intangible cultural heritage inheritance; Cultural identity

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1. Introduction

In recent years, the state has attached great importance to the protection and inheritance of excellent traditional Chinese culture. As a core component of the Yellow River civilization, Fuxi culture has been incorporated into the construction system of the Yellow River National Cultural Park and has received strong support from the state and local governments. Funds have also been increased for the protection, inheritance, and development of Fuxi culture, and events such as the Fuxi Cultural Tourism Festival and Fuxi Cultural Forum have been organized to promote the deep integration of Fuxi culture with the cultural tourism industry and rural revitalization, providing favorable policy opportunities and a development environment for realizing the contemporary cultural value of Fuxi mythology and legend.

2. The contemporary cultural value of Fuxi mythology and legend in the Tianshui region

2.1. Value of living inheritance of intangible cultural heritage: Safeguarding cultural genes and continuing the thread of civilization

As an important component of excellent traditional Chinese culture, the contemporary cultural value of Fuxi mythology and legend is first reflected in the living inheritance of intangible cultural heritage. By protecting and inheriting Fuxi sacrifices, intangible cultural heritage skills, and folk narratives, the cultural genes of traditional Chinese culture are safeguarded, and the thread of Chinese civilization is continued. As the core inheritance area of Fuxi mythology and legend, the Tianshui region has achieved remarkable results in the living inheritance of intangible cultural heritage, highlighting the significant cultural value of Fuxi mythology and legend ^[1].

The protection and innovative transformation of intangible cultural heritage skills are important manifestations of the living inheritance of Fuxi mythology and legend, and also important carriers of its cultural value. In response to the dilemma of a discontinuity in the inheritance of Fuxi-related intangible cultural heritage skills in the Tianshui region, local efforts have been strengthened to protect and innovatively transform these skills, thereby continuing the cultural genes of Fuxi culture.

On the one hand, a sound training system for intangible cultural heritage inheritors has been established, and activities such as intangible cultural heritage skill training and master-apprentice pairings have been carried out to cultivate a new generation of inheritors and ensure the living inheritance of intangible cultural heritage skills. On the other hand, efforts have been made to promote the innovative transformation of intangible cultural heritage skills, encouraging inheritors to combine Fuxi cultural elements with modern design and modern life according to the needs of the times, and launch intangible cultural heritage works that combine traditional connotations with contemporary characteristics, enhancing the market competitiveness and adaptability to the times of intangible cultural heritage skills ^[2].

For example, the inheritor of Fuxi paper-cutting in Tianshui has combined the image of Fuxi and the Eight Trigrams patterns with modern paper-cutting art, launching fashionable and personalized paper-cutting works that not only inherit the paper-cutting skills but also expand the application scenarios of the works. The inheritor of Fuxi pottery has incorporated Fuxi mythological scenes and Eight Trigrams symbols into pottery creation, developing pottery products with both artistic and practical value, realizing the innovative transformation of intangible cultural heritage skills, and allowing the cultural genes of Fuxi culture to continue through intangible cultural heritage skills. The collation and lively dissemination of folk narratives have further enriched the forms of living inheritance of Fuxi mythology and legend and highlighted its cultural value.

Folk narratives are an important form of inheritance for Fuxi mythology and legend. In the Tianshui region, professionals have been organized to go deep into villages and communities to collate Fuxi myths, legends, ballads, and other folk stories, establishing a database of Fuxi folk narratives to preserve the original form of Fuxi culture. At the same time, folk narratives have been adapted in a lively manner and transformed into forms such as picture books, animations, short videos, and situational dramas to adapt to the characteristics of modern dissemination, attract the attention of young groups, and promote the living dissemination of Fuxi folk narratives ^[3].

2.2. Value of cultivating cultural identity: Uniting ethnic sentiments and strengthening the sense of community

As an ancestral narrative shared by multiple ethnic groups, Fuxi mythology and legend contain profound connotations of ethnic and cultural identity and hold significant value in cultivating cultural identity in the contemporary era, being able to unite ethnic sentiments and strengthen the sense of community of the Chinese nation. This value has been fully demonstrated in the inheritance practice in the Tianshui region.

In terms of tracing the origins of civilization and cultivating cultural confidence, Fuxi mythology and legend, as a symbolic marker of the origin of Chinese civilization, can help the public understand the origin and development of Chinese civilization and cultivate cultural confidence and identity. Relying on core cultural relics such as the Fuxi Temple and the Dadiwan site, the Tianshui region has created a platform for displaying the origin of Chinese civilization. Through various forms such as graphics, physical objects, multimedia, and immersive experiences, it systematically displays the initial process of civilization creation carried by Fuxi mythology, interprets the internal connection between Fuxi mythology and prehistoric civilization, and allows the public to understand the origin and development of Chinese civilization and enhance cultural confidence and identity^[4].

For example, a Fuxi cultural exhibition center has been created in the Fuxi Temple, systematically displaying Fuxi literature, archaeological achievements, sacrificial artifacts, and folk artworks, comprehensively presenting the historical connotations and contemporary value of Fuxi culture. An archaeological site park has been built at the Dadiwan site to display prehistoric cultural relics and carry out archaeological experience activities, allowing the public to intuitively feel the development achievements of early civilization in the upper reaches of the Yellow River and understand the historical origins of Fuxi mythology. At the same time, through activities such as Fuxi cultural lectures and academic forums, experts and scholars are invited to interpret the cultural value of Fuxi culture, guide the public to deeply understand Fuxi culture, and cultivate cultural confidence.

In terms of regional cultural identity and urban brand building, Fuxi culture, as a core regional cultural symbol in the Tianshui region, can strengthen regional cultural identity and shape the city's brand image through its contemporary inheritance. For example, the city of Tianshui has incorporated the Eight Trigrams patterns of Fuxi into the design of city logos and public facilities and created Fuxi cultural theme parks and cultural squares, allowing citizens to feel the charm of Fuxi culture in their daily lives^[5].

2.3. Value of cultural communication and innovation: Expanding communication paths and enhancing cultural influence

In the contemporary cultural communication landscape, the contemporary cultural value of Fuxi mythology and legend is also reflected in cultural communication and innovation. By innovating communication channels, content, and forms, the communication paths of Fuxi culture are expanded, its cultural influence is enhanced, and excellent traditional Chinese culture is promoted to the world. The Tianshui region has actively explored in terms of cultural communication and innovation of Fuxi culture, highlighting the cultural communication value of Fuxi mythology and legend.

The diversified expansion of communication channels has broadened the communication scope of Fuxi culture and enhanced its influence. The Tianshui region has broken through traditional communication models and built a diversified communication system of “offline + online” and “traditional media + new

media” to broaden the communication scope of Fuxi culture. Offline, relying on core scenic spots such as the Fuxi Temple and the Guatai Mountain, Fuxi cultural experience activities and intangible cultural heritage performances are carried out to attract tourists to experience Fuxi culture on site. Through channels such as communities, schools, and enterprises, activities such as bringing Fuxi culture into communities, schools, and enterprises are carried out to promote the popularization of Fuxi culture. Online, relying on new media platforms, a digital communication matrix for Fuxi culture has been created. Through platforms such as Douyin, Kuaishou, Bilibili, WeChat official accounts, and video accounts, content such as Fuxi myths, sacrificial ceremonies, intangible cultural heritage skills, and cultural tourism landscapes is released in various forms, such as animations, short videos, live broadcasts, and graphics, to attract the attention of different groups. Fuxi cultural mini-programs and apps have been developed to integrate Fuxi cultural resources and provide the public with convenient channels for learning and experiencing Fuxi culture. At the same time, traditional media such as television, radio, and newspapers are used to publicize Fuxi culture and expand its influence ^[6].

For example, the Tianshui region has cooperated with animation companies to launch a series of short animation clips about Fuxi myths, depicting stories such as Fuxi’s creation of the world and drawing the Eight Trigrams with cartoon images. The animations have vivid pictures and simple plots and are widely disseminated on new media platforms. Internet celebrities and cultural bloggers are invited to experience Fuxi culture in Tianshui and spread Fuxi culture to young groups from their perspectives, increasing attention to Fuxi culture. Multilingual promotional short videos about Fuxi culture are produced and played on international new media platforms to promote the international communication of Fuxi culture.

Cross-regional and international cultural exchanges have further expanded the communication paths of Fuxi culture and enhanced its international influence. The Tianshui region has strengthened cultural exchange and cooperation with other regions along the Yellow River, built a collaborative development community of Fuxi culture in the Yellow River basin, carried out cross-regional performances, academic exchanges, and cultural tourism cooperation activities of Fuxi culture, and promoted the communication of Fuxi culture in the Yellow River basin and even across the country. At the same time, it actively participates in international cultural exchange activities, holds overseas exhibitions and international forums of Fuxi culture, promotes Fuxi culture to the world, and promotes exchanges and mutual learning between Chinese and foreign civilizations ^[7].

3. optimized paths for realizing the contemporary cultural value of Fuxi mythology and legend

3.1. Strengthening the living inheritance of intangible cultural heritage and safeguarding cultural genes

In response to the weakening of folk inheritance and the inheritance gap of Fuxi mythology and legend in the Tianshui region, it is necessary to strengthen the living inheritance of intangible cultural heritage and safeguard the cultural genes of Fuxi culture. Firstly, improve the training system for intangible cultural heritage inheritors, increase support for them, and carry out systematic activities such as skill training, master-apprentice pairings, and exchange seminars to cultivate a new generation of inheritors of intangible cultural heritage. Encourage young people to learn intangible cultural heritage skills related to Fuxi to address the inheritance gap. At the same time, establish an incentive mechanism for intangible cultural heritage

inheritors, providing rewards such as funds and honors to outstanding inheritors to enhance their enthusiasm for inheritance and social recognition. Secondly, promote the innovative transformation of intangible cultural heritage skills, guide inheritors to combine Fuxi cultural elements with modern design and modern life according to the needs of the times, develop intangible cultural heritage works with both traditional connotations and contemporary characteristics, expand the application scenarios and market space of intangible cultural heritage works, improve the market competitiveness of intangible cultural heritage skills, and achieve sustainable inheritance of intangible cultural heritage skills. Thirdly, strengthen the collation and activation of folk narratives, continue to go deep into villages and communities to collate folk Fuxi myths, legends, ballads, etc., and improve the database of Fuxi folk narratives. At the same time, increase efforts in the activation and adaptation of folk narratives, launch more works suitable for modern communication, such as picture books, animations, short videos, and situational dramas, to attract the attention of young groups and promote the living dissemination of folk narratives ^[8].

3.2. Deepening the exploration of cultural connotations and improving the level of value transformation

To improve the level of cultural value transformation of Fuxi mythology and legend, it is necessary to deepen the exploration of its cultural connotations and promote the in-depth integration of cultural value and practical application. Firstly, deeply explore the philosophical wisdom, ethical values, and civilizational connotations of Fuxi mythology and legend, interpret their contemporary significance in combination with the needs of the new era, and integrate them into various aspects such as cultural construction, ecological protection, and grassroots governance to achieve the practical transformation of cultural value. Secondly, promote the in-depth development of the integration of culture and tourism. Relying on the core resources of Fuxi culture, create immersive and experiential cultural tourism projects, deeply explore the cultural connotations of Fuxi myths, and integrate mythological scenes, intangible cultural heritage skills, and folk activities into cultural tourism experiences to enhance tourists' sense of experience and participation and achieve the dual improvement of cultural value and economic value. Thirdly, strengthen the in-depth integration of Fuxi culture and education, integrate Fuxi mythology and legend into preschool education, primary and secondary education, and higher education systems, compile targeted local textbooks, carry out Fuxi cultural research studies, club activities, etc., promote the intergenerational inheritance of Fuxi culture, and enable young people to understand the connotations and values of Fuxi culture from an early age ^[9].

3.3. Improving the inheritance guarantee system and strengthening talent support

A sound inheritance guarantee system and sufficient talent support are important guarantees for realizing the contemporary cultural value of Fuxi mythology and legend. Firstly, increase capital investment. The government should increase capital investment in the protection and inheritance of Fuxi culture, focusing on cultural relic repair, intangible cultural heritage protection, cultural communication, talent cultivation, etc. At the same time, actively guide social capital participation, encourage enterprises and social organizations to engage in the inheritance and development of Fuxi culture, and form a diversified capital investment mechanism. Secondly, improve the inheritance system, improve relevant policies for the protection and inheritance of Fuxi culture, establish and improve mechanisms for cultural relic protection, intangible cultural heritage inheritance, and cultural communication, and promote the standardized and normalized inheritance of Fuxi mythology and legend. At the same time, strengthen the protection and repair of Fuxi

cultural relics to ensure their integrity and safety. Thirdly, strengthen talent support, strengthen cooperation with universities and research institutions, and cultivate professional talents in Fuxi cultural research, cultural and creative design, and cultural tourism operation. At the same time, introduce outstanding talents to provide talent support for the excavation of the cultural value, communication innovation, and value transformation of Fuxi mythology and legend ^[10].

3.4. Innovating cultural communication methods and expanding cultural influence

To further expand the cultural influence of Fuxi mythology and legend, it is necessary to innovate cultural communication methods and improve communication effects. Firstly, optimize communication channels, further improve the diversified communication system of “offline + online” and “traditional media + new media”, strengthen the operation of new media platforms, launch more high-quality communication content, and attract the attention of different groups. At the same time, strengthen offline communication, carry out activities such as bringing Fuxi culture into communities, schools, enterprises, and villages to promote the popularization of Fuxi culture. Secondly, innovate communication content and forms, develop differentiated communication content in combination with the needs of the times and the aesthetic characteristics of different groups, and adopt various forms such as short videos, live broadcasts, animations, and digital collectibles to enhance the attractiveness and appeal of Fuxi culture. At the same time, strengthen multilingual communication, launch multilingual promotional content and digital cultural products, and promote the international communication of Fuxi culture. Thirdly, strengthen cross-regional and international cultural exchanges, deepen cultural cooperation with other regions in the Yellow River basin, and create cross-regional Fuxi cultural communication brands. At the same time, actively participate in international cultural exchange activities, hold overseas exhibitions and international forums of Fuxi culture, enhance the international influence of Fuxi culture, and promote exchanges and mutual learning between Chinese and foreign civilizations.

4. Conclusion

As a symbolic marker of the origin of Chinese civilization, Fuxi mythology and legend carry the survival wisdom, spiritual pursuits, and cultural genes of ancient Chinese people and have rich cultural values in the contemporary era, including the value of living inheritance of intangible cultural heritage, the value of cultivating cultural identity, the value of tracing the origins of civilization, and the value of cultural communication and innovation.

To further realize the contemporary cultural value of Fuxi mythology and legend, the Tianshui region needs to strengthen the living inheritance of intangible cultural heritage and safeguard cultural genes; deepen the exploration of cultural connotations and improve the level of value transformation; improve the inheritance guarantee system and strengthen talent support; innovate cultural communication methods and expand cultural influence. Through these measures, promote the living inheritance and innovative development of Fuxi mythology and legend, give full play to its contemporary cultural value, and provide important support for the living inheritance of excellent traditional Chinese culture, the cultivation of cultural confidence, and the strengthening of the sense of community of the Chinese nation.

Disclosure statement

The author declares no conflict of interest.

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