

Research on the Inheritance and Development of Huizhou Culture in the Construction of New Countryside in Anhui Province: Taking “Culture Wall” as an Example

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Abstract: The construction of new rural culture should draw experience and wisdom from traditional culture, and pursue the integration and development of modern civilization and traditional culture. In the context of the vigorous development of new rural cultural construction, how can Huizhou culture be inherited and developed in rural construction? This article takes a large number of cultural walls that have appeared in the rural areas of Huizhou in recent years as the carrier, and aims to understand the current situation of the inheritance and development of Hui culture in the construction of rural culture by analyzing the number, form and content of cultural walls, and find out the restrictions on Huizhou culture in rural culture. The factors that play a role in the construction of the wall, discuss the current strategies and methods of integrating Huizhou culture into the construction of rural culture.

Keywords: New countryside construction; Huizhou culture; Cultural wall

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1. Huizhou culture and its artistic value

1.1. Huizhou culture

Huizhou culture, or Huizhou culture, or Huizhou culture, is the sum of the culture and spirit of one prefecture and six counties in ancient Huizhou. It is a kind of immigrant culture brought by Huizhou merchants who have dominated the business world for hundreds of years. In the 1980s, the now-familiar Huixue was formed. “Huizhou’s historical geography, Huizhou’s traditional society, Huizhou’s historical culture, and its inheritance and innovation are the subject of research ^[1].” The academic community is concerned about Huixue. After studying for more than half a century, it is known as the three prominent local studies in China, along with Tibetology and Dunhuang studies.

There are many types of Anhui culture, covering a wide range, and it is closely related to people’s material and spiritual. Cheng-Zhu Neo-Confucianism, which pays attention to ethical principles, and Xin’an Neo-Confucianism today is its authentic genre. Xin’an Painting School, Huizhou Seal Cutting, Huizhou Printmaking, Xin’an Medicine, Huizhou Architecture, Huizhou Cuisine, Huizhou Sculpture, including Huimo, She inkstone, Chengxintang paper, Wang Boli’s four treasures of the study, Huizhou folk customs, Huizhou dialect and so on. “These Hui cultures with strong local characteristics are concentrated and typical embodying the essence of Chinese traditional culture. They are typical of the inheritance of the

Chinese nation's orthodox culture, and they are also a wonderful flower that radiates strange brilliance in the hundred gardens of Chinese culture ^[2].”

1.2. The artistic value of Huizhou culture

Huizhou culture has brought people different artistic concepts. Among them, Xin'an painting school, Huizhou sculptures, Huizhou architecture, Huizhou prints, and Huizhou wall paintings are the main part of Huizhou culture and art, and derived from it, such as pen, ink, paper and inkstone. The appearance of the four treasures of the study. The Chinese painting circle in the seventeenth century, under the nourish. The ancient architecture of Huizhou is an important topic of research and discussion in academic circles today. It includes ancient folk houses, ancestral halls, archways and other forms of ancient people. The structural design and decorative design of the building all reflect the aesthetic pursuit of the ancients and provide a lot of art design for today. material. The Huizhou architecture in the two ancient Huizhou villages of Yixian and Shexian is the most typical, which attracts a large number of scholars and tourists. Ancient Hui culture, formed a painting genre of “with reclusive feelings, quiet style, spiritual rejuvenation, and soul washing, showing a kind of stern and stern human righteousness ^[3].” Additionally, attracted a large number of noble painters, including Jian Jiang, Huang Binhong, Ding Yunpeng and other artists.

2. Analysis on the construction and development of rural cultural walls

2.1. The importance of the cultural wall to the cultural construction of the new countryside in Anhui Province

The cultural wall plays an important role in the construction of the new countryside in Anhui Province. The cultural wall is the propaganda wall of the village and the representative of the image of the village. The significance of the contemporary rural cultural wall:

- (1) The common people's policy understands the wall, and the socialist core values and fine traditional concepts are introduced to every household in the countryside through easy-to-understand forms that are acceptable to the common people, so that farmers with a lower level of education The group keeps pace with the times to understand the policies and values of the party and the state.
- (2) Inheritance wall of excellent traditional culture, all walks of life in the contemporary era are pursuing the word innovation, but it is worth noting that we cannot abandon excellent traditional culture while innovating. The existence of the cultural wall in the countryside is precisely influencing people's values. It can be said that the satisfaction of the contemporary peasant groups with the cultural wall is their degree of recognition of the culture.
- (3) The traditional virtue education wall is vividly presented to farmers in the form of murals and cultural walls. Under this influence, farmers' ideological understanding has been continuously improved, thereby forming new morals and customs, gradually improving rural customs and habits, and promoting the early establishment of a prosperous and harmonious rural landscape. Typical examples of new rural construction in Anhui Province, such as Sangua Commune and Chengkan Ancient Town, directly or indirectly reflect the importance of cultural walls to rural construction.

With the wave of cultural construction in the new countryside, a large number of wall advertising walls in rural areas have gradually been replaced by lively cultural walls. The subject matter of his performance mainly includes landscape and pastoral scenery, rustic folk customs, party building development policy, vivid 3D painting and so on. This has added a touch of color to the world of “picking chrysanthemums under the eastern fence and leisurely seeing Nanshan.” In recent years, the cold reinforced concrete in the city has brought heavy pressure to people, and more and more people Choose to go to the countryside with a couple of friends during the holiday. This stimulated rural tourism consumption, and a reasonable rural cultural wall played an icing on the cake at this time.

3. The construction of rural cultural walls under the influence of Huizhou culture

3.1. Analysis of the quantity and manifestation of rural cultural walls: taking Huangshan City, Anhui Province as an example

Enter the cultural wall keywords in the search bar of the official website of the Huangshan Municipal People's Government. Since 2009, a total of 103 relevant information can be searched. This involves villages, schools, hotels, restaurants, government offices, etc. Wall painting personnel include painting hobbyists, professional painters, art school teachers and students, student social practice, college students' selection and transfer, etc. Each painting of the wall varies from 20 square meters to 1,000 square meters. The themes mostly revolve around socialist core values, traditional festivals, family traditions and family precepts, national customs and so on.

The cultural walls in Huizhou have various expressions, such as wall paintings in Shandou Village, Xiuning County, PP adhesives in Sanxi Village, Lingnan Township, and high-gloss photo paper in Hui Yi Lane, etc.

3.2. Analysis of the content of the rural cultural wall under the influence of Hui culture

In this regard, specific examples of villages will be discussed. In 2020, on Binjiang Road, Yangong River, Shandou Village, Shandou Township, Xiuning County, Huangshan City, vivid wall paintings appeared in the eyes of local villagers. They all use traditional Chinese painting and landscape expression techniques to combine the "Huizhou" painting tradition with the new concepts of contemporary civilization, which not only inherits and promotes traditional culture, but also allows villagers to understand the country's policies and concepts in an easy-to-understand manner. This is also a good combination of traditional landscape painting with legal system construction, ecological civilization, and rural revitalization. The local villagers were amazed by the appearance of the cultural wall and said that they had never thought that the big white wall could do the same, which gave the village a new look and improved the appearance of the village.

Most of the wall paintings are based on the Huizhou-style daiwa, white walls, horse-head walls, and small bridges and flowing water-style buildings as the main objects, and then inscribed in large red letters on the screen, including the core socialist values and some national policies. The positioning of the cultural wall design here is a combination of tradition and modernity. Through the author's visits and investigations, the most difficult part of the cultural wall is its design and positioning. If it fails to integrate with the countryside and the wrong positioning, it will generally destroy the appearance of the countryside, and it will even play a role in the small advertising stickers in the city. In the same way, not only did it fail to achieve the role of the cultural wall as a public art, but it also brought other problems to the revitalization of the countryside.

The cultural wall of "Hui Yi Lane" located in Tunxi District, Huangshan City, Anhui Province, was created with the theme of "Protecting Intangible Cultural Heritage and Promoting Hui Culture." The four treasures of the study, the four sculptures of Huizhou, and the cuisine of Huizhou in the traditional Huizhou culture are vividly displayed on the 48-meter cultural wall in a way of combining pictures and texts.

Among them, the four treasures of the study in the intangible cultural heritage of Huizhou show the production process and steps of Hui ink, Hui pen, She inkstone, and Chengxintang paper in painting. As a result, people have a deep understanding of the pen, ink, paper and inkstone of Huizhou culture. In addition, these excellent Huizhou cultures are understood and known by more people, avoiding the gradual disappearance of excellent traditional culture. The most amazing art in Huizhou architecture is Huizhou carving. In Huiyi Lane, the three kinds of carving art in Huizhou carving are described in detail, including stone carving, wood carving, and brick carving. Most of the sculptures are ingenious and ingenious, the carvings are very fine and unusual, the carvings are rich in content, and the carving styles have their own advantages.

4. Strategies for the inheritance and development of Huizhou culture in the rural cultural wall in the new era

4.1. With the help of educational resources, promote talents for the succession of Huizhou culture

The cultivation of successors of Huizhou culture is an important measure for the sustainable development of Huizhou culture. Huixue, Dunhuangxue and Tibetology are collectively known as the three prominent schools of China going to the world. Neither the history of literature nor the history of art can circumvent Huizhou culture. Local schools can offer handcraft courses related to Huizhou culture, such as Huizhou sculpture. Or set up practical courses for field trips in primary and secondary schools to deepen young people's understanding of Huizhou culture and traditions, stimulate their interest in Huizhou culture, and improve their cognition of Huizhou culture.

As the main area for the emergence and research of Huizhou studies, Anhui should take the lead in taking advantage of the strong local Hui cultural atmosphere. The government and local colleges and universities should jointly think about how to combine the various stages of Huizhou culture and education to cultivate outstanding successors of Huizhou culture. How do colleges and universities inherit and develop Huizhou culture? The Anhui Provincial Government should encourage local colleges and universities to study the integrated development of Huizhou and college art education, and provide policy and financial encouragement. For example, the Huangshan Municipal People's Government and Huangshan University signed a strategic cooperation agreement in Tunxi on the afternoon of October 21, 2020. It is clearly stated that the Huangshan Municipal People's Government "supports Huangshan University to carry out research on major subjects such as Huizhou culture and the protection and utilization of tourism resources [6]." Some local governments pay too much attention to economic development, neglect the inheritance and development of traditional culture, and do not have good policies and financial support. As a result, local scholars studying Huizhou culture have not received enough attention and hindered the inheritance and development of Huizhou culture. College teachers and local scholars should conduct exchanges and discussions to jointly accomplish the goal of inheriting and developing Huizhou culture in education.

4.2. Using modern media to promote Huizhou culture and art

Since the 21st century, digital multimedia technology with the Internet as the core has developed rapidly, providing a great platform for the propaganda of traditional culture. The era of information explosion has arrived. When people are curious about a piece of knowledge, they can find detailed information on the Internet at any time. How to use modern media to promote Huizhou culture and art? It is a problem that needs to be addressed in the inheritance and development of Huizhou culture.

In the modern dissemination of traditional culture, the Forbidden City culture has set a good example. "As the most representative building of traditional Chinese culture, the Forbidden City is also actively following in the footsteps of the new media era and presenting its historical exhibition to the audience through video platforms, variety shows, etc. These new media methods break the inherent tour mode. It has increased more creativity and artistic charm, endowed the Forbidden City with greater cultural vitality, and enabled people to have a deeper understanding of the Forbidden City and Chinese traditional culture [7]." Huizhou culture is the joint effort of generations. It is the cultural crystallization and important cultural value that can be formed under the circumstances. The modern spread of Huizhou cultural traditions is particularly important.

The advancement of science and technology and the public's demand for interaction and communication have stimulated the emergence of a large number of social software and media, such as Weibo, Douyin, WeChat official account and other media platforms with fast spreading speed and high public participation. Hui Culture can make full use of these communication platforms, vigorously promote

innovative cultural walls related to the inheritance and development of Hui culture, and interview designers to interpret the cultural semantics of the designed cultural walls. This is conducive to people's understanding of the cultural walls of Huizhou culture and cultural walls. Thinking about the relationship.

4.3. Innovate the theme of the cultural wall and expand the influence of Huizhou culture

The cultural wall is currently facing huge problems such as copying paintings, inconsistent with the countryside, and difficulties in repair and management. The theme of the rural cultural wall in Sixian, Suzhou City, Anhui Province is similar, and there is no systematic design and conception, which leads to the failure of the cultural wall to fully function. This requires us to rethink the relationship between Huizhou culture and cultural wall, and how to make full use of the carrier of cultural wall to promote Huizhou culture.

The innovation of the theme of the cultural wall can be carried out through the following three aspects:

- (1) Excavate new themes from the traditional knowledge of Huizhou culture, conduct a large number of field investigations, and sort out the first-hand information in time. For example, Mr. Wu Yesheng made a field survey of wall paintings in ancient Huizhou villages in Shexian County, and wrote the monograph "Huizhou Wall Murals," which filled the research of Xin'an School of Painting and perfected the gaps in the study of Huizhou culture.
- (2) Understanding the views of the villagers in the ancient Huizhou villages with strong Huizhou culture on how Huizhou culture was inherited and developed in the cultural wall will help to innovate the theme of the cultural wall and expand the influence of Huizhou culture.
- (3) Expanding the crowd of cultural wall creations, and discussing creation by people in different fields. Brainstorming will bring unexpected innovations. For example, the local villagers can participate in the drawing of the cultural wall after training and discussion. The local villagers are the group that knows the village best, and the cultural wall design in mind will definitely fit the village better. On the other hand, the villagers are the main appreciators of the cultural wall. Participating in the construction of the cultural wall helps to enhance the villagers' awareness of cultural wall protection.

5. Using policy advantages to help the development of rural cultural walls

Local governments with a strong Huizhou culture should make full use of this traditional cultural advantage to create a local culture of "tourism + cultural creation" and make the cultural industry scale transition. Propaganda policies of the local government have enabled local villagers to have a high degree of cultural value identification with Hui culture, explore the economic value of Hui culture, find grafting methods, and turn cultural values into economic values. On the one hand, the villagers solved the livelihood problem, on the other hand, the Hui culture has also been well spread.

6. Conclusion

In recent years, the construction of new countryside has attracted much attention. The cultural wall is an important propaganda method for the construction of new countryside culture. It is a good carrier for publicizing historical and humanistic stories and publicizing national policies. The inheritance and development of Huizhou culture requires people with a large amount of Huishu knowledge to participate in the design of the cultural wall. At the same time, the appearance of the village must be taken into consideration. It is necessary for individual artists, local governments, art schools, and villagers to work together to truly achieve cultural identity and do a good job in the construction of the cultural wall.

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