



Research on the Reproduction of Traditional Handicrafts During the Epidemic Period from the Perspective of Anthropology -- Taking Dongchang Carving Gourd as an example

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Abstract: As an excellent representative of traditional handicrafts in West Shandong, Dongchang carving gourd brings together economy and culture. It is not only one of the important sources of rural social and economic income under the background of traditional farming, but also carries the essence of local culture. In 2020, the COVID-19 epidemic suddenly emerged, which seriously affected the foreign sales and cultural activities of Liaocheng's traditional handicraft and Dongchang carved gourd. Based on this, this paper, from the perspective of anthropology, focuses on the transformation of the local social structure and cognitive mode during the epidemic period, and on the theoretical basis of Bourdieu's tourism reproduction theory, expounds the exploration and practice of its reproduction. Finally, combining with the current situation of the development demands of traditional handicraft during the epidemic period, the significance of its reproduction is discussed, so that it can be continuously innovated, inherited and developed as a folk handicraft.

Keyword: COVID-19; Social structure; Cognitive style; Dongchang carving gourd; reproduction

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Dongchangfu district of Liaocheng city in Shandong Province is located on the Luxi Plain in the lower reaches of the Yellow River. Historically, this place

is famous for producing gourds of high quality. Since the popularity of the Song Dynasty, gourd carvers have dug deeply the connotation of gourd culture and committed themselves to creating the gourd carving culture brand in Dongchang Prefecture. In addition, Dongchang carved gourd has achieved great success in industrialization and market development, and has been protected and inherited by the local people. However, while promoting the dual development of local economy and culture, Dongchang carving gourd will always encounter some difficulties in the context of market economy and changing society. In 2020, the COVID-19 epidemic is fierce, and the local social structure and people's cognitive mode have undergone a great change. At the same time, the epidemic has caused a serious impact on the foreign sales of traditional handicrafts and the development of cultural activities. Therefore, it is particularly important to rediscover the economic and cultural value of Dongchang gourd carving on the premise of grasping its own advantages. The new social situation makes the reproduction of Dongchang gourd carving have great practical significance.

1 Resource endowment of traditional handicrafts

1.1 Traditional handicraft -- the development process of Dongchang gourd carving

There are many local legends about the origin of Dongchang gourd carving craft. The most common belief among the people is that monk Wang of the

Song Dynasty initiated the idea. According to legend, Wang Monk, a palace artist who was good at painting and carving, retired to his old age and returned to the present Dongchang Prefecture. Because of the abundance of gourds in the area, Monk Wang carved exquisite patterns on gourds to keep his favorite katydids. The content of calabash carving is mainly the opera content familiar to the common people, mostly the emperors, generals and ministers, talented scholars and beautiful women. Later, local people followed suit, carving characters and folklore on them, thus spreading the gourd carving technique. According to historical records, in the Ming and Qing Dynasties, Dongchang Prefecture along the Beijing-Hangzhou Grand Canal was the hub of economy and culture. At that time, the carved calabash was once an important commodity produced by farmers on both sides of the canal. In the 1930s and 1940s, Dongchang carving gourds were also exported to all parts of the country.

Up to now, Dongchang gourd carving is a carving art in Shandong Province., It is one of the provincial intangible cultural heritages in Shandong Province.

1.2 The development and utilization of traditional handicrafts

1.2.1 Traditional handicrafts and tourism

Traditional handicraft itself can be said to be both a material and a component of the intangible cultural heritage. In addition to the role of maternal art in the field of art, its commercial value also occupies a place in the field of economy. In the contemporary tourism, the development of tourism products, especially agriculture-themed tourism products, especially needs the elements of folk arts. In line with the dual principle of respecting agricultural production and living original ecology and carrying forward the artistic theory to guide production practice, under the common function of rationality and sensibility, we should excavate and reconstruct the commercial value of folk art in the contemporary tourism industry for the realization of the common interests of tourism producers and consumers.

To build the gourd culture industry is to leave "Fu Lu" behind. Dongchang gourd with makings fastidious, novel idea, carved, rich in content, get the love and favor of customers at home and abroad, dongchang has held five gourd culture art festival,

China, to carry forward the excellent traditional culture, improve the image of the dongchang hoist and hoist industry development platform, promote the prosperity and development of the cultural industry promotion liaocheng jiangbei shuicheng profile has the vital significance.

1.2.2 Traditional handicrafts and cultural industries

As the material carrier of traditional culture, traditional handicraft has been an important mode of economic production since ancient times. In the context of cultural industry, traditional handicrafts not only have the characteristics of industrial production, such as less investment, quick results, wide range of employment, etc. At the same time, it is also a typical representative cultural resource, which embodies explicit and tacit knowledge content such as national and folk cultural traditions, living customs and craft skills. It can be said that traditional handicraft has all characteristics as the object of cultural industry development, and is an important part of the development of cultural industry today. Moreover, with the continuous exploration and recognition of the cultural, social and economic values of traditional handicrafts, the industrial development of traditional handicrafts will also bring more positive social benefits.

Dongchang calabash is an important part of Chinese calabash culture, which can be widely used for food, sacrifice, human medicine, daily utensils, carving, etc. The content of the book occupies an important position in the fields of mythology, folklore and arts and crafts. It implies that Ao Xian Dao, precious, longevity, descendants and so on are closely related, and the cultural content is extremely rich.

2 Second, the influence of the COVID-19 epidemic on the foreign sales and cultural tourism activities of Dongchang carved gourd

2.1 The epidemic has a serious impact on the foreign sales of Dongchang carved gourd

This year, with the sudden outbreak of COVID-19, Liaocheng's traditional handicraft and Dongchang carved gourd sales channel have been severely impacted, resulting in a large number of unsalable products, and the annual peak season of sales has turned into the off-season of operation. This is just a microcosm of the impact of the epidemic

on agriculture. For the vast number of farmers whose main family income is gourd cultivation, their production and sales have been seriously affected. This not only affects the current income of farmers, but also disrupts the production plan of some agricultural products, posing a great challenge to poverty alleviation. In this case, a new sharing economy model has been born. The sharing economy model, with cloud media as the core and users' participation, interaction and sharing as the basic features, has opened up the links of production, supply and marketing, and has delivered strong momentum for economic development from both the supply side and the demand side. Therefore, if people want to ensure the normal production and sales, they must adapt to the changes in social demand and participate in the sharing economy.

2.2 Cultural external publicity ushered in a new opportunity

At the same time, due to the safety and epidemic prevention work during the epidemic, people are isolated at home, basically stay indoors, and many tourism activities cannot be carried out normally. When people stay at home, the value of the Internet will be highlighted. Using this opportunity to carry out some online cultural communication activities, such as cultural communication and theme activities, can fully make up for the lack of normal offline activities. This can be said to provide a good publicity channel for the wide spread of gourd culture.

3 Changes in the local social structure during the epidemic period and changes in the cognition of gourd culture

3.1 Gourd culture -- the tourism card of the regional culture in the west of Shandong Province

In the ancient city of Liaocheng, every important festival, the gourd culture and art festival opens, attracting gourd culture and art merchants and gourd lovers from all over the country to gather together to show the gourd art and exchange development experience. Since the first Gourd Culture and Art Festival was held in 2007, the Gourd Festival in Dongchang Prefecture has been getting better and better, and the gourd culture industry is growing stronger and stronger. Gourd culture has become a new name card of regional cultural tourism in West

Shandong. Especially during the Spring Festival, four streets in the ancient city of Liaocheng become the "ocean" of calabash. In addition, there are several exhibition areas such as Tangyi exhibition area, Yan Temple exhibition area, Liangshui town exhibition area, high-quality exhibition area and foreign trade area, which concentrate on displaying the latest achievements of the development of gourd culture industry in Dongchang Prefecture and all over the country.

3.2 The epidemic has prevented the cultural tourism festival from being held

The coronavirus pneumonia epidemic in Wuhan in 2020 is rampant, affecting the hearts of the people. Even when you go out, you must wear a mask, keep your home ventilated, wash your hands frequently, drink plenty of water, and stay away from crowds. The government is urging people to cancel family and friends visits and dinner parties, cancel planned trips and cancel hotel reservations during the holiday. In the streets of the city, there are few people to be seen, except for a series of dreamlike flashing lights. All this is the result of a sweeping epidemic in many provinces across the country. Liaocheng Water Ancient Town Scenic Spot has taken a series of protective measures in response to the epidemic. It has cancelled cultural activities planned for the Spring Festival holiday, such as cultural performances, intangible cultural heritage performances, light and shadow experience, light show and indoor concentrated performing arts activities. Among them, the most attractive cultural activity is Dongchang carved gourd. During this special period, all kinds of cultural tourism activities were suspended, and the most serious influence was the Hulu Culture Festival.

4 Exploration, practice and practical significance of Dongchang gourd carving reproduction

4.1 Calabash carving battle "epidemic" story

Bourdieu's theory of cultural reproduction provides a new perspective for people to further understand social affairs. Bourdieu believed that cultural reproduction concerns various contradictions and development mysteries in people's social life, and people's cultural activities are closely related to the dynamic process of the whole social structure. In form, cultural reproduction is the reproduction

process of cultural capital, and its essence is to explore the social problems behind culture, which is exactly the problem to be considered in the development of traditional handicrafts under the contemporary social conditions, especially during the epidemic period.

During the Spring Festival in 2020, due to the impact of the epidemic, Wang Shufeng used his time at home to concentrate on studying gourd carving skills. After exchanging with master Li Yucheng, two people happen to have the same idea. For several days, the two men contacted each other through the "cloud", encouraged each other, developed ideas and ideas, integrated the auspicious meaning of calabash into the carving techniques of calabash, and carved stories of fighting "epidemic" on each calabash. It took him nearly a week to select materials, design and finish the carving. According to him, according to calabash is subject matter "China refuels" work, the middle red part uses fashionable color drawing, the ruyi grain that the edge matches with tie a flower craft, dish unceasingly, the implication is auspicious and endless.

Under the epidemic situation, the cloud economy increasingly highlights the value of the network, and the advantages of e-commerce platform in expanding the sales of agricultural products are more prominent. In terms of Dongchang gourd sales, Zishan Alliance uses multi-dimensional marketing strategy to help growers and builders establish Dongchang gourd brand, carry out "short video + live broadcast with goods" training and guidance for rural entrepreneurs, serve agriculture, rural areas, and open a more convincing marketing channel for rural e-commerce entrepreneurship. And through Douyin, Kuaipai, Taobao and other platforms home page recommendation, platform millions of fans and "community + live broadcast" and other forms to help Dongchang gourd sales and cultural communication, it can be said that under the epidemic situation, Dongchang carved gourd sales difficulties and other problems can be solved, to realize the new economic and cultural value of carved gourd.

4.2 The practical significance of traditional handicraft adapting to social changes

Rural areas have been the birthplace of traditional handicrafts represented by gourd carving in Dongchang since ancient times. Traditional

handicrafts are a major sideline of farmers in addition to agricultural production. With the transformation of traditional living structure and lifestyle, handicraft production has been replaced by other production modes with more economic benefits, and traditional handicrafts once used for daily use have also been replaced by various kinds of standardized products produced by industrialization. Compared with industrial products, handicrafts not only have economic value, but also contain profound cultural and artistic value. As a carrier of local traditional culture, traditional handicrafts can not only provide producers with certain economic income, but also meet people's demands for spiritual culture on the basis of material and economic development. Since modern times, although the lost due to the change of lifestyle depend upon the social structure and cultural basis, become a kind of cultural resources or cultural heritage, but whether it's physical form of handicrafts, craftsmanship or intangible form, arts and crafts culture, its not really disappeared, but in a way of latent penetration in the life, once you have the right opportunity will regain its vitality. Therefore, in the current situation that rural development is facing difficulties and social development has strong demands, handicraft re-enters rural life and becomes an important sideline besides agricultural production, with huge development potential.

5 Fifth, reflection and summary

In the context of contemporary society, traditional handicraft is not only an "intangible cultural heritage" project inherited from generation to generation, nor is it a means of work to increase people's income and wealth in the context of industrial economy, but a cultural carrier related to humanity, economy, local people's livelihood, cultural ecology, and modern design. Summon "craftsmen" spirit return to the era background, the traditional handicraft production carries thousands of years of creation idea, wonderful originality alone for China's shift from a big manufacturing manufacturing power has important significance, but also given through the practice of the traditional handicraft reproduction, and the excavation of the handicraft economy, culture, social value, promote the traditional handicraft to revitalize the era significance and practical value.

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