

Construction of Gesar's research incentive mechanism

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Abstract: In the process of forming written knowledge, rap artists need to cooperate with experts and scholars to encourage experts and scholars to actively search for the dream-god artists in scattered grasslands, form a reasonable combination, get incentives, have spiritual motivation and material incentives to discover more dream-god artists, Oral knowledge goes from potential sublimation to explicit knowledge, and is recorded with words, audio and video to preserve the essence of culture and add essence to the treasure house of national culture. Multi-party financing and financing to expand the National Heritage Consolidation Fund, develop the Gesar culture and art industry, and obtain fund support through international cultural exchanges. Rap artists cooperate with experts and scholars in the process of forming written knowledge Bigger. Set up a facility guarantee fund, purchase special equipment, lease or lend it to the artist knowledge production team. Establish an incentive mechanism to mobilize more scholars to participate in research in a multidisciplinary way, and give play to the enthusiasm of the transfer group.

Sang Jie Duan Zhi and Dan Zhengjia pointed out that "Gesar" is a folk oral literature created by the Tibetan people in the long-term historical development process, the longest heroic epic in the world, and a wonderful work in the history of world literature; Qinghai is an important birthplace of Gesar. There are many folk rap artists, legends, cultural relics and traditional customs. It is recommended to protect and use Gesar cultural resources and further build a national cultural brand ^[1]. Gesar also has intellectualized texts in addition to the tradition of Fuzang of oral texts. The "intellectualization" of Buddhism in Buddhism is incorporated into the creation, interpreting the creative ideas and methodologies of epic texts, forming a unique narrative model, and becoming another important addition to the inheritance of divination, burial, and circle light The narrative type and inheritance method of Gesar ^[2]. Yangji Zhuoma pointed out that the Tibetan epic "Gesar's Biography" has been the focus of the world's epic poems as the richest, most distinctive and most volume in the world. Its charm is not only reflected in the epic texts, but also the main carrier of its richness as an epic poet who bears the responsibility of performing. Most of the famous epics in the world have become fixed texts and no singing artists, but the Tibetan epic "Gesar" is still sung in a living form, all thanks to the magical epics Existence makes the epic "Kingsar of King Gesar" a unique literary miracle ^[3]. Wang Guoming pointed out that the Tu nationality Gesar is a heroic epic with its own national characteristics formed by absorbing and adapting the ancient Tibetan hero epic Gesar in the long-term interaction with the Tibetan people. After the 1990s, some highly accomplished Turkish Gesar rappers have passed away. At present, there is only Wang Yongfu. It is urgent to rescue and protect the Turkish epic Gesar ^[4].

How to make better use of the enthusiasm of the vast number of artists outside the system for the production of knowledge on the basis of the existing protection of the artists supported by the Dream God is an urgent problem to be solved. It is recommended to adopt a contract system, and on the basis of a large number of applications for the National Heritage Consolidation Fund, sign contracts with as many as possible dream-going artists distributed on the Qinghai-Tibet Plateau to agree on the rights and obligations of the fund and the artists. After the written knowledge is formed, the correction is correct, and it is handed over to the fund, and each work is subsidized by the fund

at the price agreed by the two parties. The funding standards are much higher than those of ordinary intellectual property.

1. Multi-party Financing to Expand the National Heritage Consolidation Fund

On the basis of a large number of applications for the National Heritage Consolidation Fund, the funding standards are much higher than those of ordinary intellectual property rights.

Development of Gesar Culture and Art Industry. Use Gesar cultural resources to build national cultural brands, arrange drama, film and television productions, radio and television programs, cultural base construction, and organize social forces under the guidance of the government to protect and develop Gesar cultural resources in a planned and step-by-step manner. To build a Qinghai national culture and tourism brand and transform superior resources into economic benefits are of great practical significance for accelerating the pace of local people's poverty alleviation and ensuring the sustainable development of national culture and tourism.

First of all, it is necessary to vigorously develop the national cultural industry and make "Gesar" a major cultural brand. There are many ethnic components, distinctive ethnic characteristics, and very rich cultural resources. Attach importance to the protection and development of ethnic and folk cultural heritage, and actively cultivate market players. The cultural industry is still in its infancy, with no industrialized operation and scale in the true sense, and few well-known brands. While vigorously developing the green economy and eco-tourism, we should increase the protection and development of ethnic and folk culture, especially the protection and excavation of the intangible cultural heritage of Gesar, and further create favourable conditions for development. Its cultural industry strives to make Gesar a major cultural brand. Gesar is a typical intangible cultural heritage, with many epic cultural relics, relics and myths and legends. While strengthening protection, moderate development, construction of tourist attractions, construction of museums, production of souvenirs, and preparation of promotional materials based on detailed information such as archeological discoveries, epic records and folklore. Culture has a distinct history, nationality, and regionality. Therefore, on the basis of following cultural characteristics and cultural personality, we must do in-depth research to maximize the permanent development value of epic. In addition, the rich Gesar cultural resources and unique ethnic traditions can be displayed in the form of Thangka, sculptures, statues, adaptations of Tibetan operas, and performances of songs and dances to further deepen the impression of foreign tourists on Qinghai's national culture.

Secondly, pay attention to propaganda methods, use modern media technology to vigorously promote Gesar, and establish an epic cultural image. At the stage of rapid development of information technology, the role of film and television and online media is very large. Because it is in an underdeveloped area, information technology is updated slowly, and its ideas are relatively backward. The epic propaganda of Gesar is not enough, the method is single, and the effectiveness is not high. In addition to radio and television, press and other channels, we should use network media to vigorously publicize and let more people know about Gesar and its cultural value in a wider range, so as to expand the epic social influence. "Gesar", as a literary masterpiece with plateau ethnic mythology, whose main content is tribal warfare, has great cultural development value. Subject to funding and conditions, cooperate with well-known film and cultural companies to shoot blockbusters or TV series. Its publicity effect will far exceed the average cultural brand, will attract the attention of the world, and bring very considerable economic benefits.

Third, the establishment of a large Gesar exhibition to further enhance the epic cultural taste. Large-scale festivals and cultural events such as the National Cultural Tourism Festival and the Gesar Cultural Tourism Festival are held to promote unique national culture and beautiful plateau natural landscapes. Use these tourism activity brands to promote "Gesar", establish national and international Gesar jockey clubs, Gesar concerts, Gesar Tibetan opera performances, Gesar hometown photography exhibition, Gesar national handicraft display and Its cultural exchanges and other activities, and invited well-known experts at home and abroad, sports enthusiasts, photographers to participate in, to further promote "Gesar", improve the epic cultural taste, enrich the national cultural content, and promote the long-term development of tourism economy.

Fourth, the construction of the Gesar Cultural Corridor. Since 2002, Golo Prefecture began to plan and construct the Gesar Cultural Corridor, which has been fully affirmed by the national Gesar (Sri) Leading Group, and has taken the Gesar circulation belt as the main line to construct in the Tibetan area. Three "Gesar" cultural corridors, opening up three "Gesar" cultural tourism routes. Cooperate with the national Gesar Leading Group's overall planning, build the Gesar Cultural Corridor focusing on Guoluo and Yushu, including the lake region and the Yellow River Basin, open new cultural tourism routes, and strengthen the protection of the ecological environment of the Three Rivers Environment and human environment ^[1].

Fund support through international cultural exchange. Fund the lives of rap artists. The full title of "Gesar" in Tibetan is "Zanbuling Gesar Jebeizhong", which is "(South) King of Bishouzhou Gesar", and it is the only one in the world that is still the longest a heroic epic in verbal living form. King Gesar's Biography has more than 120 books, more than one million poems, and more than 20 million words. It is an important part of the intangible cultural heritage ^[1]. "Gesar" was included in the "China's First Batch of Intangible Cultural Heritage Protection List" by the state in 2006. On September 27, 2009, it was also included in the "World Intangible Cultural Heritage Protection List" by UNESCO. The prospect of the construction of Gesar disciplines is good ^[5].

2. Scholars Step up Efforts

In the process of forming written knowledge, rap artists need to cooperate with experts and scholars. This is the most successful link. The academic organization has organized recordings of rap artists and achieved great success. What I thought was insufficient was that the intensity could be increased and the support could be increased. The source of knowledge is certainly not the creation of rap artists, but it is by no means the scholar who organizes rap artists. At present, there is more work in the process of collating scholars. Gesar's unique form and content of rap made it more difficult to collect, organize and translate, and put forward higher requirements for research work. The collation of records is to turn oral literature written in the folk into written literature, which is not easy. As of 2009, the Turkish ethnic Gesar has completed 73 tapes with 14,164 lines and 2.53 million words. The Tu ethnic Gesar, which is being sorted out, has 1.5 million characters. In 2005, 102 recordings of the Gesar War Demon Division were completed. In 2006, 120 recordings of the Gesar Recruiting and Buying Horse Department were completed. In 2007, 65 recordings were recorded in the Gesar Battlefield. The above is only one-third of the Turkish Gesar, and there is still a lot of wonderful content that has not been recorded. It is expected that the entire collation will reach 100,000 lines and 26 million words ^[4]. It is necessary to make full use of modern high-tech technology to apply cameras, video cameras and computers to the collection and research of Gesar data. High-tech equipment will inject vitality into Gesar research, making the data more comprehensive and high-quality. The collected materials are audible and tangible, the images are intuitive, and the sound and form are harmonious. It plays a very important role in studying social formation, national living environment, and special folk customs. Preserve precious information and solidify history. Using modern equipment and instruments, research in various aspects, angles and methods. Collect the instruments used by the entertainers, the clothes and hats they have worn, etc. ^[4].

The Sixth International Gesar Academic Symposium hosted by Northwest University for Nationalities in July 2006, participating scholars reached a consensus on how to protect and develop Gesar culture, forming a major research strategy for Gesar art: The guidelines of "protection first, rescue first, rational use, and inheritance and development" still need to focus on protection and rescue, and develop and upgrade them rationally on this basis ^[5]. According to the traditional saying, the rap artist followed the instructions of King Gesar to the prairie to proclaim the heroic deeds of the king, bringing spiritual comfort and spiritual strength to the prairie people, thereby also enriching the cultural life of the prairie nation and improving the realm Promote Tibetan civilization and educate the people. If such a statement is not unreasonable, then some artists lose their memory after leaving the grassland to the research institute in the city, and cannot complete the rap task in their original plan, it is worth studying. Another factor is that rap artists born in grasslands and

struggling in the bottom society for decades have adapted to the original ecological rap atmosphere of people sitting on the grassland and praising praise, leaving the context of interaction with the original ecology of the audience, changing As the rap venue with increased interaction distance and politeness loses the grassland's bottom interest, the interactivity of oral art decreases, which greatly reduces the opportunities and inspirations that induce artists to perform. It is also understandable that the artistic life of artists gradually withers. Many artists cannot complete the planned rap finishing plan. Of course, the times are not me, the life is short, and the difficulty of organizing works is difficult. It is necessary to repeatedly check and accurately convey the artist's original intention. The limitation of the artist's education level restricts the oral culture to the written culture Translation. Therefore, it is also an attempt to follow the artist's random recording in the prairie rap practice.

3. Establishment of Research Facilities Guarantee Fund.

Use modern audio and video recording equipment, consider all kinds of facility costs, set up facility guarantee funds, purchase special equipment, lease or lend it to artists' knowledge production groups for use. Under the mechanism of establishing a fund, expanding the base amount, and implementing contract signing and finishing, the enthusiasm of experts and scholars may be greatly exerted. Finding signed artists to become experts and scholars is a highly motivated job. Talented artists and unfinished articles the chanting and sorting will be given great attention, and will be the top priority of development and rescue protection. Because the conditions for rescue epic in the grassland are limited, it must spend a lot of time, equipment, transportation, communication equipment, etc. It is recommended to establish a facility and facilities fund, which is provided free of charge or leased to the studio for use at a low cost to ensure the smooth implementation of rescue work. Recording is the top priority of all rescue work for Gesar, and the completion of the recording is equivalent to rescue Gesar. It is necessary to make full use of modern high-tech technology to apply cameras, video cameras and computers to the collection and research of Gesar data. Advanced high-tech equipment will inject new life into Gesar's research and make the data more comprehensive and high-quality. Although the collected data still has regrets and deficiencies, it is sound and tangible. The data displayed is intuitive and sound. Gesar was recorded as it was and spread in three dimensions. It plays a very important role in studying social formation, national living environment, and special folk customs. Preserving precious materials has great academic research value and plays a role in solidifying history. Not only using traditional paper and pen recording methods, but also using modern methods, mastering the use of modern equipment, instruments, multi-faceted, multi-angle, multi-method research ^[4].

4. Establish an Incentive Mechanism to Give Play.

Autonomous Establish research team. Gesar has been highly valued by UNESCO in recent years. Relatively weak academic research, limited actual service capabilities, insufficient human and financial resources, lagging protection and rescue work, and lack of innovation in development and utilization were mentioned on the agenda. The establishment of Gesar's research institutions, subject layout, talent training, project planning, and the collection, collation, translation, and research of Gesar have attracted attention. A more comprehensive discipline system and training base have been established. Large-scale academic conferences, to further exchange ideas, create a good academic atmosphere and the protection of cultural relics has been valued [1]. Constantly strengthening the excavation, protection, cultivation and inheritance of folk artists has become an important breakthrough point.

Although the oral tradition of Gesar is dying, challenges and opportunities always coexist. We are still living in the age of epic living forms. Compared with Homer and Indian epic researchers, we are fortunate to face the living oral tradition of the artists of Gesar and their singing. Thrall rap artist creates better living conditions. Based on a detailed investigation of the current status of the artists in Gesar, it is recommended to adopt the management method of the folk art troupe of Tibet

Autonomous Region, that is, the performance team of Ulan Muqi, based on its special and unique inheritance method and important intangible cultural protection value. Or other better management methods, to solve the problem of the treatment of folk rap artists in Gesar, to provide the world with this precious gift of human intangible cultural heritage. "Gesar" is an ancient Tibetan encyclopedia, a crystallization of the collective wisdom of the Tibetan people, and the highest achievement of Tibetan folk culture ^[6].

Establish a King Gesar research team, establish rap artist posts, select folk rap artists of different levels and master different numbers of King Gesar stories to enter different positions, enjoy different treatments, and pay no less than the researchers of the research team to ensure rap the artist is free from the fear of material life. At the same time, to ensure that rap artists in different positions can travel across the world and flow through the steppe villages with a strong ethnic and religious atmosphere, and ensure the inspiration of the traditional rap atmosphere. Collect as many folk artists as possible into the King Gesar Research Base, increase the state's funding, and equip full-time personnel to the team, which can absorb doctoral masters to become the organizers of folk artists in rap posts, sort out rap texts, and publish them.

Establishment of Gesar Artist Research Base. King Gesar's biography research base forms two vertical lines: one is a rap post, and the other is a finishing post. Increase funding, set up more posts, set up different levels of posts according to the current number of folk artists, and allocate a considerable number of finishing staff. Rather than setting up two posts based on funding. The state shall co-ordinate the amount and proportion of national and religious appropriations, and increase the amount and proportion of appropriations for the rescue and arrangement of King Gesar.

The research base conducts a comprehensive survey of the distribution of artists from northern Tibet, and rescues and protects Gesar in a planned and step-by-step manner. Establish a "Gesar" research base, provide support and guidance on funding, equipment and business, and make Gesar work as a highly-listed agenda for the protection of the outstanding intangible cultural heritage of the Tibetan people. It attaches great importance to staffing and staffing related supporting measures ^[6].

Mobilize more scholars to participate in research in a multidisciplinary approach. At present, many research institutions have set up specialized research institutes to carry out related research, and many important journals have set up special columns to publish important works and results of Gesar research. Many schools have trained higher-level Gesar researchers such as masters and doctors. Seoul Research currently has established a research base Gesar in Guoluo, Yushu and Ganzi Prefectures of Qinghai. The establishment of the Gesar team has gradually expanded and established significant studies. Under the strong funding of the publishing fund mentioned above, more experts and scholars will be required to invest in the rescue and protection of Gesar's oral culture, promote the cultivation of relevant talents and strengthen the research team. Increase funding from the source, make full use of all resources, form a joint force, and make researchers. The team has expanded, rap artists have received living subsidies, and they are no longer on the verge of poverty, affecting the development of the vocal career and achieving satisfactory results.

At the same time, with the promotion of the tourism and cultural industry, the integration of Gesar art into cartoons, animation, television, and movies, the development of Gesar art brands, and the creation of tourism highlights have entered the trial stage. We look forward to these results for the expansion of the fund more social support and funding to address the rescue and protection of heritage from the source.

The cultural industry is still in the ascendant. Entering the cultural industry through Gesar will drive the rescue and protection work in the previous link and provide financial support. However, there are many ways to connect the cultural industry with traditional research. For research, we must plan ahead, set up a framework, and establish a research team so that the Gesar culture can still preserve the original essence of the original ecology when it leaves the grassland.

It is hoped that more researchers will conduct comprehensive, three-dimensional and multi-disciplinary research on Gesar. Gesar reflects life, psychology, ideas, environment and aesthetics. Through in-depth understanding, research on language, religion, folklore, politics,

economy, military, history and geography, mythology, and agronomy, agriculture, animal husbandry, and handicraft industry, etc., to promote the development of Gesar science ^[4].

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