

Research on the Digital Protection of the Unique Ethnic Costume Culture in Gansu——Taking Yugur as an Example

Na Lu, Na Chen, Huan Xin and Meizhen Wang

School of Software Engineering, Lanzhou Institute of Technology, Lanzhou, Gansu 730050

Keywords: Yugur; Costume Culture; Digital; Inheritance

Abstract: From the perspective of the high development of digital information, it has become an inevitable trend to develop and utilize the Yugur costume culture correctly and reasonably through digital technology. Thus, it is significant to overcome the disadvantages of traditional digital presentation of Yugur costumes, focus on the perfect combination of cultural content and digital technology, and scientifically complete the construction of cultural digital platform of its costumes. This paper conducts a summary of the Yugur costume culture and protection status, application of digitalization and exploration of digital strategy. Through these aspects, it is proposed to realize the accurate, comprehensive and in-depth dissemination and inheritance of the Yugur costume culture digitally, and to provide assistance for the promotion of the tourism economy in Sunan.

1. Preface

The rapid development of digital information not only affects all aspects of our lives, but also plays a great role in promoting the digital protection and inheritance of ethnic cultures. Each ethnic culture has its own distinct and unique form of expression. As a symbol of a nation and a unique cultural symbol, Yugur costume not only shows the individual characteristics of the nation, but also reflects the spiritual outlook and psychological phenomenon of the nation. It has high research value in many fields such as history, ethnology and art. In this context, this paper focuses on the protection and dissemination of Yugur ethnic costumes, and discusses how digital technology can be better constructed in terms of integrating resources, diverse perception, platform construction, etc.

2. An Overview of Yugur Costume Culture

As one of the unique ethnic minorities in Gansu Province, the total number of Yugur is less than 15000, which is a minority with a small population in China.

The ethnic costumes of Yugur are an important part of their ethnic cultural system. From its costumes, it can be seen that its ethnic spirit, cultural development track, aesthetic concept, handicraft decoration skills, and wealth value. Thus, its ethnic costumes are vividly called "living fossils of Yugur ethnic history and culture". Its costume art expressions are rich and varied, which represents the typical Yugur culture and unique regional characteristics. Its bold color and pattern decoration gives people a strong visual impression and endless aesthetic enjoyment.

2.1 Color Culture

The application of Yugur costume color has experienced a long history of precipitation. It still reflects the strong cultural characteristics of the minorities in the northern grassland after absorbing the coloring techniques of other minorities in the surrounding areas. It shows strong symbolic and visual tension with bright and thick color contrast. The biggest feature of its costume color is the divers and bright colors. In the overall color setting, primary color is often used, and intermediate color and transition color are rarely used. Thus, the hue is bright, pure and thick, and the contrast is bright, the color is intense. Meanwhile, the mixed application of agate, coral, shellfish, silver and other materials also makes the texture of clothing color more rich and exquisite, with a strong sense of three-dimensional decoration. In summary, the uniform and harmony of costume color gain rich,

full, bright and strong visual effect. This is very eye-catching and vivid in the green prairie, which echoes the rough and unrestrained character of Yugur.

2.2 Pattern Implication

Influenced by the surrounding ethnic minorities, themes of Yugur costume patterns are various. There are deformation patterns of natural animals, dragon and phoenix, Chinese zodiac, divine animals in myths and legends, as well as regular geometric patterns. Meanwhile, influenced by Buddhism and Shamanism, "Eight Buddhist treasures" often appear in Yugur costumes to show their protection. Because of dissociation, suffering, wandering, the scattered combination of plant stems and leaves often appears in its costumes to form the figures of birds, beasts and the combination of deer. These have been recorded in the remains of early Shamanism, which shows the worship of the original totem, and fully reflects the ethnic collective feelings and spiritual pursuit.

2.3 Decorative Form

The decoration style of Yugur costume is closely related to the natural geographical environment, ethnic development history and religious belief. First of all, the layout of costume patterns pays great attention to the principle of balance and symmetry. Whether animal and plant shapes, human shapes and geometric shapes appear separately as the main figure, or patterns as embellishment auxiliary figures appear in sleeves, lapels and shoulders, they all pay great attention to symmetry and balance. Secondly, the color of Yugur costumes, especially the exaggeration of the use of decorative patterns, is also a major feature of their decorative forms. In the expression of plants and animals, mountains and rivers, characters and other patterns, no matter from the image or content, they all have conducted a proportion of exaggeration, summary and emphasis for treatment. In this way, its shape looks "specious", but vivid and striking, which fully shows the free and unrestrained characteristics of Yugur?

3. Reasons for the Decline of Yugur Costume Culture

There are four reasons for the decline of the traditional costume culture of Yugur in Sunan. The first is the change of external environment. With the continuous transformation from agriculture and animal husbandry society to industrial society, the environmental foundation of the development and inheritance of Yugur traditional ethnic costume civilization has greatly changed. The second is the change of the way of living. With the influence of grassland desertification and other natural climate factors, the environmental conditions on which Yugur depend for survival have been destroyed. Meanwhile, driven by the globalization of modern market economy, the way of living has gradually shifted to industry and tourism. The third is the influence of mainstream culture. As a mainstream culture, Han culture has exerted a subtle influence on the aesthetic concept and consumption of Yugur in recent years. With the acceleration of the pace of life and the convenience of shopping, Yugur people have more ways and scopes to choose costumes. Compared with the traditional tedious Yugur costumes, they are more willing to choose garments that are cheaper and easier to wear. The fourth is the high cost of production. Yugur traditional ethnic costumes are exquisite in craftsmanship and expensive in materials, with each set ranging from 4000 to 10000 yuan. In fact, in 2016, the per capita disposable income of local urban and rural residents was 22,931 yuan and 14,417 yuan respectively, and the ability to purchase traditional ethnic costumes was insufficient.

4. The Present Situation of Yugur Costume Culture under Digital Protection

With the development of computer information, it is possible to digitally protect the spread, protection and inheritance of the Yugur costume culture. Through digital information collection, digital storage, digital processing, digital display and rich digital communication technology, the Yugur costume culture can be systematically organized and reproduced to form more vivid,

diversified sharing and renewable resources. Modular and hierarchical display of the components of its costume culture to audience can realize their multi-sensory and all-round feelings and understandings to Yugur costume cultural connotation.

Concerning digital film and television, in 2009, the Gansu Provincial Bureau of Radio, Film and Television and the Gansu Provincial Ethnic Affairs Commission jointly filmed a documentary called "Yugur Chapter: We are from Xizhi-hazhi", "Stars of the Long River, Ethnic Minorities in Western China". As the first documentary reflecting Yugur costumes and ethnic customs, it is not enough in the degree of meticulous production. In the second half of 2013, the completed film "River Road" was filmed by the director Li Ruijun. The film was successfully nominated for the Venice International Film Festival due to its unique ethnic cultural background. The film tells the story of the two Yugur brothers on their way to look for their father. Through the perspective of children, it expresses the helplessness and sorrow of the ecological environment, the absurdity of traditional pastures, and the loss of local civilization under the impact of industrial civilization. Apart from a small number of Yugur traditional costumes displayed in the film, there are also many Yugur music, such as folk songs sung by two little protagonists. In 2014, CCTV-9 filmed and broadcasted the Yugur costumes and life documentary called "Rainbow in the Sky". It is based on the Yugur traditional costumes and shows its history, culture, ethnic language, wedding, and the natural scenery and humanities. It has played a wide and profound role in promoting the cultural connotation of Yugur in Sunan. This work is a relatively complete documentary film about Yugur in recent years. In 2015, Zhao Guopeng, documentary director of Zhangye TV, directed and shot the Yugur documentary "Yeshigchah's Springtime". The film won the "Bronze Award of the National Museum of Ethnology Permanent Collection Award". Meanwhile, it is also the first documentary on Yugur collected by the Chinese National Museum Ethnology.

Concerning website construction, Yugur websites are introduced through plate division as follows: Chinese Government Website, China Net, China Cultural Relics Website, China Ethnic Network, Chinese Traditional Culture Network and Sunan Autonomous County People's Government Portal. The above websites make a brief summary of the content of Yugur costumes. Some websites don't even have picture descriptions, just simple text descriptions, which makes it difficult for the audience to understand the charm of Yugur costume culture.

As the country pays more and more attention to the protection of traditional cultures of ethnic minorities, the digital means to publicize and protect the Yugur costume culture is becoming more and more abundant. However, these digital resources have more or less the following problems:

Firstly, the digital resources are scattered and the search accuracy is low. A total of 395000 results about "Yugur costumes" are found through the Internet search engine. Among them, a lot of information is recommended from the perspective of online shopping and tourism. Apart from the marketing intention of business, it is the free discussion of netizens, and there is no clear value information. For the audience who want to accurately find the information about Yugur costumes, it is really like looking for needles in the sea. For a great deal of wrong information about Yugur costume culture will also affect people's enthusiasm to understand Yugur costume culture, thus seriously affecting the spread and inheritance of its culture. Secondly, the content of digital resources is simple, which is not good to in-depth understanding and systematic learning. The existing digital resources of Yugur costumes on the Internet are similar, even the pictures and texts are not consistent with each other. They are randomly matched, and also misleading the audience. Meanwhile, the application of digital media is single, mostly pictures, texts and few videos. It basically stays at the level of static display, and cannot comprehensively and multi-levelly display the meaning and ethnic spirit of Yugur costume culture. Thirdly, the copyright and charging problems hinder the spread of Yugur costume culture. The high-quality digital resources that can be retrieved on the Internet need to complete registration and pay purchase fees, which reduces the audience's willingness to understand and increases communication barriers.

5. The Significance and Strategy for Digitally Protecting Yugur Costume Culture

The significance of correctly using digital technology to display Yugur costume culture lies in the following aspects. Firstly, under the background of network information, it is more convenient for people to understand the cultural content of Yugur costumes. Secondly, rich digital media means are convenient for people to interpret Yugur costume culture from multiple senses and angles. Thirdly, digital means can be used to greatly improve the efficiency of cultural communication, inheritance and protection.

The method of digital protection is not harmful to the cultural image itself, and spreads widely. As the collection, preservation, display and communication of Yugur costume culture resources, there is a huge room for development. However, in order to make digital technology play an active role in the protection and inheritance of Yugur costume culture, it is necessary to overcome the above problems and promote the combination of its costume culture and digital technology. Thus, suggestions are provided for the following four aspects:

(1) Professionally integrating Yugur costume culture resources, and combining with digital technology to establish a precise data platform

Yugur costume culture has special characteristics such as tradition, vitality and regionalism. From the perspective of digital production, we re-examine the cultural resources of Yugur costumes and use digital processing technology with the help of professional guidance to maintain the cultural connotation. In this way, we can realize the comprehensive and true collection, input and dissemination of Yugur costume culture resources, so as to establish its digital resource library, and provide a complete and accurate data retrieval platform for the audience.

(2) Building an Internet free sharing platform for Yugur costume culture

We can simplify or cancel the tedious login and charging process. In this way, ordinary people who are interested in its costume culture, or experts and scholars engaged in professional research can quickly obtain corresponding resources without barriers, and make the interpretation and utilization research of its costume culture more convenient and faster. Meanwhile, this can also make Yugur costume cultural resources to get the maximum share and use, which will lay the foundation for the extensive and in-depth dissemination of Yugur costume culture.

(3) Presenting the diversification of the digitalization of Yugur costume culture

As mentioned above, at present, there are many digital forms that presents Yugur costume culture, such as text, pictures and videos. The single form of presentation cannot fully reflect the integrity of the Yugur costume culture. The rich digital expression forms, on the premise of conforming to the specific cultural content, can well reflect its cultural spatial characteristics. This includes, like, using 2D and 3D animation technology to reproduce and interpret the historical scene of Yugur costume evolution and the source of costume patterns; 3D construction, digital virtual interaction system combined with text and voice to create a virtual museum of Yugur costumes; virtual wearable system realized through character generation, costume mapping and human-computer interaction binding. The application of the above technologies can realize the virtual representation of Yugur costume culture, interpret visualization and interactive operability. In this way, it can display the evolution process, centralized features and cultural essence of Yugur costume culture to users with different cultural backgrounds and knowledge structures vividly from multiple perspectives and senses.

(4) Building online communication and supplement platform

Yugur costume culture is the spiritual symbol and ethnic symbol of its culture. The carrier of its inheritance is generations of craftsmen and wearers, which is a typical living culture. The skill of the costumes is passed on orally and is a typical small-scale experiential teaching. Once the traditional life form is lost or the teaching process changes, the inheritance of Yugur costume culture will be stagnant and wrong, which will affect the continuity of cultural inheritance.

Through centralized online communication and supplement platform, veteran artists can surpass time and space to impart their knowledge and skills to a large range of "apprentices". Besides, they can also have "face-to-face" exchanges and discussions with experts and scholars of Yugur culture.

Specific data collection errors can be corrected and explained in time through the communication platform. Through online communication, users can harvest, update and integrate their own relevant cultural knowledge content. This can fully playing the independent initiative of users in learning and provide a positive way of communication for the dissemination and inheritance of Yugur costume culture.

Conclusion

As one of the unique ethnic minorities in Gansu, the ethnic spirit of Yugur costume culture is rich in meaning. Its inheritance and protection has received the attention of relevant departments and experts, and has made great achievements through efforts. However, with the rapid development of digital information technology nowadays, the development of Yugur costume culture faces new challenges and opportunities. How to carry out correct and reasonable development and utilization through digital technology has become a proposition that we cannot ignore. We should strive to overcome the shortcomings of the traditional digital presentation of Yugur costumes and emphasize the perfect combination of cultural content and digital technology. We also need to avoid being gaudy and empty and scientifically build a digital platform for Yugur costume culture. These can realize the accurate, comprehensive and in-depth dissemination, protection and inheritance of Yugur costume culture. Finally, we will make use of the advantages of digital cultural resources to build an important force to promote the rapid development of tourism and economy in Sunan.

Fund project:

General research fund project of Gansu Provincial Department of Education "Study on the Extraction and Recognition Algorithm of Ethic Art Features in Gansu Province"(Project No.: 2018A-128)

Technological Innovation Project of Lanzhou Institute of Technology: A Knowledge Presentation-based Study on Individualized Recommendation of Online Learning Resources (No.2019K-009)

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