

Dual Spiral Coupling of Intangible Cultural Heritage Protection and Rural Revitalization: A Case Study of Chaohua Blowing Song in China

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Abstract: Taking Chaohua Blowing Song as an example, this paper explores the “dual spiral coupling” relationship between the protection and utilization of intangible cultural heritage and rural revitalization, Firstly, it introduces the history, cultural connotation, and current status of Chaohua Blowing Song. Secondly, it expounds the close relationship between the protection and utilization of intangible cultural heritage and rural revitalization, pointing out that protection and utilization can promote rural revitalization, and rural revitalization also relies on the inheritance and development of intangible cultural heritage. Finally, it puts forward strategies and suggestions for the protection and utilization of Chaohua Blowing Song, including establishing protection mechanisms, strengthening inheritance education, and promoting innovative utilization.

Keywords: Intangible Cultural Heritage; Rural Revitalization; Chaohua Blowing Song; Protection and Utilization; Inheritance

1. Introduction

Rural revitalization refers to the process of achieving balanced urban-rural development by enhancing the economic, social, and ecological development levels in rural areas. In recent years, rural revitalization has become one of the crucial strategies for economic development in China. Its aim is to promote comprehensive development in areas such as modernizing agriculture, transforming and upgrading rural industries and protecting the rural ecological environment ^[1,2]. Therefore, rural revitalization is not only an essential component of China’s modernization but also a significant pathway to maintaining national stability and promoting overall development.

As an integral part of Chinese culture, the protection and inheritance of intangible cultural heritage are of great significance in promoting rural revitalization ^[3,4]. On one hand, intangible cultural heritage is a vital aspect of rural culture, and preserving and passing it down contributes to safeguarding and perpetuating the cultural heritage of rural areas. This, in turn, elevates the cultural taste and literacy of rural communities enhancing their soft power ^[5]. On the other hand, intangible cultural heritage holds substantial economic value and market potential, making it a valuable resource and driving force for rural revitalization ^[6]. This paper takes the example of “Chaohua Blowing Song” to explore the “dual spiral coupling” relationship between the protection and utilization of intangible cultural heritage and rural revitalization

2. History and Cultural Significance of Chaohua Blowing Song

Chaohua Blowing Song, as a form of ceremonial music, has been passed down for hundreds of years primarily within temples, featuring its unique pipe instruments. During the Ming Dynasty’s Jingtai period, Blowing Song began to transition from temples to the general populace. Chaohua Temple even established a Blowing Song society, where a scholar returning to his hometown and monks cooperated to pass on the art ^[7,8]. Through extended periods of transmission and development, Chaohua Blowing Song managed to revive and since the era of reform and opening up.

Chaohua Blowing Song has a history of over 600 years, tracing its origins back to the Ming Dynasty. Its melodies and musical segments have consistently adhered to China’s ancient Gongche notation, handed down through generations, from master to disciple, through oral tradition, without any written documentation. This has enabled it to preserve the inheritance characteristics of Chinese ancient music for over 1,500 years. The Blowing Song activities at Chaohua Temple are rooted in a ritualistic nature and have historically served shrine ceremonies and grand events, with no participation in life events such as weddings and funerals, in accordance with their code of conduct. In contemporary times, they exclusively perform for government department celebrations and competitions, bearing traces of ancient court ceremonial music and temple music. The melodies and compositions of Chaohua Blowing Song have remained fundamentally unchanged,

without any fusion with other musical forms like suona. It continues the original tunes of ancient music, such as the grace and elegance of court music, the solemnity of ritual music, and the joy and celebration of folk music. It can be stated that Chaohua Blowing Song stands as a living relic of ancient Chinese ceremonial music^[8].

3. Challenges and Current Status of Chaohua Blowing Song

Currently, the transmission and utilization of Chaohua Blowing Song face numerous challenges. Due to the absence of written documentation, Chaohua Blowing Song can only be passed down through oral tradition. However, as time progresses opportunities for transmission become increasingly scarce, and many young individuals lack interest in this traditional music form, Playing Chaohua Blowing Song requires highly skilled musicians, but many accomplished performers have opted for other career paths influenced by factors like economic interests, resulting in a loss of talent. Because of the necessity for transmission and preservation, Chaohua Blowing Song requires financial support. Nevertheless, due to economic challenges in rural areas and insufficient government backing, there's a shortage of funds for the protection and development of Chaohua Blowing Song.

In recognition of these issues, the government is gradually realizing the need to protect this ancient musical expression. As an intangible cultural heritage, Chaohua Blowing Song has garnered attention and support from the government, which provides certain financial assistance for its preservation and transmission. Local Blowing Song societies have also promoted its inheritance and development by offering courses and activities related to Chaohua Blowing Song. Additionally, some social organizations have supported and assisted in the preservation and transmission of Chaohua Blowing Song. These include non-governmental music groups and academic institutions that have increased their research on Chaohua Blowing Song.

Chaohua Blowing Song's transmission has also received attention and support from some schools, which have promoted its inheritance and development by offering courses and activities related to Chaohua Blowing Song. Nonetheless, the protection of Chaohua Blowing Song still faces many challenges and issues. It necessitates the joint efforts of the government, social organizations, and civil society to strengthen protection and transmission, ensuring its continuation and further development, allowing it to shine brightly.

4. The Relationship Between the Protection and Utilization of Intangible Cultural Heritage and Rural Revitalization

The protection and utilization of intangible cultural heritage are closely intertwined with rural revitalization. In traditional Chinese rural society, intangible cultural heritage constitutes a significant portion of village culture, encompassing various aspects such as traditional craftsmanship, folk culture, and oral traditions. These forms of intangible cultural heritage are not only crucial carriers of rural residents' daily lives and cultural heritage but also vital manifestations of village culture. They hold profound cultural and economic value [9,10].

First and foremost, the protection and utilization of intangible cultural heritage are integral aspects of rural revitalization. With the continuous advancement of urbanization, rural communities face the challenges of population outflow and the gradual disappearance of traditional culture. Protecting and utilizing intangible cultural heritage helps in preserving local culture, enhancing the cultural identity of rural residents, boosting rural cultural soft power, and advancing rural revitalization. Moreover, the protection and utilization of intangible cultural heritage can provide support for rural economic development. Many traditional crafts and folk skills have significant economic value and developmental potential. By safeguarding and utilizing, these forms of intangible cultural heritage, rural economic development can be promoted^[11].

Secondly, rural revitalization provides favorable conditions for the protection and utilization of intangible cultural heritage. In the context of the new era, the Chinese government places significant emphasis on rural revitalization and recognizes "rural issues" as a matter of national importance. This has increased the support for rural development and has offered a broader platform for the protection and utilization of intangible cultural heritage^[12]. The government has heightened its protection of rural culture, increased support for the preservation and utilization of intangible cultural heritage, and provided more policy backing and financial resources, creating more favorable conditions for the protection and utilization of intangible cultural heritage^[13].

The protection and utilization of intangible cultural heritage and rural revitalization are closely intertwined, mutually reinforcing and

interdependent. Strengthening the protection and utilization of intangible cultural heritage is vital for preserving traditional culture, enhancing rural cultural soft power, and advancing rural revitalization, Concurrently, rural revitalization offers opportunities and space for the protection and utilization of intangible cultural heritage^[14].

5. Utilizing Chaohua Blowing Song for Rural Revitalization

Zhengzhou City, with its rich history and abundant cultural heritage, has long been dedicated to the protection and utilization of intangible cultural heritage, recognizing it as a crucial pillar for rural revitalization. Among these cultural elements, Chaohua Blowing Song, as an essential piece of Zhengzhou City's intangible cultural heritage has a particularly close connection with rural revitalization.

On one hand, Zhengzhou City has strengthened the protection of Chaohua Blowing Song, promoting its culture to broaden understanding and recognition of Chaohua Blowing Song among a wider audience. This has led to an increased sense of local cultural identity and pride, subsequently reinforcing cultural confidence. Simultaneously, organizing, compiling, and publishing Chaohua Blowing Song and disseminating it widely in society has helped boost rural tourism development, elevating the level of local economic development.

On the other hand, Zhengzhou City has integrated Chaohua Blowing Song, as a significant carrier of traditional culture, into its rural revitalization efforts. Conducting Chaohua Blowing Song training, competitions, and similar activities has not only increased the income sources of local residents but has also enhanced their culture competence and cultural identity. These activities have also enriched rural cultural life. Furthermore, Chaohua Blowing Song has been incorporated into important local events, such as opening ceremonies and award ceremonies, injecting cultural significance into rural activities and enhancing the local area's visibility and reputation.

6. Strategies and Recommendations for Protecting and Utilizing Chaohua Blowing Song

Chaohua Blowing Song is an important component of ancient Chinese wind music, possessing a long history and unique musical characteristics. Protecting and utilizing Chaohua Blowing Song contributes to the inheritance and promotion of outstanding traditional Chinese culture, fostering cultural confidence and spiritual cohesion within the Chinese nation. Protecting and utilizing Chaohua Blowing Song can provide new development opportunities for local cultural tourism, driving local economic growth. It is a crucial pathway to realizing rural revitalization at the local level.

To protect this significant intangible cultural heritage, several measures can be taken, including the establishment of relevant protection mechanisms, such as legislation, policies, and organizations. Specific actions can involve:

Developing Relevant Protective Regulations: Formulating legislation and regulations to standardize all aspects of Chaohua Blowing Song inheritance, protection and utilization.

Policy Measures: Creating a dedicated fund for the protection of Chaohua Blowing Song, encouraging the participation of civil society in its protection and inheritance.

Establishing Specialized Organizations: Setting up organizations, such as a Chaohua Blowing Song inheritance and protection center, responsible for Chaohua Blowing Song's protection, inheritance, research, and promotion

Simultaneously, strengthening educational efforts in inheritance is crucial. Since the inheritance of Chaohua Blowing Song relies on oral transmission, education is essential. This can be achieved through activities like Chaohua Blowing Song knowledge dissemination and skills training, enabling more people to understand and learn Chaohua Blowing Song. Encouraging inheritors of Chaohua Blowing Song to actively participate in inheritance activities and pass down their skills to more people is also vital.

As Chaohua Blowing Song serves as the most significant cultural symbol of Zhengzhou City, developing a cultural intellectual property (IP) is especially important. This can be done by organizing cultural tourism and cultural performances to introduce more people to and appreciate Chaohua Blowing Song. Additionally, developing products and brands related to Chaohua Blowing Song and promoting its culture can increase its visibility and reputation, making a more significant contribution to the rural revitalization of Chao Hua Town and Zhengzhou City.

7. Conclusion

The protection and utilization of intangible cultural heritage are intricately intertwined with rural revitalization, constituting a "double

helix” relationship. Protecting and utilizing Chaohua Blowing Song can promote rural revitalization, while rural revitalization depends on the inheritance and development of intangible culture heritage. The preservation and utilization of Chaohua Blowing Song are not only about safeguarding cultural heritage but also serve as crucial means for rural revitalization. Only by strengthening the protection, promotion, and utilization of intangible cultural heritage can we drive the development of rural culture, tourism, and economy, ultimately achieving the goals of rural revitalization.

Furthermore, this article has provided strategies and recommendations for protecting and utilizing Chaohua Blowing Song. These include establishing protective mechanisms, strengthening educational efforts in inheritance, and fostering innovative applications. These actions will be instrumental in preserving and revitalizing this valuable intangible cultural heritage, contributing to the broader objectives of cultural preservation and rural revitalization.

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