

Poverty Alleviation Through Intangible Cultural Heritage — Dynamic Inheritance of Qingyang Opera to Assist Rural Cultural Revitalization

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ABSTRACT

Qingyang Opera is China's intangible cultural heritage and is known as an artistic treasure in the history of Chinese opera. In 2006, it was approved by the State Council as the first batch of national intangible cultural heritage and included in the list of traditional drama protection. Qingyang Opera has great importance and protection value in the protection of Chinese cultural heritage. The Poverty Alleviation Office of the State Council of China, together with relevant cultural departments and enterprises such as the Ministry of Culture and Tourism of China and the China Federation of Literary and Art Circles, closely integrate the protection, inheritance, and promotion of intangible cultural heritage with poverty alleviation efforts. This study takes poverty alleviation through intangible cultural heritage as the background, and focuses on the issue of promoting rural cultural poverty through the dynamic inheritance of Qingyang Opera. This study pays attention to the significance of the dynamic inheritance of Qingyang Opera, analyzes the significance of the dynamic inheritance of Qingyang Opera in promoting rural cultural revitalization, and proposes an implementation path for the dynamic inheritance of Qingyang Opera in promoting rural cultural revitalization. In addition, this study starts from the perspective of protecting, inheriting, and innovating Qingyang Opera, and provides practical suggestions and countermeasures. It is hoped that these measures can better enhance the development vitality of Qingyang Opera, promote the orderly and healthy development of Qingyang Opera, establish cultural confidence in impoverished areas and the masses, promote the consolidation of national poverty alleviation achievements, achieve the dynamic inheritance of intangible cultural heritage, and promote the revitalization of rural culture, economic and social development.

Keywords: *Poverty alleviation through intangible cultural heritage, Qingyang Opera, Dynamic inheritance, Rural cultural revitalization.*

1. INTRODUCTION

Qingyang Opera originated in Qingyang County, Anhui Province, China. It is a traditional opera voice formed by the combination of Yiyang Opera, local dialects, folk music, and religious music that was passed down in Qingyang, Anhui Province during the Jiajing period of the Ming Dynasty. [1] In 2006, Qingyang Opera was approved by the State Council as one of the traditional drama projects in the first batch of national intangible cultural heritage list, which reflects the importance and protection value of Qingyang Opera in China's cultural heritage. [2] The inheritance and

development of Qingyang Opera have received attention and support from national and local governments. Through a series of protection measures and inheritance activities, Qingyang Opera can continue to be inherited and developed in modern society.

The rural revitalization strategy was put forward by Comrade Xi Jinping in the report of the 19th National Congress of the CPC on October 18, 2017. Poverty alleviation through intangible cultural heritage is the implementation and implementation of General Secretary Xi Jinping's important instructions on poverty alleviation work and rural revitalization, promoting the comprehensive

integration of intangible cultural heritage protection and inheritance into the national important strategy of rural revitalization.

2. ANALYSIS OF THE CURRENT SITUATION OF INHERITANCE OF CONTEMPORARY QINGYANG OPERA IN CHINA

The current situation of the inheritance of contemporary Qingyang Opera in China is facing some huge challenges and difficult difficulties. Firstly, the national inheritor of Gan Opera's Qingyang Opera is no longer alive. As of December 2022, according to the data, there is only one scholar who is nearly 80 years old specializing in research, and only three provincial-level inheritors (one from Jiangxi Province and two from Anhui Province). The inheritor team of Qingyang Opera is aging, and the new generation of cultural inheritors of Qingyang Opera is lacking, resulting in a gap in the inheritance of Qingyang Opera. Although the local government and society have taken some corresponding measures, such as strengthening the training of inheritors, providing financial support, and collaborating with universities to assist in inheritance, they are still struggling to move forward in the tide of progress of the times, and Qingyang Opera still needs more attention and support. Secondly, the marketization level of Qingyang Opera is relatively low, with less integration and collision with modern culture. Qingyang Opera lacks commercial operation models and promotion channels, making it difficult to attract more audiences and investors. Meanwhile, the performance form and content of Qingyang Opera are relatively traditional, which differs from the aesthetic needs of modern audiences. In addition, the inheritance and development of Qingyang Opera are also affected by other factors such as the poor social atmosphere of local cultural inheritance and the shortage of funds for intangible cultural heritage support. These issues require the joint efforts of relevant governments, society, cultural institutions, and other parties to improve and take effective measures to solve them. Finally, there are few folk opera activities, and oral materials are scattered among the people. The existing audio and video materials are all old-fashioned cassette tapes from the 1980s and 1990s, and it is difficult to repair them if they are severely damaged. In addition, it is difficult to refurbish the ancient score of Qingyang Opera, with low popularity and innovation. These are the main difficulties in the current research status of

Qingyang Opera. Therefore, Qingyang Opera has gradually been forgotten by people.

In summary, although the inheritance status of Qingyang Opera faces some difficulties and challenges, there is still hope for protection and inheritance. There is a need of the joint efforts of the government, society, cultural institutions, and other parties to strengthen the cultivation of inheritors, promote Qingyang Opera culture, innovate performance forms and content, and create a better environment and conditions for the inheritance and development of Qingyang Opera.

3. THE DYNAMIC INHERITANCE METHOD OF QINGYANG OPERA

At present, scholars in China and foreign countries mainly focus on the discovery, on-site investigation, and research of Qingyang Opera. Entering the 21st century, with the deepening of research results and the development of disciplines, the study of Qingyang Opera gradually presents a refined form. If people want to make the dynamic inheritance of Qingyang Opera, they cannot be limited to current research. Through data queries on CNKI, it was found that there are abundant research results using oral history methods. However, in terms of research on oral history of traditional Chinese opera and database construction, there is currently no project approved for the oral history of Qingyang Opera in Gan Opera, and the database needs to be improved urgently.

3.1 Study on the Oral History of Qingyang Opera

Oral history is very early in both China and the West. In China, ancient myths and legends are passed down through the oral accounts of countless ancestors and passed down orally to this day. Descendants preserve records of their ancestors' agricultural production, military governance, cultural rituals, and other activities, such as the "Book of Songs" and "Records of the Grand Historian"; In the West, "Homer's Epic" and "Marco Polo's Travels" are both oral history books. Through data queries on CNKI, it was found that there have been fruitful research results using oral history methods, but digital research on the oral history perspective of Gan opera singing needs to be improved. Therefore, it is urgent to carry out the collection and organization of oral historical data regarding the status and current status of Qingyang Opera in the history of Chinese opera, and it is

urgent to build a digital platform for it. From the perspective of oral history research, the digital research on the Qingyang Opera of Gan Opera not only consolidates and expands the depth and breadth of Qingyang Opera research, but also provides authentic information for the study of Gan Opera singing and the development history of Gan Opera genres, which has high academic value. It can be used by other colleagues engaged in the creation and research of Gan Opera, and the main viewpoints and achievements can provide reference for the study of singing styles in other types of opera. There is profound social significance and application value to refer database construction to release Qingyang Opera data to the society for academic sharing for the theoretical research of Gan Opera singing, stage play creation, literature archive heritage sorting, to promote the protection and innovation of traditional opera cultural heritage, and and to demonstrate cultural confidence.

3.2 Construction of Qingyang Opera Database Platform

Building on years of research on Qingyang Opera, the database platform collects, organizes, digitizes, rescues, and protects known text, images, and audio and video materials, achieving online sharing of the database. The goal of building a digital platform is to highlight the academic value of the research on the Qingyang Opera of Gan Opera, showcase the precious materials collected and the ongoing related research content. Among them, the vast majority come from field investigations. Using oral history research methods, researchers organize academic materials collected by inheritors and professional researchers of Qingyang Opera. The platform takes providing first-hand academic materials as the basic principle, strives to preserve the original form of resources, and has a clear academic archive nature. To ensure the completeness of the original resource information, the platform presents the original data description information and also attaches a digital original record catalog for peer review. Based on the digital research of Qingyang Opera from the perspective of oral history, the completeness of the original information of resources should be ensured in order to facilitate the dynamic inheritance of Qingyang Opera.

3.3 Colleges and Universities Exercising the Social Function of Cultural Inheritance

In cultural inheritance, local colleges and universities, as important carriers of cultural inheritance and innovation, can deeply explore and organize local cultural resources, inherit and promote excellent traditional local culture. Colleges and universities have abundant teaching resources and research capabilities, which can not only better protect and inherit this traditional cultural resource, but also revitalize it in the new era. Therefore, in the dynamic inheritance of Qingyang Opera, it is necessary to closely cooperate with local colleges and universities, which can provide scientific and systematic support for the inheritance of Qingyang Opera, and promote its popularization and development in rural areas. University teachers and students can personally experience and experience rural culture by delving into the countryside, and jointly experience the charm of intangible cultural heritage with the local people. At the same time, rural areas can also learn and learn more advanced culture and technology through the platforms and resources of colleges and universities, and improve their cultural level and comprehensive quality.

The joint inheritance of Qingyang Opera and local colleges and universities - Jiujiang University is a positive, effective, and dynamic model for the protection and inheritance of intangible cultural heritage. Jiujiang University fully leverages the advantages of its teaching model and research capabilities, combined with the local resource advantages of Qingyang Opera in Hukou County, Jiujiang City, to efficiently introduce Qingyang Opera, a traditional folk opera art, into the classroom, making it a compulsory course for students majoring in music at the School of Arts. This measure of introducing the classroom not only opens the door for local colleges and universities, governments, and the public to jointly inherit and protect national intangible cultural heritage, [5] but also injects fresh blood into the inheritance of Qingyang Opera, and attracts more people to pay attention to and understand Qingyang Opera, making the mass foundation of Qingyang Opera even larger.

In 2007, Jiujiang University signed a cooperation agreement with the government of Hukou County to inherit the art of Qingyang Opera, introducing intangible cultural heritage art that embodies national spirit into university classrooms, allowing local intangible cultural heritage to shine

and flourish in colleges and universities; It has also established the "Qingyang Opera Art Teaching Practice Base" ("Figure 1") and established the "Qingyang Opera Art Research Institute" [6]. The school has hired Liu Chunjiang, a national intangible cultural heritage inheritor, as a part-time professor at Jiujiang University, indicating that the intangible cultural heritage of Qingyang Opera will take root in the fertile soil of Jiujiang University, which is full of artistic atmosphere. In order to strongly support the development of Qingyang Opera, Jiujiang University has allocated special funds for Qingyang Opera and established a comprehensive Qingyang Opera exhibition hall in China; Teachers and students from Jiujiang University delve into various villages in Hukou County, visiting streets and alleys to collect costumes and props for folk Qingyang opera performances; The university establishes a student art troupe of Qingyang Opera, attempting to adapt modern works with ancient Qingyang Opera phonetics and tones, integrating modern elements to enrich performances, both inheriting and innovating; The school has established a teaching practice base for Qingyang Opera, actively inheriting the ancient intangible cultural heritage art of Qingyang Opera, becoming an inexhaustible source of art for music majors in the School of Art of Jiujiang University to learn Qingyang Opera,[7] and continuously injecting fresh blood into it. These activities build a bridge between ancient and modern times, and "marry" the people with universities to jointly reproduce the vibrant vitality of Qingyang Opera. At the same time, a special research group on Qingyang Opera art has been organized. The school has organized and compiled a series of books on Lushan culture, specifically publishing the album "Hukou Qingyang Opera". This book serves as a textbook for college students to learn Qingyang Opera, further promoting the inheritance and development of Qingyang Opera. [8] By introducing intangible cultural heritage into campuses and classrooms, it is not only beneficial to educate the students of Jiujiang University on the elegant folk art of Qingyang Opera, cultivate their comprehensive qualities, improve their artistic cultivation, and enhance their local cultural awareness, all of which have strong practical significance. It can also enhance students' cultural confidence and national identity, and cultivate more talents for the inheritance and development of intangible cultural heritage.



Figure 1 Opening ceremony of the Qingyang Opera Teaching Practice Base at Jiujiang University.

a Image Source: Jiujiang University Campus Network.

The model of "marriage" between universities and local areas not only provides a new path for the inheritance of Qingyang Opera, but also plays a greater role in local cultural construction for local colleges and universities, and can promote the economic development of rural areas. By organizing activities such as Qingyang Opera performances and cultural tourism, more tourists and audiences can be attracted, driving the development of tourism and related industries in rural areas, and injecting new vitality into the rural economy. At the same time, it is necessary to combine modern technology and innovative concepts, promote the innovation and development of local culture, providing cultural support and spiritual power for local economic and social development. [9] It is also necessary to further promote and inherit the national intangible cultural heritage "Qingyang Opera", enhance cultural confidence, and stimulate the vitality of intangible cultural heritage culture in rural revitalization. In summary, the joint inheritance of Qingyang Opera and Jiujiang University is a model of intangible cultural heritage protection and inheritance that is worth promoting and learning from, and is of great significance for promoting the inheritance and development of Qingyang Opera.

4. THE IMPLEMENTATION APPROACHES OF INTANGIBLE CULTURAL HERITAGE ASSISTING RURAL CULTURAL REVITALIZATION

Firstly, the first step is to protect the Qingyang Opera. There is a need to organize a professional team of Qingyang Opera researchers and experts to systematically explore and organize the existing traditional Qingyang Opera plays, ensuring that they are protected. In addition, the modern Internet digital management is used to preserve and

disseminate it, which is conducive to the research and inheritance of future generations and ensures that Qingyang Opera, an intangible cultural heritage, will not be lost or missing. At the same time, it is necessary to conduct in-depth research on the voice, techniques, music, and other aspects of Qingyang Opera, in order to provide the most basic theoretical support for the dynamic inheritance of Qingyang Opera in traditional plays.

Secondly, on the basis of the first step of protection, there is a necessity to carry out inheritance, and cultivating inheritors is the key to the continuation and development of every cultural heritage. There is also a necessity to encourage and support young people to learn and inherit Qingyang Opera through measures such as collaborating with local colleges and universities to bring Qingyang Opera into the classroom and construct Qingyang Opera inheritance schools, and establish special cultural funds, which can be used to support young students with potential to receive professional Qingyang Opera training, reduce their economic burden, and provide certain living allowances. Also, it is necessary to provide more display platforms. With the development of the times, there are fewer opportunities for the performance of Qingyang Opera. In the process of inheritance, it is also necessary to provide a larger display platform for Qingyang Opera so that more people can see, understand, and fall in love with it. Various forms of Qingyang Opera performances and competitions can be held. These platforms can not only improve the performance level of young people, but also help them accumulate more stage experience. At the same time, it is necessary to strengthen the training and guidance of inheritors of Qingyang Opera, improve their professional ability, performance level, and inheritance ability. ("Figure 2")



Figure 2 Jiujiang University holds the 2020 Intangible Cultural Heritage Inheritance Population Research and Training Class (Qingyang Opera) Special Topic.

a Image Source: Jiujiang University Campus Network.



Figure 3 Completion performance of the 2020 China Intangible Cultural Heritage Inheritance Group Training Class.

a Image Source: Jiujiang University Campus Network.

Thirdly, in the process of inheritance, people cannot stand still. They need to keep up with the times and inject new vitality and momentum into Qingyang Opera — innovating the performance form and content of Qingyang Opera: combining modern aesthetics and the aesthetic needs of the audience, innovating the performance form and content of Qingyang Opera, such as adding innovative combinations of drama, dance, popular music, street dance, or Peking Opera, to create new styles of Qingyang Opera works. ("Figure 3") This innovative fusion not only better meets the aesthetic needs of modern audiences, but also brings new vitality to traditional art. And people can also innovate plays. Some modern themes can be added to Qingyang Opera to create new plays. These works can incorporate contemporary social hotspots, human exploration, and other topics, presenting the emotions and living conditions of modern people

through the traditional art form of Qingyang Opera, creating new sparks in the collision between tradition and modernity. At the same time, in order to help the audience better understand and experience Qingyang Opera, people can no longer insist on making the audience just a single audience. They can encourage the audience to participate in the performance and increase interactivity, allowing them to deeply feel the charm of Qingyang Opera.

Finally, when people spread and innovate Qingyang Opera, they will no longer stop at local areas. They can expand the communication channels of Qingyang Opera: using the Internet, new media and other channels to expand the communication scope and influence of Qingyang tune [10]. They can conduct online performances, live broadcasts, etc. through online platforms to attract audiences from all over the country to pay attention and participate. In addition to spreading it in China, they can also try to bring Qingyang Opera in foreign countries, exchange and cooperate with international art institutions, bring Qingyang Opera to the world stage, and let more people experience its charm. For example, in 2015, the Qingyang Opera Troupe from Hukou County was invited to perform in South Korea and participated in the Arirang Art Festival in Jingshan County, South Korea. This performance not only brought Qingyang Opera abroad, but also exchanged the friendship between the two peoples, and brought back the appreciation and evaluation of Chinese opera by Koreans, allowing the world to understand the charm of China's intangible cultural heritage. Taking this as an example, there is a must to help more people around the world understand and appreciate the unique charm of Qingyang Opera by participating in international cultural exchange activities and organizing overseas tours of Qingyang Opera. At the same time, it is possible to create an exclusive cultural brand of Qingyang Opera: by organizing Qingyang Opera cultural and artistic festivals, performances, competitions and other activities, the popularity of Qingyang Opera can be improved. [11] It is also possible to combine Qingyang Opera with local tourism resources to create local tourism characteristics, attract more tourists, not only drive the local economy but also attract tourists to understand Qingyang Opera.

In summary, the implementation path of promoting the revitalization of rural culture through the dynamic inheritance of Qingyang Opera requires the joint efforts and support of the government, society, and individuals. The implementation of measures such as excavating and

protecting traditional plays, cultivating inheriting talents, innovating performance forms and content, expanding dissemination scope, and building cultural brands can promote the inheritance and development of Qingyang Opera, injecting new vitality into rural cultural revitalization.

5. CONCLUSION

With the rapid progress of the times, any form of art is facing constant changes in today's rapidly changing world. Whether the fast-paced lifestyle of contemporary society will continuously compress the development space of traditional operas and other genres, making it difficult for them to survive, is a question that people need to be vigilant about at all times. The Chinese government has put forward nationwide guidance and initiatives on this issue. All traditional and ancient Chinese operas such as Qingyang Opera must get rid of the situation of being on the brink of extinction, and can be effectively inherited and continued through the combination of local rural cultural poverty alleviation. Establishing cultural confidence in poverty-stricken areas and the impoverished population helps to form a virtuous cycle and promote mutual transformation between cultural inheritance and rural cultural revitalization.

Carrying out rural cultural revitalization activities, such as holding performances related to Qingyang Opera, can promote the cultural life of grassroots people. Secondly, during the appreciation process, it can enrich their spiritual outlook, improve their cultural literacy and aesthetic ability, which is conducive to promoting cultural confidence among the masses. It can also cultivate a civilized rural atmosphere in a region and promote the harmony and stability of rural society. [12] The "Qingyang Opera Interest Class" and other programs allow local people who are interested in Qingyang Opera to learn. Firstly, it can create a good artistic atmosphere, popularize the excellent traditional Chinese culture of Qingyang Opera, and let ordinary people understand and accept it. Secondly, it can cultivate a new generation of young cultural successors who love Qingyang Opera. This can also promote the development of rural economy, making the dynamic inheritance of Qingyang Opera a part of rural cultural industry, and providing new growth points for rural economy. While promoting economic growth, it can also stimulate the subjective initiative and creativity of local people, and promote rural economic development and

cultural revitalization, which is conducive to the continuous expansion of internal and external motivation for the main body of rural revitalization. In summary, the dynamic inheritance of Qingyang Opera can not only effectively protect and inherit cultural heritage, but also promote the economic and social development of rural areas and the improvement of residents' quality, which is one of the important means to promote rural cultural revitalization.

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