

Typical Case Study of Bayu Folk Songs Promoting Rural Revitalization

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ABSTRACT

Folk music contributes to rural revitalization, which is a manifestation of cultural revitalization and the core content of artistic rural construction. As a national intangible cultural heritage project, Mudong Mountain Songs is a representative of Bayu folk songs and a typical case of Bayu folk songs promoting rural revitalization. The author uses the research method of field investigation to analyze the current situation and path of Mudong Mountain Songs in promoting rural revitalization, and applies the theory of ethnic music to study the strategies of Bayu folk songs in promoting rural revitalization.

Keywords: *Bayu folk songs, Mudong Mountain Songs, Rural revitalization, Strategies.*

1. INTRODUCTION

The implementation of the rural revitalization strategy is a major decision and deployment made by the 19th Party Congress, and Xi Jinping has made important instructions on the implementation of the rural revitalization strategy to emphasize. Over the past five years, all regions and departments are fully aware of the implementation of the rural revitalization strategy, put the implementation of the rural revitalization strategy in a priority position, adhere to the five secretaries to grasp the rural revitalization, rural revitalization has become the common action of the whole party and the whole society. The “art of rural construction”, with folk music as its main content, has helped to revitalize the countryside and is a manifestation of cultural revitalization.

2. PROBLEM PROPOSAL

In recent years, research on rural revitalization has mainly focused on the construction of characteristic villages and the development and utilization of red cultural resources. Kang Zhao, from the Southwest Research Institute of Southwest University for Nationalities, conducted an empirical analysis on the construction of characteristic villages in southwestern Sichuan Province, titled “The Cultural Path of Implementing Rural Revitalization Strategy in Western Regions: An

Empirical Analysis Based on Sichuan Province”. [1] He believed that the protection and utilization of cultural resources in characteristic villages must provide strategic support for rural revitalization. Xiao Yang and Ma Yunhua proposed specific strategies for promoting rural revitalization through the construction of art towns in their article “Paths and Countermeasures for Promoting Rural Revitalization through Art Town Construction”. [2] A total of 69 articles were retrieved using the keyword “Bayu Folk Songs”, including 45 academic journals, 16 dissertations, and 1 conference paper. The research is mainly divided into several aspects: the first is the study of bamboo branch lyrics, Chuanjiang chant, the joyful sunrise, and folk song language in Bayu folk songs; the second is a review of the research on Bayu folk songs; the third is the research on the changes of Bayu folk songs. Using “Mudong Mountain Songs” as the keyword, a total of 30 articles were published to study the musical essence of Mudong Mountain Songs and their dissemination as intangible cultural heritage. Wang Fengli and Liu Xiaoyao discussed the importance and role of ethnic and folk music in rural revitalization in their article “Cultivating Ethnic and Folk Music Talents to Assist Rural Revitalization - Dialogue with Ethnic Music Scholars”. [3]

Investigation on the Current Situation of Chongqing Mudong Mountain Songs Promoting

Rural Revitalization Research on the promotion of rural revitalization by Chongqing Mudong Mountain Songs, adopts field investigation methods to investigate first-hand information on the specific manifestations of Mudong Mountain Songs in promoting rural revitalization, including the organizers, singers, performers, tourists and other figures involved in activities related to Mudong Mountain Songs. Especially through one-on-one and group interviews with inheritors, performers, and local government cultural workers of Mudong Mountain Songs, the researchers have collected and organized specific manifestations of how Mudong Town promotes rural revitalization through Mudong Mountain Songs, in order to complete the research on the current situation of how Mudong Mountain Songs promotes rural revitalization.

The folk music resources in Bayu are abundant and an important part of Bayu culture. Chongqing Mudong Mountain Songs is a representative of Bayu folk music. The author takes Mudong Town in Banan District, Chongqing as the research field point and takes the promotion of rural revitalization by Chongqing Mudong Mountain Songs as a typical case study. Chongqing Mudong Mountain Songs are divided into Helai, work songs, and folk songs. Mudong Mountain Songs has a long history, dating back to the ancient "Bayu Song and Dance", the "Xiali Baren" of the Warring States period, the "Bazi Ode" of the Han Dynasty, the "Zhuzhi" of the Tang Dynasty, and finally evolved into Mudong Mountain Songs during the Ming and Qing Dynasties. In 2006, it became the first batch of national intangible cultural heritage projects. The function of mountain songs has changed in the changes of the times, and the characteristics of labor and self-entertainment have shifted to entertaining others. In recent years, Mudong Mountain Songs have gradually contributed to rural revitalization and assisted the development of Mudong Town, Banan District, which has become an important cultural industry. In the process of literature collation, the research on the Bayu Mudong Mountain Songs mainly focuses on the study of the works themselves, taking the villages and towns where the Mudong Mountain Songs are sung as a case study, and the academic research on the development of cultural industry and rural revitalization is still blank, and there is a lack of first-hand information on field investigation.

3. RESEARCH IDEAS AND METHODS

This article is based on completed preliminary related projects, practical investigations conducted in the field, and the fundamental theory of music anthropology as the research topic. It combines the field investigation methods of ethnomusicology to provide the basis for project implementation. The specific research method is to use the field investigation paradigm of music anthropology, adopt residential field investigation, observation, and in-depth interviews, prepare interview outlines in advance, and conduct field investigations. Using the method of collecting music materials in ethnomusicology, the researchers objectively, accurately, completely, and persistently collect first-hand materials, complete field notes, and conduct field investigations to promote rural revitalization through the use of Mudong Mountain Songs. This mainly reflects the integration of traditional folk music culture into rural revitalization research, fully utilizing the combination of field investigations and literature materials, and completing music field case studies from the perspectives of tradition and construction, diachronic and synchronic, etc., with the perspective of music anthropology. Combining the study of traditional music with rural revitalization, this research not only examines the essence of traditional music, but also investigates the impact of music in current culture on rural revitalization. By combining the cultural production and symbols of Mudong Mountain Songs with rural revitalization, it elucidates the driving force of traditional folk music on rural revitalization. Adopting the research theory of music anthropology, also known as ethnomusicology, and combining the theories of ethnology and anthropology to conduct field investigations on music cases, is the embodiment of the research paradigm of ethnomusicology. Combining the research theory of ethnology, it expands the construction of the research framework and research perspective, and combines music anthropology theory, semiotics theory, geography theory, cultural production space theory, and cases of traditional Chinese music culture to construct new knowledge of Mudong Mountain Songs and rural revitalization.

4. THE NATIONAL POLICIES OF PROMOTING RURAL REVITALIZATION THROUGH MUDONG MOUNTAIN SONGS

The construction of art villages is the core content of empowering rural revitalization and also the strategic policy of national rural revitalization. Rural revitalization cannot be separated from cultural revitalization. The participation of folk music in "artistic rural construction" is not only a typical case of cultural revitalization, but also a reflection of national policies. In recent years, the theories of modernity and spatial production have guided folk music to participate in the exploration of "artistic rural construction", and the combination of cultural reproduction and cultural symbol construction is also a manifestation of rural revitalization.

4.1 National and Local Policies Promoting Rural Revitalization

Chongqing has responded to the national rural strategic deployment and proposed local strategic guidelines. The 20 typical measures of art empowering rural revitalization are specific manifestations of local governments' implementation of national strategies. In the document "Empowering Rural Revitalization with Art in Chongqing" [4], it is proposed that "Chongqing will combine the work of empowering rural revitalization with art with the fundamental task of cultivating morality and talents, and promote the comprehensive integration of art disciplines, majors, talents, and party building into rural revitalization around the strategy of revitalizing the Party and the country. By 2025, the city will comprehensively establish an art empowered rural revitalization work system, focus on cultivating a group of art talents to serve rural revitalization, produce a number of theoretical achievements in rural revitalization, create a number of demonstration villages for rural revitalization, establish a number of rural art practice, labor education and aesthetic education, innovation and entrepreneurship bases, and form a number of typical cases of art empowered rural revitalization." The entire process of talent cultivation is integrated into rural revitalization, including consolidating the educational concept rooted in the Chinese land, building a disciplinary and professional system that empowers rural revitalization with art, promoting the work of empowering rural revitalization with art into the

classroom, and creating a second classroom for art practice based on rural areas

Mudong Town is a town located in the northern part of Banan District, Chongqing, with rich historical background and cultural characteristics. Mudong Town is adjacent to Shuanghekou and Fengsheng Towns to the east, Dongquan and Ersheng Towns to the south, Guangyang and Yinglong Towns on the south bank to the west, and the Yangtze River to the north. The town is located in Mudong, 68 kilometers away from the district government and 35 kilometers downstream of Chongqing by waterway, with convenient water and land transportation. Mudong Town has a long history, dating back to the Tang and Song dynasties and thriving in the Ming and Qing dynasties. It is an important water terminal connecting Sichuan and Chongqing, a transfer station for the Yangtze River waterway, and a hub for commerce and trade. Mudong Town was established in the late Qing Dynasty, and its name and administrative division were changed multiple times during the Republic of China period. After 1949, it was renamed Mudong Town. In 1990, Mudong Town was named the hometown of folk songs by the municipal government. Mudong Town was once awarded the title of "Hometown of Chinese Folk Culture and Art" and was named a national health township (county town). In 2006, the first batch of Mudong Mountain Songs was included in the list of China's intangible cultural heritage by the Ministry of Culture. Mudong Mountain Songs are rich and colorful, with a long history, especially the main types of songs, such as the Yangko "Helai" and the cowherd song "Luo Er Diao".

Banan District has launched a series of mass cultural activities to benefit the people and widely promote the prosperity of artistic creation and production. It is necessary to continuously promote performances of Mudong Mountain Songs and encouraging Mudong Mountain opera to participate in national level art exhibitions such as the China Drama Festival and the Chinese Ethnic and Folk Dance Exhibition, promote the basic management of cultural heritage resources and focus on building the Bayu Cultural Research Base. According to the national inheritor of Mudong Mountain Songs, Banan District also promotes activities such as "lighting lamps for the people". The people can freely select Mudong Mountain Songs, which will be sung by inheritors of intangible cultural heritage at all levels. This not only completes the popularization and promotion of folk songs, but also allows inheritors to stay in Mudong Town,

creating a space for the development of Mudong Mountain Songs in Mudong Town and empowering rural revitalization with art. Various forms of exhibitions and series of activities not only spread folk song culture in diverse forms, but also become an important factor in rural revitalization.

4.2 Cultural Symbol Construction Helping Rural Revitalization

Cultural symbols play an important role in promoting rural revitalization, especially in Mudong Town, where the application of cultural symbols is reflected in several aspects. Firstly, Mudong Town is deeply promoting the inheritance of intangible cultural heritage, especially the branding development of "Mudong Mountain Songs". By completing the music production of Mudong Mountain Songs and publishing related books, there is a necessity to integrate mountain songs with various styles of music, organize a series of activities, promoting cultural inheritance and innovation, and have typical examples in inheriting and upholding integrity. There are more than 20 inheritors at all levels of Mudong Mountain Song, especially national inheritors Pan Zhongmin and Yu Lianghua, and district inheritors Qin Qiuyue, who play a leading role in the inheritance of Mudong Mountain Song and the construction of inheritors' genealogy. Among them, there are full-time cultural station staff, teachers, small vendors, villagers, etc. Whether as performers, creators, or inheritors, they have become new cultural symbols, serving as symbolic identities for inheritors and contributing to the development of rural revitalization.

4.3 Establishment of Intangible Cultural Heritage Center

The Cultural Heritage Center is an important cultural project in Mudong Town, Banan District, Chongqing, aimed at protecting and inheriting the national intangible cultural heritage of Mudong Mountain Songs. The construction of inheritance space provides a more powerful venue for the culture of Mudong Mountain Songs. Liu Chang proposed in "Research on the Inheritance of Ethnic Folk Music from the Perspective of Rural Revitalization" that "rural areas are the places where ethnic folk music relies on for survival, and the rural revitalization strategy provides opportunities and impetus for the inheritance and innovation of ethnic folk music".[5] The intangible yangko of Mudong Mountain Songs, known as

"Helai", is a rare variety of Chinese folk songs that is only circulated in Mudong and its surrounding areas. The regional characteristics of Helai are rich, with a variety of melodies and songs, including high pitched Helai, low pitched Helai, flat pitched Helai, floral Helai, and continuous eight line lines. It is precisely because of the geographical environment of Mudong Town that conditions have been created for the growth of folk songs. The cultural center and intangible cultural heritage inheritance base constructed by the country have empowered rural revitalization with art.

5. MUDONG MOUNTAIN SONGS EMPOWERING RURAL REVITALIZATION STRATEGIES

5.1 Constructing Art Brand Works

"Grandfather's Mountain Songs" is a musical adapted from the true inheritance experience of Yu Lianghua and Qin Qiyue, the inheritors of Mudong Mountain Songs. It tells the story of the inheritance of folk songs between Gao Liang and Gao Ke, as well as the love story between Gao Ke and his lover Wen Yang around folk songs. The play shows the difficulties experienced in the inheritance and development of wooden cave folk songs, as well as the "breaking" and "standing" of competent departments at all levels and folk song inheritors in inheriting "unfashionable" folk songs into "new meaning". The musical elements of the entire play are derived from the original wooden cave mountain songs, including high pitched mountain songs, Helai, Pange, Luo Er Diao, minor tunes and other musical instruments, which are highly distinctive. "Grandpa's Mountain Songs" premiered on June 17, 2022 at the Starlight Theater of Banan Cultural and Art Center in Chongqing. Over the past two years, it has participated in multiple exhibitions and performances. However, in 2023, due to the impact of natural disasters in Mudong Town, the original performance of "Grandpa's Mountain Songs" at the Shen Fuchun Theater in Mudong Town was interrupted. However, in December 2024, the play was invited to participate in the Chengdu Chongqing Drama Creation Exhibition and Excellent Play Exhibition, providing assistance in further building artistic brand works. Innovative works have become another driving force for rural revitalization.

5.2 Mountain Songs Empowering the Integrated Development of Culture and Tourism

Mudong Town actively integrates into the cultural and tourism pattern of the entire district, comprehensively sorting out heritage resources such as ancient villages and courtyards, integrating Ba culture, cultural heritage, celebrity introductions, Mudong ancient town and other characteristic resources into exhibition halls, opening them to citizens for free, boosting popularity, and increasing tourism economic income. Li Yue proposed in his article "The Road to Ancient Town Revitalization in the Integration of Industry and City: The Practice of Mudong Town, Banan District, Chongqing" that the revitalization of ancient towns requires a combination of historical and cultural inheritance and modern industries.[6] Mudong Town aims to create a brand effect, activate and utilize cultural and tourism resources in Banan District, expand the industrial chain, and launch characteristic industries such as "watching dramas+tourism". A series of cultural and creative peripheral products, such as music CDs, souvenirs, clothing, etc., will be developed around "Grandpa's Mountain Songs" to enhance the popularity of the "Intangible Cultural Heritage Tourism Town". Mudong Town vigorously improves public cultural services, organizes cultural service teams to go to grassroots activities, carries out theoretical lectures, artistic performances and other activities, holds various cultural activities, and has collected and organized more than 3,000 mountain songs with an online and offline audience of over 100,000 people, which has also become an essential cultural content for visitors to Mudong Town. Over the years, the cultural service team has conducted more than 500 cultural performances, lectures, and mountain song teaching activities, with an audience of 300,000 people. Mudong Town will upgrade its cultural and tourism integration project, create a national A-level scenic spot, a city level tourist resort, and build a culturally rich interior. Creating an intangible cultural heritage tourism scenic spot, Mudong Ancient Town has successfully been included in the list of "Intangible Cultural Heritage Tourism Towns".

6. CONCLUSION

Through field investigations in Mudong Town, Banan District, Chongqing, a strategic analysis of Mudong Mountain Songs for rural revitalization has been completed. Art empowers rural

revitalization, which is typical in Mudong Town. While utilizing traditional music culture, it promotes the construction and development of Mudong Town. The construction of national presence, cultural institutions, and performance spaces has become an important venue to assist in the construction of art towns. Rural art talents have become the main force in the construction of art villages. Based on the theory of Chongqing Mudong Mountain Songs promoting rural revitalization, this paper guides the rational use of Mudong Mountain Songs to promote rural revitalization and facilitate the integrated development of local cultural inheritance, dissemination, and cultural tourism. The research adheres to the correct political and academic direction, based on the development needs of the national cultural cause, and is conducted under the premise of the diverse and integrated pattern of the Chinese nation, with practicality and pertinence.

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