
Inheritance and Innovation of the "Fishermen's Kaiyang, Xieyang Festival "on the Shandong Peninsula

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Abstract: *The study of the "Fishermen's Kaiyang, Xieyang Festival" activities are mainly paper-cutting, New Year's paintings, Jiaodong biscuits, weaving embroidery, folk carvings, seagrass house construction, folk sculpture and other art forms, following the two-dimensional and three-dimensional modeling laws of the planar modeling and three-dimensional modeling of the categories of the study. The content of the research is rich and varied, mainly from the perspectives of theory dissemination, status quo problems, inheritance and development problems, etc. to enhance the theoretical and academic value of the "Fishermen's Kaiyang, Xieyang Festival". It has a certain degree of ornamental and entertainment, and its reasonable development can make the tourists satisfy their physical, psychological or spiritual needs. This activity has great influence among local fishermen and is rooted in the spiritual world of coastal fishermen and fishing areas.*

Introduction:

Although marine culture is a branch of the overall culture, for the fishing area, marine culture is the overall culture of the region, which is a long-flowing tributary of the long river of culture. Since the development of marine culture, it has played an increasingly important role in the development of society, and has embodied the beauty of traditional civilization and modern civilization to a certain extent. However, from the present point of view, marine culture is still a weak culture, and no systematic promotion of marine culture has been formed, and there are still many places worthy of study in terms of connotation, depth and breadth. The rituals used by fishermen in offering sacrifices to the gods they worship mainly include performing arts and oral traditions, amusement and entertainment, festival items, etc. Among them, the clothing, architecture, household items and other sacrificial offerings encompass the specific planar modeling and three-dimensional modeling characteristics of marine folk art.

Conclusion: The study of the Shandong Peninsula "fishermen open ocean, thank you for the ocean festival" folk book activities, such as Jiaodong paper-cutting, New Year's paintings, Jiaodong biscuits, embroidery, folk carvings, seagrass house construction, folk sculpture and other folk art modeling forms have a rich marine regional culture. Can effectively reflect the academic value, practical application value, reflecting the form of traditional cultural characteristics of the coastal areas of Shandong, to promote the prosperity of culture and tourism, prompting all sectors of society to focus on the promotion of marine folk culture and reference.

Keywords: *Sea festival, Xieyang Festival, Shandong Peninsula, marine culture*

1. Introduction

Although marine culture is a branch of the overall culture, for the fishing area, marine culture is the overall culture of the region, which is a long-flowing tributary of the long river of culture. Since the development of marine culture, it has played an increasingly important role in the development of society, and has embodied the beauty of traditional civilization and modern civilization to a certain extent. However, from the present point of view, marine culture is still a weak culture, and no systematic promotion of marine culture has been formed, and there are still many places worthy of study in terms of connotation, depth and breadth. The rituals used by fishermen in offering sacrifices to the gods they worship mainly include performing arts and oral traditions, amusement and entertainment, festival items, etc. Among them, the clothing, architecture, household items and other sacrificial offerings encompass the specific planar modeling and three-dimensional modeling characteristics of marine folk art.

2. Forms of Sea Sacrifice in China's Coastal Areas

On June 7, 2008, the "Fishermen's Kaiyang, Xiyang Festival" of Xiangshan and Daishan counties in Zhejiang Province and Rongcheng, Rizhao and Jimo (now Jimo District) in Shandong Province was jointly selected as a national intangible cultural heritage under the project number X-72. It was found that for most fishermen, it is not important what kind of god they believe in or what kind of god they worship, but rather, what kind of god is important. It is not important what kind of god they believe in or what kind of god they worship, but what matters is the purpose and effect.

2.1 "Daishan Sacrifice to the Sea" in Daishan Island, Zhejiang Province

Daishan Island is the second largest island in Zhoushan Archipelago, there are many faith activities on the island, and the most characteristic of the island is represented by "Xieyang Festival". Daishan Islanders fishing in four seasons, the first season is the lunar January to April, the second season is the lunar May to June, the third season is the lunar July to August, the fourth season is the lunar September to December. And the gap between each flood season is the fishermen repair tools, assembly personnel, to meet the next flood season rest period, Daishan islanders named this period "Xie Yang", Xie Yang time, Daishan fishermen first to worship the gods.

2.2 "Mazu Temple" in Xiangshan County, Zhejiang Province

Dongmen Island is located to the east of Shipu Town in Xiangshan County, with a small area but more than ten temples and nunneries. Most of the fishermen believe in Buddhism. The Mazu Temple on the island was recognized by the local authorities as an "intangible cultural heritage" in 2002. Since 2003, the A-Ma's birthday rituals on the island have changed, that is, the A-Ma's birthday celebration and the open-ocean parade rituals have been added to the original pujas and temple plays, making the A-Ma's birthday rituals even more grandiose.

2.3 The "Fishermen's Festival of Opening and Thanking the Ocean" in Rongcheng City, Weihai Province

Rongcheng's more famous marine culture includes the "Fishermen's Kaiyang, Xieyang Festival", which was one of the first batch of national intangible cultural heritages of the State Council in 2006, Folklore Heritage No. X-5, and which has been organized by the government for seven times. The "Rongcheng International Fishermen's Festival" was organized by the government for seven times, but due to the problems of funding and content of the event, the related government activities have been suspended, and the related text and video materials are no longer available in the market at present. "Rongcheng City, Shandong Province, is one of the places that applied for the second batch of national intangible cultural heritage along the coast issued by the State Council in 2008 for the "Fishermen's Kaiyang, Xieyang Festival", Folklore Heritage No. 979 X-72.

3. The form and current situation of the "Fishermen's Kaiyang, Xieyang Festival" in the Shandong Peninsula

3.1 Forms of "Fishermen's Kaiyang, Xieyang Festival"

Shandong Peninsula is rich in marine resources, the region has a long history of customs of marine culture, the study of Shandong Peninsula "Fishermen's Kaiyang, Xieyang Festival" includes the subject matter, content, is the inheritance and development of fishermen's local culture. The fishing villages near Rongcheng City have formed the largest fishery production base in the north of China due to their unique marine geographic location and climatic characteristics. Every rainy day, the deep sea fish and shrimp will follow the law of seasonal migration have flocked to the Yellow Sea offshore waters south of the village of Yankuang, fishermen in the rainy day to worship the Dragon King that is, "fishermen open the ocean, thank you for the festival of the ocean" activities. In the annual rain, fishermen with many offerings: meat and potatoes, pig head or whole pig, incense and candles, etc., singing and dancing to worship the Dragon King Temple to pray for good weather, fish and shrimp full of warehouses, thanks to the Dragon King's blessing of the shelter, praying for the fishermen's peace and good luck of a folk activity.

3.2 The present situation of "Fishermen's Kaiyang, Xieyang Festival"

The "Fishermen's Kaiyang, Xieyang Festival" is a folklore activity that local fishermen in Rongcheng attach the greatest importance to, reflecting the unique cognition of the ancient ancestors on the laws of nature under the influence of Confucianism and Taoism culture, and their reverence and gratitude to the sky, the earth and the sea. Through the field investigation and visit, it was found that the national intangible cultural heritage in this area did not have any protection measures, and there was only a sign in front of the Longwang Temple in Yankuang Village, with no relevant display pavilion, text, film and television introduction and other related contents. In order for this intangible cultural heritage to be passed on and developed, more innovations are needed so that more people can understand the cultural connotation of the "Fishermen's Kaiyang, Xieyang Festival". However, non-fishermen know little about this

intangible cultural heritage, and the organic combination of cultural heritage inheritance and protection with value development has restricted the development of the inheritance and innovation of the "Fishermen's Kaiyang, Xieyang Festival".

4. Innovative development of the "Fishermen's Kaiyang, Xieyang Festival"

4.1 Forms of innovative development

In this paper, through the research on the content of the activity form of "Fishermen's Kaiyang, Xieyang Festival", and at the same time find the countermeasures of tourism development, for the fishermen's folk beliefs, to reduce the impact of commercialization, maintain its stability and dissemination, and to protect the inheritance of this culture, purity, vernacular, authenticity, and try to find the development path of "Fishermen's Kaiyang, Xieyang Festival" by the innovative point of view. Try to find a development path for the "Fishermen's Kaiyang, Xieyang Festival" from an innovative perspective. Formulate the content of innovative development of "Fishermen's Day", design innovative cartoon image products according to folk beliefs and legends: cartoon image design of the Dragon King, cartoon image design of the old fishermen, cartoon image of fishermen, cartoon image of fishermen, cartoon image of fisherwomen, form the form of short cartoon, complete the editing of the documentary film on the sea festival activities, complete the CIS manual design, publicity brochures, and complete the design of the CIS manual, publicity brochures, publicity brochures, and complete the design of the CIS brochure. Complete the design of CIS manual, publicity brochure, Longwang Temple introduction brochure, the design of fishery culture publicity brochure, and the design of fishery food culture publicity brochure. On the basis of the promotional brochures, design a series of tourist souvenirs and develop marine tourism commodities with the fishermen's culture of "Fishermen's Kaiyang, Xieyang Festival"; finally, create a series of paintings, photographs, videos and film works of the important nodes of the "Fishermen's Festival". Lastly, the creation of paintings, photographs, videos and movie series on the important nodes of "Fishermen's Kaiyang, Xieyang Festival" activities. Let the innovative visual identification system design in place, the implementation of scientific communication business philosophy, shaping the incomparably rich and diverse "Fishermen's Day, Xieyang Festival" image of fast and convenient cultural competition, so that "Fishermen's Kaiyang, Xieyang Festival" highlights a strong cultural atmosphere, the expression of unique marine regional culture. The festival will highlight the strong cultural atmosphere and express the unique regional culture of the ocean.

4.2 Trend of innovation and development of "Fishermen's Kaiyang, Xieyang Festival"

As a reflection of the fundamental regional culture of fishermen in Shandong Peninsula, "Fishermen's Kaiyang, Xieyang Festival", people are touched by the local flavor, traditional flavor, natural flavor, handmade flavor, and human flavor of traditional folk culture, and once again the attention of the "Fishermen's Kaiyang, Xieyang Festival" in modern society through the inheritance, continuation and innovation of "Fishermen's Day". The "Fishermen's Festival of Opening and Thanking the Ocean" has been attracting attention again in the modern society through a series of development paths such as inheritance, continuation and innovation. The protection and development of the intangible cultural heritage of "Fishermen's Kaiyang, Xieyang Festival" in Shandong Peninsula is to maintain and increase the cultural connotation of the sea festival, and to realize the sustainable development of tourism resources and the environment; to strengthen the function of the government service, and to highlight the folklore characteristics of "Fishermen's Kaiyang, Xieyang Festival" better; and to strengthen the function of the government service, and to highlight the function of the government service. "We can appreciate the development trend of the folk culture of "Fishermen's Kaiyang, Xieyang Festival" in the process of development of the new mass base, contemporary social environment, and technological innovation of crafts.

4.3 Research Value of Innovative Development of "Fishermen's Kaiyang, Xieyang Festival"

Through a large number of research found that "Fishermen's Kaiyang, Xieyang Festival" it is a wide range of large, Rongcheng City, near the village of Yuankuang fishermen to go out to fish on board the peace and good harvest, to rely on the rain festival in the East China Sea on the worship of the Dragon King, the ritual is inherited for more than 2,000 years of local folk culture, has been imprinted in the concept of fishermen's life, which became the spiritual pillar of the fishermen to work at sea and formed a belief. the spiritual support of fishermen's sea operation and formed a kind of faith.

4.3.1 Academic Value

The "Fishermen's Kaiyang, Xieyang Festival" is characterized by self-entertainment, mass and regional characteristics, and the forms of activities reflect the daily life style of fishermen. Research "Fishermen's Kaiyang, Xieyang Festival" activities are mainly paper-cutting, New Year's paintings, Jiaodong biscuits, weaving embroidery, folk carvings, seagrass house building, folk sculpture and other art forms of academic literature, following the two-dimensional, three-dimensional modeling law of the plane and three-dimensional modeling of the categories, summarized in the form of offerings, residence, utensils, clothing, entertainment and other forms of research. Research. The study of the theoretical dissemination, current situation, inheritance and development of the "Fishermen's Kaiyang, Xieyang Festival" will enhance the theoretical and academic value of the study of the "Fishermen's Kaiyang, Xieyang Festival" from several perspectives.

4.3.2 Practical value:

Through the investigation of the history of marine culture in Shandong Peninsula, it is found that with the change of the times, the fishing cultural activities inherited for thousands of years have abandoned the ancient superstitious color contained in itself, and gradually become a commemorative rite characterized by local folklore along the coast of Shandong. In recent years, provinces, cities and regions gradually recognize the value of intangible cultural heritage, this paper through theoretical studies and field surveys, based on the positive economic, cultural, educational and other aspects of the value of embodiment, digging the marine cultural connotation of the deep, the development and utilization of a rich number of tourism resources, and to promote the development of the local tourism industry. Nowadays, the activity of "Fishermen's Kaiyang, Xieyang Festival" is the inheritance of history, the inheritance of folk culture, and the living fossil of intangible heritage in the traditional cultural heritage of the Chinese nation. Shandong Peninsula "Fishermen's Kaiyang, Xieyang Festival" cultural heritage, rich and varied content, with a certain degree of ornamental and recreational, the rational development of which can make the tourists to get the physical needs, psychological needs or spiritual needs of the fulfillment. This activity has a great influence on local fishermen and is rooted in the spiritual world of coastal fishermen and fishing communities.

5. Conclusion

The study of the Shandong Peninsula "Fishermen's Kaiyang, Xieyang Festival" folk book activities, such as Jiaodong paper-cutting, New Year's paintings, Jiaodong biscuits, embroidery, folk carvings, seagrass house construction, folk sculpture and other folk art modeling forms have a rich marine regional culture. Can effectively reflect the academic value, practical application value, reflecting the form of traditional cultural characteristics of the coastal areas of Shandong, to promote the prosperity of culture and tourism, prompting all sectors of society to focus on the promotion of marine folk culture and reference.

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