

# Research on The External Dissemination of Yao Panwang Festival Culture Based on the Belt and Road Initiative

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**Abstract.** Yao Panwang festival culture is a characteristic cultural heritage of the Yao ethnic group. It is an important part of world excellent traditional culture. The Belt and Road Initiative broadens the channels of cultural exchanges between various countries and regions, makes the exchanges between nations closer and more frequent, and provides more channels for the external dissemination of excellent national culture. This paper starts with the cultural connotation of Panwang festival, excavates the cultural communication value of Panwang festival, explores the external dissemination of Panwang festival culture based on the Belt and Road Initiative, so as to expand the international influence of national culture.

## 1 Introduction

The Yao Panwang festival culture has a long humanistic history, profound cultural heritage, rich cultural resources, unique national characteristics and is a treasure of excellent national culture. The connotation and value of the festival makes it possible for the Yao Panwang festival culture to spread to the outside world. The Belt and Road initiative has broadened the channels for cultural exchanges between countries and regions, brought closer exchanges between ethnic groups of various countries. And the cultural exchange activities such as cultural festivals, art festivals, film festivals, and television weeks between countries, provides more ways for the external dissemination of excellent national culture. In this context, excavating the unique national cultural resources of the Yao Panwang festival culture and exploring the strategies of external dissemination of the Yao Panwang festival culture based on the Belt and Road initiative are of positive significance for the external communication of national culture.

## 2 Interpretation of Yao Panwang Festival Culture

### 2.1 The Connotation of Yao Panwang Festival Culture

Panwang Festival, also known as “Panwang Dance”, is a festival for the people of the Yao ethnic group to remember their ancestor Panwang, and it is also the most widespread and grand festival among the Yao ethnic group. In the long historical development, Panwang festival has accumulated a rich cultural interior and strong cultural heritage. During Panwang festival, men, women and children wear their own national costumes,

sing “Panwang Song”, dance “Long Drum” sacrifice wine and incense, and praise the originator together. Its solemn religious sacrifice ceremonies and songs and dances of various forms and contents can not only reflect the remembrance and worship of ancestors, but also show the spread of secular folk sentiment and the praise of labor, love and life [1].

Feng,H.G. and He,J.Q. believe that the Yao Panwang sacrifice ritual is the main activity of the Panwang Festival, which carries the historical changes, customs, religious beliefs, totem worship, moral concepts, literature and art, music and dance and other cultural phenomena of the Yao ethnic group[2]. Gu,W.X. came to the conclusion that the Yao Panwang Festival is the carrier of Yao culture transmission from the three folk ceremonies of “returning the wish of Panwang”, “big song of Panwang” and “dance of Panwang” [3]. Zhou, Q. believes that the Panwang Festival culture shows the rich folk skills of the Yao people, which accumulates the ancient history, culture, customs and habits of the Yao people. It is a cultural phenomenon in which the Yao people consciously inherit their own traditional culture in a specific time and space environment. The Yao people present their common national psychology, national consciousness, aesthetic taste, and unique material and spiritual culture of each ethnic group to the world in different forms [4].

According to the cultural connotation of the Yao Panwang Festival, the author believes that the culture of the Yao Panwang Festival is a very characteristic traditional ethnic culture, which condenses the cultural factors such as the ethnic origin, history culture, agricultural production, religious sacrifices, ethnic dances, traditional skills, national values, ethics, national costumes, and eating habits of the Yao people.

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## **2.2 The Value of the Yao Panwang Festival Culture**

Panwang Festival has a long history, rich cultural connotation, and unique national characteristics, which not only brings people a variety of fun, but also is conducive to the inheritance and development of national culture, national unity and harmony, and national economic prosperity. These communication values can be summarized as humanistic concept values, aesthetic values, industrial development values, etc. First, the memorial ceremonies, song and dance activities in Panwang festival culture all embody the humanistic concepts of national unity and harmony, friendship, mutual respect, mutual trust and so on. These concepts are in common with the concepts of other countries, and are the spiritual bond for building a harmonious society and a harmonious world. Second, the unique charm of the Panwang song and the strong and courageous long drumming in the Panwang festival culture, the fine and luxurious clothing, a wide variety of silver jewelry, colorful Yao brocade, exquisite embroidery, etc., the music, dance, clothing, silver jewelry, Yao brocade, embroidery, etc. with unique national characteristics vividly show the aesthetic value of Panwang festival culture. What's more, they can be made into cultural brand products with unique national characteristics and characteristics of the times. Coupled with effective industrialization operation strategies, they can obtain better economic and social benefits.

## **3 The Significance of External Dissemination of Yao Panwang Festival Culture under the Belt and Road Initiative**

Panwang festival culture has a long humanistic history, rich cultural heritage and cultural resources, and has great communication value. The Belt and Road Initiative has opened up channels for cultural exchanges and cultural communication among ethnic groups of various countries. In this context, the external communication of Panwang festival culture is actively respond to the national Belt and Road Initiative and enhance national cultural self-confidence; It is the need to improve the level of external communication of Panwang festival culture, expand the international influence of national culture, and also promote the inheritance and development of national culture and the economic prosperity of ethnic regions.

### **3.1 Responding to the Belt and Road Initiative and Enhancing National Cultural Self-confidence**

At present, some endangered folk traditional cultural artworks and art performance forms have been reproduced into exquisite cultural products and sold well in domestic and foreign markets after scientific protection, development and integration; Some national literary works that have been passed down from

generation to generation and embody the national spirit and wisdom have been carefully collected and integrated, and have been compiled into books in multiple languages, which have been circulated at home and abroad, and some have even been included in the treasure house of world culture [5]. With the implementation of the Belt and Road initiative, cultural exchanges and communication activities between countries and ethnic groups have become frequent and close. This is a positive response to the Belt and Road initiative to expand the international influence of national culture, and further enhance the self-confidence of national culture.

### **3.2 Improving the Level of External Dissemination of Panwang Festival Culture and Expanding the International Influence of National Culture**

Panwang Festival culture contains cultural heritage of worldwide value, which is unique in China and the world. However, at present, the excavation, research and publicity of Panwang Festival culture are not enough. Previously, there were also some cultural research academic teams or organizations, scholars on the ancient Yao village culture, folk culture, food culture, clothing culture, etc. They conducted a series of research investigations, and came out with some results. These studies mainly focus on the development and protection of culture, inheritance and development, however, compared with the external transmission of traditional elite culture, regional folk culture in the external communication research is quite limited. First of all, there are few relevant academic research results, and there are few in-depth and comprehensive studies. Secondly, the government's external propaganda department mostly disseminates folk cultural elements from the macro level, such as drama, clothing, folk music, painting, etc., which lacks historical and humanistic views, and is not innovative and vivid enough in the form of propaganda, and it is difficult to arouse the resonance and empathy of foreign people. Exploring the strategy of external dissemination of Panwang Festival culture is of positive significance to improve the level of external communication of Panwang Festival culture and expand the international influence of national culture.

### **3.3 Promoting the Inheritance of National Culture and the Prosperity of Ethnic Regional Economies**

Panwang Festival is an outstanding national cultural heritage and an integral part of intangible cultural heritage. Because most Yao villages are located in relatively remote mountainous areas, economic development is relatively lagging. They may be affected by a variety of subjective and objective factors, and the scale of the Panwang Festival in Yao villages in some areas is slowly shrinking; the ceremony is gradually simplified, and the influence is getting smaller and

smaller. And the cultural skills inherited from ancestors such as long drumming, memorial ceremonies, etc., due to the death of old artists one after another, there is no successor, and it is on the verge of being lost. In particular, the Yao people in Southeast Asian countries such as Vietnam, Myanmar, Thailand, and Laos who have emigrated overseas are in a difficult situation in terms of festival ceremony inheritance. If the inheritance and communication of the cultural heritage of the Panwang Festival in Yao villages is not strengthened, the cultural heritage of the Yao Panwang Festival will gradually become exhausted or empty. Therefore, exploring the strategy of external communication of Panwang Festival culture is also the need to promote the inheritance and development of national culture and the economic prosperity of ethnic regions.

## **4 Reflections on the External Dissemination of Yao Panwang Festival Culture Based on the Belt and Road Initiative**

The Belt and Road Initiative has provided convenient conditions for political, economic and cultural exchanges between countries and peoples. With the opportunity, it is better to comprehensively and deeply excavate the cultural characteristics of Panwang Festival, create Panwang Festival cultural boutiques, give full play to the multi-party strength of the official and non-governmental sectors, expand communication organizations, and build diversified communication channels with the help of emerging scientific and technological means and new media.

### **4.1 Excavating the Cultural Resources of Panwang Festival and Creating Fine Cultural Communication Content**

As an important part of Chinese national culture, Panwang Festival culture has unique cultural charm and characteristic cultural resources, and was included in the national intangible cultural heritage in 2006. The Panwang Festival culture, which has a far-reaching influence on China and the world, has unique and distinctive national characteristics and a charming traditional art living culture, which has great communication value. It also has research value in ecological aesthetics, ethnology, anthropology, sociology, etc. Panwang Festival cultural masterpieces are the spiritual bond of the nation. They can reflect people's spiritual and cultural demands. Panwang Festival culture is not only the culture of China, but also the culture of the world. As the saying goes, "the more national, the more global." Only by comprehensively and deeply excavating unique national cultural resources, integrating rich cultural creation achievements, creating Panwang Festival cultural boutiques, and industrializing the packaging, publicity and sales of boutique cultural brands can we better promote Panwang Festival culture to the world.

### **4.2 Giving Full Play to the Power of Official and Non-governmental Organizations and Expanding Communication Organizations**

Under the background of the Belt and Road initiative, it is a complex and systematic project to use cultural exchange activities between ethnic groups in various countries to promote the Panwang Festival culture to the world to expand the international influence of national culture. It not only needs the propaganda power of official organizations of the national government, such as Confucius Institute educational institutions, local foreign affairs propaganda departments, and consulates and embassies in foreign countries, but also encourages non-governmental organizations such as enterprises and institutions, universities, research institutions, etc. to participate in publicity, and at the same time, it is necessary to cultivate the awareness of cultural communication subjects of people from all walks of life. Panwang festival culture is not only the culture of the Chinese Yao people, but also the culture of the Yao people around the world, in the process of the spread of Panwang Festival culture, it is wise to fully integrate the superior resources of all parties at home and abroad, strengthen the cultivation of overseas Yao people's cultural propaganda subject awareness, and use their foreign resources to promote the external dissemination of Panwang Festival characteristic national culture.

### **4.3 Building Diversified Communication Channels with the Help of Emerging Scientific and Technological Means and New Medias**

Internet of Things technologies such as Internet +, artificial intelligence, and cloud computing have promoted society into the era of big data. Emerging scientific and technological means and the rapid dissemination function of new media provide convenience and powerful communication channels for the external dissemination of culture. The external communication of Panwang Festival culture needs to seek diversified communication channels, and multi-pronged measures can change the current situation of weak external communication. First of all, it can be combined with the current Internet technology to take the industrialization development path of Internet + sports, Internet + tourism, Internet + art, etc. At the same time, through high-tech, make the content of the Panwang festival that reflects the national culture,, such as the memorial ceremony, song and dance performance, food and clothing, into micro-movies, micro-videos, micro-lessons, brochures, etc., and then use emerging media communication channels, such as official Weibo, WeChat public account, portal website, network forum, etc. to release micro-information and information of Panwang Festival culture, and vividly and intuitively disseminate Panwang Festival culture in an all-round and multi-faceted way. Also, you can use translation software to conduct translation research on Panwang Festival culture in English, Thai, Vietnamese, etc., and use multiple languages to vigorously promote Panwang Festival culture.

#### 4.4 Carrying Out In-depth Cultural Exchanges With the Advantage of the "Belt and Road" Initiative

The implementation of the "Belt and Road" initiative has brought closer exchanges between the peoples of countries, regions and ethnic groups with different historical origins and cultural backgrounds, and has paved channels for the wide dissemination of excellent cultures of various countries. In this context, taking advantage of the opportunities provided by the "Belt and Road" initiative, China actively carries out more extensive cultural and artistic exchanges, academic discussions, cultural forums, talent cooperation and other international cultural exchange activities with countries along the route, so as to strengthen cultural exchanges and mutual learning between different countries, promote the common development of multicultural in the world, promote the Panwang Festival culture to go abroad, integrate its cultural essence into the world culture, and enable mankind to share the fruits of cultural development. First of all, with the help of various international cultural exchange platforms provided by the "Belt and Road" initiative, cultural activities such as the Panwang Festival Cultural Academic Forum and the International Ethnic Culture Seminar will be held, and in-depth cultural exchanges will be carried out with countries along the route, so as to strengthen cultural exchanges and cooperation and mutual learning. Secondly, mobilize the forces of Southeast Asian countries along the "Belt and Road" to integrate the Panwang Festival culture in Southeast Asia in external communication, form a Panwang Festival cultural circle, and establish international organizations and overseas communication institutions to study Panwang Festival culture, strengthen the power of Panwang Festival cultural communication, and thus enhance the international influence of Panwang Festival culture.

## 5 Conclusion

Panwang Festival is an outstanding national cultural heritage and an integral part of world intangible cultural heritage, with rich cultural heritage and great external communication value. Under the background of Belt and Road initiative, exploring the cultural resources of Panwang Festival, showing the world the culture with Chinese national characteristics, expanding the international influence of national culture, and promoting national cultural self-confidence, it is necessary to give full play to the power of official and non-governmental organizations, to expand communication organizations and build diversified communication channels with the help of emerging scientific and technological means and new media.

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