

# Contemporary cultural shaping and social communication value of Xinyang Drum Book

Han Ling

Faculty of Arts, Xinyang college, Xinyang (Henan 464000)

**Abstract:** As a provincial intangible cultural heritage of the People's Government of Henan Province, Xinyang drum book has strong local characteristics and local flavor. Its rhythm is bright and lively, its emotion is rich and full, and its art form is exquisite, interesting and vivid, truly reflecting the face and style of rural society, which is a traditional aesthetic form that people enjoy, and the crystallization of the collective wisdom of Xinyang people, with unique Xinyang characteristics. For thousands of years, it has shaped the positive cultural energy of Xinyang region through the red spirit passed down from one generation to the next, the philosophy of loyalty and righteousness, the virtue of filial piety and the rousing hymn of the times, and has demonstrated the value of social communication in promoting the core values of socialism, practicing the theory of interconnected communication, promoting the construction of humanistic spirit in rural areas, and conveying new aesthetic interests in harmony with the times.

**Key words:** Xinyang Drum Book; cultural shaping; communication value

As a characteristic folk culture form with a history of nearly 1,000 years, Xinyang drum book is a local song genre born and raised. The Xinyang drum book is rich in repertoire, and the lyrics are close to the people's lives, suitable for expressing folk culture and local customs and customs. Throughout its nearly 1,000 years of development, the Xinyang drum book has shaped the culture of the Xinyang region in a way that is pleasing to the people, and through the baptism of time and wide dissemination, it has formed a social communication value with rich connotations.

## 1. Contemporary Cultural Shaping of Xinyang Drum Script

### 1.1 The Red Spirit passed on from generation to generation

The red spirit is the revolutionary spirit of the CPC leading the Chinese people in the great struggle for national independence and people's liberation. Therefore, Xinyang drum script, rooted in the land of Xinyang, has its own unique path and way, shaping the red spirit inherited from generation to generation. For example, in the early 1930s, some drum script artists in southern Henan began to spread revolutionary ideals and ideas and convey the red spirit during the revolution. In 1936, during the second cooperation between the Communist Party and the people's Republic of China, drummers in the southern Henan Soviet area arranged a "half basket of peanuts" to reflect the revolutionary situation at that time. After the founding of new China, a large number of PLA soldiers dedicated to the revolutionary ideal and the happiness of the people emerged. Such as "forest sea and snow", "Red Rock", "wild fire and spring breeze fighting the ancient city", "great changes in mountain villages", "gunfire on the plain", "hot steel" and so on.

### 1.2 The philosophy of being faithful and reasonable in the world

In socialist society, people's correct philosophy is to be guided by the Marxist worldview, to take socialist morals and norms as the code of conduct, and to deal with interpersonal relationships.

With the philosophy of "modesty, honesty, loyalty and goodness", Xinyang drum book has created the modern repertoire "Persuading Families to Harmony" and "Persuading the World" to keep up with the times. Based on the folk ditty "Ten Advices for Family Harmony," the main content of "Advices for Family Harmony" emphasizes the philosophy of family building, advising young people to be filial to both parents, to live in harmony between sisters-in-law and brothers-in-law, and to be forgiving and humble; advising individuals as parents, husbands, wives, in-laws and daughters-in-law to abide by moral codes and behavioral norms. The "Persuasive Text", also known as "The Book of Warnings", contains mainly astronomy and geography, as well as historical celebrities and classical stories; it not only spurs on senior figures, but also teaches the common people, and all walks of life are included in it, which has a great effect on promoting the philosophy of loyalty and wisdom in the world.

### 1.3 The virtue of filial piety

"Filial piety" is the oldest, most basic, most important and most far-reaching traditional ethical concept in Chinese culture. The book of filial piety begins with a clear summary of filial piety as: "the body and skin, the parents do not dare to be damaged, and filial piety begins. To stand up and practice morality and become famous in future generations, so as to show the parents, and filial piety ends. Husband filial piety begins with relatives, in the middle of kings, and finally stands up."[[Reference:

It is regarded as the "kernel of benevolence" by Confucianism. In ancient times, the broad sense of filial piety was a kind of filial piety in a broad sense, that is, the objects of filial piety included not only parents, but also filial (non filial) grandparents, parents in law, uncles, aunts, uncles and other relatives, neighbors, elders and monarchs. The filial piety culture shaped in Xinyang drum book not only inherits the past, but also continues to the modern times with the times. For example, Du Mu's "old age is difficult" tells the inconvenience and pain of the life of the elderly and urges the world to support the elderly. With the development of the times, the artists of Xinyang drum book have also written a modern version

of "old age is difficult" according to the style of "old age is difficult" to educate the world and alert future generations. The basic content remains unchanged.

#### 1.4 A poignant ode to the times

Today, the spirit of Xinyang leaders, whether it is three into three out of the sea, heroic rescue of Wei Qing gang; or defying the forces of evil, the courage to catch thieves Hu Yang hai; or regardless of personal safety, volunteer rescue of children in the water Li Shoulu migrant workers; and the spirit of the times model Li Fang teacher, are the makers of the times, they use their faith and action to practice the simple and tough, selfless spirit of Xin yang. For example, "Raising Daughters is Better than Raising Children" depicts women as the pioneers of human civilization and the drivers of social progress, writing extraordinary achievements in all walks of life. Family Planning is Good" celebrates the scientific and reasonable family planning policy formulated by the Communist Party of China to break the feudal ideology and improve the quality of population, which has made a qualitative leap in the quality of the nation and made a great contribution to building a better life.

## 2. The social communication value of Xin yang drum book

### 2.1 Promote the core socialist values

As a part of the excellent Chinese traditional culture, Xin yang drum book is a cultural gene rooted in the heart of every Chinese person. The ideas of "sacrifice for the country," "patriotism and dedication," "loyalty and righteousness," and "advancing with the times" provide the people with ideal spiritual goals and value pursuits, profoundly influence the understanding and cognition, value judgment, and behavior choices of every Chinese, and are the spiritual source for nurturing the core socialist values. In the process of its dissemination, socialist core values are the broad value consensus and common value pursuit of all contemporary Chinese people, and are the inheritance and sublimation of the excellent Chinese traditional culture.

### 2.2 Practicing the theory of interconnection and communication

The theory of "interconnection" is a concept proposed in understanding the changes in China's diplomacy with its neighbors and the future trends of China. With the advancement of China's construction, the degree of interconnection between China and its neighboring countries has increased in terms of hardware, software and humanistic exchanges, and the promotion of interconnection has become a basic path to promote the materialization of a community of destiny. As a traditional drama genre that promotes the spirit of Xin yang and creates Xin yang's name card, Xin yang drum book has been keeping up with the times, not only inheriting the traditional repertoire, but also always strengthening the arrangement

of new contents in the new environment, for example, works like "Family Planning is Good" have established an interoperable space between creators and audiences in the process of dissemination, making the public interest aspirations in art consistent with the public opinion in the real society (3) Promote the construction of rural humanism

### 2.3 Promote the construction of rural humanistic spirit

The word "humanities" comes from the traditional Chinese book "Yi · Ben Gua · Xiang Zhuan": "hardness and softness are wrong, so is astronomy; civilization lives, so is humanities. Observe astronomy, so as to observe time changes; observe humanities, so as to become the world." In ancient China, the word "humanities" refers to human activities, with the characteristics of etiquette, morality and civilization. In Spanish, the word "humanities" mainly refers to humanity, humanity, humanity, humanities, humanism and so on. Humanism is one of the basic dimensions of Marx's philosophy. Its core is to respect human subject status and pay active attention to human value, dignity and survival significance. People oriented, rational and spiritual care constitute the value pursuit of humanism. "Humanistic spirit is the law, principle and law of human life expression, life establishment and life development with human as the main body, cultural construction as the foundation and meaning pursuit as the direction. It is a practical rationality with human and human existence as the core, human meaning demand as the direction and cultural construction highlighting human free nature as the fundamental connotation."

The value core of humanistic spirit is people-oriented. Xin yang drum book takes people-oriented as the core content to promote the construction of rural humanistic spirit.

### 2.4 Convey new aesthetic interest in harmony with the times

The new aesthetic interest of Xin yang drum book is mainly manifested in two aspects, namely, the vernacular life performance and artistic folklore. First of all, the Xin yang drum book does not have a fixed role, each drum book artist in the performance of the repertoire, a person is divided into several roles, while one person singing to the end, plus the performance of the drum book is not physical performance, so the performer does not need deliberate makeup. Secondly, most of the contents of Xin yang drum book are closely related to people's lives and are sung in the local dialect of Xin yang. Although the content includes historical themes, the actual performance, whoever has a red and white wedding, will invite the Xin yang drum book artists to sing.

In short, as one of the media of mass communication, the positive energy in the connotation of Xinyang culture transmitted by Xinyang drum book can play an inestimable role in promoting and enlightening the construction of material civilization and spiritual civilization at the macro level, scientific and cultural productivity at the micro level and the development of education for all, and give full play to the due function and value of mass communication.

## References

- [1]Cai Jian. Xiaojing Quanjian [M]. Beijing:China Textile Press,2016:1.
- [2]Wang YD. Study of the Book of Filial Piety and Filial Culture [M]. Wuhan: Chongwen Book Bureau, 2009:4.
- [3]Yuan L. Yijing [M]. Wuhan:Wuhan University Press,2016:147.
- [4]Fan Hao. The cultivation of humanistic spirit and its value rationality [J]. Jiangsu Education Research, 2001(5):4-9.