

Research on the development strategy of red art in Jinzhai County

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Abstract: Red art is a unique cultural and artistic resources in China, which is deeply rooted in the life of the people, is the main basis for the indomitable and tenacious struggle of the Chinese people, and is the concentrated expression of the spirit of patriotism of the Chinese nation. Jinzhai County, Lu'an City, Anhui Province, is located in the hinterland of Dabie Mountain, is an important source of the Chinese Revolution, known as the "cradle of the Red Army, the hometown of the generals", red resources are very rich. In recent years, under the policy condition that the state strongly supports the construction of old revolutionary areas, the red resources of Jinzhai have been initially developed, but in terms of the current development situation, the rich red resources of Jinzhai County have not yet been fully developed and utilised, and there is still a great deal of room for improvement in the advantages of red art works as the main dissemination carriers of red resources.

1. Foreword

Red cultural resources are unique to the old revolutionary areas in China, which are rooted in the people, and are the concentrated manifestation of the spirit of the Chinese nation's unyielding and tenacious resistance in the face of danger. Jinzhai County, Lu'an City, Anhui Province, is located in the hinterland of Dabie Mountain, is an important source of the Chinese revolution, known as "the cradle of the Red Army, the hometown of the generals." Red culture is a specific cultural spirit and cultural form formed during the period of socialist modernization, and it is a kind of advanced culture. The red culture of Jinzhai is an important part of the miracle of "28 years of red flag not falling" in Dabie Mountain, with rich cultural connotation and ideological and political education function, which presents the loyalty and love to the Party as well as the selfless dedication and support to the revolutionary cause of the majority of Jinzhai people.^[1] Red resources are very rich. However, due to the lack of resource integration, the scarcity of professionals, the imperfect product structure, the single form of consumption and other restrictions, Jinzhai County and other large counties with red tourism resources, the development gap is obvious. Artists should integrate red resources, choose excellent red art themes for creation, and support the development of local red tourism industry with red art creation. Create excellent red art works and artistic landscapes with revolutionary stories as the theme, tell good red stories, inherit national spirit, and form a red tourism IP with Jinzhai characteristics. At the same time, the local government should strengthen the construction of local infrastructure and build an overall unified "general county" with the red theme. While protecting the red resources of Jinzhai and continuing the red bloodline, it will also help revitalise the local economy.

2. Integration and Development of Red Resources in Jinzhai

"Red cultural resources" mainly refers to "the profound spiritual and material heritage of the Chinese Communists, which has been consolidated during the long period of revolution, reform and development" [2], which can be divided into intangible red cultural resources and material cultural resources, and the intangible red cultural resources mainly include a series of spiritual achievements of the Chinese Communists during the revolutionary era and the socialist construction period. such as norms, systems, spirits, values, beliefs and knowledge and a series of spiritual achievements and spiritual products. The material form of cultural resources mainly includes the red sites left behind in the revolutionary, construction and development periods, such as: museums, memorials, exhibition halls, martyrs' cemeteries, cultural works and other material carriers. Through the collection and integration of red cultural resources in Jinzhai area, the red cultural resources with typicality, representativeness and progressiveness are used for artistic creation and development, and the red resources are fully utilised to drive the economic development of Jinzhai area.

2.1. Collection and collation of red art themes

Jinzhai County is located in the combination of three provinces of Hubei, Henan and Anhui, from this piece of land was born a number of Red Army main force, there have been more than 100,000 Jinzhai sons and daughters of the revolution, out of a total of 59 founding generals, the number of China's first generals after the county of Hong'an, the richness of the red resources can be seen.

In Jinzhai, Jiang Guangci, a famous red writer, accepted the progressive ideas and embarked on the road of communism, and created excellent red literary works, including poems "New Dreams" and "Mourning China", and novels "Young Drifters", etc.; Zhan Gutang was positively influenced by his student Jiang Guangci and became the leader of the first party group in Jinzhai County, and developed many advanced young people to become CPC members. "Zhan Gutang was positively influenced by the student Jiang Guangci, joined the Communist Party of China and became the leader of the first party group in Jinzhai County, and lectured in the Penjieshan Agricultural School, and developed a number of advanced young people to become members of the Communist Party of China; the start of the Northern Expeditionary War in 1926, the masses of workers and peasants in Jinzhai area responded positively, and under the leadership of the Communist Party of China, the Peasants' Association and Peasants' Self-Defence Forces were set up in Jinzhai one after another; Zhou Weijiong set up the Dingjiabu Party branch here, and organised and led the Lixia Uprising; on May 9, 1929, the 32nd Division of the 11th Chinese Workers' and Peasants' Red Army was formally established in Zhu's Ancestral Hall in Banzhuyuan, and it became the first Red Army team in the history of Jinzhai County, and it was also the second Red Army team in the area of EYA; the large-scale Liuhuo Uprising broke out on the eastern foothills of the Dabie Mountains in November 1929, and from then on the peasants' armed uprisings swept across the area including Jinzhai, including the Jinzhai area. Since then, armed peasant uprisings have swept through the Dabie Mountain region, including Jinzhai, and the fire of revolution has become a prairie fire.

In 2020, the National School of Administration Publishing House published a work - "The Beginning Story of General County", which records a total of forty-five red stories about the Jinzhai Revolution in large and small sizes, in which it is recorded that there are founding generals with great achievements in battle, ordinary soldiers who are precariously anonymous, female martyrs who bravely sacrificed their lives, and smart and clever teenagers. Their unforgettable and tenacious struggle has become a colourful part of Jinzhai's revolutionary history. At the same time, they also provide realistic subjects for the creation of red art in Jinzhai and become the source of living water for artistic creation.

2.2. Typicality combined with contemporaneity

Based on real historical data, the creation of red art also requires artists to go deep into the storyline and analyse and refine the historical facts. The creation of red art works requires us to start from the red story, search for the storyline with artistic influence, and carry out objective analysis and subjective refinement. Typicality and progressiveness are the key elements to judge whether a topic is successful or not.

A good art theme should first have artistic typicality. The selection of Jinzhai's red art theme requires that it can represent the personal good qualities of many Jinzhai's anti-war sons and daughters at that time, and that it possesses the basic connotation of the Chinese national spirit, which is a common trait of the Chinese nation: "Patriotism as the core, the great national spirit of solidarity, unity, love of peace, diligence, bravery, and self-strengthening."^[3] Bringing spiritual power to people; at the same time, it should have its own unique and distinctive personality, so that the artistic commonality and artistic personality reflect each other, enhance the infectiousness of the artistic subject matter, and be able to bring the audience to be moved to resonate.

Periodicity is an important factor in the success of artistic creation. The classic works of literature and art of any era are a reflection of the social life and spirit of that era, and have the imprint and characteristics of that era." A good art subject must be combined with the background of the time, select the red art subject that is in line with the correct direction of social and historical development, and show the spirit of the children of Jinzhai at that time and the characteristics of the times. Showing the art theme of a certain epoch and advancement, it becomes the concentrated expression of the excellent national spirit of our country.

3. The Creative Practice of Jinzhai Red Art

3.1. Diversity in Artistic Creation

The types of red art are diverse. As mentioned earlier, red art resources are divided into two forms: immaterial red cultural resources and material cultural resources, among which, the immaterial red cultural resources in Jinzhai have their ideological diversity and plasticity, which determines the types and ways of related art creation with a variety of possibilities. As we know, the forms of art can be divided into: painting, sculpture, music, dance, theatre, film and so on, so correspondingly, the forms of red art creation can also be divided into: red painting, red sculpture, red music, red dance, red theatre, film and television works and so on.

The use of red themes is diverse. The use of red themes depends mainly on the subjective choice of the creative subject. The most direct and common are red art works depicting red stories (historical events and figures), such as Dong Xiwen's painting Founding Ceremony, Shen Yiyao's painting Zunyi Conference, the film and television remake of Red Rock based on the red novels of Luo Guangbin and Yang Yiyao, and the red musical work Ten Reds, and so on.

There are also works of art that set off the red spirit through the sideways depiction of scenery and objects. Such works of art do not directly depict the relevant characters or events, but rather metaphorical feelings in the scenery, metaphorical feelings in the objects, through the depiction of scenery and objects, to show the scenery, to convey the idea of the red, to symbolise the spirit of the red. Such works include Li Keran's red painting "Red All Over the Mountains", Chen Yifei's red painting "Ode to the Yellow River", Deng Yuhua's singing of the red song "Reflecting the Red of the Mountains" and so on. These excellent works of art provide reference for the creation of red art in Jinzhai.

3.2. Authenticity of artistic creation

Authenticity is one of the indispensable characteristics of red art creation. Mr. He Hongzhou, a red artist, once said, "When creating, artists should repeatedly communicate with experts in party history and national history, and immerse individual artistic experiences in collective memories and emotions. Artists should create images that are expressive, powerful, and more accessible to the public ^[4]."

Firstly, red art themes come from real life, the people are the creators and receivers of red art works, which requires that when creating red art, it should be rooted in the life of the people of Jinzhai and based on the background of the times; secondly, excellent red art works are the concentrated display of our national spirit and the epitome of the hard work of our revolutionary forefathers, and any art works that distort history and negate reality are Any art work that distorts history and denies reality should be attacked. Finally, the most touching thing about a work of art is the artistic authenticity contained in the work, which reminds people of real life, and this is also true for red art works. The same is true for red art works. A successful red art work is one that fully demonstrates its artistic authenticity and arouses the audience's empathy.

3.3. Innovation and development of works

Times in the development and progress, Jinzhai red art creation should also follow the development of the times, innovation and development on the basis of the original, especially with the rapid development of modern science and technology, both in the creation and dissemination of red art have more ways and means, digital painting, digital printmaking, abstract landscape and other scientific and technological means have been applied to the creation of art. The more successful cases are China's Ruijin, Jiangxi Province, the creation of the musical "Shining Red Star" on the use of sound and light technology to create an immersive experience; Sangzhi County, a revolutionary area in the northwestern border of Hunan Province, will be modernised into the popular elements of the red folk songs, some of which are upbeat and dynamic songs are used as the background music for aerobics; Chongqing in the form of cultural relics on display, so that the Red Rock Revolution story "live"! "up In recent years, the theme of the melodrama masterpieces frequently, innovative elements play a unique role, but also let more people see the red art of new vitality.

4. Promoting the upgrading of the red travel industry

The current situation of red tourism in Jinzhai County is not ideal, and the geographical disadvantages are obvious: the scarcity of professionals, the lack of relevant resources integration, the regional characteristics are not obvious enough, the traffic is not convenient enough, the regional consumption structure is single, the product structure is imperfect, and the supporting facilities are also imperfect, coupled with the rapid growth of the digital economy today, the network live broadcasting, media promotion, e-commerce platforms and other significant impacts, the competitiveness of Jinzhai County's red tourism is obviously backward. It is urgent to strengthen market competitiveness and develop a red tourism development path with its own characteristics.

4.1. Superior natural resources

Jinzhai County not only has touching red historical stories, but also has rich red tourism resources, Jinzhai County is the "second largest generals' county" in China, with 280 existing cultural relics protection units, of which 215 are revolutionary relics. The famous red attraction Red Army Square covers an area of 250,000 square metres, including six parts, namely: Revolutionary Martyrs' Memorial Pagoda, Jinzhai County Revolutionary Museum, Red Army Martyrs' Cemetery, Red Army

Square, General Hong Xuezhai's Memorial Monument, and Jinzhai County Red Army Memorial Hall. The former site of the military and political institutions of the Red 25th Army, in addition to which, there are also Tiantangzhai, Yanzi River Grand Canyon, Meishan Reservoir, and Yubo Park. Among them, Tiantangzhai is a national forest park, located in the hinterland of Dabie Mountain, is the most famous tourist attraction in Jinzhai, known as the "Kingdom of Plants", "Natural Oxygen Bar", and known as "the last piece of primitive forest in East China". It is also known as "the last virgin forest in East China".

In addition to rich cultural and historical resources, Jinzhai and its surrounding areas have sufficient agricultural resources, producing more than 110 kinds of agricultural and sideline products such as grain, cotton, oil, tea, hemp, mulberry, livestock, aquatic products, vegetables, fruits, chestnuts, oil tea, timber, moso bamboo, traditional Chinese medicines, edible fungi, and so on, which is the national high-production area of grain, oil, pig and poultry, with rich agricultural resources and great potential for development of the related industries.

4.2. Development and promotion of the Red Brigades

In the face of the current underdeveloped and imperfect red travel industry, Jinzhai County should absorb and learn from domestic successful cases, such as: the development of red tourism in Jingtangshan, make good use of local red cultural resources, create a number of excellent red art works with Jinzhai characteristics, tell the story of Jinzhai's revolution, pass on the good red genes, improve its own competitiveness of the red travel and prompt Jinzhai County to take the road of the red travel with its own characteristics.

"An old revolutionary site, the former residence of celebrities, a section of living history is the most simple and sincere education classroom."^[5] The tourism infrastructure of Jinzhai County is still to be developed and perfected. The combination of urban construction and red culture will make the overall urban construction more red charm. The construction of relevant red art landscape, red art museum and other local representative tourist punch spots, so that the scenic spot is more in line with the aesthetic concept of the young generation; Give full play to the spiritual functions of art such as cultivating sentiments and moral education, and carry out a series of activities such as red tourism research, red life experience, and red art creation experience, so as to improve the tourism environment and enrich the industrial structure; In addition, the economy of tourism products related to red tourism should be promoted and improved, such as the systematic development of tourism souvenirs, red cultural and creative products, local characteristics of agricultural products, regional cuisine and other related products should also be put on the agenda, so that the natural material resources of Jinzhai area can be fully utilized, thus driving the economic growth of Jinzhai and its surrounding areas. With the support of modern technology, Jinzhai's "red business card" should have more ways of dissemination, Anhui Education Publishing House has published a set of 10 volumes of "Jinzhai County Red Story Series Picture Books", which are based on the thick red history and rich red culture of Jinzhai County. The books expound on the revolutionary historical facts of the Lixia Festival Uprising and the Central Plains Breakout, and celebrate the heroic feats of Zhan Gutang, Xu Haidong, Hong Xuezhai and other heroes. The book adopts the integrated publishing mode of "paper book + audio and video", so that children can immerse themselves in the red culture of Jinzhai. In recent years, the Internet emerging technologies emerge one after another, network promotion in economic development occupies an important position, which requires us through the network media, short video platform, e-commerce promotion, business enterprise cooperation and other ways to increase the promotion of Jinzhai "red business card" to enhance the visibility and influence of the red IP Jinzhai County, make Jinzhai County Jinzhai County to become a well-known domestic red tourism destination, thus driving the rapid development of the local economy.

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