

# *Study on the Inheritance and Protection of Wuchuan Floating Color Culture*

Tan Yongding<sup>1</sup>, Wang Xiaocan<sup>2</sup>

<sup>1</sup>Lingnan Normal University, Zhanjiang, Guangdong, China

<sup>2</sup>Zhangmu Primary School, Zhangpu Town, Wuchuan City, Zhanjiang, Guangdong, China

**Keywords:** Wuchuan Piaose; Cultural connotation; Active inheritance; Aesthetic feature

**Abstract:** Folklore is a kind of cultural phenomenon which is connected with people's life, customs, emotions and beliefs. "Wuchuan Floating Color" floating color is a traditional folk art in Lingnan area. With its colorful performance forms, it is deeply loved by the vast audience and plays an important role in promoting the development of Guangdong folk culture. However, with the development of The Times and social changes, the art of floating color is facing a series of challenges, such as not easy to inherit, lack of market demand, and insufficient performance venues. Through the methods of literature and field investigation, this paper analyzes the inheritance and development of Wuchuan floating color art, and puts forward corresponding countermeasures and suggestions to promote the prosperity and development of Wuchuan floating color art.

## 1. Introduction

With the development of globalization and modernization, intangible cultural heritage is facing great pressure to survive. Under the influence of technology and information age, college students have different thoughts, behaviors and personalities from previous generations. They are full of enthusiasm and curiosity about the future, keen to explore new, exciting and unique things, while ignoring the essence of the traditional culture around them. Therefore, strengthening the protection of China's intangible cultural heritage has become an urgent task. The influence of traditional culture is gradually weakening and fading, and further measures need to be taken to prevent the loss of culture. [1] Wuchuan Floating color is a collection of performance, decoration, acrobatics, music, dance in one of the ancient traditional folk performing arts, it gives people a visual and auditory sense of "ethereal desire, vivid sound and color". [2] In the tide of modernization and urbanization, in order to protect the floating color culture, it is necessary for the inheritors of traditional handicrafts to inherit traditional handicrafts on the premise of ensuring that traditional handicrafts will not take detours. Even if there are special and personalized customized products, they must also meet the needs of the local market. For the new generation of inheritors, their knowledge structure, creativity, skills and talents are a new challenge. The traditional innovation makes the innovation become the continuation of the tradition, so as to make the soil on which the traditional craft itself depends more solid. Only by truly integrating the intangible cultural heritage into modern life can the intrinsic vitality of the intangible cultural heritage be activated, the intangible cultural heritage be revitalized, and the comprehensive protection, inheritance and development of the intangible

cultural heritage be promoted.

## **2. Wuchuan Floating Color Modeling Characteristics**

### **2.1. Modeling Design**

Wuchuan floating color is a folk art form with local characteristics. Its character modeling and color frame design show profound cultural connotation and exquisite craft level. First of all, the diversity of character modeling is a major feature of Wuchuan floating color. The characters include not only historical figures, mythological and legendary images, but also characters in folk stories, which enrich the cultural connotation of Piao color and reflect the cultural characteristics of Wuchuan area. In clothing design, attention is paid to details and the authenticity of materials, colors and patterns to show the identity and personality of the role. Headwear design is equally exquisite, both traditional headwear, but also according to the characteristics of the role of the design of the headwear, and strive to be delicate and realistic.

As an important part of Wuchuan floating color, the structure design is ingenious, which not only ensures the safety of the characters, but also enhances the visual effect. The shape design of the color rack often echoes the character image to form a unified and harmonious whole. Decorative, color rack commonly used ribbon, flower balls, lanterns and other elements, not only beautify the color rack, but also enhance the festive atmosphere. In addition, the shape design of the color rack often contains auspicious, festive, harvest and other meanings, reflecting the good wishes and values of the people of Wuchuan.

On the whole, the shape design of Wuchuan floating color is clearly layered, and the level between the characters and the background, the color frame and the characters is clear, which enhances the visual sense of three-dimensional and spatial sense. Modeling design also pays attention to the combination of static and dynamic, both static modeling and dynamic modeling, showing the artistic charm of Wuchuan floating color and enhancing the appreciation of the performance.

### **2.2. Image Design**

Wu Chuan's character image design shows a rich diversity of characters, covering historical figures, myths and legends, folk stories and other roles. These characters not only enrich the cultural connotation of Piao color, but also show the cultural characteristics and historical heritage of Wuchuan area. Through these diverse roles, Wuchuan Piao conveys profound regional culture and historical information, making this art form more vivid and attractive.

In terms of clothing design, Wu Chuan's floating color character clothing is very delicate and lifelike, paying attention to details. The material, color, pattern, etc. of the clothing are strive to be realistic to show the identity and personality characteristics of the role. Color collocation is exquisite, both bright and eye-catching colors, but also soft and elegant colors, in line with the characteristics of the role and the overall styling style. Decorative elements such as embroidery, beads, tassels, etc., beautify the clothing, enhance the three-dimensional sense of the character image and ornamental. The design of the headwear is equally exquisite, with traditional phoenixes, hairpins, etc., as well as headwear designed according to the characteristics of the role. Various materials, such as gold and silver, jade, pearls, etc., reflect the status of the role and enhance the ornamental value of the headdress. The unique shape of the headwear, both traditional shape and innovative shape, shows the artistic charm of Wuchuan floating color and the recognition of the character image.

The facial makeup design is exquisite and delicate, focusing on the outline of the facial outline

and the characterization of the five features, bright colors, both bright colors and soft colors, in line with the characteristics of the role and the overall styling style. The expression is rich, showing the character characteristics and vividness of the character. Action modeling pays attention to the combination of static and dynamic, both static modeling and dynamic modeling, showing the artistic charm of Wuchuan floating color and the appreciation of the performance. Graceful posture, both dignified and elegant posture, but also vigorous and powerful actions, showing the character's temperament characteristics and ornamental. The expression is rich, showing the character characteristics and vividness of the character, making the character image of Wuchuan floating color more three-dimensional and fascinating.

### **3. Research on the Origin and Cultural Connotation of Wuchuan Floating Color**

#### **3.1. The Source of Wuchuan Floating Color**

According to the records of the Annals of Wuchuan County, Wuchuan floating color began in the Qing Dynasty, and later evolved from the initial folk "changing color" and "cabinet color" to "floating color". Founded by folk artist Chen Quheng, Wuchuan Piao Color Art is later inherited by his son Chen Shouquan and is carried on by the Meiling Piao Color Art Troupe of Mei Parody Street. Although it experienced stagnation during the Cultural Revolution, it recovered, developed and prospered after the reform and opening up. The founder of Meiling floating chromatography is Chen Shouquan, through the efforts of Liming, Yang Huakang, Sun Kangfu, Ying Yaquan and other four generations of artists continue to improve and innovate, Wuchuan floating color has become a famous folk art feature in Wuchuan City. In 2008, "Wuchuan Floating color" was included in the national intangible cultural heritage list, and in 2011, it was selected as a provincial non-genetic heritage base. Up to now, Wuchuan Floating color has become Zhanjiang's national intangible cultural heritage, which not only enjoys a high reputation at home and abroad, but also has a high artistic and research value, and some scholars have written relevant papers. As can be seen from Table 1, Wuchuan Piao color has been inherited for four generations, is the crystallization of several generations of wisdom, and the diligence and wisdom of the inheritors have made significant contributions to its development (See Table 1).

#### **3.2. The Value of Wuchuan Floating Color Culture**

##### **3.2.1. Aesthetic Value**

The aesthetic value of Wuchuan floating color art lies in its beauty of shape and color. Piao's artisans design colorful splatters and use auspicious patterns and colors to create classic works, thereby highlighting their artistic talent, while expressing their life emotions and philosophies. Their consciousness and ability are derived from the appreciation, pursuit and creation of beauty, which is concretely reflected in the color stem and color palette. With auspicious themes, these decorative patterns show a cultural value and aesthetic taste, reflecting the unique charm of intangible cultural heritage. In Figure 1(a) and Figure 1(b), "Dragon and Phoenix Cheng Xiang" color plate, people can clearly see "dragon and phoenix", "back pattern" and other animal, plant series, geometric patterns in the pattern, whether in terms of naming or meaning, reflecting people's folk psychology, such as auspicious and auspicious. [5] In Figure 1(c), the color palette of the Seal of the Six Kingdoms is dominated by red and yellow, while pink is used as decoration. It creates a festive and peaceful atmosphere, showing people's positive and optimistic attitude towards life with hope for the future. It contains many contents and humanistic spirit in traditional culture, and the theme embellished with auspiciuity is the theme of life, and the mirror of traditional cultural spirit. It takes traditional

folk culture as the main body, and contains various needs and aspects of life.



Figure 1: Meiling Floating Color Board "Dragon and Phoenix in Auspiciousness"

### 3.3. Social Value

Wuchuan Floating Color is a treasure of Lingnan culture. It is widely spread throughout Guangdong Province. People express their yearning for a better life through sacrificial activities, wandering gods and floating color parades, stimulate people's will and enthusiasm, and provide a stage for people to show themselves. Through the floating color parade, it can strengthen the cohesion of the community and the people's sense of belonging to the clan or organization. [6] People can devote themselves to such spiritual activities as offering sacrifices to the gods, so as to obtain the feeling of spiritual support and divine blessing, which makes them full of confidence and vitality in the future social and productive life. As Wuchuan Piao color continues to flourish, works such as "Dragon takes Off", "Yue Jia Xiao General", "Shenzhou 6", "Takeaway Wine Xu Jiuqing" and "Bao Qingtian" depict noble characters, while works such as "Olympic athletes" and "Athens wins the Championship" depict the image of athletes winning glory for the country. These works rich and profound ideological connotation, has the role of encouraging people to struggle, to the audience to play a "smooth and silent" education. [7] In addition, Wuchuan Floating color also has the social value of talking with people of different classes, which shows that floating color activity has played an indispensable role in maintaining and condensing social education.

### 3.4. Economic Value

Wuchuan floating color because of its mysterious charm, so that it has a unique appeal, not only can reproduce the traditional stories and ancient myths of the scene, but also become a contemporary object of creation, showing a distinct personality, showing the atmosphere of The Times. In recent years, Wu Chuan floating color has also been invited to perform all over the place, over time, also a little famous, and even out of the west of Guangdong, in Southeast Asia fame has been greatly improved. When others mention Wuchuan, they will be associated with the local floating color, and when they mention floating color, everyone will be associated with Wuchuan, precisely because there is a special culture and art influence. In particular, its unique art form and peculiar artistic charm make people more curious about it than ordinary folk art. Wuchuan floating color will be held every once in a while, there will be a lot of people on the streets, plus some foreign tourists, but also heavy traffic. From the perspective of a market economy, as long as there

is an audience, there will be a market. In recent years, the government has seized this opportunity to make the characteristics and advantages of this area into an exclusive cultural brand, attracting more investors, and gradually turning their attention to the development of tourism, through the local floating art activities, attracting many tourists from all over the world to explore and play in Wuchuan.

### **3.5. Humanistic Value**

Wuchuan floating color has a strong cultural atmosphere, in the local is a folk custom to pray for blessings. Wuchuan floating color is a body modeling art with body language as aesthetic feature. Play the men and women of floating color, with their own experience to add color to floating color, young children use performance to explain the deeper meaning of the story. To this day, Wuchuan holds a grand celebration every Spring Festival. The 14th day of the first month is the day when the "God of wealth" comes out of the mountain, the 15th is the day of the flower bridge, and the 16th and 17th are the days of parades. Streets decorated with lanterns, colorful lights flying, lively, dazzling tourists, is one of the most influential annual activities in Wuchuan City, but also an important part of the "Lantern Festival". Floating color Parade is a unique recreational sports activity that not only brings joy and fun, but also has a positive impact on physical health. The performance forms of this activity are very diverse, both in the bustling city streets, alleys, can also be carried out in the vast fields or ancient Taoist temples, the floating color teams of various towns and cities will gather together and launch a fierce competition in the street, people can feel this grand scene from zero distance, and feel happiness and happiness in their hearts. Let the audience feel different cultural charm in different scenes, reflecting the "open and inclusive" humanistic spirit. This grand parade brings together the strength of men, women and children all over the city, and some successful overseas entrepreneurs or overseas Chinese, overseas Chinese will also sponsor this activity to express their concern and missing for their hometown.

## **4. The Status Quo of Wuchuan Floating Color**

### **4.1. Remote Geographical Location, Lack of Systematic Publicity, Less Attention**

Wuchuan City is a prefecture-level city under the jurisdiction of Guangdong Province, managed by Zhanjiang City, because it is located in the southwest of Guangdong, so Wuchuan's floating color parade art is very famous in the west of Guangdong, but out of this area, the popularity is not big. Wuchuan floating color is only held in the Lantern Festival, usually can not see the floating color performance, it is not good for their survival and development. Therefore, whether it is Wuchuan people or outsiders, the audience of Wuchuan folk art can only obtain sensory satisfaction in a certain period of time. Although the color has successfully become an important part of the intangible cultural heritage, it is not well known, and its visibility is far less than other intangible cultural heritage. Taking Wuchuan floating color as an example, how the floating color culture is synchronized with The Times, rooted in the contemporary soil, breaking out, arousing people's wide attention, is worth our deep thinking.

### **4.2. Lack of Talents and Lack of Innovation in Artistic Development**

With the continuous improvement of economic and social level, urbanization is an inevitable trend. Piaoshi relies on the local folk traditional beliefs and inherits the traditional culture. However, with the rapid development of economy, the local education level is not high, and the lack of talent training leads to the shortage of talents. Outstanding talents are lost to other places, the local talent

reserve is insufficient, the scientific and technological level is not high, and the technology is backward; Insufficient investment in the local economy, in the development and application of new technologies and industries; The economic and industrial structure is single, the lack of diversified development, many young people have chosen to go to the metropolis, rather than choose small cities, the loss of talent directly affects the innovation productivity of Wuchuan. In recent years, Wuchuan floating color has improved, but more is the improvement in appearance. For example, they only pay attention to the multi-screen, multi-floating, multiple actors, but rarely consider the artistic significance of Wuchuan floating color. In addition, Wuchuan floating color in recent years, but also added some elements of the Olympic Games, environmental protection and other times. While getting closer to the modern, we forget to "return" to the tradition, and ignore the exploration of the artistic connotation of floating color. As we all know, only by inheriting and advancing with The Times can a culture remain vibrant forever. Behind closed doors, the lack of innovation will undoubtedly become a stumbling block to the development of the "floating color" brand. Facts have proved that only by letting the blood of art flow continuously and constantly injecting the new era of nutrition, can the floating color develop more healthily. If you only pay attention to external factors, such as "big shape", "more actors", and ignore the internal factors, it will only make the creation into the old road. Therefore, in addition to vigorously promoting the integration of "new" and "new", we must strengthen our own cultivation and realm. In modern society, the importance of talent is becoming more and more prominent. Every industry needs professionals to drive innovation and growth. Therefore, we need to take measures to strengthen the support and protection of traditional art and attract more outstanding talents to join in the inheritance and development of traditional art. At the same time, we also need to train more creative and innovative artists and artist teams through education and training, so as to inject new vitality into the inheritance and development of traditional art.

#### **4.3. The Floating Color Technique is Complex and Lacks New Inheritors**

At present, Wuchuan floating color in the inheritance and development is facing great challenges, it not only needs a variety of traditional production techniques, but also needs to constantly accumulate experience, the selection of inheritors, not family inheritance, its inheritance is inseparable from experience, understand the technology, production and have a strong interest in floating color, willing to pay for the development of floating color craftsmen. Inheritors are the "roots" of folk culture inheritance. In small counties and cities, the protection of folk culture can edify children from an early age, retain young people and warm the elderly, so as to consciously inherit the fine genes of traditional intangible cultural handicrafts. The complicated skills, the lack of understanding of the young generation, the fault of traditional culture and the high investment, the craftsmen are difficult to inherit, these three problems are worthy of our in-depth discussion.

#### **4.4. By the Impact of Foreign Culture, The Transmission of Color is Weak**

Since entering the 21st century, with the increasing cultural exchanges between China and the West, folk culture has begun to integrate with international standards. In this process, some folk festivals have integrated other cultural elements, but others have been impacted and diluted. Such collision and fusion have brought unprecedented challenges to Chinese folk culture [Scientific Research in Chinese folklore by Liu Xiaolu - Master Thesis of Zhongyuan Institute of Technology -2014]. The influence of foreign culture on folk culture is a complex and diversified issue, which has both positive and negative effects. First of all, the influence of foreign cultures on folk culture can promote cultural exchange and integration. With the strengthening of China's opening to the outside world, more and more foreign cultures have entered China, and some excellent foreign

cultures, such as music, art and movies, have also brought new creativity and inspiration to China's cultural development. For example, the introduction of Western music and popular culture has changed and improved the aesthetic concept of Chinese young people, and also stimulated the innovation of Chinese native music and culture. Secondly, foreign culture may also have a negative impact on folk culture. With the infiltration of foreign cultures, some Western values and cultural patterns are also introduced, which may lead to the alienation and weakening of Chinese culture. For example, the introduction of Western commercial culture has made some traditional Chinese culture no longer valued, and the pursuit of commercial interests has become the mainstream. In addition, some foreign cultures have an impact on Chinese traditional values, leading to the split of cultural identity. At present, the impact of our folk culture has made some classics neglected and abandoned, which is worthy of vigilance.

## **5. The Significance of Cultural Inheritance and Protection**

Floating color culture is an important part of traditional Chinese culture and a kind of folk art, with profound historical and cultural deposits. As a traditional art form passed from mouth to mouth, floating color art has unique aesthetic value and cultural significance, and is of great significance to cultural inheritance and protection. For the protection and development of Wuchuan floating color culture, we need to take a series of measures. First of all, it is necessary to establish the importance of intangible cultural heritage in the social consciousness, enhance cultural self-confidence, and let more people understand, recognize, love and inherit the floating color culture. Through the presentation of art forms, floating color art has passed on many values and ideas in traditional Chinese culture to future generations, enhancing people's sense of identity and pride in traditional culture. Through academic research, it systematically sorts out and summarizes the historical and cultural connotation of Wuchuan Floating color, providing theoretical support and guidance for its protection and inheritance. In addition, it is necessary to strengthen the training and support for the inheritors of Wuchuan floating color, provide them with more opportunities for display and exchange, and strengthen the legal and institutional construction of the protection of Wuchuan floating color culture, protect and inherit the Wuchuan floating color culture from the institutional level, and let more people know and love Wuchuan floating color culture, thus promoting the development of local cultural industry and promoting the prosperity of tourism. Finally, the protection of cultural heritage is also an important measure to protect the diversity of folk culture. Folk culture is an indispensable part of traditional Chinese culture, and the floating color culture is an important part of it [Survey on the development of Huaihua Yang Opera Liu Min - "Journal of Popular Literature and Art" -2012], which has rich local characteristics and cultural connotation. Through the inheritance and protection of the floating color culture, we can protect the diversity of folk culture, prevent them from gradually disappearing due to the changes of The Times, and promote cultural exchanges and mutual understanding between different regions.

## **6. Wuchuan Floating Color Protection Inheritance and Development Countermeasures**

In order to promote the inheritance and development of floating color art, it is necessary to strengthen the inheritance and protection work. Specifically, we should strengthen the publicity and popularization of floating color art, train more floating color art talents, establish a sound protection system and policies and regulations, and strengthen cooperation with communities, schools and other grass-roots organizations to promote the inheritance and development of floating color art.

## **6.1. Vigorously Strengthen the Publicity Work of Floating Color Culture to Improve Visibility**

With the continuous development of the Internet, the construction of the "Internet + technology + intangible heritage" model provides infinite possibilities and lasting motivation for the protection and inheritance of Wuchuan floating color culture. First of all, the use of wechat, Weibo, small red book, Douyin, short video and other network platforms to spread the Wuchuan floating color culture. [3] Through these platforms, more people can understand and understand the history and cultural value of Wuchuan floating color culture, and improve its visibility and influence. At the same time, the combination of "Wuchuan floating color" and VR fun and interactive, with a new perspective to show "Wuchuan floating color" broad and profound, so that "culture" at hand, full of vitality, stimulate the "Wuchuan floating color" cultural pride. Secondly, by carrying out cultural tourism activities, we can introduce the history and cultural value of Wuchuan floating color culture to more people, and then improve its popularity and influence. It is possible to let tourists experience the production process of Wuchuan floating color through open workshops, set up training courses to teach tourists to make Wuchuan floating color accessories and clothing, attract more tourists to participate in the experience, and allow local artists to obtain more employment opportunities and income. At the same time, it can launch Wuchuan floating color characteristic products, develop folk experience projects, etc., to promote the development of tourism industry, and further improve the circulation mechanism of Wuchuan county tourism development. Finally, strengthen international exchanges and cooperation, and broaden the international market of Wuchuan floating color culture [4]. Through participating in international exhibitions and holding cultural exchange activities, we can promote Wuchuan floating color culture to the international community, expand its international market and improve its international influence. In short, the protection and inheritance of Wuchuan floating color culture requires long-term persistence and efforts, and requires the participation of the government, social organizations and individuals. Only by strengthening the protection and inheritance work, can the Wuchuan floating color culture glow more unique charm and value in contemporary society.

## **6.2. Strengthen the Reform of the Distribution System and Enhance the Enthusiasm of Talent Innovation**

Strengthening the reform of the distribution system of folk culture and promoting the enthusiasm of talent innovation require the active participation of the government, enterprises and all sectors of society. First of all, the government can formulate policies to support the development of folk culture, such as increasing capital investment in folk culture industry, setting up scientific research and innovation funds, and providing more funds and resources for talents. Secondly, it is necessary to pay attention to protecting the intellectual property rights of Wuchuan floating color culture. The government should strengthen the supervision of intellectual property protection and establish a sound legal system, while strengthening measures such as publicity and training of intellectual property. This can effectively prevent the intellectual property rights infringement and plagiarism of Wuchuan floating color culture, maintain the creation right and profit right of Wuchuan floating color culture, and encourage more people to devote themselves to the protection and inheritance of Wuchuan floating color culture. Finally, establish a fair and transparent distribution system to encourage talents to actively participate in folk culture innovation and enhance the enthusiasm of talent innovation. To ensure that the fruits of talent's labor are reasonably rewarded, so as to promote the innovation and development of folk culture. In short, strengthening the reform of the distribution system of folk culture and enhancing the enthusiasm of talent innovation require various efforts and measures, and require the active participation of the government, enterprises and all sectors of society.



### **6.3. Increase Government Support and Effectively Promote the Living Inheritance of Floating Craftsmen**

At present, many intangible cultural heritage folk artisans are struggling to survive, because the traditional craft technology takes a long time and needs continuous enlightenment, the folk art industry is not sufficiently attractive, and the situation of living inheritance and industrial development is very serious. In addition, the age of intangible cultural heritage inheritors is generally high, most of them are between 60 and 70 years old, a considerable number of them are between 80 and 90 years old, and some are between 40 and 50 years old [On the proposal to increase government support and effectively promote the living inheritance of intangible cultural heritage folk art]. There are two reasons for this situation, one is that the traditional folk art industry is not attractive enough to young people, and the other is that there is a lack of enthusiasm for recruiting apprentices to inherit the skill. Therefore, the government should establish a folk art industry talent training system, focus on training high-quality industrial development talents, and encourage traditional craftsmen to teach skills, and encourage young people to engage in the inheritance and innovation of Wuchuan floating color culture. The government can teach skills and knowledge to more people by setting up training courses and intangible cultural heritage bases, and attract more young people to engage in the inheritance and innovation of Wuchuan Piao color culture through policy support, awards and subsidies. At the same time, we should strengthen the protection and management of Wuchuan floating color culture, including legislation, law enforcement, supervision and other measures. The government also needs to establish relevant protection institutions, formulate protection programs and measures to ensure that Wuchuan floating color culture is effectively protected and inherited, and promote the innovation and development of Wuchuan floating color culture. Therefore, the inheritance and protection of Wuchuan floating color culture needs to be closely combined with innovation and development.

### **6.4. Create Local Campus Cultural Characteristics and Develop Wuchuan Floating Color Courses**

Wuchuan local schools can introduce "Wuchuan Floating Color" as the carrier of campus characteristics and characteristic courses into the classroom, cultivate students' interest in traditional culture, and improve students' cultural taste and cultural accomplishment. At the same time, we can also establish demonstration projects with relevant institutions to build them into good campus cultural activities. Floating color art not only has a high value of art appreciation, but also has a special humanistic value, and the spirit and feelings of the local people are connected. According to historical documents, the legend of Wuchuan's floating color art originates from the patriotism and nationalism of the local people, and conveys its aesthetic value through body language. [8] To solve the problem of cosplayers, partnerships can be established with local kindergartens. As children grow up, their experiences will have an important positive impact on their life path. It can not only enhance children's physical fitness and coordination ability, but more importantly, cultivate their teamwork spirit and leadership [9]. In addition, floating color play can also stimulate children's creativity and imagination, improve their cultural literacy and aesthetic ability. These qualities and abilities are of great significance in the growth process of children, which can help them better adapt to the future learning and working environment, and become talents with all-round quality and competitiveness.

### **6.5. Carry Forward Wuchuan Floating Color Culture through Multi-directional Publicity**

The inheritance of folk culture has always been recorded and passed on through oral

transmission or master and apprentice transmission, and the formal channels are very limited. In order to carry forward the Wuchuan floating color culture and cultivate the feelings of the family, we can start from many aspects, including learning, participation, understanding and support. First of all, we can learn national history and traditional culture, such as reading history books, visiting museums, participating in cultural activities and so on. Secondly, participating in voluntary activities can enhance the feelings of family and country, and help promote folk culture, such as cultural inheritance, artistic performances, and protection of intangible cultural heritage [10-15]. At the same time, understanding and inheriting the traditional culture of the hometown is also an important way to promote folk culture, which can be achieved by learning traditional crafts, participating in traditional activities, visiting traditional buildings and other ways. Active participation in cultural activities, such as concerts, drama performances, folk festivals, etc., can guide young people to understand and inherit traditional culture. In addition, paying attention to and supporting the local cultural industry is also an important way to promote the inheritance and development of traditional culture, which can be supported by purchasing local cultural products and visiting local cultural venues. In short, the promotion of Wuchuan floating color culture and the cultivation of national feelings need the joint efforts of the whole society.

## 7. Conclusions

Wuchuan Floating color is an important case that Guangdong floating color culture can be inherited and carried forward. It is an intangible cultural heritage, which carries the culture and history of traditional folk beliefs, and reflects the thoughts, cognition and values of people in all times. The protection and inheritance of floating color culture is not only a cultural responsibility, but also a historical mission. In order to better inherit and carry forward this cultural phenomenon, we need to continue to explore, understand and deepen it, so that it is still bright in the future years.

## Acknowledgements

- 1) Zhanjiang Philosophy and Social science Planning Project: ZJ230N04
- 2) Lingnan Normal University Yanling Excellent Youth Program Support

## References

- [1] LIANG Tao. *Integration of local ethnic culture and local college sports culture: A case study of Xinyi "Floating Color"* [J]. *Sports science and technology*, and 2021 (02): 35 and 36. DOI: 10.14038 / j.carol Carroll nki tykj. 2021.02.017.
- [2] Hong Santai. *Investigation on folk culture of the Spring Festival in Wuchuan* [J]. *Lingnan Literature and History*, 2011, (01):5-7.
- [3] Tan Lanfang, Chen Shubing, Chen Yuyun. *Study on preservation, inheritance and development of floating color culture in Guangdong -- taking Shawan Floating Color in Guangzhou as an example* [J]. *Rural Economics and Science and Technology*, 2020, 31(10):185-186.
- [4] Wang Yu. *Oral History of Wuchuan Piaose, the intangible cultural heritage of Zhanjiang Area: Based on an interview with Sun Kangfu, the third generation inheritor of Piaose* [J]. *Cultural Relics Identification and Appreciation*, 2022, (18):166-169.
- [5] ZHANG Jing. *Wandering Spirit and Acting* [D]. *South China University of Technology*, 2014.
- [6] Yin Lihua. *The Function and artistic Value of Guangdong Floating Folk Culture* [D]. *Guangdong Normal University of Technology*, 2018.
- [7] Long J L. *Multiple values of Wuchuan Piaoshi and countermeasures for protection, inheritance and development* [J]. *Journal of Huizhou University (Social Science Edition)*, 2011, 31(04):55-59.
- [8] Huang Yujing. *An analysis on the interaction between local characteristic culture and Campus Culture from the perspective of Ideological and political education: A case study of "Floating Color" art in Wuchuan, Zhanjiang* [J]. *Journal of Jiamusi Institute of Education*, 2013, (08):43-44.

- [9] Shu Jianyan. *Yue Rhyme and Liufang Shawan Floating Color -- A brief discussion on Shawan Floating color style characteristics* [J]. *Popular Literature and Art*, 2013, (05):50-51.
- [10] Peng Shuang. *Research on the protection and inheritance of "Floating color" folk culture in Guangdong* [J]. *Comparative Research on Cultural Innovation*, 2021, 5(11):135-138.
- [11] Yin Lihua, CAI Lei. *Research on the protection and inheritance of "Floating color" folk culture in Guangdong* [J]. *Comparative Research on Cultural Innovation*, 2019, 3(04):52-53.
- [12] Xing Jiajia. *Research on the development status of Wuchuan Floating color* [J]. *Cultural Journal*, 2017, (10): 107-110.
- [13] Luo Jia. *Investigation and Reflection on the protection of folk art and cultural space -- Taking "Floating Color" folk custom in Wuchuan, Guangdong Province as an example* [J]. *Popular Literature and Art*, 2015, (04):39-40.
- [14] Shi L F, Liu X H. *Tourism development strategies of the folk culture of Wuchuan and Sichuan* [J]. *Journal of Hubei Correspondence University*, 2012, 25(12):177-178.
- [15] Miao Li. *Discussion on the inheritance, protection, development and utilization of intangible cultural heritage* [D]. *Northwestern University*, 2008.