Digital Propagation of She Ethnic Culture

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Abstract—She ethnic is one of old and mysterious ethnic groups who are scattering in the south-eastern mountain area in China. Owing to the outward impact, its indigenous She culture has been severely weakening. The paper aims to save and spread the precious cultural relic by discussing the present dilemma, spreading types and features faced by She ethnic culture. And systemic saving methods have been proposed to save the relic and promote its propagation:(1)Digital and web technology should be adopted to build up a She culture digital library and an overall digital propagation network.(2) Combined with the traditional propagation methods, new media forms such as Blogs, BBS, and mobile phones should be used to enlarge the propagation channels and enrich the propagation methods.(3)A positive propagation environment should be established based on the web technology in order to achieve the healthy propagation of She ethnic culture.

Keywords—She ethnic culture; Culture relic; Digitalize; Digital propagation; Web

I. INTRODUCTION

She Ethnic group lives in mountain areas of South-eastern China and engages in shifting agriculture. Their living history in the boundary regions of Zhejiang, Fujian and Guangdong Provinces can be dated back as early as the Tang Dynasty [1]. For the outward world, they are fascinating because of their mysteries and special identities. Jinning County, as the only She Ethnic Autonomous County in China, is the earliest place She people found in Zhejiang province. The indigenous She ethnic culture is one of the eye-catching pearls in Chinese culture treasury. Their folk songs, medicine, sports and special name culture are good examples in point. But the coming of information time has brought a lot of challenges to their unique culture because of the scattering living conditions. Their unique cultural features has been drastically weakening and even disappearing. Takeuchi Ikuo took the change happened to ethnic cultures as the death of the original culture [2]. Therefore, it is a pressing job for She ethnic to save their unique culture effectively and make it globally spread.

Due to the geographical distribution of She ethnic, the research about She ethnic culture in China is mainly restrained in Zhejiang, Fujian and Guangdong Provinces.[3-5]; A few websites do occasionally have reports on the save and propagation of She ethnic culture. In 2008, professor Lei Wanshan—an expert in She ethnic research, suggested a database about ethnic culture resource be established. In 2009, Jinning County library started to build up a database for She ethnic culture resource which marks the beginning of digitalized practice on the save of She ethnic culture.

Up till now, we haven’t found any foreign documents on She ethnic research. But we did find some research materials on She ethnic medicine and the propagation of the ethnic culture relic. The following propagation methods proposed by scholars do shed some lights on us. Feng Jianhua believed that economic benefits should be responsible for the extinction of China’s ethnic culture and languages, so the government should take measures to save them[8]. Valtolina, S. once tried to adopt the virtual and multi-media technology[9]. Eugenia A. Politou argued the latest JPEG2000 photo compressing technology should be used to establish a photo database [10]. X. H. Xiao proposed a propagation model which is based on a two-level embedded scattering network[11]. The above researches impressed us the power of web multi-media technology in the propagation of ethnic culture.

Those researches also pointed out: protection and propagation are the important ways to save She ethnic culture; and modern technology can be used to promote the spread of ethnic culture. But their drawback is that no overall digital propagation system of She ethnic culture based on the digital and web technology has ever been proposed. Therefore, the author presents his own views: modern digital and web technology have to be adopted in order to change the present propagation situation just as the resource storage of She ethnic culture.

II. DISCUSSION

A. Dilemma Faced by She Ethnic Culture Propagation

She ethnic group call themselves as Mountain Ha or Mountain Da which means guests from mountain regions. After the found the PRC, they are all called She ethnic [12]. The colorful She ethnic culture inherited from their forefathers has cultivated She people of generations. But, with the industrialization change of Chinese society and the erosion of strong cultures, the living environment of She ethnic culture has been severely destroyed. A lot of problems and difficulties appear in its culture protection and the inheritance of its
advanced points. First of all, She ethnic group only have their ethnic oral language without any ethnic written characters. Traditionally, their culture shift from generations mainly depends on their oral teaching or their life experiences [13]. This kind of individual teaching and learning model is passive and random which is easily broken due to the disappearance of the inheritors. Secondly, the foundation of She ethnic traditional culture is fading away. She ethnic group was formed in the process of their migration. Its living conditions as: “living together in one area while still living in individual compact communities in special areas” make its assimilation speed even faster than its own developing speed. Its common psychological qualities are being weakened and its ethnic awareness is blurring. Take Jinjing She Ethnic Autonomous County for example, very few She ethnic people will wear their special ethnic clothes in daily life. Thirdly, the main audiences of She ethnic culture should be She ethnic people, but the propagation media are still in the primitive state. The new media based on the Internet technology for most She ethnic farmers living in mountains is still a little bit strange and distant [14]. Fourthly, the digital resource of She ethnic culture is very little. And there is no common standard for its information collection and resource development. Cooperation and communication about She ethnic culture research is little because most research groups just work individually and there is no resource sharing system.

B. The Propagation Types and Features of She Ethnic Culture

Nowadays, the propagation of She ethnic culture has adopted more and more modern technology besides the traditional paper documents, radio and TV news, tourist attractions, architectures, She ethnic festivals and some large-scale open activities. The widely-used digital and web technology have been used in the save and propagation work of She ethnic culture resource in recent years such as CD-ROMs, Websites, BBS, Blogs [15].

There is a comparison list in Table 1 between the traditional forms and modern ways in the propagation of She ethnic culture. It shows the incomparable advantages enjoyed by modern propagation ways compared with the traditional propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. In the past different developing periods, the cultural information of She ethnic are put in the various propagation forms. 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Here, the importance of the establishment of She ethnic language database must be mentioned. It is one of the effective ways to save the language culture of She ethnic. There are two types of dialects among She ethnic group. For internal communication, She dialect will mainly be used. For external communication, Chinese will be used. Since they don’t have their own characters, they mainly depict their history, customs, poems, and chants by spoken language or pictures. Therefore, the oral inheritance is the main form of the inheritance of She ethnic culture which is also a unique phenomenon in the course of their culture development.

The second step is to use the digital technology to record and convert the culture information of She ethnic into digital forms so as to simulate, make and create the culture content of She ethnic in forms of words, pictures, audio tapes, music, videos and 2D or 3D models. The written materials can be converted into digital information by OCR word-processing technology. Pictures and photos can be converted into digital pictures in BMP, JPD, JIE formats by electronic scanning technology. Their architectures can be made into 3D panoramic models by virtual reality technology. The virtual environment can satisfy the active participation requests of audiences with interactive functions [20]. The digital platform and process of She ethnic culture is in Figure2.

![Figure2. Digital Platform and Process of She Ethnic Culture](image)

**Figure2.** Digital Platform and Process of She Ethnic Culture

2) An Overall Digital Propagation Network of She Ethnic Culture

An authoritative bilingual (English and Chinese) China She ethnic website should be established to construct a systematic propagation network of She ethnic culture. An organization organized by the government should be set up in charge of the digital construction and propagation work of She ethnic culture. And some sub-organizations should be founded in Zhejiang, Fujian and Guangdong provinces where settle most She ethnic people. The sub-organizations are responsible for collecting and analyzing their local She ethnic culture resource. The forces of the three provinces should be combined in information exchange and the protection and propagation work. And then a standard platform and common criteria of the digital platform will be founded. The website will be taken as a center, radiating and uniting other official or unofficial websites to strengthen the propagation power of She ethnic culture.

With the propagation platform like China She Ethnic Website, IPTV, Video/Audio Exchange Technology, Virtual Reality, Information Publishing etc. can be used to enrich the website content to improve the attraction of She ethnic culture to the natives and outside world. IPTV technology can transmit She ethnic culture regularly to the outside by high frequency computers, mobile phones and TVs. The immersing publicity model will surely improve the influence of She ethnic culture. The powerful track and monitor function of network media can control the publicity cost and improve the propagation effect.

Proper amount of people, funds and materials should be invested. An overall consideration for talented people in She ethnic culture, fund security for the construction, and necessary facilities are the foundation to guarantee the scientific and permanent operation of the system.

B. Expansion of Propagation Ways of She Ethnic Culture

Based on the traditional propagation forms like documents, radio, TV, tourist attraction etc., the She-ethnic-flavored festival should be made full use to intensify the visual and audio impact of She ethnic culture. She ethnic’s special songs, dances, and sports are useful tools to promote the wide spread of its culture. With good integration of She ethnic culture, visual art and information technology, the indigenous culture flavor of She ethnic will be kept; meanwhile, the propagation of She ethnic culture will be bettered.

The new forms of media like web, mobile phones, BBS, and Blogs should be made the most to have the interaction between propagators and their audiences. With various media, She ethnic culture will be recorded in an all-round way. The wide spread of their audios, videos and news will make the small-scale existence of She ethnic culture known globally.

C. The Construction of Cultural Ecological Balance

- Promote the media construction, enlarge cultural flow rate[20]. A mature media structure should be constructed which allows audiences to choose the media they like. She ethnic culture should be put in a right place in the media propagation. The flow rate of She ethnic culture in news and websites should be enlarged, which will establish a living place for She ethnic culture in International Information Sea to prevent its culture from extinction.

- Proper education for the propagators and audiences of She ethnic culture. She ethnic people should be educated about their cultural identity and guided to love their own unique culture. She ethnic people should be the inheritors, guides, propagators and advocates of She ethnic culture.
A good ecological and propagation environment for She ethnic culture should be cultivated. She ethnic people should be encouraged to speak their native language as often as they can. They should be allowed to use their native language to communicate in public. And a dictionary of She ethnic language should be compiled recording the pronunciation and meanings of She ethnic language with the help of Chinese in order to avoid the disappearance of She ethnic language due to the impact of outward culture and language and ensure the vitality of She ethnic culture.

IV. CONCLUSIONS

The culture relic of She ethnic is the spirit treasure for She ethnic people, all Chinese and even the people all over the world. The article aims to explore the ways to put the advanced digital technology and web technology into the save and propagation work of She ethnic culture. Digital and web technology can be used to process and simulate of the information of She ethnic culture. The establishment of digital propagation system of She ethnic culture. The establishment of digital propagation system of She ethnic culture will help solve the problems like permanent storage, reproduction and international propagation faced by the culture. Based on the permanent storage of the culture relic, the digital system will spread She ethnic culture hidden in great mountains all over the world, which will surely promote the overall development and progress of She ethnic. The construction achievement will also offer a lot of help to save and propagate other culture relics.

REFERENCES