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The Ordos Regional Art Group: The Inheritance, Innovation and Publicity of Wulan Muqi

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ABSTRACT

Wulan Muqi is a comprehensive grass-roots cultural institution set up by the government of Inner Mongolia Autonomous Region to carry out the cultural work of ethnic masses in pastoral areas and active in the late 1950s. Mainly performance, publicity, guidance, service, while inheriting the Mongolian ethnic culture. In 1959, Ordos established the first Wulan Muqi, and then each flag district successively established the Wulan Muqi Team. In the process of more than half a century of development, Wulan Muqi in Ordos grew into the main force of inheriting and innovating Ordos national culture. On the basis of summarizing the achievements of this national culture, this paper puts forward several suggestions on how to effectively publicize and promote it.

Keywords: *Wulan Mu, Ordos national culture, inheritance, innovation publicity, promotion*

I. ORDOS OVERVIEW

Ordos (Ordos), Mongolian for "where there are many palaces". Ordos City is located in the southwest of Inner Mongolia Autonomous Region, surrounded by the Yellow River in the east, north and west, and has the ancient Great Wall extending from east to west in the south, adjacent to the three provinces of Shanxi, Shaanxi and Ningxia. Ordos has jurisdiction of seven flags and two districts, covering a total area of 87,000 square kilometers and a total population of 2.1 million, of which 168,000 Mongolian. Ordos city is an ethnic minority area with Mongolian nationality as the main body and Han nationality as the majority. Ordos culture has distinct regional and ethnic characteristics. Ordos has always been an interwoven and influential area of Central Plains farming culture and nomadic northern culture. In the middle of the Ming Dynasty, the "eight White House" of Genghis Khan moved to Ordos, and the Mongolian golden family also moved into Ordos area, gathering the essence of Mongolian

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culture in Ordos. In the past 800 years, the Ordos Mongols have gathered and inherited the only Genghis Khan sacrificial culture with rich connotation in the world. At the same time, the Ordos people who are good at singing and dancing have created countless colorful and beautiful songs and dances here, making Ordos enjoy the reputation of the hometown of singing and sea dance. Ordos adjacent to shanxi, since modern times, due to a variety of reasons, a large number of shanxi han people gradually moved to ordos area, with the Mongolian living here, harmony, make farming culture and grassland culture in ordos is more fully integrated, produced the current scholars called "western culture" phenomenon, make ordos multiple complex, harmonious and open regional cultural characteristics more distinctive.

II. BRIEF DESCRIPTION OF ORDOS TRADITIONAL CULTURE (MUSIC AND DANCE)

Ordos is a fertile soil for national art. The people of Ordos who are good at singing and dancing have created a vast sea of folk songs and colorful folk dances here. Therefore, Ordos enjoys the reputation of "hometown of singing and dance".

Due to the unique geographical, historical and traditional culture of Ordos, Ordos folk songs have a very distinctive national, regional and artistic characteristics. Ordos folk songs with less cavity long, lofty "long song", also have short fine, cheerful rhythm "short song", and Ordos using the traditional long tune singing court song ordos "ancient song", Mongolian and han music culture blend "diffuse" and duet, by jin, shan immigrants to the Ordos region folk songs "mountain climbing". Through a large number of data collection of Ordos folk songs, research and active declaration, by 2010, Ordos folk songs "Ordos short folk songs", "diffuse" tune ", "ancient as song " three projects were listed as national intangible cultural heritage by the State Council, the Ordos folk songs have been further protection and inheritance.

In the long history of history, the court etiquette culture of the Mongol Kcourt formed since the 13th century, and formed a unique folk customs. The Ordos Mongols have also inherited the world-famous folk dances "Zhushan Dance", "Chopsticks Dance", "Cup Dance", "Top Bowl Dance", "Ordos Dance" and so on. Is the precious cultural heritage of the motherland. The Ordos Mongolian folk dance with a long history has been continuously refined and improved in the long history, forming the originality of the expression content, the classic nature of the expression art and the comprehensive form of expression, as well as showing the original cultural characteristics, classic cultural characteristics and comprehensive artistic characteristics of the Mongolian nationality.

III. THE DEVELOPMENT PROCESS AND STATUS QUO OF WULAN MUQI IN ORDOS REGION

Wulan Muqi, which originally means "red bud" in Mongolian, was extended as "Red Literary Light Horse". In 1959, Ordos established the first Wulan Muqi of —— Otoke Banner. Later, the flag teams of Wulan Muqi were established in Ordos City. After 60 years of wind and rain baptism, we always adhere to the team is short and concise, the equipment is light and flexible, the team members are specialized and versatile, small and diverse programs.

Ulan Mu riding always keep in mind xi general secretary of the entrust and important instructions, carry forward the fine tradition, grass-roots line, promote artistic innovation, literature and soul service for farmers and herdsmen, and strive to create more ground, spread, leave excellent works, with practical action and excellent results return jinping, general secretary of the care. Wulan Muqi, with sonorous singing, beautiful singing and high melody, spread the new style of "red literary and art light cavalry".

The art of Wulan Muqi comes from life. The grass-roots level provides a lot of vivid material and fertile soil for artistic creation and artistic innovation, and our study should also be rooted in the grass-roots level. At the same time, I also saw my own shortcomings and the direction of my efforts. In the future, I will continue to improve my professional level and rehearse more national songs and dances popular with the people. In order to further promote the construction of spiritual civilization in rural pastoral areas, constantly meet the diverse spiritual and cultural needs of farmers and herdsmen, carry forward the spirit of Wulan Muqi, go among the people, and send operas to the countryside to benefit the people. To bring a cultural feast to farmers and herdsmen, so that the villagers can feast their eyes at their own doorstep. Wulan Muqi is a banner of the socialist literary and artistic front and a famous cultural brand of Inner Mongolia Autonomous Region. Carrying forward the valuable spirit of Wulan Muqi has universal enlightenment and reference significance for various undertakings in Inner Mongolia, and will provide strong spiritual support for "building a beautiful Inner Mongolia and realizing the Great Chinese Dream".

It is worth mentioning that ulan riding also will artistic performances, cultural counseling, policy, medical care, legal aid services integrated, in the way of "ulan riding +" comprehensive service, seriously study the mass cultural life needs, efforts to improve the pertinence and practical service, the party's care to the grassland, provide more accurate services for the grassroots masses. The innovation and development of Wulan Muqi, showing the rich connotation of the spirit of Wulan Muqi through various forms of activities. Lan Muqi members

went to the grass-roots level to carry out the "carrying forward the spirit of Wulan Muqi among the people" and casting the awareness of the community of the Chinese nation. It shows the spirit of the people of all ethnic groups of "unity and enterprising, courage to take responsibility and high spirit", and creates a good atmosphere of all ethnic groups to get along in harmony, together in times of trouble and intimacy.

The Wulan Muqi team of Ordos City has toured the rural and pastoral areas all the year round, providing publicity and cultural services for farmers and herdsmen in remote areas, playing the role of the "four teams" and inheriting and carrying forward the excellent national culture. It is known as the "red literature and art light cavalry" on the grassland. According to the working system of Wulan Muqi at that time, each Wulan Muqi would perform more than 120 performances in rural and pastoral areas every year. The Ordos region often performs more than 200 performances a year, and some Wulan Muqi even performs more than 300 performances a year. Wulan Muqi members eat and live in the homes of farmers and herdsmen, together with farmers and herdsmen, playing, playing and singing together. In addition to the performance, Wulan Muqi will also publicize the principles and policies of the Party and the state through horn broadcasting, showing slides, displaying pictures and exhibitions, and distributing publicity materials. Whenever Wulan Muqi goes to the place, the team members should help farmers and herdsmen work, guide the local amateur art teams, and carry out voluntary haircuts, photography and other service activities. After the 21st century, economic and social changes in Ordos and social environment. Wulan Muqi extended the service level from rural pastoral areas to urban communities; improved the original simple haircuts, photography and radio services for farmers and herdsmen and urban residents; they actively protected the protection, inherited the local intangible cultural heritage; they improved infrastructure, enhanced team building, they danced and flexibly active in Ordos.

Wulan Muqi in Ordos takes ethnic song and dance as the main performance content. Each Wulan Muqi can create dozens of vocal music, instrumental music, dance and song and dance drama works every year. The most representative are Ordos Dance, Chopsticks Dance, Chopsticks Dance, Top bowl Dance, Milking Dance, Cup Dance, Ordos Wedding, Pearl Dance, Horse Dance, Golden Half Day Flower, Wind, Senjiidma, "Beautiful Ordos", "Not Without You", "Manai Wulan Muqi", etc. Over the past 60 years, Wulan Muqi in Ordos has created thousands of distinctive national songs and dances, performing tens of thousands of performances in local rural and pastoral areas, across the country and around the world. The Ordos song and dance program performed by Wulan Muqi is not only deeply loved by the local people, but also appreciated by audiences all over the world, but also makes important

contributions to the inheritance of the Ordos national cultural heritage. Ethnic cultural heritage such as Ordos wedding, ancient such as song, Manqu, Han tune, Matqin, Changtune, Ordos short tone folk songs and local opera have been effectively inherited and developed through Wulan Muqi. In addition, Wulan Muqi has also been honored for many times in the Inner Mongolia autonomous region, the national and even international cultural and art activities, with the exquisite Ordos song and dance, striving for the title.

In 2017, on the occasion of the 60th anniversary of the establishment of Wulan Muqi, Wulan members of Sunite Right Banner received a reply from General Secretary Xi Jinping. The letter spoke highly of the fine tradition of Wulan Muqi and encouraged Wulan Muqi to strive to be the "literary light cavalry" in the new era. Wulan Muqi has become a model among national literary and art groups. Through dance, masqin, singing, in the form of fun, through distinct theme, healthy, wonderful literary feast, show the people of all ethnic groups "unity and enterprising, dare to bear, high" spirit, build a harmony between the ethnic groups, solidarity, close good atmosphere. Wulan Muqi expresses the patriotic feelings of the grassland children caring for the motherland, singing the great motherland, national unity and a better life with cheerful dance and dynamic songs. Wulan Muqi continue to stay true to the original mind, rooted in fertile soil, serve farmers and herdsman, promote artistic innovation, stimulate creative enthusiasm, launch new works, excellent skills, better service, to the people, strive to create more down to earth, spread, left excellent literary works; and achieve mutual communication, learning, common improvement, laid the foundation for the comprehensive development of Wulan Muqi career, better serve the masses. In the whole society, vigorously carry forward the spirit of Wulan Muqi, help us, and work together on a new journey of the great rejuvenation of the Chinese nation.

IV. THE CURRENT PROBLEMS EXISTING IN THE INHERITANCE AND INNOVATION OF NATIONAL CULTURE AND PUBLICITY AND PROMOTION

(1) Poor implementation of policies, and artistic creation has a plateau without a peak

In recent years, ordos municipal party committee general office, municipal government has issued the ordos art creation project implementation plan, ordos support state-owned art group art production method, the ordos people's government on support opera inheritance and local play protection development implementation opinions, on the thorough implementation of xi general secretary important instructions spirit to accelerate the development of wululan riding and other policy documents, but the flag did not fully implement the document spirit, seriously restrict wululan riding creation performance. Although emerged in recent years a batch of

excellent works of literature and art, but the general can strongly reflect the spirit of The Times, grasp the pulse of The Times, effectively carry forward the socialist core values, innovative national culture and can represent ordos cultural image of art, especially like "Senjiedma" "ordos wedding" can be handed down the classic is not enough, artistic creation has plateau no peak phenomenon.

(2) There is a shortage of ethnic cultural and artistic talents, and the competition incentive mechanism is not perfect

At present, ordos wulan riding national culture and art talent exist "yellow" phenomenon, including national outstanding art talents, into is the root, will enter the excellent cultural and art talents in ethnic areas when in wulan riding, some grass-roots some artistic talent, potential folk artists also because of cultural education and cannot enter wulan riding. In addition, the incentive and distribution mechanism of Wulan Muqi teams is not flexible and diverse enough, and the enthusiasm of some key positions, business backbone and team members with outstanding achievements has not been fully mobilized. It is still necessary to further deepen the internal mechanism reform and stimulate the development vitality of Wulan Muqi.

(3) A single form of publicity and promotion

New era riding as a government public welfare group, undertake the party's policies and principles and traditional culture national culture inheritance and promotion function, ordos wulan riding team will participate in various cultural and art activities at home and abroad, but the audience is small, publicity is to perform to the cultural and art activities, propaganda way single, cannot show ordos traditional national culture to more people.

V. SUGGESTIONS ON STRENGTHENING THE ROLE OF WULAN MUQI IN INHERITING AND INNOVATING NATIONAL CULTURE AND PROMOTING AND PROMOTING

(1) Strengthen the creation of fine works, and carry out the rescue and protection of high-quality dramas characteristic of Wulan Muqi

In his artistic creation, Wulan Muqi should constantly absorb the nutrition of excellent ethnic culture, inherit the excellent ethnic culture, give full play to the advantages of ethnic culture, highlight the ethnic regional cultural characteristics, and make bold innovations in the content, form and style of creation, so as to enhance the foothold and vitality of artistic works. At the same time, literary and artistic creation should also reflect the characteristics of The Times, maintain the national nature and show the nature of The Times to meet the new cultural needs of the people. In addition, it is necessary to vigorously carry forward the spirit of Wulan Muqi,

establish the Wulan Muqi Palace, organize and carry out the physical collection and the rescue protection of characteristic quality dramas, and inherit and develop the "red gene" of Wulan Muqi.

Take Wulan Muqi of Wushen Banner, Ordos City as an example: Wushen Banner was established in 1960. Since its establishment, the team has created and performed more than 1000 chopstick dance, deer dance, Hunting Girl, Rice, Fragrance, Milk, obo, Ordos Man. He has participated in national and international cultural and art activities and won 550 municipal awards, including 151 national awards and 4 international awards. He went to Japan, Pakistan, Mongolia, Hungary, Bulgaria, Poland, Romania, Switzerland, France, Italy, Bosnia and Herzegovina and other countries and Taiwan or participated in the festival. In 2009, the team went to the Republic of Bosnia and Herzegovina to participate in the "2009 Dhacat International Folk Art Festival", and won the "Supreme Honor" Award and the "Best Style" Award. In 2010, he participated in the 5th Inner Mongolia Wulan Muqi Art Festival and won the gold medal and the team "versatile" award with the whole national dance party "Nai Wulan Muqi". Wulan Muqi of Wushen Banner won 32 "Advanced Collective" awards, among which in 2010, it was awarded the "National Advanced Collective in the Construction of Serving Farmers (Pastoral) and Serving Grassroots Culture", and was jointly commended by the Propaganda Department of the CPC Central Committee, the Ministry of Culture, the State Administration of Radio, Film and Television, and the General Administration of Press and Publication.

Every Wulan Muqi in Ordos is a vibrant and prosperous national artistic creation garden. Every Wulan Muqi is a literary and artistic light horse team that can be good at fighting and make remarkable achievements.

(2) Strengthen the construction of personnel and team, and play the role of "guidance and guidance"

With the development of The Times, higher standards are put forward and requirements for national culture and art work. To achieve the goal of building a strong cultural city, a large number of high-quality cultural and artistic talents are first needed. We will establish a vibrant and dynamic personnel training and management system. Inheriting and carry forward the fine tradition of Wulan Muqi, give full play to the role of "mentoring and guiding" of veteran team members and artists, and pass on the artistic quality and spiritual blood of Wulan Muqi. Strengthen the training of ethnic cultural and artistic talents, fully mobilize the enthusiasm and initiative of Wulan Muqi team members, go deep into reality, feel life, reflect

The Times, inherit civilization, and prosper artistic creation.

In the establishment should be further supported by the government, personnel until retirement to enjoy national salary, and only temporary wages and social insurance premium, to not easy to continue performance age can only make a living, so should by the government departments for equal pay for equal work, and the work reached a certain length of service into the establishment, to ensure that the talent will not lose.

(3) Enrich the means of publicity and promotion

In 2019, the Ordos Municipal Cultural Bureau and the Ordos Municipal Tourism Development Committee were integrated to set up the Ordos Municipal Culture and Tourism Bureau. As a public welfare institution of the Ordos Municipal Bureau of Culture, the Ordos Wulan Muqi is merged in the Ordos Municipal Culture and Tourism Bureau.

Therefore, compared with participating in various cultural and artistic activities at home and abroad before the merger, the publicity method of on-site performance should be the publicity and promotion combined with the publicity and promotion of tourism. One is combined with ordos early every year in the key tourist city cultural tourism promotion, through art performances, key scenic spot recommended, boutique route promotion, product experience, fully promote ordos cultural tourism resources and products, and invite local travel agencies and news media to participate in, in radio and television, weibo WeChat, headlines, TikTok and other kinds of media publicity information, fully to ulan animal riding publicity. Second, combined with ordos tourism promotion major cultural tourism exhibition, to participate in Russian "Baikal tour" international tourism exhibition, Beijing world horticultural expo, shenzhen expo, xi'an silk road international tourism expo, Beijing international tourism expo, international exhibition, Hong Kong international exhibition, China (guangdong) international tourism industry expo, China international tourism fair and other famous exhibition, ulan shepherd riding national traditional culture propaganda audience to each audience. Three is combined with tourism online media platform promotion, in the record China TV, headlines, sohu news, netease news, phoenix news, tencent news, baidu news, a consulting, UC headlines, Oriental headlines, interesting headlines, global times (tour), Chinese headlines, weibo and other media launched ordos brigade, multi-angle depth report ordos tourism products at the same time to animal riding traditional culture propaganda. Fourth, combined with the short video platform and live broadcast platform to register the official certification account, to cultivate Wulan Muqi "live broadcast talent" and "network big V". Through short video platforms and various network platforms, we will display the new works of Wulan Muqi, tell

the stories of Wulan Muqi, and spread the Wulan Muqi brand and Ordos national culture.

VI. CONCLUSION

Song and dance is a kind of art that gives people aesthetic enjoyment through hearing and vision. The best way to understand the ethnic song and dance in the Ordos area is to watch it on site, and to introduce the Ordos song and dance in words, I deeply feel the "lack of words". It is hoped that through this article, more people can know about Wulan Muqi, offer suggestions for the development of Wulan Muqi and traditional culture, and then add luster to the development of culture in Inner Mongolia.
