

# The Value Research of Liaohe Culture in Building Liaoning National Culture Brand

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**Abstract:** Liaohe culture has a long history and has extremely rich connotation. It is a unique historical culture derived from a variety of regional cultures. Various ethnic groups collide, exchange and learn from each other, and make different historical choices here. Although times have changed a batch of original nationalities, it has left bright cultural treasures for the later generations with its outstanding originality and relatively mature artistic value, making the cultural resources of the Liaohe River Basin become the unique advantage of Liaoning nation to build their own cultural brand, and become a precious historical heritage.

## 1. Introduction

The Liao River is located in northeast China, which is a very special region. Traditional Chinese civilization can be roughly divided into two areas: -- farming areas and tourist pastoral areas. The Liaohe River basin is in the transition zone from nomadic pastoral area to agricultural area. The upper reaches of the Liaohe River borders the Mongolian plateau, and some of it can even be planned to the Mongolian plateau. It is a very typical pastoral area, while the lower reaches is the famous Liaohe Plain, which belongs to the traditional farming area. Therefore, with the particularity of its geographical location, the people here can connect back and forth between the two civilizations, and its culture will also play an important role in the history.

We should in Liaohe river basin geography, ethnic customs, architectural sites, historical relics as the main body, the literature, film and television, architecture, art and other aspects of mining and development, combined with contemporary ideology and culture, aesthetic, economic development demand and other different levels and angles of artistic level of creation, make it show the window of Liaohe culture, Liaoning national culture brand.

## 2. Cultural Particularity of the Liaohe River Basin

As early as in Liaohe or “golden waterway”, Liaohe culture has begun to breed here, and eventually form waterway civilization, in the process of the hundreds of years, Liaohe with it to pentium day and night, for history left a string of precious waterway civilization symbol, like a bright pearl, constant reflects the Liaohe culture. Mention of the Liaohe River culture has to say that the Hongshan culture. In the past, Hongshan culture was regarded as a variant of the Neolithic culture of the Central Plains, among which the most famous of which was jade, especially the jade dragon. After the Hongshan culture, the most important thing in the Liaohe River Basin is the --, a Bronze Age culture. The lower culture corresponds to the Xia Dynasty in the Central Plains. It can be seen that when the Central Plains entered the Bronze Age, the Liaohe River Basin was not to be left behind and soon entered the Bronze Age.

Compared with the early culture here, the people going out of the Liaohe River Basin are more important. In history, the nationalities emerging from the Liaohe River Basin included merchants, Xianbei, Mongolia and other nations that played an extremely important position in history. Some people even exaggerate that half of the whole history of the nomadic peoples in China was created by the peoples in the Liaohe River basin<sup>[1]</sup>.

Among them, Xianbei is particularly important in Chinese history. First of all, the Xianbei people became the second ethnic group in the mighty desert. During the Eastern Han Dynasty, the Northern Xiongnu was defeated, and the Xianbei occupied the Mobei grassland. In the middle of the Eastern Han Dynasty, the Tansihuai of the Xianbei people unified the Xianbei tribes, forming another powerful nomadic empire after the Xiongnu. However, the unified Xianbei soon collapsed. But the Xianbei people became a typical representative of the nomads entering the Central Plains. Since the Wei and Jin Dynasties, the Xianbei people have moved in a large number of internal areas. The great ethnic migration in the Western Jin Dynasty was largely due to the internal migration of the Xianbei people. For example, the southern Xiongnu moved south under the pressure of Xianbei. During the Jin Dynasty, the Xianbei people established the kingdoms of Wuyan, Dai, Nanliang, Western Qin and Tughun in the north, occupying half of the sixteen states. Later, the Northern Wei Dynasty established by Tuoba Xianbei unified the Central Plains and carried out the Sinicization, which made all the ethnic groups entering the Central Plains integrate into the Han nationality, laying the foundation for the unification of the Sui and Tang Dynasties. The Xianbei people have made great contributions to China.

The Liaohe River basin can be said to be the “hometown” of Chinese nomads. Xianbei, Soft, Khitan and Mongolia all originated here. They appeared from the Liaohe River and the Greater Hinggan Mountains, and brought a wave of westward and southward movements, triggering the great national migration movement of the whole Eurasian continent. Of course, the actors conquered again and again, and the nomadic peoples in the Liaohe River basin were eventually assimilated into the various nations of the Eurasian continent. Although the Liaohe River was small, it gave birth to the people that conquered the Eurasian continent and changed the pattern of the whole Eurasian continent. From this point of view, the Liaohe River basin should not be ignored<sup>[2]</sup>.

### **3. Characteristics and Brand Value of Cultural Resources in Liaohe River Basin**

The distinctive cultural resources formed in the long development process of their own by many regions and many ethnic groups have jointly cast the Liaohe River culture. Therefore, the Liaohe river cultural resources have a rich and profound diversity of the characteristics. Liaohe culture contains rich implication thoughts and artistic spirit, and has high artistic value. It is not only the carrier of history but also the soul of the nation. The Liaohe River basin has different climates and regions. National tradition and other factors influence, formed a unique ethnic customs, affect such as social customs. Architectural art, sculpture and painting, daily behavior and other distinct personalities were reorganized and innovated in the process of communication with other ethnic cultures, so a more three-dimensional and distinct national culture was formed. The process has been repeated for thousands of years and passed on to this day.

The excellent culture of a nation is the profound inner soul of a nation. With the long process of The Times of the national culture hidden among the people, its external form of expression and internal spiritual temperament are inevitably covered up by time, so it is necessary to make certain exploration and arrangement. Brand culture refers to the establishment of a clear brand positioning, and then on the basis of various internal and external communication channels to form a high degree of spiritual recognition of the brand, so as to form a cultural atmosphere, through which a strong customer loyalty can be formed. Brand culture is the product formed during the founding period and gradually improved in the process of growth and development. It cannot be achieved overnight. It is the organic integration of “brand” and “culture”. There is no unified statement for the definition of cultural brand. With the process of brand creativity to cultural industry, people pay increasing attention to cultural brands. Brand always has certain significance and value in the hearts of consumers, and consumers' pursuit of the brand is also deepening. After meeting the necessary life needs, consumers will have the pursuit of culture, and the cultural value of products is mainly realized through the brand. In the context of internationalization, the key to shaping and spreading brand image lies in crossing cultural and regional boundaries. At present, the theoretical circle is more proposed to create cultural brands, because cultural brands can highlight cultural taste and

emotional appeal, so that the brand and consumers have psychological resonance and value identification<sup>[3]</sup>.

#### **4. Make Use Liaohe Cultural Resources and Give Play to the Role of Cultural Brand Building**

In order to explore and sort out the national culture, we must maintain the direction of advanced culture and enhance the rich connotation of national culture. Therefore, we can establish the national national culture advanced city as the goal, or to build the national culture brand city as the way, focus on enhancing the connotation of the Chinese national culture. If the national culture is to adapt to the advancing times, it needs to constantly improve its own cultural quality. The basic premise of the cultural education of ethnic minorities, that is, the party and government cadres and people in the minority areas, must have the consciousness of the preservation and utilization of the minority culture. The consciousness of national culture is also people's sober about the history, reality and future of the Chinese nation. If the national area lacks the consciousness of national culture, the foundation and essence will be lost, its historical context will be broken, and its development direction will be confused. People in ethnic minority areas should also consciously protect and make reasonable use of their own national culture. The culture of ethnic areas has both intangible cultural form and tangible cultural form. Tangible cultural form, mainly based on the way of physical existence, reflected in the production and life. The intangible cultural form is vice-versa. In the protection of ethnic minority culture, because people often have more understanding of intangible cultural forms than that of tangible cultural forms, so people often ignore the protection of tangible ethnic cultural forms in ethnic minority areas. Unique traditional dwellings, magnificent folk handicrafts, and even working utensils, daily life utensils and so on, all constitute an organic part of the Chinese national culture.

As we all know, the manufacturing industry in modern Liaoning is very developed. As early as the 1870s, in order to build the Beiyang Navy, Li Hongzhang built a naval base in Lushun, and introduced German advanced equipment, such as dredger, various lathes and other mechanical equipment for mechanical repair and processing, which is perhaps the earliest truly meaningful mechanical manufacturing on the land of Liaoning. After the Sino-Japanese War, Shengjing General set up a machinery bureau in Shenyang, the manufacturing industry; then Zhao Erxun and silver yuan bureau, in 1906, engaged in mechanical processing. Liaoning's modern manufacturing industry is focused on weapon manufacturing, among which the Arsenal of the three eastern provinces (now the predecessor of Liming Aviation Development Group) established in 1921 is the most famous, introducing more than 8,000 most advanced equipment in the world, with more than 30,000 workers. At the same time, Liaoning mortar factory (the predecessor of Shenyang No.3 Factory), Northeast Aviation Factory (the predecessor of Songling Machinery Factory), Huludao Northeast Naval Factory and other ethnic factories have been successively established in Liaoning, which shows that the manufacturing industry in Liaoning has become large-scale and systematic production in this period. At that time, Liaoning's weapons manufacturing industry ranked first in China. The Japanese once marveled: this is "the first Arsenal in the East. The manufacturing industry in modern Liaoning has laid a foundation for the subsequent development of Liaoning's manufacturing industry. The development history of Liaoning's manufacturing industry shows that Liaoning's manufacturing culture has a long history, which has great influence both in Chinese history and in Northeast Asia. Therefore, the promotion of Liaoning's manufacturing industry into culture is completely based on history and consistent with the name and reality. Therefore, according to the traditional Liaohe culture and Liaoning local hard power combination, strong together cast brilliant<sup>[4]</sup>.

#### **5. The Practical Application of Liaohe Cultural Characteristics**

As the connection point of North China Plain, Songliao Plain and Inner Mongolia Plateau, Liaohe River has always been the interdependence and integration of multi-ethnic groups. Influenced by climate, regional, historical development and other factors, Liaohe area

always has a strong national style. Excellent brand culture not only permeates the mark of the civilization development of The Times, but also reveals the eternal theme of the brand to human beings. Therefore, to build a Liaoning national brand, it is necessary to build a distinctive and pure national brand, dig, integrate and package from various aspects, and finally form a characteristic national culture with strong impact, to lay the foundation for building a national brand.

The Liaohe River basin is the birthplace of many nationalities and dynasties, and the cultural sites are extremely rich, with a long history. For example, ceramic cultural relics were first seen in the Hongshan cultural sites of the Neolithic Age, and gold cultural relics were especially famous for the Shang and Zhou bronze wares, and stone and jade artifacts were even more rich. All the rich cultural relics and historic sites on this mysterious land are all important parts of the culture of the western Liaoning Corridor. As for the cultural relics, the city site, the residence site, grave. Cultural relics such as ancient towers can be seen everywhere. Among them, the most widely known culture that originated is the Qing culture. Manchu rose in the Liaodong mountains of white mountains and black waters after the founding of Liaodong. Its architecture has excellent traditional elements and unique Manchu art style, which is a precious cultural heritage of China, and a cultural heritage for the children of Liaohe River to revitalize the world.

The tourism resources of Liaohe River basin are also a very important social wealth in ethnic areas and an important part of the treasure house of tourism resources in China. In the Liaohe River basin, there are countless beautiful and magnificent natural scenery, as well as countless undeveloped cultural sites, which are unique ethnic impressions. Modern industrial construction has also formed a unique city style of Liaoning, such as the surrounding steel city, coal city, oil city, etc., which together constitute the city brand in Liaoning's historical and cultural brands. Tourism is based on the promotion of Liaohe culture and the purpose of building Liaohe brand, so that Liaohe culture is not only the pride of Liaohe people themselves, but also the cultural heritage of the whole country and even can attract the attention of the world.

## 6. Conclusion

The different styles, rich and colorful historical and culture of the Liaohe River Basin are the precious spiritual wealth of China. After thousands of years of integration and development, various cultures have been washed and purified, forming the Liaohe River culture with rich connotations. As an important part of Chinese culture, the culture of Liaohe River Basin has an extremely important historical position. We should for Liaoning region ethnic history to the cultural brand to create more profound cultural value, based on the types of Liaohe basin culture he ancient culture, art culture, tourism culture brand, make the Liaohe culture truly into the arms of Chinese culture mother, become the pride of Liaohe people and even the world, the rare precious treasures of the Chinese nation.

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