

# Research on the Animation Development Strategy of Salang of Qiang Nationality

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**KeyWords:** Salang of Qiang Nationality; Chinese Animation; Creative Industry

**Abstract:** Supported by the country's related policies, this article mined and integrated the Salang resources of Qiang nationality to adapt for animation, so to transform the Salang resources of Qiang nationality into cultural industrial capital to protect and inherit Salang, and at the same time can play a supporting role in adolescents' physical and mental health. The rich culture accumulation of Salang of Qiang nationality provides an internal support for its animation development and provides plenty of art materials for animation creation. But on the current situation, the research of Salang animation hasn't started yet and there will be some shortcomings. This article mainly elaborated the feasibility to develop Salang animation and then discussed its development strategy in detail for the design of excellent Salang animation of Qiang nationality to help Qiang's culture reach out to the world and earn widespread recognition.

## 1. Introduction

Salang is the folk traditional singing and dancing of Qiang nationality for amusement. Salang is the northern dialect of Qiang nationality of the upper reaches of the Minjiang River (in Sichuan Province) means singing and dancing. It is a kind of artistic form of singing and dancing without instruments. Salang stemmed from folklore and then developed through folk culture. Nowadays Qiang's people will dance when there are traditional festivals, important events, harvests, wedding and funerals, so it has become the representative title of the folk traditional singing and dancing of Qiang nationality.

The main function of animation products is to satisfy the entertainment consumer demand of the audience, and the audience of Salang animation is adolescents. It tells the story of an ordinary man overcomes many difficulties to become a hero. The singing and dancing in the story have fitness and entertainment value that hopes to solve some physical and mental problems of adolescents.

From the above, in order to make Salang spring to life, only keeping the original form is not enough, we need to find another way to mine the cultural connotation of Salang and then combine the modern scientific means of animation for the animation development to instill energy and at the same time improve adolescents' physical and mental status.

## 2. Feasibility of the Animation Development of Salang of Qiang Nationality

Animation makes some animate or inanimate things anthropomorphic and exaggerated through technologic making and gives them all human feelings and actions. When Salang is animated, through animation means, it is artificially enlarged partly; and when the tension of animation art integrates into Salang, Salang emphasizes the artistic effect of expression to make the actions more beautiful and more aligned with people's cultural aesthetic demand. In order to save and protect Salang cultural heritage and at the same time make up the lack of showing of local culture of China's animation industry, the author combined the inheritance of Salang with the development of animation industry to study and this is a significant exploration. The unique dance movements, characters, and touching folklores of Salang contain profound connotation of national culture.

**Profound Cultural Deposits Provide the Internal Support for the Development of the**

**Animation.** On the background of the profound history and culture of Qiang nationality, the research and development of Salang animation satisfy the demands of the animation industry that seeks the characteristic development and local development. We should develop national artistic resources to make animation practitioners better inherit and protect the cultural heritage during the process of mining, integrating and selecting. It can strengthen people's cultural identity and let them find the sense of cultural belonging. The combination of Salang and animation industry is a win-win strategy: the animation industry will directly approach the national artistic factors because of the integration of Salang to add new energy; and the Salang will develop with the help of the animation industry to avoid the destiny of disappearance.

**Salang of Qiang Nationality Provides Plenty of Artistic Resources for Animation Creation.**

Salang of Qiang nationality has its unique artistic characteristics in themes, contents, modeling, and colors that are the plenty of artistic resources that the animation development needs.

In the aspect of themes and contents, the development of Salang always adapts the folk appreciation custom and it has typical folk characteristics. Although Salang is showed mainly in Qiang's festivals or weddings or funerals, its themes and contents are legendary. It reflects and embodies much folk life and it is the carrier of folk inheritance. This kind of folklore embodies the aesthetic pursuit of happiness, prosperity and good health. The themes and contents of Salang may not suitable to directly on animation works, but through some symbols and means, we can integrate its rich folk favor into animation creation to deliver people's pursuit of health and happiness.

In the aspect of modeling, firstly the character model for dancing of Salang always keeps the principle of ancient model. Generally, people dance in circle in the order of the elders standing in the front and the younger people standing at the back and in the order of men in the front and women at the back. The dance embodies the collective memory of this nationality in ancient times and contains many contents of this nationality about the history, customs and the faith, and also contains the worship to ancestors, the sense of national pride and cohesion.

Secondly, the model of furnishing of Qiang nationality is unique. Although in different regions and different Qiang villages, the furnishing is different, roughly it can be described as that: generally men's furnishing is green and white headscarf, white or Yindan blue linen gown, black and red girdle with knife or steel flint, sheepskin coat, goat hair or linen puttee, and shoes with colorful clouds. The furnishing for females, girls and young women, wear cross-stitch headscarf and elder women wear black or white headscarf; women wear gown with vivid colors and frilly vest and the edges of clothes all have inwrought figures; there are silver and copper work drums on the buttons; they wear embroidered girdle and loincloth; their shanks wear puttees; wear embroidered shoes; and they also wear big silver earrings, circles and Tizi. If we combine those factors with animation, doubtlessly we can create the local animate image with rich local flavor.

In the aspect of color, Qiang nationality always adores white, and they always use black and blue, and they also like red. In Qiang's consciousness, white, black, red and blue form the representative colors of Qiang nationality and every color has its symbolic meaning. So the furnishing of Qiang nationality is mostly made up of these four colors. The white means bright, clean, carefree, elegant and pure. In the legend, the white stones were used as the marks to guide their way in the Qiang's migration, so in Qiang's eyes, the white is the symbol of the light; and because Qiang people adore the white stone and regard the white stone as the god, so the white stone represents holiness. Black means steady, solemn and simple. In the past, Qiang people value the black and nowadays Qiang people still like black. Blue makes people feel refreshing, peaceful, profound and mysterious. In the past, people couldn't understand natural phenomena and Qiang people felt unfathomable about the vast blue sky and pure blue lakes, so they felt mysterious and favorite about blue and they often use blue. Red represents enthusiastic, warm, happy and lucky. In Qiang's consciousness, red symbolizes fiery and vital and hopeful. If we can utilize the characteristics of the color assortment in animation creation by modern multimedia technology, it will play an important role in promoting the national character of Chinese animation works.

**Promoting Role of Animation in Salang of Qiang Nationality.** Animation combines Salang and Salang integrates into animation. The broad stage of animation and a huge number of audiences

will provide Salang an unprecedented a display platform. For Qiang nationality, Salang can evoke the national gene of Qiang's audience in their deep heart, and through the artistic tension, Qiang's audience can retrieve the most rationalized national confidence; for other people, especially people from other civilization systems, as the body language, Salang does the communication and translation in at a subconscious level, and the final result is to convey the content in Salang's realm of ideology to audience of different civilizations. It is easy to be digested and understood in sub-consciousness.

Main Audience of Animation is Adolescents. From the level of the influence of culture, promoting the development of animation industry and making it account for a good position in the world cultural product market will directly promote the influence of our national culture in the world, especially the influence among adolescents of different nationalities. It is well known that adolescents are a big audience of animation. Adolescents are the hope to develop national culture, so let adolescents accept Salang in order to avoid it disappearing. The specific form of animation makes it have the influence among adolescents that can't be underestimated that can make the development of Salang more prospective and at the same time, adolescents shoulder the mission and responsibility to inherit and develop the excellent traditional Salang culture. It is a great possibility to let Salang develop with the development of animation, and it is a win-win choice for each other.

Animation Can Effectively Realize the Cross-culture Communication of Salang. Animation culture relies on the graphic language after special art processing, and compared with the verbal language and the word language, it has the biggest advantage that it can achieve the transnational and cross-race communication effect rapidly in the simplest way. A large number of animation culture creators consciously recombine the national culture, the traditional culture and the overseas cultures to give the animation a complicated cultural feature. With the help of creators' integration and creation of the folklores, dance movements, furnishing, and modeling of Salang and through the communication and translation of body language of Salang at a subconscious level, Salang animation presents in front of the world in an accessible way to make it easier for audience to digest and absorb the Salang culture and let adolescents in the world can subtly perceive and accept the Salang culture of Qiang nationality in watching and appreciating the Salang animation in their customs.

### **3. Strategies of the Dissemination of Salang Animation**

**Strengthening the Overall Adjustment of the Government's Overall Planning.** Firstly when we develop Salang animation, we should strengthen the leading role of the Qiang's government; reasonably adjust, supervise and guide related projects to make the operation of Salang animation in order and normalized; and promote the cooperation of related social departments and departments of the government to improve the survival environment, transportation, communication, catering and service related to the development of Salang animation industry. Secondly, because the development of Salang animation industry involves departments of the government, it is necessary to provide a set of unified management system and legal system and through the utilization of administrative and legal means of those departments, we can establish and perfect the management mechanism, organization departments and laws and regulations for the sustainable development of Salang animation industry. Finally, we should give certain policy support to animation companies and enterprises that integrate the Salang factors into animation materials and contents and give a hand and provide policy support for the making and popularization of Salang animation works. At the same time, we should pay attention to the construction of the infrastructure of Qiang nationality and establish a set of fully functional bases with significant Salang culture characteristics to stimulate investors' and consumers' interest to improve economic benefits.

**Strengthening the Development and Cultivation of Human Resource.** With the development of the animation industry in our country, more and more universities have set up the animation major and there are more and more animation talents. But restricted by national language, culture, geography, history and customs, there are only a few animation talents really understand Salang of

Qiang nationality, so we must cultivate the professional talent team that are familiar with the related contents, concrete steps, and showing methods of Salang resources. So, we should strengthen the communication between Salang of Qiang nationality and professional animation talents and integrate the knowledge of the national culture of Qiang nationality during the teaching of animation major to promote the cultivation of the professional compound talents of Salang and animation.

**Expanding the Media of Salang Animation.** If wanting to improve economic performance, the industrial development of Salang animation can't stick to one place, on the contrary it should strengthen the publicity efforts. When we publicize Salang animation products, we should emphasize that: firstly we should fully embody the advantages of Salang animation itself to establish the brand industry that focuses on Salang culture. Secondly we should pay attention to use the geological features and customs like watchtowers of Qiang nationality, Qiang calendar year, and Qiang's Women's Day to integrate all kinds of resources to improve its attraction. Thirdly we should pay attention to take Salang culture as the publicity theme to explain in detail to let consumers understand the contents and characteristics of Salang culture and deepen their impression about Salang culture; strengthen their understanding about related products and so as to attract consumers' attention about those products.

#### **4. Conclusion**

In conclusion, the artistic characteristics of Salang of Qiang nationality give animation many resources that can be utilized during the development of Salang animation, we should inherit its artistic forms and also should mine its cultural connotation. We can consider symbolizing and animating those cultural and artistic characteristics of Salang.

The animation development of Salang of Qiang nationality should not only borrow some external characteristics but also refine the factors of folk culture to externalize as symbols with symbolic meanings and create animation images and widely apply in related industries. For example, refining the characteristics of Salang, keeping its simple and generous characteristics of figure model and using its touching dancing and beautiful singing to make them as the symbols of folk culture to utilize in animation design.

Most of the national images in our country haven't been comprehensively packing and promoting and its lineage is short with limited development. So, it is necessary to expand the Salang symbols of Qiang nationality to the screen on the basis of the symbolization of Salang, and this can make Salang widely spread in the society and make its cultural value and economic value embody at the same time. Of course, the creative industry is the field of the combination of economy, culture and technology that has special demand about talents' knowledge an ability structure. How to realize the high cooperation with the cultural creative industry and market and cultivate the creative talents with high quality is also the important task that needs to be studied for the development of Salang animation industry.

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