

# The Dissemination of Liangshan Yi Folk Literature in the Context of Animation

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## Abstract

The folk literature of liangshan yi nationality is an important part of the social language art of liangshan yi nationality. It usually includes myths and epics, fairy tales and folk songs with distinctive national characteristics. The dissemination methods of liangshan yi literature are mainly found in oral, singing and publication. The range of transmission is generally in liangshan area and other places where yi people gather, and the audiences are mainly people in liangshan area and cultural researchers of yi people, which are relatively limited. This paper discusses the folk literature of liangshan yi nationality in the context of animation, and tries to find a new way to spread the folk literature of liangshan yi nationality.

## Keywords

yi folk literature, animation, communication.

## 1. Introduction

The folk literature of liangshan yi nationality has experienced the clan society, the slave society, and other social forms, which embodies the practice of the liangshan yi nationality through the long-term production struggle and class fighting, and has a very bright color and unique artistic style. In the folk literature of liangshan yi people, different techniques and methods of expression such as language, performance and modeling can be found. As the main achievements of the early literature of the liangshan yi people, the original communication methods of myth and epic were mainly singing in the wedding and funeral ceremony and collecting the handwritten books handed down from later generations by bimo. Fairy tales take a large proportion in the oral literature of liangshan yi nationality society, which are usually spread by adults telling stories to children. The content of liangshan yi folk songs is very rich, and the way of dissemination is mostly in the form of singing or reciting during the wedding, funeral, year and festival.

## 2. Status Quo

However, with the opening of the yi region, the younger generation has gradually gone out, and fewer and fewer people have inherited and spread the folk literature of the yi nationality in liangshan. Many occasions of cultural inheritance in the traditional sense are also gradually disappearing, and the sense of identity with the national culture is increasingly reduced, and some trend cultures are more favored. Modern communication methods are mainly found in the distribution of books and publications and the distribution of songs and sound products. For example, Yi Folk Tales compiled by the editorial committee, Yi Folk Tales edited by Lin Jifu. Thus, the special film and television art of animation can endow liangshan yi folk literature with a new soul and obtain a new dissemination effect.

### 3. Research on the Status Quo

Research on yi nationality folk literature has a lot of, on the basis of the animation of the yi culture also has applied research, such as Research On the Application of Yunnan Yi Mask Art In The Creation of Animated Characters, On the Cartoon Character of The Fairy Tale "Zhi Sha Aru", Yi Genre Cartoon Torch Festival, Fire Boy and so on all of these from a particular aspect of the yi people's culture and animation media links. However, there are few studies on the folk literature of the yi nationality in liangshan area, and the connection with animation is rare. As early as the 1970s and 1980s, there were Uighur themed animation Afandi's Story, Mongolian themed animation Little Sisters of Grassland Heroes, bai themed animation Butterfly Spring, and dai themed animation The Legend of Songkran Festival, all of which are still widely spread based on ethnic literature. In recent years, ethnic minority themed animations have emerged one after another, such as Legend of Bronze Drum, a series of TV animation that combines the mythic stories of ethnic minorities in guangxi and shows the beauty of guangxi, Tibetan Mastiff Doge, a chinese-japanese theatrical animation, and Rock Tibetan Mastiff, a theatrical animation released around the world. It plays a very important role in the spread of national culture in breadth and depth. Liangshan yi folk literature has a very rich story prototype. Similarly, the form of animation as a carrier is also very diverse, series animation, animation short film, animation surrounding, animation image, animation books and so on. Animation, a form of communication suitable to all ages and not limited by ethnic regions, is combined with the rich folk literature stories of yi nationality, which can be familiar and accepted by more people, to better spread the folk literature of liangshan yi nationality. First, the dynamic mechanism of the dissemination of liangshan yi folk literature based on the animation context. After systematically sorting out the current situation of the dissemination of liangshan yi folk literature and the related resources, especially the local characteristic yi literature resources, the author combined the animation theory with the animation communication theory. After discussing the influencing factors of the new ways of communication of liangshan yi folk literature, the dynamic mechanism model of its innovative ways of communication is constructed, and the new ways of communication of traditional yi folk literature in the context of animation are systematically discussed from the perspectives of internal demand and external power as well as the interaction between them. Second, based on the animation context of the liangshan - yi folk literature dissemination mode improvement and upgrading of the path research. On the basis of the above theories and typical cases, according to the characteristics of different target audiences, the paper summarizes and refines the basic ways of communication, so as to provide practical and operable guidance for the communication of animation context of liangshan yi folk literature. For example, the animation context used to tell the story of Le E Te Yi can be very intuitive to show the epochal, biological origin, human origin, matriarchal clan, patrilineal clan, flood and other scenes; The brand effect can be created if the character image of zhige along is designed and promoted as an animation image. The story of the rich liangshan yi folk songs can also be re-described in the animation context.

### 4. Solving Ways

The dissemination mode of yi folk literature in liangshan area is relatively unitary and traditional. With the continuous development of integrated media, people's access to information is gradually diversified, so it is necessary for us to resort to modern communication methods. Animation, which includes traditional hand-drawn technology, computer technology and new media technology, is a visual and auditory combination of audio-visual language means that can bring new vitality to the dissemination of liangshan yi literature. Based on the development of the communication media and the demand changes of the audience, the paper gives full play to the advantages of the information dissemination of the animation, and makes

a moderate innovation in the dissemination of liangshan yi folk literature. The dissemination of liangshan yi folk literature in the context of animation combines the intangible cultural heritage of yi with modern animation techniques, which is more concrete, infectious and beautiful than the simple communication of words and oral history. It can also create a new way for the dissemination of liangshan yi folk literature, get new audience, so that the dissemination of liangshan yi folk literature has the characteristics of The Times. To diversify the means of communication and expand the audience. The dissemination of yi folk literature should follow the innovation of means in the fusion media era and the improvement and innovation of the form to the core products under the constraint of the demand of the target population, which is conducive to the development of the dissemination path of yi folk literature in the liangshan region in the form of animation. Moreover, it is of great practical significance to establish the brand characteristics of yi folk literature and form a cultural industrial chain through the promotion of animation characters and animation surroundings.

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