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Several Thoughts on How Digital Technology Empowers the Protection and Inheritance of the Angmatu Festival of the Hani Ethnic Group

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Abstract

As an important mythological festival of the Hani ethnic group, the Angmatu Festival carries rich cultural connotations and national spirit. But under the impact of modernization and globalization, its protection and inheritance face severe challenges. Digital technology, especially high-definition image recording, virtual reality reproduction, big data analysis and other means, provides new possibilities for the protection and inheritance of the Angmatu Festival. Through these technologies, the traditional cultural elements of the Angmatu festival can be preserved more comprehensively and meticulously, and presented to a wider audience in a more vivid and vivid way, thereby enhancing public awareness and identification with the Hani culture. This paper explores the deep integration of digital technology and intangible cultural heritage mythological festivals. Based on extensive literature research and field investigations, it aims to deeply analyze the value and current situation of the Angmatu Festival of the Hani ethnic group in Yuanyang County, as well as the interactive relationship between digital technology and intangible cultural heritage (i.e. mythological festivals). In the context of the rapid development of digital technology, this paper proposes multiple considerations such as technology leadership, innovation mechanisms, and innovation, and provides future prospects for scalable research areas in this field.

Keywords: Digital Technology, Hani Ethnic Group, The Angmatu Festival, Intangible Cultural Heritage

1 | Introduction

The UNESCO Convention for the Protection of Intangible Cultural Heritage encourages all contracting parties to protect intangible cultural heritage through scientific and technological means. According to the initiative of UNESCO, each contracting party has begun to focus on applying digital and other technological means to the protection of intangible cultural heritage. The report of the 20th National Congress of the Communist Party of China has made overall arrangements and deployments for the implementation of the national cultural digitization strategy, continuously strengthening the top-level design of cultural digital transformation from a macro level. Under the promotion of good policies and continuous practice and exploration, the borrowing mode of intangible cultural heritage for digitization has also changed. It has gradually evolved from an auxiliary tool that initially assisted in preservation, recording, and display to a supporting means and scientific driving force for innovation and development. With the acceleration of the digitalization process of the entire society, the overall strategic deployment of the country around "cultural digitization" and the detailed supporting policies of various regions to support "cultural digitization" will enable the digital innovation and development of intangible cultural heritage to enter the fast lane.

With the continuous progress of global technology, digital technology has become one of the core driving forces for the development of today's society. In the field of intangible cultural heritage protection, digital technology has also demonstrated its enormous potential and value. The Angmatu Festival of the Hani ethnic group, a traditional mythological festival full of mystery and rich cultural connotations, is facing the challenge of inheritance under the impact of modernization and globalization. In order to effectively address this challenge, it is particularly important to explore how digital technology can empower the protection and inheritance of the Angmatu Festival.

The Angmatu Festival is not only a mythological festival of the Hani people, but also an important carrier of their cultural identity and historical memory. The mythological legends, ritual activities, song and dance performances and other elements in festivals deeply reflect the worldview, values, and religious views of the Hani people. With the impact of modern lifestyles, the younger generation's interest in traditional culture is gradually weakening, which poses a serious challenge to the inheritance of the Angmatu Festival.

In this context, the emergence of digital technology has provided new possibilities for the protection and inheritance of the Angmatu Festival. Through digital technology, various aspects of festivals can be recorded and preserved more comprehensively and meticulously. Whether it is the telling of mythological stories, the conduct of rituals, or the performance of songs and dances, they can be permanently preserved in digital form. This not only contributes to the inheritance of traditional culture, but also leaves valuable historical materials for future generations.

2|The Mythological Festival of the Hani Ethnic Group in Yuanyang County: Angmatu Festival

2.1|Introduction to the Angmatu Festival

On May 18, 2010, the Chinese Ministry of Culture announced the third batch of recommended projects on the National Intangible Cultural Heritage List (newly selected projects). The "Hani Angmatu Festival" declared by Yuanyang County, Yunnan Province has been selected as an intangible cultural heritage under the category of folk customs. Yuanyang County, Honghe Hani and Yi Autonomous Prefecture, Yunnan Province is an important gathering place for the Hani people, a place full of mystery and rich ethnic culture. There are a large number of Hani people living here, who have inherited their unique culture and traditions for generations. Primitive religions still play a very important role in the daily lives of local villagers today. We often see various sacrificial activities in the village, and many traditional festival activities are closely related to them. These sacrificial activities during the festival include both community based public sacrifices and family based private sacrifices. The Angmatu Festival, as one of the most important and grand traditional festivals of the Hani people, is held as scheduled on the Dragon Day in the early December of the lunar calendar, lasting for three days. The Angmatu Festival reveals the Hani people's understanding of water and worship of dragons in their farming culture, while also reflecting their traditional virtues of diligence, simplicity, unity, and mutual assistance. It contains the reverence of the Hani people towards nature, the remembrance of their ancestors, and the prayer for a better life.

Due to differences in geographical location and climate, the timing of terraced farming varies in different regions. Therefore, the customs and activities of the Angmatu Festival in different Hani villages may choose different days, but the content of the Angmatu Festival activities is roughly the same. On the first day of the annual Angmatu Festival in Yuanyang County, every household cleans their homes, villages, and villages, kills chickens, steps on glutinous rice cakes, dyes three colored duck eggs, and stipulates that they are not allowed to work, argue, or fight during the holiday period. At the same time, several respected male representatives elected by the villagers, Migu, went to the village's Shenlin to kill pigs and offer sacrifices, praying to the village god to protect the health of the villagers and the prosperity of the six livestock, and to have a bountiful harvest in terraced farming next year. Then bring the sacrificial pork back to the village and distribute it evenly to each household, symbolizing that the blessings bestowed by the village god on each household are fair.

On the second and third days of the Angmatu Festival, a long street banquet will be held. Each household in the village brings out a sumptuous table of food, which includes traditional Hani

cuisine such as fish, loach, eel, duck eggs, glutinous rice cake slices, peanuts, beef jerky, and more, with over ten to twenty varieties. As an important part of the Angmatu Festival, the Long Street Banquet is a pairing between the village and its relatives and friends, where they take turns setting up banquets to receive relatives and friends from various ethnic groups from outside. The atmosphere of the long street banquet, with over a hundred tables arranged along the winding path of the village, is grand and enthusiastic. During the festival, the whole village eats Tongxin rice and drinks Tongxin wine. Communicate, exchange blessings, pray or celebrate the abundant harvest of terraced crops and the health of families among local villages, ethnic groups, and friends from other ethnic groups, creating a harmonious and joyful atmosphere. During the festival, men, women, old and young dress up in new clothes and enjoy dancing and music. Hani people believe that the more they dance, the better their harvest will be next year.

As an important cultural tradition of the Hani ethnic group, the Angmatu Festival not only carries rich cultural connotations and national spirit, but also becomes a cultural calling card of Yuanyang County and even the entire Hani region. This festival not only brings tourism economic benefits to the Hani ethnic area, but also sets up a broad stage for cultural exchange and dissemination. Through the unique celebration of the Angmatu Festival, one can gain a deeper understanding of the cultural traditions and national spirit of the Hani people, and feel their yearning and pursuit for a better life.

2.2 | The Value of the Angmatu Festival

2.2.1 | Cultural Heritage Value

The Angmatu Festival of the Hani people is not only a cultural treasure passed down from generation to generation, but also a manifestation of their wisdom. As a rich and colorful component of Chinese culture, the Angmatu Festival plays a crucial role in protecting and inheriting the Hani culture and maintaining the diversity of Chinese culture. This mythological festival carries a profound national cultural heritage, providing contemporary young people with a window to understand and experience local culture, and also an important source for them to establish and enhance cultural confidence.

2.2.2 | Educational Value

Before the widespread dissemination of Han culture, the Hani ethnic group had already passed down their own culture and wisdom through unique means. This approach is called "teaching by example" - a traditional education method deeply rooted in the daily life of the Hani people. The Angmatu Festival, as an important mythological festival of the Hani people, has been passed down through generations of oral traditions, continuing and showcasing its profound educational and cultural significance. Taking the creation myth of the Hani ethnic group as an example, it

tells the story of how gods created the world with infinite power and wisdom. This not only reflects the Hani people's reverence for nature and life, their admiration for wisdom and creativity, but also their noble respect for their ancestors and heroes. The spirit of diligence, wisdom, courage, innovation, and facing challenges conveyed by these stories is precisely the core values advocated in today's society. They have an immeasurable positive impact on shaping modern people's moral concepts and guiding a positive attitude towards life.

2.2.3|Academic Value

The Angmatu Festival of the Hani ethnic group, as an important component of folk literature and culture, has obvious academic research value. The narrative style, character setting, and plot development of this mythological festival are unique, providing valuable information for in-depth exploration of Hani culture and a wider range of ethnic minority cultures, showcasing its unique literary charm. The Angmatu Festival has gone through a long period of time, accompanying the Hani people from ancient times to today, witnessing the evolution of Hani society and the inheritance of culture. Its distinct regional characteristics and profound cultural heritage not only reflect the folk customs and social development of the Hani ethnic group, but also have high research significance for multiple disciplines such as history, sociology, folklore, and psychology. This festival provides scholars with rich and precious research materials, which helps them to have a more comprehensive and in-depth understanding of the culture and history of the Hani ethnic group. As an important component of intangible cultural heritage, the academic research value of the Angmatu Festival of the Hani ethnic group is undoubtedly worth exploring and exploring by more scholars.

2.2.4|Economic Value of Tourism Development

The Hani ethnic settlement area has unique tourism advantages due to its unique geographical location, beautiful natural scenery, and profound cultural heritage. With the increasing popularity of cultural tourism, tourists are increasingly eager to experience and understand the local cultural characteristics during their travels. This mythological festival not only provides tourists with an excellent window to gain a deeper understanding of Hani culture and history, but also injects new vitality and charm into the local tourism industry. By participating in the celebration activities of the Angmatu Festival, tourists can personally experience the traditional culture and folk customs of the Hani ethnic group, thereby gaining a deeper understanding of the cultural essence of this ethnic group. The Angmatu Festival plays a significant role in promoting the integration of local culture and tourism development and promoting economic growth in the tourism industry. With the spread of Hani culture and the prosperity of the tourism industry, the Angmatu Festival is also expected to become an important force in helping the local area to create distinctive tourism brands and enhance tourism taste.

3| Analysis of the Interaction between Digitalization and the Angmatu Festival

3.1| The Digitalization Process of the Angmatu Festival of the Hani Ethnic Group

With the continuous development of electronic media and the advancement of information transmission technology, traditional culture can break through temporal and spatial limitations and spread in real-time to various parts of the world in the form of visual information. Among various forms of information, visual information has significant advantages in cross-cultural communication due to its intuitiveness. The cultural department of Yuanyang County, Yunnan Province, has utilized this technological advantage to inject new vitality into the Hani ethnic group's Angmatu Festival. Through mobile network technology, it has successfully carried out activities such as the "Cloud" Angmatu Festival, effectively inheriting and disseminating this national level intangible cultural heritage.

The rise of digital technology has blurred the boundary between online and offline, opening up new paths for the protection and inheritance of intangible cultural heritage. In modern society, traditional cultural activities such as the Angmatu Festival of the Hani ethnic group are difficult to continue completely in traditional ways. The use of visual means for intangible cultural heritage inheritance has become an innovative attempt. This approach not only changes the form of cultural inheritance, but also affects the expression of folk activities. Nowadays, the coexistence of "on the cloud" and "off the cloud" in the Angmatu Festival is becoming increasingly common. This online live broadcast festival form not only preserves the meaning of praying for a bountiful harvest, but also emphasizes the values of harmonious coexistence between humans and nature.

With the continuous development of real-life exhibitions such as "cloud based" rice seedling gates in the form of images, the practice of traditional rice seedling gate opening ceremonies and other folk cultural activities among villagers has gradually decreased. Nowadays, not every household holds a rice seedling gate opening ceremony, and some villages have suspended the village level ritual activities of the Angmatu Festival National Intangible Cultural Heritage Project. More and more villagers are disdainful of these ceremonies, and some eligible elderly people refuse to be elected due to opposition from their children. Children generally believe that the meager remuneration for serving as Migu is far less than their income from working outside, so they are more inclined to let the elderly take care of their children at home. There are multiple reasons behind this, among which the change in livelihood methods has led to the weakening of the collective nature of villages, thereby eroding their sanctity. Although the cultural value of

Hani terraced fields is increasingly recognized by the world, the inheritance of terraced rice cultivation culture is facing challenges. As the importance of agriculture gradually diminishes, the motivation to inherit intangible cultural heritage in rural areas through traditional methods naturally becomes insufficient.

The diversity of mythological festivals stems from the diverse development processes and lifestyles of humanity. This diversity not only shapes a rich and colorful human culture, but should also become the value cornerstone that leads the future development of the world. The significance and possibility of mythological festivals in social progress are closely related to their ability to transcend the original regional cognitive boundaries. It is crucial for mythological festivals to continue to be passed down in their birthplace, but more importantly, these cultural phenomena can be understood and accepted by a wider audience, thereby winning more universal recognition. In order to have a deeper impact on mythological festivals and adapt to the new environment of cultural dissemination brought about by new technological advancements, especially modern communication methods, we can use these emerging communication tools to better demonstrate cultural confidence and further expand the cultural influence of mythological festivals.

3.2 | The Necessity of Digital Protection and Inheritance of the Angmatu Festival

Digital protection and inheritance have a security enhancing effect on the Angma Tu Festival. The digital information acquisition and processing technology has brought new opportunities for the protection and inheritance of the Angmatu Festival of the Hani ethnic group. By organizing, collecting, and recording various aspects of the festival, the cultural heritage information of the Angmatu Festival can be preserved in digital form. This approach not only breaks through the limitations of traditional protection methods, but also achieves higher display requirements and fidelity effects, thus enabling the safer and longer preservation of this precious intangible cultural heritage.

Digital protection and inheritance have a communication and expansion effect on the Angma Tu Festival. Compared to traditional protection methods, digital protection and inheritance have significant advantages in promoting the dissemination and exchange of the Angmatu Festival of the Hani ethnic group. Digital technology has enabled the speed of cultural dissemination to reach an unprecedented level of speed, enabling the cultural content of the Angmatu Festival to be widely disseminated in a very short period of time. At the same time, digital means can also deepen the content of cultural dissemination, liberate the rich connotations of the Angma Tu Festival from surface and modular displays, and promote it to deeper levels.

Digital protection and inheritance have a popularization promoting effect on the Angma Tu

Festival. The digital platform provides the public with a more convenient way to experience and understand the Angmatu Festival of the Hani ethnic group. Through network information technology, people can feel the atmosphere and culture of the festival without leaving their homes, making the Angmatu Festival truly a cultural heritage shared by the public. The online dissemination of digital information and the application of modern software technology have also stimulated more people's interest and desire to explore the Angmatu Festival, thereby cultivating their awareness and action ability to participate in cultural heritage protection.

Digital protection and inheritance have an environmental effect on the Angmatu Festival. Traditional methods of protecting intangible cultural heritage, especially during physical displays and activities, may have a certain impact on the environment. Presenting and experiencing the Angmatu festival of the Hani people through digital technology can reduce dependence and consumption on natural resources. Digital protection and inheritance not only provide a new way to showcase festival activities that are difficult to physically restore, but also reflect a friendly attitude towards the environment.

4| Several Thoughts on Empowering the Protection and Inheritance of the Angmatu Festival of the Hani Ethnic Group with Digital Technology

4.1| Technology Leadership, Digital Innovation

In the context of rapid technological development, digital technology provides unprecedented opportunities for the protection and inheritance of the Hani ethnic group's mythological festival, the Angmatu Festival. The digital technology of intangible cultural heritage mythological festivals covers multiple core links such as data collection, processing, storage, exchange, and display, each of which requires in-depth professional academic exploration. By deeply integrating advanced digital technology, the digital reproduction of the mythological story of the Angmatu Festival is achieved, allowing more people to appreciate the unique charm of this traditional festival.

With the help of modern photography equipment such as high-definition cameras and drones, the various activities of the Angmatu Festival are comprehensively recorded, especially the interpretation process of mythological stories. These precious visual materials will become an important carrier for inheriting the Hani culture, allowing people to have a more intuitive understanding of the cultural connotations of the Angmatu Festival. Using virtual reality (VR) and augmented reality (AR) technology, construct a digital Angma Tu festival scene, allowing the audience to experience the festive atmosphere firsthand. Big data technology can also be applied

to the digital protection of Angma Tujie. By collecting and analyzing festival data over the years, we can gain a deeper understanding of the behavioral characteristics and cultural needs of participants, thereby providing scientific basis for the inheritance and development of festivals.

The research and development of key digital technologies for intangible cultural heritage mythological festivals must adhere to the principle of adapting to local conditions, actively explore and develop new digital technologies, equipment, and processes suitable for the protection and inheritance of these festivals. Although technology plays an indispensable supporting role in the protection of cultural relics, science and technology are not tailor-made for the protection of intangible cultural heritage myths and festivals. We cannot blindly introduce the latest technology, as cutting-edge technologies may not necessarily be most suitable for the needs of digital engineering. In the process of technology leadership, attention should be paid to the intersection and integration with other disciplines. By combining research results from humanities such as history, philosophy, and aesthetics, we aim to provide a deeper interpretation and dissemination of the mythological stories of the Angmatu festival, further expanding the space for cultural heritage.

4.2 | Innovate and Renew, Inherit and Sustain Forever

The digitization of intangible cultural heritage mythological festivals aims to achieve their permanent preservation, but the ultimate goal is not limited to this. On the basis of ensuring the complete preservation of mythological festival information, achieving its sustainable inheritance is the core pursuit. Through digital means, these culturally rich festivals can be passed down from generation to generation and continue to thrive.

In the field of digital protection for mythological festivals, it is necessary to establish a stable digital infrastructure and optimize the management and utilization efficiency of digital resources. To continuously stimulate innovative thinking, improve the level of digital research, and further strengthen digital protection measures. In addition, it is necessary to improve the overall plan for intelligence and clarify its construction direction. Continuously optimizing the digital technology architecture and institutional framework, promoting the construction of big data centers for immovable cultural elements related to mythological festivals, in order to build a unified long-term data storage system. At the same time, the protection and inheritance of mythological festivals will gradually shift towards scientific preventive protection as the mainstay, supplemented by necessary rescue protection, thereby promoting the establishment of a technological system for preventive protection.

In terms of digital promotion of mythological festivals, we should broaden our display ideas and create a unique artistic atmosphere. Through the integration of multimedia and Internet technology, the boundaries of time and space can be broken, so that the audience can feel the

charm of the Aung Ma Tu Festival anytime and anywhere. At the same time, we will strengthen the construction of knowledge graphs, cooperate with intelligent explanations and guidance, and create a cloud based smart myth festival exhibition hall. Cleverly combining the excellent traditional culture of the Angma Tu Festival with socialist culture, further improving the public cultural service system, and jointly promoting the inheritance and promotion of excellent traditional Chinese culture, so that more people can benefit from it.

4.3 | Innovative Mechanism, Collaborative Efforts

For mythological festivals such as the Angmatu Festival of the Hani ethnic group, the protection and inheritance work not only requires a profound cultural heritage, but also a deep understanding and proficient application of digital technology, innovative talent mechanisms, and strengthened talent cultivation, becoming the key to promoting this work.

Talents are the core force driving the digitalization of mythological festivals. In order to ensure the future development of mythological festival protection work, it is necessary to formulate long-term talent team construction plans and provide corresponding mechanism guarantees, while implementing strategies and systems to attract, cultivate and utilize talents. On the one hand, it is necessary to fully tap into the potential of existing talents and enhance their theoretical literacy and business abilities through professional training; On the other hand, we should actively attract new talents, especially young talents, to inject new vitality into the protection of mythological festivals. In addition, it is necessary to expand collaborative research platforms, increase diversified academic exchange opportunities, improve the business skills of talents, promote the transformation of technical talents from specialization to composite talents, and gradually strengthen the digital research team of mythological festivals.

In the context of the new era, it is hoped that through the unremitting efforts of intangible cultural heritage protection workers, the digitalization of mythological festivals such as the Angmatu Festival can be promoted and deeply integrated with other fields and disciplines. While establishing high-quality digital archives of mythological festivals, we also inject new development concepts, inherit excellent traditions, and integrate academia, technology, and art. Continuously exploring the key technologies for digitizing mythological festivals, gradually improving the technical system, and deeply exploring and presenting the artistic connotations of mythological festivals, in order to better inherit and promote their historical, artistic, and scientific values.

5 | Conclusion

The Angmatu Festival of the Hani ethnic group, as a representative of Chinese cultural mythological festivals and a treasure of intangible cultural heritage, is of great value. Its

protection and inheritance face many challenges in modern society. The rise of digital technology has provided new possibilities for the protection and inheritance of this traditional festival. It is necessary to borrow relevant means to comprehensively and meticulously preserve the traditional cultural elements of the Angmatu Festival, and present them to a wider audience in a more vivid and vivid way. This not only enhances the public's understanding and identification with the Hani culture, but also injects new vitality into the inheritance and development of the Angmatu Festival.

In the future, I believe that innovative applications of digital technology in the protection of intangible cultural heritage can be further explored in related research fields. For example, by combining big data and artificial intelligence technology, in-depth analysis and exploration of the inheritance process, cultural connotation, and social impact of the Angmatu Festival can be conducted, providing scientific basis for the formulation of protection and inheritance strategies. Secondly, interdisciplinary research cooperation can be strengthened. The protection and inheritance of the Angmatu Festival involves multiple disciplines such as history, sociology, folklore, and art. In addition, attention can also be paid to ethical and legal issues in digital protection and inheritance. Finally, explore sustainable development models for digital protection and inheritance. While protecting and inheriting the Angma Tu Festival, we need to pay attention to its contribution to the social economy and the possibility of its sustainable development.

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