

Research on Cultural Memory of Silkworm Textile Industry in Haining Area from the Perspective of Folklore

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Abstract: Silkworm textile is an important source of economic resources in the history of Haining region. After thousands of years of changes and development, it is closely related to people's life, and has gradually become an important component of people's spiritual culture. With the change and inheritance of The Times, a unique set of folk cultural activities have been formed. To research the living culture of silkworm textile industry in Haining Area from the Perspective of Folklore and sort out the folklore inheritance memories, this thesis makes collection of the content and form for folklore living memories here via questionnaire survey, mass visit and enterprise investigation. Combined with the understanding of mulberry weaving culture in Haining and from the perspective of folklore, further exploration to the living memory of mulberry weaving folklore is carried out to provide the local memory data for the intangible cultural heritage reorganization of folklore living state, Comprehensive theoretical research, practical research, case analysis, thus excavating and combing the living memory development history and culture of mulberry weaving industry in Haining area, enriching the gene treasure house of mulberry weaving culture in Haining area, Provide a steady stream of spiritual and cultural strength for the silkworm economic and cultural development of Haining.

Keywords: Perspective of Folklore, Cultural Memory, Silkworm, Living Inheritance

1. Introduction

The silkworm textile industry, as a famous card in Haining, has produced a rich folklore culture with local characteristics along with the inheritance and development of the mulberry weaving industry, which has made different degrees of influence on the humanities and economy of Haining. Through a survey of representative enterprises and visits to silkworm villages in the Haining Area, the cultural memory of the development of the silkworm textile industry is collected and sorted out, and the historical culture of the silkworm textile industry in the Haining Area is studied and sorted out from three perspectives: folklore memory, folklore influence and folklore living state.

2. Haining Area Silkworm Textile Industry Memory Overview

As a culture with a long history in China, mulberry silkworm skills are a valuable cultural heritage of the people.

Being one of the important symbols of the Chinese nation, it has become an important economic source of people's livelihood. Gu Yayi, Liu Wen [7] have discussed how to better inherit and develop the mulberry silkworm cultural skills in Jiaxing from the perspective of mulberry silkworm culture in school and cultural tourism development. Wei Zeji [10], has explored the modernization value and creation transformation of folk beliefs and folk culture in the context of intangible cultural heritage, thus better inheriting the excellent mulberry folk culture as innovating and developing. Xu Jun [8], has analyzed the characteristics and importance of sericulture, rituals and festivals in Caijie Village, Deqing County, illustrating the historical significance of the village's sericulture for its creation. Wang Zhijie [9], taking folk sports as an entry point, has made an case analysis of the folk sports content contained in the Huzhou Silkworm Festival in Zhejiang Province, and has explored the influence and value of its sports. Zhang Yinhe and Zhou Qiming [11], starting with the folk songs of sericulture in Nanzhao County, Henan Province, have studied the folk culture of sericulture in order to inherit and develop the local sericulture and promote the

development of sericulture. Chen Jiangjing [12], has focused on the cultural origin and development of mulberry silk, exploring its unique historical contribution and cultural transmission value. Gong Weijun [13], on the other hand, has researched the historical significance and influence of silkworms, mulberry and silk in the prosperity of the Chinese people from myths and legends, cultural symbols, totem worship, and genetic decoding. Ning Minhua [14], using archaeological artifacts as an entry point, has made an exploration about the origins of silkworm culture, evolving from the Silk Road and interpreting the development of mulberry and sericulture. Guan Xiying, Wang Quan [15], have combed through ancient sericulture books, local chronicles, and literati notes from the Ming and Qing dynasties in Guangdong to find out the vast number of sericulture beliefs and taboo customs, and have analyzed the unique environment and the mutual influence of sericulture. Moreover, researchers have examined and interpreted Chinese sericulture through different channels, forms, and perspectives, basically building a research system of Chinese sericulture and also illustrating the charm and value of mulberry and silkworm culture.

China has thousands of year history of silkworm weaving, including a series of cultural memories in mulberry cultivation, sericulture, silk reeling, dyeing and silk weaving. Zhejiang mulberry weaving culture is mainly embodied in Hangzhou, Jiaying and Huzhou, and Haining is the main production area of mulberry silkworms in Jiaying with a complete set of industries for mulberry cultivation, sericulture, silk reeling and weaving. This study is based on two aspects, one being the representative textile enterprises and the other being the mulberry and sericulture bases.

2.1. Silkworm Textile Enterprise Memory

Haining Area not only develops mulberry breeding and silkworm rearing, but also processes and produces them, thus forming a complete industrial chain of raw material production and finished product processing. They influence and promote each other, leaving behind the silk culture and memories of the Haining people.

2.1.1. Historical Situation

1970s - 1990s was the most glorious period for Haining, both textile enterprises and silkworm agriculture are the pride and representative of Haining people. The flourishing of the silk industry made an outstanding contribution to the Haining people during this period and undertook the entire building development of Haining.

Enterprise development. Recent silkworm textile enterprises have become the important force in the Haining economic and social development. In 1974, Xucun Village Commune founded the county's first silk weaving factory and it began to produce silk jacquard products. In 1993, Zhejiang Misai Silk Group was established in Chang'an, and in the same year, Misai brand Baiguang silk was evaluated as one of the Zhejiang Province famous brand products.



Figure 1. The former site of Chang'an Town cocoon warehouse and Misai Silk Company.

The figure above is the former site of the Chang'an Town cocoon warehouse, which was occupied by the Japanese army to be used as a warehouse. It has now become a key protected cultural heritage site in Haining, and the Misai Silk Co., Ltd is beside it.

According to incomplete statistics, there were 13 reeling mills, more than 100 silk weaving enterprises in the silk industry at the time, and Haining silk in the province and even the country were among the top. In 1991, the predecessor of the Misai Silk Group, Zhejiang Silk No. 1 Factory became a national-level enterprise in the national silk reeling industry. It is not only outstanding in enterprise production, but also outstanding in scientific research achievements, winning nearly 20 provincial and municipal level scientific research achievement level awards in a period of 20 years.

2.1.2. Development Status

The industry's development is closely linked to the wider market environment, including political, socio-cultural, scientific and technological and economic systems and development models. The structure of market demand, consumer demographics and purchasing motivations have all brought new challenges to Misai Silk.

- (1) Due to rapid development of science and technology, continuous innovation of fabrics, and changes in consumer awareness, consumers have changed the demand in color, style and texture of clothing fabrics. New chemical fiber fabrics with good functionality and strong comfort are favored by more people.
- (2) The advent of a new era and frequent exchanges and interactions between countries have had a new influence on the consumer sector of clothing. Trade Barriers between countries have been reduced, and good quality and inexpensive textile fabrics have entered the market.
- (3) Sociocultural environment. The new era has produced new changes in values and lifestyles, educational concepts, customs and traditions, cultural heritage and so on. Because of these influences, new demands are created for apparel products, and these factors and behaviors has made different influence on the marketing and development of enterprises.
- (4) Shift in consumer concept, with more and more people opting for trendy, modern and technologically advanced textile fabrics. The use and preservation requirements of silk are too high, resulting in inconvenient use in life, affecting work and silk is gradually becoming an accessory. All of the problems

above directly reduced sales for the company, and therefore it had to reduce the scale of production.

In the course of a visit to “Misai”, it was found that the majority of workers are now women over 40 years, mainly because some local people take care of their families and are employed near their homes. There are almost no young workers from the 80s and 90s, apart from those in charge taking over family businesses, there are almost no young 80 and 90 workers, which also reflects that the enterprise development is facing difficulties in recruitment and low market demand, as shown in Figure 2 below.



Figure 2. Workers hand-picking cocoons, modern silk reeling workshop.

In recent years, as a result of the country's growing emphasis on culture and the rising quality of life, natural and environmentally friendly fabrics have gradually been taken seriously, thus a new wave of spring comes to the silk business. Innovative designs for silk clothing, accessories, products and tourism are gradually growing and developing, bringing new opportunities to heritage silkworm Textile companies.

2.2. Memory of Mulberry Breeding and Silkworm Rearing Base

“Green mulberry leaf here and there in Wu Area, its silkworm has slept three times.”, while the “silkworm” is an auspicious object in the minds of Chang’an people, and the Yunlong village is the standard bearer of the mulberry base in Chang’an town, not only forming its own industrial base but also having a positive impact on the whole local economy.

2.2.1. Base Features

Yunlong village, it is said that it is a place known as the Golden Dragon Landing, was named after the Yunlong Temple built in the Song Dynasty, destroyed in the Yuan Dynasty due to war, and then rebuilt in the Qing Dynasty. In 1959, the Yunlong Production Unit was established, and in 1984, the Yunlong Administrative Village was established [3].

Yunlong Village has a long history of mulberry cultivation and sericulture, a rich historical and cultural heritage, and a distinctive sericulture. With the gradual promotion of the beautiful rural construction in recent years, Yunlong Village has gradually created its own One Village One Product. The Yunlong Silkworm Culture Park, the Yunlong Memory Museum and the Four Seasons Intelligent Silkworm Room have been built one after another [2].

- (1) Keeping up with the times. Yunlong villagers dare to think and practice, and do not stick to the rules. Faced with the ever-changing social development, they constantly reinvent themselves to keep pace with the

times. The spirit of mulberry culture passed down from generation to generation has taken on a new life in the new era. In recent years, they have continued to strengthen the heritage protection and development of the mulberry and silkworm textile industry, so that the culture of mulberry and silkworm products out of Yunlong Village, to the world.

- (2) High sense of responsibility. According to the *Haining Annals*, from the 70s to 1990, countries came to Haining for a total of 14 professional visits, 10 times in the silkworm textile industry, Japan, France, the United States, Malaysia, etc. inspected the production of mulberry silkworms in Haining Yunlong Village brigade. The team of New Zealand primary and secondary school teachers visited China in August 1976, the Italian Costume Institute in April 1979, and a sericulture expedition from 13 countries of the United Nations in 1979 arrived at Yunlong brigade to inspect. Yunlong Village undertook the important task of foreign exchange visits.

2.2.2. Site Status

Since the end of the Qing Dynasty, Yunlong Village has been a representative base for mulberry and silkworm weaving in the Haining area, and since the founding of the country, it has been a famous base for silkworm research in Zhejiang. Every family in the village grows mulberry and raises silkworms, and there is a folk saying that “mulberry is ripe for half a year's food”. People's lives are closely related to the mulberry and silkworm, so a distinctive mulberry and silkworm folklore culture has gradually developed.

- (1) Cultural and Creative Development. Along with the development of the new era, Yunlong villagers have gradually realized the importance of culture. In recent years, Yunlong Village has combined its own advantages and characteristics, and various folklore activities have been launched one after another, cleverly tapping into its own folklore cultural advantages and integrating innovative situations into modern life. Folklore industries, folklore tourism and folklore products have been developed. Around the “mulberry and silkworm textile characteristics of folk memory” adhere to the surrounding development, the mulberry and silkworm culture as the center of a variety of situations to hold folklore experience activities. The Yunlong Silkworm Memory Museum and the Ecological Agriculture Memory Museum are cultural memory gardens that incorporate folklore experiences, folklore displays and folklore heritage.
- (2) Cultural construction. In 2009, the folklore of the silkworm textile industry in Yunlong Village was included in the list of intangible cultural heritage as the “Chinese Silkworm Silk Technique”; in 2011, it was included in the “Chinese Silkworm Silk Weaving Cultural Heritage Ecological Park” project [1]; in 2009, the declaration of intangible cultural heritage was successful, and it was listed as an Intangible Cultural Heritage Ecological Reserve (Yulong silkworm) by

Jiaxing City, and then it was funded by Xu Guoqiang to establish the silkworm culture park in Yunlong Village. In 2014, the construction of the Yunlong Cultural Activities Center was completed, and in 2015, the village was awarded the Zhejiang Historical and Cultural Village (Folklore Village) [2]. 2015, Yunlong Village started the construction of a star-level beautiful village, and after development, it was awarded the characteristic boutique village, Zhejiang 3A level scenic village, Zhejiang historical and cultural village, Zhejiang non-folklore tourism scenic spot (folklore cultural village) and other honors [4].



Figure 3. Yunlong Village Square and Yunlong Village Construction.

Mulberry silk is an important raw material for the textile industry, and especially, silk is an important card for Haining. The development of a complete mulberry and silkworm industry chain in the Haining area has driven the rapid development of the agricultural and textile industries in the whole area. The development of the industry feeds the construction of the village, and the dividends of the mulberry and silkworm industry have not only driven the economic development of the whole village, but also line the formation of a unique village economic culture.

3. Folk Memory of Silkworm Textile in Haining Area

The silkworm Textile is a representative technical industry in Haining, and the silkworm industry is the origin of the textile industry, which requires not only the hard work and hardship of mulberry farmers, but also highly skilled mulberry planting, sericulture and textile technology. The mulberry and silkworm textile are a combination of traditional agricultural and industrial technology. In this context a folk memory of mulberry silkworms has gradually developed that meets its own needs.

3.1. Mulberry Tree Planting

The mulberry tree is a treasure all over the body, as recorded in the *Compendium of Materia Medica*: “Take mulberry branches in spring to dispel wind-dampness and benefit the joints; pick mulberries in summer to create body fluid and quench thirst; beat mulberry leaves in autumn to disperse wind-heat. The mulberry tree is not only used for sericulture, but is also a treasure in itself. Mulberry wood can be used to make utensils, mulberries can be eaten, mulberry leaves can be used for medicine, and mulberry bark can be used to make paper.

3.2. Picking Mulberry Fruit

Mulberries in April are a ginseng race. Every year, from mid-April to mid-May, the mulberry fruit is ripe for picking, and Haining people call it “Wudu”. It can be said that every rural person has a mulberry tree in their memory of the same year, delicious and fun. It is a memory of nostalgia and a taste of home.

3.3. Silkworm Breeding

According to the Yunlong villagers, first of all, the environment for raising silkworms must be clean and comfortable, followed by the selection of good silkworm seed (judged by color, size and listening to the sound, clean color, moderate size and only one egg being the best). In order to hatch the eggs, the sericulturist placed the seeds on her chest and used her body heat to incubate them, so the sericulturist was generally known as a “Silkworm mother” or “Silkworm flower mother”.

The silkworm is a very dedicated and useful species, with a life span of just over a month and about 40 days. After the time of hatching, it is called “ant silkworm”. eating mulberry leaves for a few days, it goes to sleep, takes off the old skin and puts on a new one, then eats again and grow again. This happens four times a month, until the body becomes transparent and the silkworm becomes a real one, then it stops eating leaves and starts to spit out silk and form cocoons. It is important to take care of the silkworm, adding more leaves and keeping the temperature and humidity of the silkworm room in check.

3.4. Cocoon Picking

Also known as “peeling the cocoons”, this is a traditional handicraft of sericulturists and has been practiced ever since. Some cocoons are not suitable for silk reeling because they have two pupae or the silk is confused and the color is not good. However, they can be used to make other products such as quilts. Before peeling the cocoons, they are boiled in boiling water and then plucked by hand in warm water, shaped like a cloth pocket, hence the name.

3.5. Silk Reeling

Reeling is a very crucial step, firstly selecting cocoons of good color and clean quality, boiling the cocoons and then soaking them in water to find the silk head and then the reeling process can take place. Traditionally, the silk is reeled directly by hand around the perimeter of the container, whereas the machine needs to automatically draw the silk by finding the silk head, which is much more efficient, and the silk thread will automatically break if there is a problem.

The mulberry weaving technique in the Haining area is a microcosm of folklore and cultural memory, which continues to be passed on and developed in the form of folklore, guarding the development of the industry with folklore culture, recording little by little and having a profound impact on the revitalization of Haining's countryside.



Figure 4. Automatic silk reeling and silk quality detection.

4. Important Influence of the Silkworm Folklore Culture Memory in Haining Area

Folklore culture is the summary and embodiment of a way of life, a normative form for people. Folklore culture has become an indispensable carrier of the silkworm Textile industry in the Haining region, constantly inheriting and enriching the development of the silkworm Textile industry and influencing the Haining people in many ways.

4.1. Entertainment Influence

In addition to the people's productive work, cultural entertainment is also a natural requirement. As Haining people, especially sericulturists, they are closely linked with the topic of mulberry weaving alone. During major festivals and events each year, various entertainment programmes and activities are held on the theme of silkworm culture, which is conducive to people's physical and mental health and enriches their leisure time.

4.2. Educational Influence

The director of the China National Silk Museum has also suggested that maintaining and supporting the cultural memory of mulberry silkworms should also be done in collaboration with enterprises and universities to promote the industry. Each year the mulberry base attracts a variety of studies and visitors, from university research teams, primary and secondary school students, hobbyists and others. Learning about the traditional Chinese mulberry weaving memory and learning about the excellent culture in the process of attending has been very educational.

Yunlong Village has also formed its own customs and traditions, and has designated village rules and regulations for family marriage, neighborhood relations, beautiful countryside, peace building and democratic participation, for example; advocating the establishment of family rules, family training, family style, freedom of marriage, equality and mutual assistance. The five passages and five practices are integrated into the construction of the mulberry culture: "pass on ideas, learn theories; pass on culture, learn manners; pass on new styles, learn virtues; pass on knowledge, learn skills; pass on feelings, learn care".

4.3. Psychological Effect

Among the sericulturists, the "rolling of the silkworm

flowers" is an expression of the worship of the silkworm gods, and it is an important part of the silkworm culture of the mulberry silkworm. Silkworm culture reflects the actual needs of the people's production and life, and is the people's expectation and aspiration for a better life. It is an important part of silkworm culture that reflects the practical needs of people's productive lives, their aspirations and desires for a better life. The influence of silkworm culture is adapted to local conditions, inspiring people to develop their ambition, giving them psychological comfort in traditional agricultural times, establishing spiritual beliefs and leading their productive lives through the spread of beautiful stories.

4.4. Influence of Cultural Communication

In 2006, the State Council designated the second Saturday of June as "Cultural Heritage Day", highlighting the country's importance to cultural and natural heritage. The silkworm textile industry in the Haining Area is constantly spreading through cultural and commercial exchanges, and the silkworm culture of the silkworm textile industry is constantly penetrating into people's production life, unknowingly influencing their work.

4.4.1. Serving for Public Life

Building a folklore culture system, folklore culture memory into the community, schools and the masses, awakening folklore culture life while promoting its own heritage and innovation. It is conducive to the coordinated development of urban and rural culture and the promotion of urban and rural cultural construction. Along with the process of urbanization, the way of life and space changes the function and situation of the silkworm textile industry has also changed.

4.4.2. Boosting Industrial Development

The countryside is the birthplace of folklore culture. In the process of implementing rural revitalization, not only should the economy be revitalized, but the culture should also be revitalized. Tapping into folk cultural resources provides a source of motivation for sustainable development of rural revitalization. During the research on "Folklore culture Memory", we found that the construction of folklore culture can help improve rural life, increase the cultural confidence and pride of the countryside, and enrich the lives of the people.

Folklore culture is born and flourishes among the masses, and the mulberry farmers are the pioneers in the creation of folk cultural memory. Rural life is the broadest stage for folklore culture, and the development of urbanization and the transformation of the economic model are constantly changing the life and production of the mulberry farmers. Silkworm folklore culture is constantly changing, but what is changing is the material and what remains the same is the feeling of the village.

5. Living Silkworm Folklore Culture in the Haining Area

In 2020, the event was held at the China Silk Museum

under the theme of "Intangible Cultural Heritage, Healthy Living" for mulberry silkworms. Haining Yunlong Village, as a base for mulberry culture, organized intangible cultural heritage inheritors and mulberry weaving masters to showcase mulberry weaving folklore skills, allowing the general public to experience, promote and protect silkworm weaving folklore skills.

5.1. Folklore Activities Are a Kind of Living Cultural Situation

Folklore is usually spread not in written content but in oral, behavioral or material situation to inherit silkworm culture.

1. Oral inheritance: myths, legends, stories, songs and jokes. The song "Yunlong Yao" is said to be the place where the dragon gets off, and this has made Yunlong village another beautiful name. *The Legend of the White Dragon Silkworm, The Ancient Temple of Yunlong*.
2. Behavioral inheritance: festivals, rituals, games, folk theatre. silkworm cultural festivals, mulberry picking, shadow plays various folklore and cultural activities. Peeling mulberry pockets is a traditional folk art of silk weaving that has continued to the present.
3. Material inheritance: folk art, folk carvings, folk food, folk medicine, folklore living arts carried out include worshipping the gods of silkworms, watching baby silkworms, reeling silk manually, stripping silk and cotton, singing the King of Silkworm god, and wrapping silkworms Zongzi.

On 13 June 2020, a related folklore living culture was held in the Yunlong village.

1. Visit the silkworm folklore culture park and experience hand reeling, stripping cotton pockets, pulling silk cotton and weaving silkworm nets.
2. Visit the silkworm memory museum to learn about the history of the transformation of mulberry silkworms.
3. Visit the Yunlong Silkworm and Butterfly Garden, with its small silkworm houses, large silkworm houses and mulberry groves, and see mulberry silkworms up close, from small to large, picking and feeding of mulberry leaves or adopting them to take home.
4. Taste the rice of mulberry farmers' mulberry silkworms and give the gift of mulberry culture.

5.2. Folklore Is with Its Own Characteristics, Mainly Are Traditional, Heterogeneous, Local and Anonymous

Each person in folklore culture may be the creator of folklore culture, and in the process of transmission, each inheritor constantly updates, assimilates and digests it, before passing it on through a collective situation. The village of Yunlong has made up some of its own proverbs for agricultural production. Combined with a summary of life, they describe in a simple and clear way the topographical conditions, climatic influences, productive life and development processes in Yunlong village.

1. Mulberry planting: good mulberry leaves, bad seedlings, making the cocoon but low the rice. High yield and low

yield lie in fertilizer. After three years of sweating, the branches soared to the sky. The seasons wait for no man, the fertilizer is the gold. How much sericulture depends on mulberry and how much silkworm production depends on rearing.

2. Silkworm breeding: well small silkworms breeding, but half harvest, wearing silk and cotton jackets and remembering silkworm women. One more mouthful of leaf, one more mouthful of silk. In the past, it was called the silkworm township, and every family was sad. Now the silkworm village is with new look.
3. Fertilizer: once the crop falls yellow, it depends on the fertilizer block. Fertilizer is a treasure; indispensable for yield increase. Once the cadres take the lead, the masses have the energy.

5.3. Folk-Custom Villages, Integration of Culture and Tourism

In 2019, Yunlong Village is committed to integrating mulberry and silkworm folklore culture into rural construction and tourism development. With the theme of "Chinese mulberry and silkworm culture and customs study village", they have built the "Set up a mulberry field on a field path, create a silkworm township, Yunlong" Theme Cultural Scenic Spot. Relying on the Yunlong silkworm cocoon station, the construction of the Chinese silkworm and silk weaving technology teaching center is carried out; relying on ecological agricultural experience hall, the expansion of Wanmu Yunchuang Natural Dyeing and Weaving Workshop is exerted [6].

As the characteristic industry of Haining's card, folklore culture living in the rural public cultural services actively play a role in serving the masses. Mulberry folklore into the community, into the campus such living situation seizes the village culture vivid carrier. Now the mulberry folklore activities are, ecological experience hall, mulberry memory hall, sericulture park, becoming a symbol of the significant contribution made to the development of folklore culture in the Haining region over the centuries.



Figure 5. Yunlong Silkworm Station Ecological Agriculture Experience Hall.

6. Conclusion

In the context of the new era, how to guard and perpetuate excellent folklore culture and integrate it into modern life is significant. The rustic atmosphere is the characteristic of a place, giving people a spiritual home and a strong sense of belonging, which is the powerful

power of folklore culture and the important value of folk cultural memory. The construction of the countryside in the new era is being carried out nationwide, and it has become one of the important tasks to excavate and build and sort out and refine the typical outstanding folklore culture.

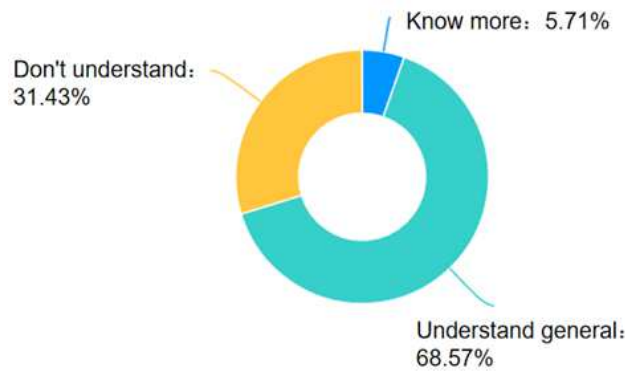


Figure 6. Degree of understanding of silkworm culture among university students Chart, silkworm culture dissemination channel issues.

In a questionnaire survey of universities in the Haining Area, it was found that although students were in the silkworm base, the level of knowledge was not very high, as shown in Figure 6. The main reason for this is the inconvenience of communication channels and the difficulty of experiencing the culture in practice, so it can be seen that there is still room for improvement in the communication of mulberry folklore culture.

Full use should be made of local resources to tap into the building of folklore culture talent in universities, to showcase the creativity and imagination of university students, and to encourage them to produce new works that reflect the connotations of the times. Universities can also use folklore culture as a carrier to innovate classroom teaching and create a strong atmosphere for university students to consciously and actively inherit and innovate outstanding traditional culture.

6.2. Innovative Communication Channels

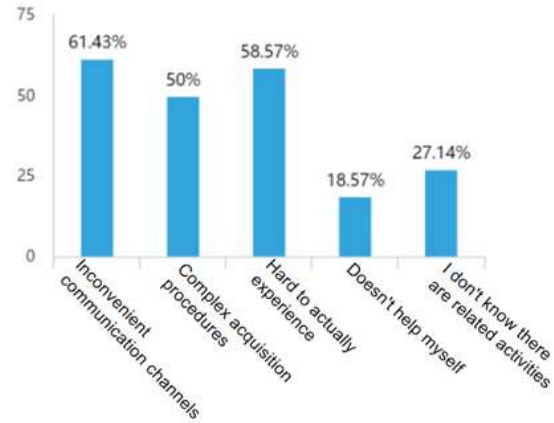
Silkworm textile development needs to find a cultural breakthrough and stimulate the interest of the public through living cultural heritage means, only through communication can more people know about it to cause development and heritage. It is only through developmental sharing and communication that a living heritage can be realized and the silkworm textile industry can realize its cultural value.

From the survey data on what situation is more conducive to the transmission and development of mulberry culture, as shown in Figure 7, handmade experience and product design, and tourism account for a largest proportion, and therefore communication forms and channels need to be innovated.

For example; a Chinese fans museum, a sword museum, a scissors museum and an umbrella museum have been built by the Hangzhou Gongchen Bridge. with the umbrella museum in particular being the most representative and viable for

6.1. Keeping Up with the Times

The folklore of each era has its own characteristics, and the transmission of folklore and cultural memory must keep pace with the times, reflect the needs of contemporary life as opposed to modern life, and reflect the spirit of the times in local culture.



cultural heritage. Through open participation in the production process, more people are made aware of the traditional oil paper umbrella making process and learn about its culture and internal structure. Not only will it be an effective way to pass on a living folklore culture, but it will also enhance tourism, economic and cultural income and development.

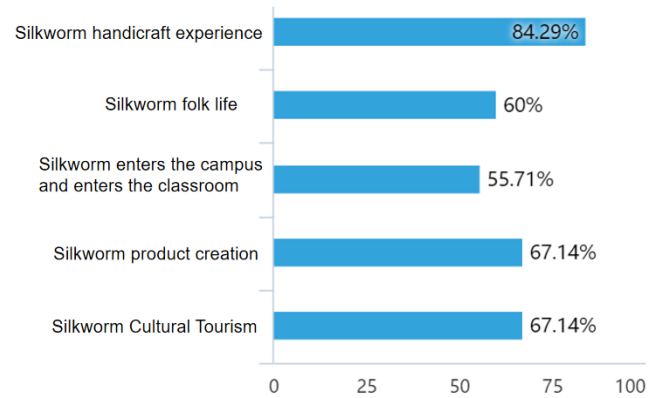


Figure 7. Investigation on the situation of silkworm culture dissemination.

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