

Study on the Path of Releasing Revolutionary Cultural IP Value in Red Cultural Creation

-- Taking Jinggangshan as an Example

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Abstract

The old revolutionary area of Jinggangshan in Jiangxi is rich in red cultural resources, but there is also the problem of under-utilisation of resources. The hot cultural and creative products in recent years can also become the communication carrier of red revolutionary culture. Using red resources, creating cultural IP and innovating cultural and creative products is one of the ways to ease the dilemma of red cultural communication in Jinggangshan.

Keywords

Red Cultural Creation; Revolutionary Culture; IP Value; Jinggang Mountain.

1. Introduction

In recent years, the development of cultural and creative products has received more and more attention, and the introduction of documents such as "Guiding Opinions of the State Council on Further Strengthening the Work of Cultural Relics" and "Opinions on Promoting the Development of Cultural and Creative Products of Cultural and Cultural Relics Units" have vigorously promoted the pilot work of cultural and creative product development, which has provided a powerful "policy kinetic energy" for the development of the country's cultural and creative products. This provided a strong "policy momentum" for the development of national cultural creativity, which ignited the enthusiasm for the development of red cultural creativity. After that, red cultural creativity has become popular all the way and become the "propeller" of red culture, and our country is a big country with red resources, and red culture needs to be inherited from generation to generation, therefore, the development of red cultural creativity, empowerment of red culture, activation of red genes, and releasing the IP value of red culture are also of great significance to the inheritance of red culture.

2. Literature Review

Through the collection and collation of information, the relevant researches on this project topic in the academic circles are as follows:

2.1. Research on Red Cultural Creation and its IP Value

In the context of innovation, with the increasing attention to red education in China, the development of red cultural and creative is gaining momentum. Zhang Ye and Li Shisen (2019) pointed out that in the context of the country's vigorous promotion of cultural undertakings, "red culture", as an important component, has played a new role in the new period. Guan Ge (2021) mentioned that in recent years, as an important part of the IP ecosystem, cultural and creative development has become more and more popular, and the popularity of IPs is often accompanied by the derivation of peripheral products with different personalities. Yuan Jiali

and Miao Dawang (2020) also analysed the basis of the development and design of IP resources for red tourism cultural and creative products and the internal drive for incubation from the perspective of IP, and sought to explore the market potential of red tourism cultural and creative product development.

2.2. Research on the Value of Red Culture and the Overview of Red Cultural Resources in Jinggang Mountain

Regarding the value of red culture, Chen Shirun and Li Genshou (2009), from the perspective of cultural construction, believe that it has the value of promoting the overall progress and healthy development of society, and the article makes an in-depth analysis of the social value of red culture. Lin Daoxi (2016) pointed out that red cultural resources take material and spiritual forms as the main forms of expression. Zhang Lei (2021) divided the red cultural resources of Jinggangshan into two parts: material form and non-material form, and analysed the composition of the red cultural elements of Jinggangshan in terms of characteristics, content and form.

2.3. Research on "Cultural Creation + Red Culture"

Hong Miaohui (2021) explains the application of red cultural elements in red cultural and creative products, which is conducive to the innovative development of cultural and creative products and the inheritance of genes. Lu Haitao (2020), on the other hand, highlighted that the design and expression of red genes in cultural and creative products can spread revolutionary culture. Jiang Xiawang (2021) also put forward the method of product design for the promotion of revolutionary culture with red cultural creativity as a carrier.

For the research on the value of red culture, the results of previous researchers are more comprehensive, but there is still less about the educational value of red culture for college students. For the research on the overview of cultural resources in Jinggangshan, previous researchers have already conducted detailed classification and overview from various angles, which can be used as a reference for the subsequent research on red cultural and creative research in Jinggangshan.

3. Status of Red Cultural Creation

Although there are many forms of red cultural and creative products on the market at present, most of them are not novel and lack creativity, and the dissemination channels of red cultural and creative products are relatively single, mostly designed and sold by local cultural museums or red tourism scenic spots. Red cultural creation as an important carrier of revolutionary culture, how to use red cultural creation to spread revolutionary culture to the public, especially the young generation, is the problem that red cultural creation products are currently facing.

The innovation of the path of releasing the value of IP of revolutionary culture also still has a lot of difficulties. In today's deep integration of global culture, the trend of pan-entertainment has a great influence on the masses, especially the young people, and multiculturalism impacts the mainstream culture, which makes it difficult to spread the revolutionary culture into the mind and heart. The red cultural creation in the cultural dissemination of this piece also has serious homogenisation, single product, lack of well-known IP and other issues.

4. Red Cultural Creation and Revolutionary Culture IP Value

4.1. The Necessity of Releasing the IP Value of Revolutionary Culture in Red Cultural Creation

Revolutionary culture is an important part of socialist culture with Chinese characteristics, which contains rich revolutionary spirit and heavy historical and cultural connotations. The

Party's report clearly puts forward that it is necessary to "inherit revolutionary culture and develop advanced socialist culture", and to implement this requirement, it is necessary to innovate the way of red culture dissemination and broaden the dissemination channels. In recent years, as an important part of the IP market, revolutionary culture has been favoured by more and more people, and more and more cultural and creative products have been developed relying on revolutionary cultural resources. The release of the IP value of revolutionary culture in red cultural and creative products is the inevitable requirement of innovating the communication mode of revolutionary culture and broadening the communication channels. At the same time, red cultural creation is a special part of cultural creation products, with more profound cultural connotations and value attributes, and it is an important carrier of revolutionary culture, whose biggest characteristic is "revolution", if the IP value of revolutionary culture contained in red cultural creation can not be released, the red cultural creation will lose its soul. Finally, the inheritance and promotion of revolutionary culture has an important role in promoting the realization of the Chinese dream of the great rejuvenation of the Chinese nation, which makes red education particularly important for the youth generation. Red cultural creations have advantages in the dissemination of revolutionary culture with their novel and diversified forms, in which the release of revolutionary cultural IP value has a great role in promoting red education.

4.2. Create Red Cultural and Creative Products in the New Era

In the new era, the value of red cultural and creative products includes the value of research, economic value, and the value of promoting revolutionary culture. On this basis, it is also necessary to dig out more values of red cultural creativity with the times from a theoretical and practical point of view and from a deeper aspect. Taking cultural and creative products as the carrier of cultural dissemination, and taking market operation as the rule of cultural and creative development and marketing, through excavating cultural resources and creating explosive IP, the revolutionary resources can be innovated and fully utilised. It can make the propaganda and dissemination of revolutionary culture and public life closely combined, effectively realise the multi-dimensional deep and wide high-quality dissemination of revolutionary culture, and enhance the dissemination power of revolutionary culture. Red cultural and creative products are based on revolutionary culture, characterised by creativity, and using market mechanism to be recognised and loved by the audience. Cultural and creative products integrate cultural attributes, aesthetic attributes and practical attributes, so as to create commodities that can attract consumers to buy on their own initiative.

5. Research on the Path of Releasing the Value of Jinggangshan Revolutionary Culture IP

5.1. Releasing the IP Value of Jinggang Mountain Revolutionary Culture with Cultural Creativity

Taking cultural and creative products as the carrier of cultural dissemination, and taking market operation as the rule of cultural and creative development and marketing, the revolutionary resources are innovatively and fully utilised through the excavation of cultural resources and the creation of explosive IP. It can make the propaganda and dissemination of revolutionary culture and public life closely combined, effectively realise the multi-dimensional deep and wide quality dissemination of revolutionary culture, and enhance the dissemination power of revolutionary culture.

5.2. Taking the Development of Red Cultural Creation as a Carrier, Making the Communication Audience Become the Active Chooser and Inheritor of Revolutionary Culture.

Red cultural and creative products are based on revolutionary culture, characterised by creativity, and make use of the market mechanism to be recognised and loved by the audience. The cultural and creative products integrate cultural attributes, aesthetic attributes and practical attributes, so as to create commodities that can attract consumers to buy on their own initiative.

5.3. Young People are the Precise Audience in the Red Cultural and Creative Purchasing Group

Products favoured by this group have both commercial and social communication properties. With the help of this feature, drawing on the successful cultural and creative product development model, we can create "net red explosive products" in the field of red cultural and creative product development, which is in line with the consumption demand of young people. More importantly, this is the path to achieve the diffusion of revolutionary culture among young people by using red cultural and creative products as a medium.

6. Conclusion

With the increasing popularity of the IP concept in recent years, the IP economy has gradually become an innovative business form in the domestic cultural and creative field and has influenced people's consumption. To a certain extent, people's consumption of commodities reflects their recognition of the culture carried by the commodities. When the IP of a product becomes a popular cultural symbol, it will stimulate consumption choices and help release the cultural value of the product. From this, we can see that the construction of high-quality revolutionary cultural IP will be conducive to the economic and cultural development of the red cause, which is of great significance to the inheritance of revolutionary culture. The market of red cultural and creative products has always been committed to boosting the dissemination of red culture with product consumption, so that red culture can enter the life of the public in a more approachable and interesting way. The construction of high-quality IP in revolutionary cultural products will be conducive to the more flexible and innovative integration of revolutionary culture into social life. With the deep development of the Internet, the red cultural and creative market needs to organically fit with the multimedia economy, and at the same time, the red cultural and creative needs to build high-quality revolutionary cultural IP in a way that is more in line with the needs of the general public and in line with the current value tendency, so that the revolutionary culture can enter into the life of the general public in a "silent" way.

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