

A Study on the Role of Performing Arts in the Transmission of Wine Culture

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Abstract: *This article aims to conduct an in-depth exploration of the role that performing arts play in the inheritance of wine culture, analyzing the intrinsic connections between various forms of performing arts such as song and dance, drama, and folk performances with wine culture. Its important significance in the dissemination of wine culture, value transmission, and construction of cultural memory is also prominently displayed. Performing arts provide a vivid medium for the inheritance of wine culture, innovative communication methods, and bridges for cross-cultural exchange. However, it also faces challenges such as the impact of diverse cultures in modern society. By proposing corresponding development strategies, we can better promote the role of performing arts in the transmission of wine culture.*

Keywords: *performing arts; wine culture; cultural heritage; cultural communication*

1. Introduction

Wine culture occupies a unique and important position in the world cultural system, encompassing not only the material aspects such as brewing and tasting but also reflecting spiritual connotations found in rituals, customs, legends, literature, and art. The performing arts, as an intuitive and highly expressive art form, are intricately connected to wine culture. The song and dance performances in ancient wine god rituals, as well as the artistic presentations at modern wine culture festivals, highlight that performing arts run through various stages of wine culture inheritance. Studying the role of performing arts in this cultural transmission can lead to a deeper understanding of diverse approaches to inheriting wine culture and provide new perspectives for expanding the function of performing arts within the realm of cultural heritage.

2. The Significance of Research on the Role of Performing Arts in the Inheritance of Wine Culture

2.1. The rich connotation of wine culture

It can be traced back to ancient times, emerging alongside the development of winemaking technology. In China, wine is closely integrated with rituals, ceremonies, social interactions, and literature. In ancient rituals, wine was an important element in honoring the gods and worshipping ancestors, holding a unique significance in religious practices and ceremonies. In addition, social occasions cannot do without alcohol. Like a lubricant, the saying "no wine no seat" has been passed down to this day. Wine also inspires the creative spirit of scholars and poets, with numerous excellent works related to wine in Tang poetry and Song lyrics. The line "A pot of wine among the flowers, drinking alone with no companion" by Li Bai reflects its unique artistry. Not only that, the material aspect of wine includes variety and brewing techniques. Different brewing techniques and recipes in various regions create unique alcoholic beverages, such as the sauce-flavored process of Moutai. On the spiritual level, it combines drinking customs, wine rituals, and has a close relationship with literature and art.

2.2. Characteristics of Performing Arts

It is reflected in the performance of actors, shaping characters and conveying emotions through means such as voice, movement, and facial expressions. In it, intuitiveness, imagery, emotionality, and creativity are characteristics of performing arts. Intuitiveness refers to the audience's ability to directly observe the actors' performance. If the dance performer's movements are graceful, and the dialogue and

actions of theater actors are brilliant, imagery is what performance art can use to create vivid character or scene images. In musicals, performers use costumes, props, and performances to build specific historical scenes or mythological worlds. Emotionality is at the core of performing arts, with actors channeling their own emotions into conveying those of their characters to the audience, evoking resonance. Creativity is reflected in actors' unique interpretations of roles and innovative directorial approaches.

3. The Significance of Studying the Role of Performing Arts in the Heritage of Alcohol Culture

Research on the inheritance of traditional wine culture is characterized by a strong emphasis on historical, technological, and literary perspectives. The inclusion of performing arts adds new dimensions to the scope of research on wine culture inheritance. Through the perspectives of art and communication studies, exploration into mechanisms and pathways for inheriting wine cultures reaches a deeper level of understanding in terms of diversity while also raising comprehensive research requirements at the same time.

Study the role of performing arts in the inheritance of wine culture, promote the cultural function of performing arts, better integrate performing arts with traditional culture, explore the potential of performing arts in cultural transmission, enhance its cultural value and social influence. The cultural value of performing arts is elevated through exploration, along with an increase in their impact on cultural inheritance.

In modern society, the inheritance and innovation of wine culture need to adapt to new social and cultural environments, with performing arts providing innovative means for the modern inheritance of wine culture. Modern dance technology can present ancient wine culture stories to the audience in a new way, attracting more young people's attention to wine culture.

4. The Historical Origins of Performing Arts and Wine Culture

4.1. Research on the Wine Culture of Ancient Greeks

Dionysus, the god of wine, revelry and indulgence, is symbolized by grapevines. To honor him, people hold grand Dionysian festivals where song and dance performances are a key component. In gorgeous attire and accompanied by music, people dance and sing in celebration, expressing gratitude towards the god of wine. This kind of performance is not just a religious ritual but also has connections to the origins of ancient Greek drama. In ancient China, similar wine offering ceremonies existed as well. Offering fine wine along with ritual dances and music. This is a practice when people worship their ancestors or deities, involving specific rhythms and movements in dance and music to communicate with the gods for blessings. In some ethnic minority sacrificial activities, the sacrificer drinks alcohol and dances a ritual dance at the same time. The dance movements imitate natural flora and fauna or mythical figures, using this method to closely link alcohol with religious beliefs and performing arts.

4.2. The performance art scene in ancient taverns

It is often related to music culture, the scene of musicians playing and singing by songstresses in Tang Dynasty wine shops not only added social interest when drinking for people but also promoted the closeness through spreading art forms and popular culture at that time. In order to attract customers, the tavern owner hired artists to perform in the store, becoming a common cultural phenomenon in ancient taverns. At the same time, in the taverns of medieval Europe, the tradition of troubadours telling stories and singing ballads added depth to tavern culture. These performers often focused on themes related to wine, such as hymns celebrating winemakers, becoming an important platform for the dissemination of wine culture within popular culture through artistic performances.

4.3. Court Wine Culture and Performance Art

The court can be regarded as a significant place of ancient culture, and the relationship between wine culture and performing arts is also quite close. In court banquets, wine is an indispensable beverage, and various performing arts often take place simultaneously. During the banquet in the Tang Dynasty palace, large-scale song and dance performances were often held. The motivation behind these

creations may have been royal celebrations or entertaining foreign envoys. In these performances, elements related to wine culture such as brewing process and drinking etiquette were also included. European courts also had performance forms created for court banquets such as opera and ballet. In terms of the inheritance of drinking culture, court performing arts played a leading and normative role. The drinking etiquette and related performance forms in the royal palace were imitated by the nobility, which then spread to the common people.

5. The specific role of performing arts in the inheritance of wine culture

5.1. Role of the disseminator

The performing arts visually present relevant elements in the dissemination of wine culture. Through stage performances and folk activities, dance performances with a theme of wine culture embody such characteristics, integrating elements of wine culture into actors' costumes, props, and dance movements. Like the song and dance that showcases Maotai Town's liquor culture, actors wear traditional clothing of liquor workers, hold wine-making tools, and mimic stirring and distillation processes as dance movements. This intuitive presentation makes it easy for the audience to understand the connotation of wine culture. For those unfamiliar with wine culture, performing arts is a good entry point.

The performing arts of wine culture transcend regions and cultures, possessing a strong capability for cross-cultural communication. Today, performing arts works centered around wine culture are making their way onto the international stage. After integrating elements of wine culture into Peking Opera performances, such as "The Drunken Concubine," it can export Chinese wine culture abroad during international shows. Similarly, performances related to foreign wine culture, such as song and dance performances at the French Wine Festival, have also been spread to other countries including China through international cultural exchange activities, promoting the exchange and dissemination of wine culture between different regions and cultures.

5.2. Value Inheritor Role

The etiquette values in wine culture are concretized through inheritance, and performing arts preserve and pass on these normative practices by depicting traditional drinking ceremony scenes. In folk performances, actors perform toasting and drinking actions based on traditional etiquette requirements. This form allows ancient wine-drinking rituals, such as elders first drink and filling the cup with wine, to be concretely understood by the audience, preserving the value of ancient wine-drinking etiquette in modern society.

The culture of alcohol encompasses rich spiritual content, such as generosity, openness, and reunion. Performing arts convey these connotations through character depiction and storytelling. In dramatic works, some plots such as the protagonist showing generosity after drinking, and the friendship enhanced through drinking among friends, can convey the spiritual characteristics of wine culture. When audiences appreciate performances, they can be infected and transmitted by these spirits^[1].

5.3. Roles as Builders of Cultural Memory

The performing arts can evoke memories of the wine culture for the audience. When people watch performances related to wine culture, they will think of past drinking experiences and family traditions involving alcohol. During the Spring Festival folk performances, when dragon and lion dances are combined with elements of alcohol, people will think of the tradition of drinking during the Spring Festival reunion dinner. The collective memory of alcohol culture within the group will be evoked.

Historical memory in performing arts constructs wine culture, which can generate historical memories of wine culture by recreating scenes from the historical wine culture. In some historical drama works, actors can recreate ancient tavern scenes and ancient brewing techniques, which helps people understand the development of wine culture history. These performances contribute to building a collective memory of wine culture history and prevent it from being forgotten.

6. The challenges faced by performing arts in the inheritance of wine culture

6.1. The pluralistic culture of modern society is thriving

In recent years, popular culture and foreign cultures have continually entered people's lives, posing a risk of marginalization for performing arts in the transmission of alcohol culture. Modern young people are more attracted to popular music, movies, and online games. Their interest in performance art related to alcohol culture has decreased. The spread of foreign cultures is also squeezing the living space for local wine culture. Western bar culture, along with forms of entertainment such as music and dance, has been spreading in China, leading some young people to prefer accepting Western wine culture and its related performance arts.

6.2. Lack of Innovation in Performing Arts

Traditional forms of performing arts are outdated in terms of content and form, making it difficult to attract modern audiences. Some Alcohol culture, folk performance have remained unchanged in content for many years and are presented in a single form, lacking the integration of modern stage techniques such as lighting, sound effects, and special effects. As a result, these performance arts face declining competitiveness in contemporary society and struggle to effectively convey the essence of wine culture heritage.

6.3. Negative impacts brought by commercialization

The development of a market economy has brought negative effects from commercialization to the performing arts in the inheritance of alcohol culture. On the one hand, excessive pursuit of economic benefits may lead performance arts astray from the original intention of inheriting wine culture. Some tourism attractions' wine culture performances are overly entertaining to attract tourists, leading to the neglect of the deeper meanings of wine culture. On the other hand, commercialization may lead to varying levels of quality among wine culture performance groups. To reduce costs, some smaller groups cut back on investment in actor training and performance equipment. This will affect the quality of the performance and is not conducive to the inheritance of wine culture^[2].

7. Development Strategies of Performing Arts in the Inheritance of Wine Culture

7.1. Strengthening integration with modern culture

To attract younger audiences, performing arts can incorporate elements of popular culture, with themes of wine culture presented through musical and dance performances that feature pop music rhythms and street dance movements. This preserves the cultural characteristics of wine, while also giving performing arts a more modern and fashionable sense, thereby increasing audience acceptance.

Modern technological means provide new opportunities for the development of performing arts in the inheritance of wine culture, with technologies such as virtual reality (VR) and augmented reality (AR) innovating performance forms. In the Wine Culture Museum, visitors can experience immersive performance scenes from ancient brewing processes using VR technology. On the stage of wine culture performance, AR technology is used to enhance virtual wine cultural elements, such as virtual images of wine gods, enhancing the visual effects and fun of the performance^[4].

7.2. Promote innovation in the performing arts itself

In the inheritance of wine culture, performing arts should focus more on content innovation. Little-known stories and legends related to wine culture can be excavated and integrated into performance content, such as creating theatrical works based on the legendary life of ancient winemakers or creating song-and-dance pieces that integrate wine and love. Reinterpreting wine culture from a modern perspective while incorporating contemporary societal values into performance content makes performing arts more characteristic of the times^[3].

In terms of formal innovation, performing arts can make cross-border fusion attempts. After integrating different art forms such as drama and dance, music and acrobatics, unique cultural performance forms can be generated. At the same time, traditional performance spaces can be broken

through, and performing arts can move from the stage to outdoor venues such as wineries with a more wine cultural atmosphere, bringing audiences a brand new viewing experience.

7.3. Dealing with Commercial Challenges Reasonably

When the commercialization of performing arts develops, the balance between commercial interests and cultural heritage is crucial. Commercial interests are the driving force behind the development of performing arts, and a reasonable business model can provide more resources and opportunities for development. Practitioners should realize that the quality of wine culture heritage should not be sacrificed for commercial interests. The formulation of relevant industry standards can serve as a norm and assurance for the value of inheriting wine culture during commercial development.

The side effects of the commercialization wave on performing arts demand that performing groups enhance the quality of their performances and increase focus on actor training programs. Improve the actors' professional quality and performance level. Investment in performance equipment also needs to increase gradually. With the help of advanced lighting, sound, and special effects equipment to enhance visual and auditory effects, the better inheritance of wine culture cannot be separated from improving the quality of performing arts. This is a key factor for performance groups to deal with various negative impacts brought by commercialization.

7.4. Strengthen education and talent development

Integrate knowledge and skills related to performing arts and wine culture inheritance into the school education system. In primary and secondary schools, students can be introduced to the theme of wine culture through art courses and school-based curriculum. Such as letting students learn some simple wine culture folk dances or sing wine songs. In universities, specialized courses or majors can be offered to cultivate professional talents who are knowledgeable in wine culture and proficient in performing arts. Not only can it inherit the culture of wine, but also provide talent reserves for the development of performing arts^[4].

Professional training related to wine culture heritage is carried out for existing performing arts practitioners. This training can include lectures on wine culture knowledge, creative skills for themed wine culture performances, etc. Through training, enhance practitioners' understanding and application abilities of wine culture, enabling them to better integrate wine culture into performing arts works.

7.5. Establishing a diversified cooperation mechanism

The performing arts can engage in cross-industry cooperation with the wine industry and tourism sector in the transmission of wine culture. Wine companies can provide funding, venues, and other resources for performing arts while promoting their wine products and culture through these performances. The tourism industry can incorporate wine culture performances into travel itineraries, attracting more tourists to come and watch. This not only promotes the development of the tourism industry but also helps spread wine culture.

Enhance international cooperation to promote the international exchange of wine culture performance art. The wine cultures of different countries each have their own unique characteristics, and through international cooperation, they can learn from one another. If China can collaborate with countries such as France and Italy which have a developed wine culture, to jointly create performance art works that integrate elements from both sides' wine cultures, it will showcase the diverse charm of wine culture on the international stage. This collaboration is also beneficial for the global dissemination of wine culture.

7.6. Protecting and Inheriting Traditional Performing Arts Forms

Comprehensive documentation and organization of traditional performing arts related to the inheritance of wine culture. These performing arts include actions, music, costumes, and props. By utilizing modern digital technologies such as high-definition video recording and audio capture, these traditional performing arts can be preserved and stored in a database. This helps prevent the loss of traditional performing arts due to a decrease in their bearers^[5].

In addition, staff should pay attention to the cultivation of traditional performing arts inheritors. Through master-apprentice transmission and family inheritance, combined with modern training

models, vocational colleges can offer classes for the inheritance of traditional performing arts, nurturing the next generation of inheritors. These inheritors will become the backbone in the inheritance of traditional performing arts in wine culture, ensuring that these traditions remain vibrant.

8. Conclusion

In general, performing arts have always been closely connected to the transmission of wine culture. Cultural forms such as ancient rituals for the Wine God, entertainment in taverns, and palace banquets are all intricately intertwined with performing arts. Despite the impact of multiculturalism on performing arts in modern society, as well as insufficient innovation and negative effects of commercialization, some expressions of alcohol culture are facing relatively severe challenges. But artistic forms, by actively integrating with modern culture and promoting new modes of expression, can still play an important role in the dissemination and construction of wine culture's memory while responding to the impact of commercialized society on culture. The continuous progress of society enables performing arts to find new cultural expressions through innovation on the road of liquor culture. Cultural heritage keeps advancing and maintaining inheritance while generating new vitality and cultural charm in relevant artistic expressions.

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