

# The Logical Mechanism and Practical Strategies for Integrating Xiangnan Folk Embroidery Art into the Inheritance of Folk Culture among University Students

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**Abstract:** As an important component of the outstanding traditional culture of Huxiang, Xiangnan folk embroidery embodies the life wisdom, ethical values, and spiritual beliefs of the local people. University students, characterized by strong cultural receptivity, innovative thinking, and extensive social influence, constitute a key driving force for the inheritance and creative transformation of folk culture. In the context of the new era, promoting the deep integration of Xiangnan folk embroidery art with the inheritance of folk culture among university students is not only an inevitable choice for revitalizing the vitality of traditional arts, but also an essential approach for implementing the fundamental task of moral education in higher education and advancing the national strategy of building a culturally strong country. Taking the “Linglong Doll” IP design as a core practical carrier, this study systematically analyzes the logical preconditions, endogenous driving forces, and coupling pathways through which Xiangnan folk embroidery can be integrated into the inheritance of folk culture among university students. It further explores a three-dimensional practical framework of “narrative interaction–value co-construction–virtual–real integration.” This research aims to provide theoretical support, practical paradigms, and innovative pathways for the sustainable transmission of traditional folk culture among young people, and to facilitate the creative transformation and innovative development of Xiangnan folk embroidery art.

**Keywords:** xiangnan folk embroidery; university students; inheritance of folk culture; logical mechanism; practical strategies

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## 1. Introduction

The deep integration of Xiangnan folk embroidery art with the inheritance of folk culture among university students is both a crucial measure for addressing the current dilemmas of inheritance and revitalizing the living vitality of intangible cultural heritage, and an important pathway for higher education institutions to fulfill their cultural-education mission, cultivate students’ cultural confidence, and promote the innovative development of folk culture. From a logical perspective, the cultural genes embedded in Xiangnan folk embroidery are highly compatible with the value orientations pursued in the inheritance of folk culture among university students. The two naturally form a symbiotic relationship in terms of subjects, contents, and objectives of cultural transmission. Xiangnan folk embroidery provides tangible cultural materials and concrete practical vehicles for university students to engage with folk culture, transforming abstract cultural concepts into experiences that can be perceived, practiced, and internalized. Meanwhile, the active participation of university students injects youthful vitality into the inheritance of Xiangnan folk embroidery, enabling it to adapt to contemporary aesthetic sensibilities and everyday life through innovative transformation, and thereby realizing “living inheritance.” From a practical perspective, integrating Xiangnan folk embroidery into the inheritance of folk culture among university students can not only deepen students’ understanding of the spiritual essence of Xiangnan folk culture and foster their regional cultural identity and national pride, but also promote the rejuvenation and innovative dissemination of embroidery techniques. In this way, the intergenerational rupture in inheritance can be alleviated, and a synergistic development between “technical

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inheritance” and “cultural education” can be achieved.

## **2.Cultural Connotations of Xiangnan Folk Embroidery Art**

### **2.1 Ecological Wisdom of “the Unity of Heaven and Humanity”**

The patterns and creative concepts of Xiangnan folk embroidery embody the ecological wisdom of “the unity of heaven and humanity.” Embroidery motifs are mainly derived from natural objects such as flowers, birds, fish, insects, mountains, and plants. In the creative process, artisans not only imitate natural forms but also strive to grasp natural laws and the essence of life<sup>[1]</sup>. For example, the “frog motif” in Dabujang patchwork embroidery is not merely a depiction of the animal’s appearance, but conveys symbolic meanings related to reproduction and the cyclical regeneration of nature. Likewise, the “rice-character motif” in Xingning embroidery records the entire growth process of rice and reflects people’s reverence for agricultural rhythms and natural laws. By incorporating the idea of harmonious coexistence between human beings and nature into artistic creation, Xiangnan folk embroidery vividly manifests the traditional philosophy of “the unity of heaven and humanity” and demonstrates the deep respect and affection for nature among the local people.

### **2.2 Ethical Values of Moral Cultivation and Benevolence**

The motifs and production processes of Xiangnan folk embroidery also embody ethical values centered on moral cultivation and benevolence, serving as important vehicles for moral education within local communities. Many embroidery patterns convey traditional virtues such as respect for the elderly, care for the young, diligence, honesty, and trustworthiness. For instance, patterns themed on the “Twenty-four Filial Exemplars” transmit the moral ideal of filial piety through narrative images, while motifs such as “cultivating the land and pursuing learning to sustain the family” advocate a lifestyle that emphasizes both labor and education. Moreover, the transmission of embroidery skills itself constitutes a process of ethical instruction. During apprenticeship, folk artisans often explain the moral stories and life philosophies behind the patterns, embedding ethical education within the teaching of craftsmanship and thus realizing the cultural function of “conveying moral principles through art<sup>[2]</sup>.”

### **2.3 The Spirit of Craftsmanship in the Pursuit of Excellence**

The production of Xiangnan folk embroidery involves complex and meticulous procedures, including fabric selection, pattern design, stitch application, and final embroidery. Each step requires careful refinement and persistent dedication, reflecting the spirit of craftsmanship characterized by the pursuit of excellence. Artisans demand extremely high standards of themselves in order to achieve ideal artistic effects, repeatedly practicing stitches and continuously optimizing design schemes. For example, the patchwork process in Dabujang embroidery requires precise calculations of fabric size and angles to ensure a flat and aesthetically pleasing base. In Xingning embroidery, the wrapped-stitch technique emphasizes smooth lines and balanced density, with each stitch needing to be perfectly executed. Such dedication to precision and excellence constitutes the core of the craftsmanship spirit and represents an important reason why Xiangnan folk embroidery has been able to endure and flourish over hundreds of years<sup>[3]</sup>.

## **3.Logical Mechanisms for Integrating Xiangnan Folk Embroidery Art into the Inheritance of Folk Culture among University Students**

### **3.1 Logical Premise: Value Alignment between Static Heritage and Living Inheritance**

Rooted in the distinctive modes of production and daily life in the Xiangnan region, folk embroidery carries the local people’s reverence for natural order, adherence to ethical norms, and aspirations for a better life. The philosophy of “the unity of heaven and humanity,” the virtues of diligence and simplicity, and the craftsmanship spirit condensed in its stitching techniques represent localized expressions of Chinese traditional culture and are highly consistent with the contemporary national advocacy of cultural confidence and national rejuvenation. As a vital force of the new era, university students exhibit strong cultural curiosity, national pride, openness to cultural

diversity, and enthusiasm for innovation and creativity. These characteristics align closely with the values underlying the inheritance and creative development of Xiangnan folk embroidery. Integrating embroidery art into the inheritance of folk culture among university students can simultaneously satisfy their need for understanding traditional culture and provide platforms for creative expression, thereby achieving an organic unity between cultural inheritance and youth value pursuits<sup>[4]</sup>.

### **3.2 Endogenous Driving Force: Contextual Transformation from Abstract Symbols to Embodied Experience**

University students' initial perceptions of Xiangnan folk embroidery often remain at a superficial level, viewing it merely as "beautiful handicrafts," while lacking a deeper understanding of its cultural meanings, historical origins, and symbolic values. By constructing a symbolic decoding system of "pattern deconstruction–story excavation–meaning interpretation," this cognitive limitation can be effectively addressed. For example, in the process of developing the "Linglong Doll" IP, students are required to deconstruct motifs such as the Yao ethnic group's "migration map" and the "Panwang seal" in Dabujang patchwork embroidery, and to explore the ethnic narratives and belief systems embedded in these motifs. Through this process, students gradually move from simply recognizing visual patterns to comprehending cultural meanings<sup>[5]</sup>. Through concrete practices such as manual production, design creation, and IP development, Xiangnan folk embroidery introduces students into authentic cultural production contexts. In the process of "learning by doing and creating through learning," students overcome abstract and conceptual understandings of folk culture. This mechanism of embodied learning enables them to experience the appeal of embroidery art in tangible ways and strengthens their emotional attachment to traditional culture<sup>[6]</sup>.

### **3.3 Coupling Pathway: Transformation from Knowledge Objects to Practical Carriers**

Practical transformation is a key link in realizing cultural inheritance and innovation. Only by integrating theoretical knowledge with hands-on practice can traditional arts gain renewed vitality in the contemporary era. Relying on platforms such as university innovation and entrepreneurship programs and cultural and creative design competitions, students are encouraged to carry out creative practices centered on Xiangnan folk embroidery. Through the "Linglong Doll" IP project, traditional embroidery patterns and color aesthetics are integrated with contemporary youth aesthetics and digital technologies, enabling the symbolic reconstruction and innovative expression of folk culture<sup>[7]</sup>. At the same time, university–local collaborative practice bases are established in cooperation with local embroidery enterprises and folk artisans, providing internship opportunities for students to participate in product design, production, and promotion, thereby improving their professional skills through practical engagement.

## **4. Practical Strategies for Integrating Xiangnan Folk Embroidery Art into the Inheritance of Folk Culture among University Students**

### **4.1 Constructing a "Narrative Interaction" Learning Space to Overcome Cognitive Barriers**

The core objective of a "narrative interaction" learning space is to break down cognitive barriers between Xiangnan folk embroidery art and university students by transforming abstract cultural meanings into concrete, scenario-based, and participatory narratives. In this way, students shift from passive observers to immersive participants, deepen their cultural identity through emotional resonance, and consolidate the foundations of cultural inheritance. With the support of digital technologies and IP innovation, static embroidery culture can be transformed into dynamic interactive experiences<sup>[8]</sup>. Taking the "Linglong Doll" IP as the core, a series of interactive projects can be developed. The IP integrates representative elements of Xiangnan folk embroidery into the design of doll images, costumes, and accessories. An online interactive platform titled "Linglong Doll Pattern Designer" can allow students to select characters and clothing styles and recombine embroidery elements from a cultural gene database. During the design process, the system provides real-time introductions to the stories and cultural meanings behind the motifs. After completion, three-dimensional visual renderings and interpretive reports are automatically generated, and the

designs can be shared and evaluated online. Offline, “Linglong Doll Embroidery Workshops” can be organized, in which students collaborate to produce embroidered dolls and accessories based on their own IP designs. Folk artisans provide on-site guidance on stitching techniques, while scholars of history and culture interpret the symbolic meanings, thus realizing a deep integration of “technical practice and cultural decoding.”

#### **4.2 Promoting a “Value Co-construction” Educational Mechanism to Address Inheritance Challenges**

The “value co-construction” educational mechanism aims to align the cultural values of Xiangnan folk embroidery with the developmental needs of university students, thereby building a collaborative education system in which cultural inheritance has concrete carriers, professional learning has practical extensions, and value cultivation has operational anchors. This can be achieved through in-depth cooperation among universities, local governments, folk artisans, embroidery enterprises, and intangible cultural heritage protection institutions, forming a closed-loop system of “theoretical learning–practical training–achievement transformation.” First, joint practice teaching bases can be established, with enterprises offering internship positions and folk artisans serving as practice mentors, while universities provide talent and technological support. Second, “order-based” project cooperation can be promoted. Universities and enterprises can jointly launch “Linglong Doll cultural and creative product development projects,” in which enterprises propose market-oriented demands—such as embroidered blind boxes, fashion accessories, and household products—while student teams undertake design tasks and enterprises are responsible for production and sales. In parallel, governments can support projects such as “intangible cultural heritage entering campuses and communities,” enabling student teams to design publicity materials and introductory embroidery courses for primary schools and community cultural centers. Third, collaborative innovation teams integrating university teachers, folk artisans, enterprise designers, and cultural historians can be established<sup>[9]</sup>. Research-oriented groups focus on the historical origins, cultural meanings, and inheritance mechanisms of embroidery art; technical groups conduct training and cultivate inheritors; and innovation-oriented groups engage in IP development, cultural and creative design, and industrial planning to promote the market-oriented development of embroidery art.

#### **4.3 Building a “Virtual–Real Integrated” Communication Ecosystem to Overcome Development Constraints**

The essence of a “virtual–real integrated” communication ecosystem lies in breaking spatial and temporal constraints through the coordinated development of online digital dissemination and offline physical promotion. This approach expands the expressive forms, communication channels, and application scenarios of Xiangnan folk embroidery, thereby enhancing its social influence and cultural vitality.

A digital communication platform can be developed through the establishment of a “Xiangnan Folk Embroidery Digital Museum,” which employs technologies such as 3D modeling and virtual roaming to display representative embroidery works, cultural gene databases, and “Linglong Doll” IP series. The platform can include three functional modules: online learning, interactive experience, and a cultural and creative marketplace.

By incorporating metaverse technologies, a “Linglong Doll Virtual Community” can be constructed in which students create avatars, wear customized embroidered costumes, and participate in social interaction, creative activities, and virtual exhibitions. Regular events such as virtual embroidery competitions and folk culture festivals can be organized to enhance the attractiveness of embroidery culture in a youthful and trendy manner.

In addition, a “Xiangnan Embroidery” mini-program can integrate digital museums, online courses, interactive design, and e-commerce functions, providing one-stop cultural services. Through cross-sector integration, the development boundaries of Xiangnan folk embroidery can be further expanded, forming a virtuous cycle of “cultural dissemination–industrial development–social value creation<sup>[10]</sup>.”

A “Linglong Doll Cultural and Creative Studio” operated by student teams can be established to develop a series of products such as blind boxes, figurines, stationery, and clothing, adopting a sales model that combines online platforms, offline stores, and campus markets. Moreover, an “Internet plus embroidery” online order platform

can offer employment opportunities for folk artisans, laid-off women, and people with disabilities, contributing to rural revitalization and social welfare while enhancing the social influence of embroidery art

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