

Nanjing Yun Brocade of China: Cultural Inheritance and Social Education in the Context of Modern Society

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ABSTRACT

This study aims to explore the cultural heritage and social education of contemporary Nanjing Yun brocade by combing the historical background and traditional culture of Nanjing Yun brocade, combined with the current social and cultural background, this paper analyzes the inheritance status and problems of Nanjing Yun brocade in modern society. At the same time, from the perspective of social education, this paper discusses how Nanjing Yun brocade can promote the sustainable development of Nanjing Yun brocade through social education platforms, such as school education and community activities. At the same time, it can popularize brocade knowledge to the public, enhance people's awareness and interest in traditional culture, and then promote cultural consciousness and self-confidence. This study uses qualitative analysis method, mainly using the concepts of "cultural heritage" and "social education", using two research methods of literature research and field survey, and presenting in the form of descriptive analysis. The results show that through school education, community activities, media publicity and other channels, the public's awareness and interest in Nanjing Yun brocade can be effectively improved, so as to promote the inheritance and development of brocade culture. At the same time, the cultural heritage of Nanjing Yun brocade has also promoted the innovation of social education. The innovation of brocade culture communication mode and the establishment of a perfect social support system can form a joint force to jointly promote the prosperity and development of brocade culture.

Key words: Nanjing Yun Brocade, Cultural Inheritance, Social Education, Intangible Cultural Heritage, Literacy

INTRODUCTION

Nanjing Yun Brocade, as one of the four famous brocades in China, is a treasure of traditional Chinese silk weaving craftsmanship. Its long history, exquisite craftsmanship, and rich cultural connotations have made Nanjing Yun Brocade occupy a pivotal position in the history of Chinese civilization. Researching it helps to protect and promote the excellent traditional culture of the Chinese nation, allowing this precious cultural heritage to shine even more brilliantly in the new era.

Social education is an important part of the education system serving the lifelong learning of the whole people, and it is also an essential form of education for building a learning society and a learning country with lifelong learning of the whole people. Social education covers all kinds of social and educational activities aimed at promoting personal physical and mental development except school education and family education. Nanjing Yun brocade, as the representative of Chinese traditional culture, its cultural connotation and artistic value can provide rich materials and cases for social

education. By studying the cultural heritage of Nanjing Yun brocade, we can promote the in-depth development of social education in the field of traditional culture, and improve the cultural literacy and aesthetic ability of the public.

As a cultural treasure of the Chinese nation, Nanjing Yun brocade's modern inheritance not only can enrich the diversity of world culture, but also can enhance the communication and understanding between different cultures and promote the harmonious coexistence between different cultures. By studying the cultural heritage of Nanjing Yun brocade in modern times, we can promote cultural exchanges and cooperation between China and other countries in the world, and enhance China's cultural soft power.

METHODOLOGY

This study uses qualitative research methods, focusing on brocade in Nanjing, China. The research results are descriptive analyzed through the core concepts of "cultural heritage" and "social education". The research process includes extensive literature review and field investigation.

Literature Research Method

The researchers extensively collected domestic and foreign literature on Nanjing Yun brocade, intangible cultural heritage protection, social education and other aspects, and systematically sorted out and analyzed them to provide a solid theoretical basis for the research.

Field Research Method

The researchers referred to the production base, workshops, museums and educational institutions of Nanjing Yun brocade to conduct on-site observation and interview. They directly obtained first-hand data of Nanjing Yun brocade inheritance and social education, selected representative cases of Nanjing Yun brocade inheritance and social education practice, conducted in-depth analysis, and summarized experience to find problems.

RESULTS

The History and Development of Nanjing Yun Brocade

Brief history of nanjing yun brocade

Nanjing Yun brocade, as a traditional Chinese silk handicraft, can be traced back to the 13th year of the reign of emperor Yixi of the Eastern Jin Dynasty (417). At that time, Nanjing (formerly known as Jiankang) set up the brocade department, an official office dedicated to the management of brocade, marking the official birth of Nanjing Yun brocade (Chen, 1984). After nearly 800 years of accumulation after the Southern Dynasty, the emergence and development of Nanjing Yun brocade are closely related to the urban history of Nanjing.

During the Yuan Dynasty, Nanjing Yun Brocade began to be exclusively used for royal attire, and its weaving technology saw significant improvement. By the Ming Dynasty, the craftsmanship of brocade weaving had become increasingly mature, and Nanjing's silk jacquard brocade developed its own unique regional style. In the Qing Dynasty, the Nanjing Yun Brocade weaving industry reached its peak, with over 30 000 looms and almost 300 000 people making a living from this craft. It was the largest handicraft industry in Nanjing at that time. During the Qing Dynasty, Nanjing also had a special "Jiangning Weaving Office", just like Cao Xueqin's grandfather Cao Yin, who worked as a Jiangning weaver for 20 years. (*Cao Xueqin, author of "Dream of the Red Chamber"*)

In modern times, the inheritance of Nanjing Yun brocade is facing great challenges. At the beginning of the founding of new China, the brocade industry shrank, many old artists changed careers, and their skills were on the verge of losing. In order to save this cultural heritage, the Nanjing municipal government established the "Brocade research group" in 1954 and the "Nanjing Yun brocade Research Institute" in 1957, dedicated to the inheritance and protection of brocade.

After the efforts of several generations, Nanjing Yun brocade weaving technology was included in the first batch of national intangible cultural heritage list in 2006, and was

successfully selected into the United Nations' representative list of intangible cultural heritage of mankind in 2009. Today, the inheritance and innovation of Nanjing Yun brocade continue. It is not only the cultural treasure of the Chinese nation, but also an important part of the world cultural heritage.

Characteristics of nanjing yun brocade

Nanjing Yun Brocade stands out due to its meticulous material selection, fine weaving, beautiful patterns, and elegant style. The materials used include gold and silver threads, as well as silk and spun silk, and even feathers of birds and beasts. The woven silk fabric is super gorgeous, resembling the clouds in the sky, hence the name "Yun Brocade" (*the pinyin of "yun" means cloud*). The craftsmanship of making Yun Brocade is extremely complex, involving designing patterns, preparing designs, and processing raw materials, followed by weaving. Each step involves profound knowledge. Especially the step of picking flowers and knotting, which is like the key to turning the patterns on the blueprint into real fabric, particularly reflecting the unique skills of Yun Brocade. Yun Brocade has a wide variety of patterns, including auspicious dragon and phoenix, cranes, as well as floral patterns with good meanings, such as lotus and baxianghua. These patterns not only remind people of the ancient people's yearning for a good life but also showcase the profound connotation of Chinese traditional culture.

Current situation of cultural inheritance of contemporary nanjing yun brocade

In contemporary society, Nanjing Yun Brocade has been passed down for thousands of years. However, with the rise of modern industry and changes in lifestyle, the traditional culture of Nanjing Yun Brocade has encountered many challenges, but there are also some new development trends. On the one hand, the issue of skill inheritance is becoming increasingly evident. The craftsmanship of Nanjing Yun Brocade is quite complex, requiring superb skills and rich experience. However, today's young people prefer a fast and convenient life and are not very interested in traditional crafts, which makes skill inheritance quite difficult. They are not willing to spend a long time learning this craft.

On the other hand, from a modern aesthetic perspective, the gorgeous and bright characteristics of Nanjing Yun Brocade do not align with the aesthetic tastes of the modern market audience. At the same time, the high cost of raw materials leads to expensive products, accessible only to a small consumer group. Coupled with the fact that most practitioners are skilled brocade weavers, who lack knowledge of promotion and marketing techniques, there is currently no widespread dissemination and recognition of Nanjing Yun Brocade culture among the general public.

The government and local communities have been working hard to promote the culture of Nanjing Yun Brocade. With the development of globalization, it has provided a broader stage for Nanjing Yun Brocade to showcase itself. By participating in international cultural exchange activities and exhibitions, Nanjing Yun Brocade has demonstrated the

unique charm of Chinese culture to the world. At the same time, the government has taken measures such as commercial development of Nanjing Yun Brocade, injecting new vitality into it and driving innovation and upgrading of related industrial chains. Yun Brocade inheritors are constantly innovating and breaking through in contemporary products of Yun Brocade. They aim to maintain its traditional charm while incorporating modern design elements and broadening usage scenarios to meet the aesthetic and needs of modern people. To better promote the culture of Yun Brocade and help it inherit and develop in the new era, it is also necessary to strengthen social education, enhance public awareness and recognition of Nanjing Yun Brocade, attract more young people to engage in the field of Yun Brocade production, and inject new vitality into the inheritance and development of Nanjing Yun Brocade.

SOCIAL EDUCATION OF CONTEMPORARY NANJING YUN BROCADE

The Value of Nanjing Yun Brocade in Social Education

As the intangible cultural heritage of mankind, Nanjing Yun brocade not only carries rich historical and cultural connotations, but also plays an indispensable role in social education. Its unique artistic charm and profound cultural heritage make it an excellent textbook to cultivate students' comprehensive quality and enhance their sense of national pride and cultural identity.

First of all, the social and educational value of Nanjing Yun brocade is embodied in cultural inheritance. By studying the historical origin, production technology and cultural connotation of Nanjing Yun brocade, students can deeply understand the essence of Chinese traditional culture and enhance their awareness of the protection of intangible cultural heritage. The pattern design and color application of brocade contain rich cultural information, which can stimulate students' interest and love of traditional culture.

Secondly, Nanjing Yun brocade also plays an important role in cultivating students' practical ability and artistic quality. By personally participating in the production process of brocade, students can exercise their hands-on ability and creativity, and improve their ability to perceive and express beauty. This practical learning method allows students to learn in practice and grow in experience.

In addition, the social and educational value of Nanjing Yun brocade is also reflected in the inheritance of the national spirit. As a treasure of Chinese traditional culture, Nanjing Yun brocade not only represents the wisdom and skills of ancient craftsmen, but also carries the spiritual pursuit and cultural confidence of the Chinese nation. Through learning brocade, students' sense of national pride and responsibility can be enhanced.

The Practice of Nanjing Yun brocade Culture in Social Education

In recent years, the practical exploration of Nanjing Yun Brocade culture in social education has achieved remarkable

results. The author conducted investigations by visiting the Nanjing Yun Brocade Museum to interview tourists, visiting Yun Brocade inheritors, and visiting educational institutions and Yun Brocade workshops. It was found that both primary and secondary school students, as well as college students and even community residents, have learned about Nanjing's precious intangible cultural heritage, Yun Brocade, through various forms of practical activities.

Through visits, it was discovered that the Nanjing Yun Brocade Museum and the Nanjing Yun Brocade Research Institute have reached a collaboration to carry out Yun Brocade culture into campus activities (Figure 1). Through lectures, exhibitions, and interactive experiences, the historical background, weaving skills, and cultural value of Yun Brocade are introduced to primary and secondary school students. These activities not only allow students to have a preliminary understanding and knowledge of Yun Brocade but also stimulate their interest and love for traditional culture. As shown in Figure 2, in June 2024, the collaboration between the Nanjing Yun Brocade Museum and the Yikang Street branch of Xincheng Primary School affiliated to Nanjing Normal University allowed students to gain a deeper understanding of the history, craftsmanship, and cultural connotations of Yun Brocade through the training of young guides and museum visits.



Figure 1. Nanjing Yun brocade Museum and Xincheng primary school signed a contract for cooperation
Source. Yangtze Evening News
www.yangtse.com



Figure 2. Students of Nanjing mechanics primary school visit Nanjing Yun brocade Museum
Source. Official official official account of Nanjing mechanics primary school
mp.weixin.qq.com

The practical exploration of Nanjing Yun Brocade culture in primary and secondary education not only helps to enhance their artistic literacy but also strengthens their awareness of protecting intangible cultural heritage and their sense of national identity. By participating in the practical activities of Nanjing Yun Brocade culture, students can deeply appreciate the profound and extensive nature of the excellent traditional culture of the Chinese nation, thus cherishing and inheriting this precious cultural heritage even more.

Universities play a crucial role in promoting the integration of Nanjing Yun Brocade culture and social education as important fronts for talent cultivation. As shown in Figure 3, in April 2024, the Marxism School of Nanjing University of Science and Technology organized student representatives to carry out an immersive ideological and political course at the Nanjing Yun Brocade Museum. Through on-site visits and professional explanations, students truly appreciated the superb weaving craftsmanship of Yun Brocade and the magnificence of Ming and Qing Dynasty Yun Brocade masterpieces, feeling the unique charm of Yun Brocade. Furthermore, in August 2023, the School of Economics and Management of Chuzhou University also organized a practical team to visit the Nanjing Yun Brocade Museum. They toured the Yun Brocade art exhibition hall, learning about the weaving techniques and its unique artistic style. They even had the opportunity to personally experience the weaving process of Yun Brocade! These activities not only enhance the knowledge and artistic literacy of university students but also provide more young people with opportunities to understand Yun Brocade culture. However, through surveys, it was found that on one hand, only a few universities currently organize students to participate in Yun Brocade cultural activities, and the number and scope of participating students are limited. On the other hand, although students can experience Yun Brocade weaving during activities, they lack in-depth theoretical knowledge and systematic teaching.



Figure 3. College students learn Nanjing Yun brocade culture

Source. website of Jinling Institute of science and technology
www.jit.edu.cn

As the basic unit of society, community is also an important position for the inheritance and development of Nanjing Yun brocade culture. Nanjing Yun brocade Museum and Nanjing Yun brocade Research Institute often organize community activities to invite community residents to visit brocade exhibitions and participate in brocade production experience. These activities not only enriched the cultural life of community residents, but also made them more intuitively understand the unique charm of Nanjing Yun brocade culture (Figure 4). In October, 2023, the new era civilization practice station of Rongqiao community, Xinglong Street, Jianye District, Nanjing organized a “colorful silk road trip”, and community residents and foreigners went to Nanjing Yun brocade Museum together.

In addition, some traditional culture lovers also spontaneously organized Nanjing Yun brocade citywalk activities, dressed in Nanjing Yun brocade Hanfu, clocked in along the place names related to Nanjing Nanjing Yun brocade, and shared their experiences on social platforms. These activities not only expanded the influence of brocade culture, but also attracted more people’s attention and participation in the inheritance and development of brocade culture (Figure 5). In September 2024, Nanjing Yun brocade Museum held a tour



Figure 4. Community organization visits Nanjing Yun brocade Museum

Source. Jiangnan times
www.jntimes.cn



Figure 5. Hanfu culture parade

Source. Nanjing Daily
njrb.njdaily.cn 5



Figure 6. Brigitte Makron collected Nanjing Yun brocade works

Source: Facebook
www.facebook.com

of Hanfu culture, inviting more than a dozen traditional culture lovers, dressed in Hanfu brocade, to travel from Nanjing Yun brocade Museum to Jiangning weaving Museum, Confucius Temple, laomen East and other places.

Through various forms such as community activities, museum visits, and Hanfu cultural parades, more people are made aware of and involved in the culture of Nanjing Yun Brocade. However, these activities also face some issues. Firstly, due to the complexity of Yun Brocade craftsmanship, organizing community residents to visit and experience the making process requires coordinating multiple resources, including Yun Brocade masters, venues, equipment, etc., making it challenging to organize. Secondly, although these activities enrich the cultural life of our community residents, some residents may not participate actively due to reasons such as time constraints or lack of interest. Thirdly, although some traditional culture enthusiasts spontaneously organize activities, the overall promotional channels and efforts may be insufficient, resulting in limited influence of the activities and unable to attract more people's attention and participation.

In the process of promoting the integration of Nanjing Yun brocade culture and social education, innovative development and international communication are also important aspects that cannot be ignored. Nanjing Yun brocade Museum and Nanjing Yun brocade research institute actively explore the innovative development path of brocade culture, and develop a series of brocade products with practical value and aesthetic value by combining with modern scientific and technological means. At the same time, they also actively carry out international exchanges and cooperation to push the brocade culture to the world stage (Figure 5). In October, 2024, the splendid art exhibition, master salon and other activities with the theme of "splendid literary City, sharing longitude and latitude with the world" were held in the Louvre in Paris, France. The Nanjing Yun brocade Museum of China was invited to show the modern artistic creation of intangible cultural heritage brocade. Brigitte Macron, the wife

of the French president, collected the Nanjing Yun brocade work "the golden Python invites wealth" on site (Figure 6).

Through these practical explorations, Nanjing Yun Brocade culture has not only achieved a certain degree of dissemination and popularization domestically but also exhibited its unique charm on the international stage. On one hand, this helps enhance the international influence of Nanjing Yun Brocade; on the other hand, it also increases the popularity of Yun Brocade among young people in China. Therefore, actively promoting the cultural inheritance and social education integration of Nanjing Yun Brocade is also a better way to promote the inheritance and development of Yun Brocade. Facing the minor issues existing in current social education, we need to actively consider how to better integrate Yun Brocade culture with social education.

The popularity of Nanjing Yun Brocade among young people has increased, attracting many to pay attention to and purchase Yun Brocade products. This phenomenon has not only rejuvenated the Yun Brocade industry but also provided new momentum to the local economy. Furthermore, the social education of Yun Brocade has promoted the integration of culture and tourism, drawing many tourists to Nanjing to visit and experience Yun Brocade culture, thereby enhancing the city's reputation and image.

THE INTERACTIVE RELATIONSHIP BETWEEN CONTEMPORARY NANJING YUN BROCADE CULTURE INHERITANCE AND SOCIAL EDUCATION

The Role of Cultural Heritage in Promoting Social Education

In contemporary society, the inheritance of Nanjing Yun Brocade has indeed brought a lot of positive energy to social education. This energy is not only reflected in allowing more people to know and appreciate traditional culture, but also profoundly changed the way and content of social education.

Nanjing Yun Brocade, as a benchmark of ancient Chinese craftsmanship, boasts exquisite skills and particularly rich cultural connotations, providing a wealth of material for social education. Through the inheritance of Yun Brocade, social education brings this intangible cultural heritage into classrooms and into everyone's daily lives. In this way, as people come into contact with and learn about Yun Brocade, they can gain a deeper understanding and appreciation for our traditional Chinese culture and national spirit. This sense of identification and pride can foster a consensus in society, unite forces, and contribute to social stability and harmony.

Moreover, the inheritance of Nanjing Yun Brocade has also provided new ideas for social education. The previous education methods focused more on imparting knowledge, but the inheritance of Yun Brocade emphasizes practice and experience. For example, through on-site visits and hands-on operations, everyone can understand Yun Brocade more intuitively. In this way, everyone's understanding and inheritance of Yun Brocade become deeper. This fun and educational approach not only allows everyone to have a deeper understanding of Yun Brocade but also makes

everyone more interested and enthusiastic about cultural inheritance.

The Role of Social Education in Promoting the Cultural Heritage of Nanjing Yun Brocade

In the process of cultural inheritance of Nanjing Yun Brocade, social education plays a crucial role. It not only provides a vast platform for the inheritance of Yun Brocade, but also promotes the dissemination and deepening of Yun Brocade culture through various means.

Social education visually demonstrates the unique charm and exquisite craftsmanship of Nanjing Yun Brocade through exhibitions, lectures, and workshops. These activities not only attract a large number of public attention but also stimulate people's interest and love for Yun Brocade, an intangible cultural heritage. During the activities, the inheritors of intangible cultural heritage personally guide on-site and interact with the audience, enabling the vivid transmission of Yun Brocade culture and further enhancing the public's sense of cultural identity.

In addition, social education also focuses on integrating Nanjing Yun Brocade culture into people's daily lives. By holding events such as "traditional festival celebrations," the elements of Nanjing Yun Brocade are combined with the festive atmosphere, allowing people to feel the unique charm of Nanjing Yun Brocade culture while celebrating the festival. This subtle educational approach effectively promotes the inheritance and development of Nanjing Yun Brocade culture.

It is worth mentioning that social education has also leveraged modern technological means, such as online live streaming, to innovate the dissemination of Nanjing Yun Brocade culture. These innovative methods not only break geographical constraints, allowing more people to conveniently access Yun Brocade culture, but also enhance people's cultural immersion through interactive experiences, further improving the dissemination effect of Yun Brocade culture.

NANJING YUN BROCADE SOCIAL EDUCATION DEVELOPMENT STRATEGY UNDER THE CONTEMPORARY BACKGROUND

In the process of protection and inheritance of Nanjing Yun brocade, an intangible cultural heritage, its deep integration into the social education system not only can promote the living inheritance of traditional culture, but also can enhance people's cultural identity and national pride.

Constructing Nanjing Yun Brocade Culture Curriculum System and Integrating it into Basic Education

Bringing Nanjing Yun brocade culture into the school curriculum system is the first step of integration. It is suggested that the education department should set up special brocade culture courses in primary school, junior high school and even high school, so that students can feel the charm of brocade closely through various forms such as history telling,

craft display and practical operation. The course content can cover the origin, development process, pattern implication, weaving technology and cultural value of brocade. At the same time, combining with modern information technology, such as virtual reality (VR) technology, it can simulate the brocade weaving process and increase the interactivity and interest of learning. In addition, the school is encouraged to establish cooperative relationships with local brocade workshops or museums, organize students' on-the-spot investigation and study, and deepen the combination of theory and practice.

Carrying out Nanjing Yun Brocade Cultural Community Education Activities to Popularize Public Education

Nanjing Yun brocade culture lectures, exhibitions, workshops and other activities are regularly held in community cultural centers, libraries, parks and other public places to attract residents of different ages to participate. Invite brocade inheritors, experts and scholars to explain and demonstrate on site, so that people can experience brocade weaving and feel the temperature of traditional culture. At the same time, modern communication means such as social media and network platforms are used to expand the spread of brocade culture, such as setting up online brocade culture courses and live broadcasting brocade production processes, so that more people can easily contact and learn brocade culture.

Promoting the Integration of Nanjing Yun Brocade Culture and Vocational Education, and Cultivate Professional Talents

In view of the complexity and professionalism of Nanjing Yun brocade, it is essential to strengthen cooperation with vocational colleges, technicians and colleges and universities. Brocade craft specialty or course module can be set up to cultivate professionals who understand both traditional skills and modern design concepts through systematic teaching and practical training. At the same time, encourage school enterprise cooperation, establish brocade skills training base, provide students with internship and employment opportunities, and promote the inheritance and innovation of brocade skills. Higher vocational colleges can set up brocade majors, cooperate with brocade enterprises to establish training bases, implement project-based teaching, and let students master brocade skills in practice. Enterprises should also participate in the monitoring of the teaching process and the formulation of assessment standards to ensure that the teaching quality meets the requirements of the enterprise. In addition, by setting up scholarships, grants and other means, more young people will be attracted to join the cause of brocade to solve the talent gap problem of skill inheritance.

MEASURES FOR CULTURAL INHERITANCE OF CONTEMPORARY NANJING YUN BROCADE

In contemporary society, strengthening the cultural transmission of Nanjing Yun brocade is an important way to protect

and inherit the material cultural heritage of Nanjing Yun brocade.

Construction of Nanjing Yun Brocade Cultural Heritage and Social Education Community

In contemporary society, Nanjing Yun brocade's cultural inheritance and social education not only rely on traditional mentoring and school education, but also need to build a diverse, open, interactive inheritance and social education community.

First, community construction should strengthen the linkage mechanism among government, schools, enterprises and communities. The government should provide policy support and capital investment to promote the implementation of Nanjing Yun brocade cultural heritage project; The school should set up relevant courses, invite brocade inheritors into the classroom, and deepen students' understanding and understanding of brocade culture through physical display, skill demonstration, etc. Enterprises should play the role of market players, promote the innovation, R&D and market promotion of brocade cultural products, and undertake social responsibilities to provide financial support and practice platform for brocade inheritance.

Secondly, community construction should make full use of modern information technology to create an online and offline education mode. Through the establishment of brocade culture database and online learning platform, we can realize the digitization, networking and intelligence of brocade culture resources, which is convenient for the public to learn brocade knowledge at any time and feel the charm of brocade culture.

In addition, community building should also focus on cultivating public awareness of participation and practical ability. By holding brocade Culture Festival, skill competition, handicraft experience and other activities, the public will be attracted to actively participate in the cultural inheritance of brocade, so that more people can understand and love brocade, and become participants and promoters of the cultural inheritance of brocade.

In short, the construction of Nanjing Yun brocade cultural inheritance and social education community is an effective way to realize the living inheritance of brocade culture. Through the joint efforts of the government, schools, enterprises and communities, the whole society has formed a good situation of joint participation and mutual benefit, so that Nanjing Yun brocade, a precious cultural heritage, radiates new vitality and vigor in contemporary society.

Propagation Path of Nanjing Yun Brocade Culture

We need to intensify our efforts to promote Nanjing Yun Brocade. This can be achieved through exhibitions, lectures, and workshops, allowing everyone to understand the history, craftsmanship, and cultural value of Yun Brocade, arousing everyone's interest and passion for it. We also need to utilize modern media, such as television, the internet, and social media, producing documentaries, short videos, and graphic reports to let more people know the story and charm of Yun

Brocade. Interactive activities can also be organized online, such as design competitions and knowledge quizzes, encouraging everyone to actively participate.

Combining Nanjing Yun Brocade culture with tourism is also a good idea. Nanjing itself is a famous historical and cultural city with abundant tourism resources. It is possible to incorporate Yun Brocade elements into tourism routes and products, such as developing Yun Brocade-themed souvenirs and holding a Yun Brocade Cultural Tourism Festival, allowing tourists to learn about Yun Brocade while enjoying their stay.

We also need to strengthen policy support and social participation to create a good environment for the inheritance and innovation of Nanjing Yun Brocade skills, including financial subsidies and intellectual property protection. We should encourage everyone to participate, such as setting up a Yun Brocade cultural protection fund to attract enterprises, social organizations, and individuals to support Yun Brocade culture.

Additionally, we must promote the industrial development of Nanjing Yun Brocade. Through policy support and market guidance, we can integrate Yun Brocade with modern design and the fashion industry to create products that are competitive in the market and expand the scope of application. This approach not only preserves the tradition of Yun Brocade but also promotes the development of related industries, achieving both economic benefits and cultural heritage preservation.

CONCLUSION

After in-depth exploration and analysis of Nanjing Yun brocade cultural heritage and social education, social education is one of the key forces to promote the cultural heritage of Nanjing Yun brocade. This study found that through school education, community activities, media publicity and other channels, it can effectively enhance the public's awareness and interest in Nanjing Yun brocade, and then promote the inheritance and development of culture. In particular, the integration of Nanjing Yun brocade culture into the school education system not only cultivates students' national pride and cultural self-confidence, but also stimulates the young generation's love and inheritance of traditional culture. At the same time, the use of modern scientific and technological means, such as digital display and online teaching, can transcend regional restrictions, broaden the spread of brocade culture and enhance social influence.

How can we make the inheritance of Nanjing Yun Brocade culture more creative? For instance, by combining the "apprenticeship system" with modern education to develop cultural and creative products. These methods not only address the shortage of inheritors but also inject fresh blood into Nanjing Yun Brocade culture through market-oriented means. Of course, government policies and everyone's participation are also crucial, as they are external forces indispensable for the inheritance of Nanjing Yun Brocade culture. Furthermore, a comprehensive social support system must be established, and everyone must work together to make Nanjing Yun Brocade culture more prosperous.

Although there have been some achievements in the cultural inheritance of Nanjing Yun Brocade, there are also many challenges, such as how to expand market influence and establish a more effective inheritance mechanism. In the future, we must continue to combine cultural inheritance with social education, find more diversified methods of inheritance, and cultivate inheritance talents with an international perspective, so that Nanjing Yun Brocade, as an intangible cultural heritage, can radiate new vitality globally.

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