

The Communication Media and Forms of Yunnan Ethnic Minority Literature after the Founding of New China

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ABSTRACT

Literary communication media are the material carriers for disseminating literary information symbols, playing an increasingly important role in the dissemination of literary works. Starting from the perspective of literary communication, this article puts Yunnan ethnic minority literature into a specific historical context, and pays attention to the communication status of Yunnan ethnic minority literature in China from literary journals, book publishing, film and television adaptations, etc. It conducts a process analysis and description to reveal its communication characteristics.

Keywords: *Yunnan ethnic minority literature, Communication media, Communication patterns.*

1. INTRODUCTION

From a historical perspective, the communication of Yunnan ethnic minority literature has gone through five stages: oral dissemination, written dissemination, paper-based dissemination, electronic dissemination, and online dissemination, achieving a transformation from language center to text center, image center, and digital center. In the linear extension process of history, the development and changes of literary communication methods are not always mutually exclusive in a cliff like manner, but rather a process of mutual continuation, interaction, and successive superposition. Later communication methods often also include the earlier dissemination methods, and the later communication methods become more diverse and diverse. For example, in the era of paper-based communication, there are also oral and other forms of communication, and the era of online communication cannot do without paper-based and oral communication.¹ The mode of communication will change with the development and changes of communication media, means, and tools, thus forming a literary phenomenon in

different eras where a single mode of communication dominates and multiple modes of communication supplement. In the communication process of ethnic minority literature in Yunnan, literary journals, book publishing, film and television adaptations, and the selection of the "Horse Award" for ethnic minority literature have played a role in promoting the dissemination of ethnic minorities in Yunnan.

2. LITERARY JOURNALS AND THE COMMUNICATION OF YUNNAN ETHNIC MINORITY LITERATURE

In the era when the internet was not yet fully formed, literary journals were the most important medium for literary dissemination. Literary journals are a literary space that combines authors, editors, and readers, as well as a literary activity field that encompasses literary production, dissemination, consumption, and literary reception, including literary criticism.² In the process of spreading ethnic minority literature to public spaces in literary journals, the first step is to screen and adjust the

1. Tan Dongqiu, On the Media of Contemporary Literature and the Dissemination of Literature in Guangxi [D]. Master's Thesis of Guangxi Normal University, 2018, p1.

2. Yang Libeibei, A Study of *Frontier Literature and Art* (1956-1966) [D]. Master's Thesis of Lanzhou University, 2021, p1.

content based on factors such as the positioning of the journal and the hot topics of the times. This directly affects the fame of the author, the dissemination of the work, and even the ecology of ethnic minority literature, leading to the creation of ethnic minority literature.³ By sorting out literary journals, people can have a clear understanding of the entire process of the development of ethnic minority literature in Yunnan, the growth and changes of ethnic writers, and the basic context of the dissemination of literary works.

"Frontier Literature and Art" was an important publication in the first development period of Yunnan's literary community in the 1950s and 1960s, and was a witness to the prosperity and development of Yunnan's ethnic minority literature. It was founded in January 1956, ceased publication in June 1966, resumed publication in April 1978, and was renamed "Great Southwest Literature" in January 1985. In August 1990, it was renamed "Frontier Literature and Art" and has been in use ever since. "Frontier Literature and Art", founded in the 1950s and 1960s in response to the needs of national propaganda, constructed and created a space for Yunnan ethnic minority literature from the perspectives of news reporting, magazine selection and creation, and publication criticism. It played a role as a communication subject and promoted the development of Yunnan ethnic minority literature. "Frontier Literature and Art" has been keeping pace with the times and has always adhered to the publishing philosophy of pure literature and the purpose of cultivating ethnic minority writers during the three stages of renaming. It has played a decisive role in the dissemination direction of Yunnan ethnic minority literature writers and works. It has trained many local writers from Yunnan's ethnic minorities, and many famous works have also been promoted nationwide through "Frontier Literature and Art", laying the foundation for the wider communication of Yunnan's ethnic minority literature.

The Yunnan literary publications founded and distributed in Yunnan after the Cultural Revolution were the cultivators of the development of Yunnan's ethnic minority literature, and also the main "battleground" for the dissemination of Yunnan's ethnic minority literature during this period, mainly including: "Camellia", "Banna",

3. Yan Mengye, *Journal of Literature and Art · Special Issue on Literature and Art of Ethnic Minorities and the Creation of Minority Literature Space in the New Century* [D]. Master's Thesis of Hunan University, 2021, p33.

"Folk Literature", "Yunnan Mass Literature and Art", "National Unity", "Peacock", "March 3rd", "Ideological Front", "Simao Literature and Art", "Dianchi Lake", "Great Southwest Literature", "Yunnan Social Sciences", "Jinsha River Literature", "Nanfeng", "Dali Culture", "Frontier Literature and Art", "Gejiu Literature", etc. These publications fully play the role of "gatekeepers", actively guiding the development and dissemination of Yunnan ethnic minority literature, and introducing "corresponding perspectives, perspectives, and references" for the study of ethnic minority literature. During a specific period, the publication policy and editorial philosophy can guide and regulate the cultivation of writers and the formation and direction of literary creation trends,⁴ with clear administrative and ideological functions. Not only has they opened up and expanded the space for dissemination, but they have also helped ethnic minority literary writers gain professional and identity recognition, and achieved cross-cultural and multicultural dissemination.⁵

The provincial, municipal (district) literary federations and writers' associations that revived around the 1980s became promoters of the dissemination of minority literature in Yunnan. The literary federations and writers' associations in Yunnan Province and various prefectures have actively established many provincial-level, prefecture level, and county-level literary journals, forming a "pyramid" structure and forming an independent literary dissemination space, becoming the most important platform for the dissemination of ethnic minority literary works in Yunnan. ("Table 1")

4. Wang Yu, *Translingual Communications and Interflow in Mutual Learning of Multi-Ethnic Literature: Centering on Contemporary Literary Journals in Xinjiang* [J]. *Studies of Ethnic Literature*, 2022(5).

5. Chen Zujun, *Literary Newspapers and Magazines in the Development of Contemporary Minority Literature in China* (<http://www.chinawriter.com.cn/n1/2020/0326/c404101-31648802.html>. Query time: May 19, 2023)

Table 1. A brief list of the main dissemination platforms of Yunnan Federation of Literary and Art Circles, Writers Association, and local literature

Publication	Important columns	Official registration number for publications	Affiliated unit
Provincial level			
Frontier Literature and Art (Renamed in 1990)	Ethnic New Flowers, Yunnan Landscape Chronicles, Yunnan Character Chronicles, Writers and Yunnan	ISSN: 1007-4155 CN: 53-1081/I (Awarded the "National Journal Award and the Hundred Key Social Science Journals Award")	Yunnan Provincial Federation of Literary and Art Circles
City level			
Dianchi Lake (Established in 1979)	Mid-length Novels, Short Stories, Poetry Exhibitions, Free Style, Yunnan New Novels	ISSN: 1004-4167 CN: 53-1020/I	Kunming Federation of Literary and Art Circles
"The Smiling Flower" (Established in 1985)	Fiction Forest, Colorful Qin Strings, Thoughts Flying	ISSN: 1003-9503 CN: 53-104/I	Wenshan Prefecture Federation of Literary and Art Circles
Dali Culture (Established in 1979)	Opening Works, Novel Platform, Prose Space, Poetry Square, Literary Criticism	ISSN: 1009-3249 CN: 53-1021/G0	Dali Prefectural Federation of Literary and Art Circles
Banna (Established in 1981)	Time Report, Beiye Xinyun, Yefeng Jiaoying	ISSN: 1673-1697 CN: 53-1155/I	Xishuangbanna Prefecture
Dai script "Yong Han" (Established in 1981)	Contemporary literature, hymns and congratulations, folk song lyrics, comedy, folk stories	Public publication	Dehongzhou Federation of Literary and Art Circles
Jingpo "Wen Beng" (Established in 1981)	Contemporary Literature, Folk Rap Art, Radio Dramas, Commentary		
Xiangyun Culture (Established in 2006)	Fiction, Poetry, Prose	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Dali Prefectural Federation of Literary and Art Circles
Source of the Pearl River (Established in 1988)	Fiction, Poetry, Prose	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Qujing City Federation of Literary and Art Circles
Gao Li Gong (Established in 2020)	Fiction, Poetry, Prose	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Baoshan City Federation of Literary and Art Circles
Lincang Literature and Art (Established in 1979)	Novels, Poetry, Prose, Scripts, Comments	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Lincang City Federation of Literary and Art Circles
Jinsha River Literature and Art (Established in 1987)	Fiction, Prose, Poetry, Commentary, Special Features, Campus Literature	Internal Journal	Chuxiong Prefecture Federation of Literary and Art Circles
Zhaotong Literature (Established in 1985)	Famous masterpieces, cutting-edge novels, dynamic plateau, poetry stars, literary criticism, and the vast expanse of Jianjia	Internal Journal (Awarded the Best Award of National Top 10 Literary Internal Journal in 2009)	Zhaotong City Federation of Literary and Art Circles
Tibetan literary and artistic publication "Kawabog" (Established in 2017)	Fiction, Prose, Poetry, Translated Works, Literary Criticism	Internal Journal	Diqing Prefecture Federation of Literary and Art Circles

County level			
Lancang River (Established in 2003)	Special Edition, Literary and Art Review, Lusheng Love Song	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Lancang County Federation of Literary and Art Circles in Pu'er City
Ruili River (Established in 2004)	Novel Flower Garden, Essay Orchard, Shitan Jieying	Internal Journal	Ruili City Federation of Literary and Art Circles in Dehong Prefecture (holding a prize solicitation activity for literary works with deep affection for the waves)
Yongshan Literature (Established in 2008)	Novel Reading, Prose World, Poetry Club, Ancient Style Charm	Internal Journal (Awarded the "Excellent Literary Journal" Award by China Internal Journal)	Yongshan County Federation of Literary and Art Circles in Zhaotong City
Dawei Mountain		Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Pingbian County Federation of Literary and Art Circles in Honghe Prefecture
Puzhe Hei (Established in 2004)	Writer's Garden, Gemini	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Wenshan Prefecture Qiubei County Federation of Literary and Art Circles
Wumeng Mountain (Established in 2005)	Research on the Works of Famous Writers, Deep Novels, Classic Fine Arts, Wumeng Poetry Tide, and Zhaotong Writers	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Zhaoyang District Federation of Literary and Art Circles in Zhaotong City
Camellia (Established in 2004)	Poetry, Prose, Novels, and Documentary Literature	Internal Journal (awarded the title of "Excellent Internal Journal of Yunnan Literature")	Mouding County Federation of Literary and Art Circles in Chuxiong Prefecture (Holding the Camellia Annual Literature Award)
Jiaozishan Literature and Art (Established in 2009)	Novel Garden, Experience, Essay, Zhangjiu Poetry Garden, Ancient Rhyme and New Voice, Campus Literature	Internal Journal	Kunming Luquan County Federation of Literary and Art Circles
Longxiang Literature and Art	Novels, Prose, Poetry, Teacher-Student Garden	Internal Journal	Lufeng County Federation of Literary and Art Circles in Chuxiong Prefecture
Midu Culture	Fiction, Poetry, Prose, Reportage	Internal Journal	Dadu County Federation of Literary and Art Circles in Dali Prefecture
Xundian Ethnic Culture (Established in 2007)	Qinglong Mountain • Xunyangsi Ren, Fengwu Mountain • Novel, Qingshui Sea • Prose, Guansuoling • New Poetry, Niulan River • Historical Site Collection	Internal Journal	Xundian County Federation of Literary and Art Circles in Kunming City
Red Water Soul	Zhaotong Reading, Novel Vision, Singing and Crying in Dreams, Prose Space, Frontiers of Poetry	Internal Journal	Zhenxiong County Federation of Literary and Art Circles in Zhaotong City
Yiliang Literature (Established in 2005)	Loud Novels, Oriental Poetry, Walking Beauty, Yiliang Square, Heroic Swordsmanship	Internal Journal	Yiliang County Federation of Literary and Art Circles in Zhaotong City

These publications cater to Yunnan ethnic minority writers and themes in different geographical regions, journal levels, and other dimensions. As an important platform for local literary writers to gather their works, they rely on local culture, deeply penetrate the people, and take root in local cultural life. They fully reflect the evolution of literary ideas and various situations of literary development in different periods, forming the phalanx of Yunnan ethnic minority literary journals, forming their own unique dissemination space, and playing a very important role in the diffusion and regional dissemination of local literary works, especially ethnic minority literary works.

3. BOOK PUBLISHING AND THE COMMUNICATION OF YUNNAN ETHNIC MINORITY LITERATURE

The publication of books is an important way for the rapid dissemination of ethnic minority folk literature and writer literature. In 1984, the integrated compilation of Yunnan ethnic folk literature was fully implemented. After 20 years, a total of more than 100 million words and more than 300 datasets were collected through census, and the books "Integrated Chinese Folk Stories Yunnan Volume (1,2)" and "Collection of Chinese Folk Songs Yunnan Volume (1,2)", "Collection of Chinese Folk Proverbs Yunnan Volume" were successfully compiled and published, totaling over 6 million characters. The "three collections" (Yunnan Volume) has become a collection of folk literature with historical, academic, and literary significance,⁶ effectively promoting Yunnan folk literature to the whole country and promoting the development of Yunnan ethnic minority literature. In 1999, to celebrate the 50th anniversary of the founding of the People's Republic of China, the Chinese Writers Association edited the "Classic Library of Chinese Ethnic Minority Literature" series, which was classified into genres such as poetry, prose, novella, short stories, reportage, and theoretical criticism, and comprehensively showcased the diverse style of ethnic minority literature over the past half century. Many excellent works of Yunnan ethnic minority writers have

collectively appeared in this collection. As shown in "Table 2".

In 2009, to celebrate the 60th anniversary of the founding of the People's Republic of China, Writers Publishing House published "Selected Works of Ethnic Minority Literature for the 60th Anniversary of the founding of the People's Republic of China". Representative excellent works such as Yang Su's "Unfinished Tube Skirt", Pu Fei's "Door Panel", Li Na's "Father Sani", Zhang Chang's "Empty Valley Orchid", and Zheng Peng's "Winter of Banna" were respectively included in the short story volume and poetry volume. In 2013, the "Ethnic Minority Literature Development Project" was implemented to compile the "Selected Works of Chinese Ethnic Minority Literature in the New Era", which was compiled based on nationalities. Many of the best and most representative works of Yunnan's unique ethnic minorities were fully included, such as writers of the Bulang nationality: Yan Xiangnan, Feng Chunhua, Bao Qiming, Tao Yuming, and Jin Changxue; Naxi writers: Mu Lichun, Ge Agan, He Guocai, Sha Li, He Xiaomei, Yang Shiguang; Achang writers: Cao Xianqiang, Sun Jialin, Zhao Jiafu; Dulong writers; Luo Rongfen, Chen Xueqin, Ba Weidong, Zeng Xueguang; De'ang writers: Ai Limuno, Zhao Jiashu, Yang Zhongde, Dong Xiaomei; Jino writers: Zhang Zhihua and Zhang Can; Nu writers: Luo Shayi, Peng Zhaoqing, Ye Shifu, Li Weicai, He Fucai, Li Shaoen, Luo Shanrong, Luo Jingang, Li Jinrong, and He Jianhua; Pumi writers: Lu Ruodiji, He Shunming, He Shanquan, Yin Shanlong, Yin Xiulong, and Tange Sajiabo; Jingpo writers: Muran, Shi Rui, Ladong, Yue Ding, Mu Zhi, Ma Bo, etc. Many works of Yunnan ethnic minority writers have been compiled and published in the form of selected collections at the national level, appearing for the first time in front of the people of the whole country, showcasing the prosperous development of Yunnan ethnic minority literature in the new era, expanding the channels of dissemination, and improving the dissemination power of Yunnan ethnic minority literature writers.

6. Liu Jianbo, Presenting the Scenery of a Hundred Flowers Competing for Beauty in Folk Literature - Looking Back at the Collection and Sorting of Ethnic Folk Literature in Yunnan [N]. Literature and Art News, July 3, 2020.

Table 2. Works of Yunnan minority writers in the classic library of Chinese minority literature

Serial number	Author	Nationality	Work name
1	Peng Zhaoqing	Nu nationality	The Goddess of the Rock Sacrifice
2	He Guocai	Naxi nationality	Moruna, Moruna
3	Aiza	Hani nationality	"The Red River Flows Through Here"
4	Li Na	Yi nationality	"Father Sani"
5	Zhang Chang	Bai nationality	The Empty Valley Orchid
6	Agan	Naxi nationality	Burning Rhododendrons
7	Jing Yi	Bai nationality	The Lady Who Rode a Fish
8	Yang Su	Bai nationality	Unfinished Tube Skirt
9	Pu Fei	Yi nationality	Door Panel
10	Nado	Lahu nationality	"Fern Fern Grass"
11	Shali	Naxi nationality	Marriage Hunting
12	Cunwenxue	Hani nationality	Valley of Beasts
13	Yue Ding	Jingpo nationality	Betel Nut Juice on a Green Leaf

In addition to the publication of selected collections, there are also individual or collective

edited series of ethnic minority books published by local publishing houses, as shown in "Table 3":

Table 3. List of ethnic minority book series published by local publishing houses, edited by individuals or collectives

Year	Book name	Chief editor	Press
1983	Selected Works of Achang Ethnic Literature	Dehongzhou Federation of Literary and Art Circles	Dehong Ethnic Publishing House
1984	Selected Lectures on Chinese Ethnic Minority Folk Literature Works	Wu Chongyang, Tao Li	Yunnan People's Publishing House
1990	Selected Contemporary Literary Works of the Jingpo Nationality	Chen Hong and Shi Rui	Yunnan People's Publishing House
1999	Classic Library of Chinese Ethnic Minorities (1949-1999)		Yunnan People's Publishing House
2003	A Series of Contemporary Bai Writers		Nationalities Publishing House
2011	Selected Contemporary Dai Literature Works	Feng Xiao, Lang Meishou, Feng Guozhi	Dehong Ethnic Publishing House
2015	Dali New Century - Selected Works of Yi Ethnic Literature	Li Zhihong	Yunnan Ethnic Publishing House
2015	Selected Works of Yunnan Ethnic Minority Literature in the New Era		Yunnan Ethnic Publishing House

The compilation, editing, and publication of "Selected Works of Yunnan Ethnic Minority Literature in the New Era" in 2015 is a milestone event in the development history of Yunnan ethnic minority literature. It is a concentrated sorting, selection, and display of the achievements of Yunnan ethnic minority literature in the new era. It is a great summary and also the first time that the literary achievements of various ethnic minority

writers in Yunnan have been recorded in a relatively concentrated manner, ending the previous fragmented and self-reliant state. This work includes literary works from 15 unique nationalities in Yunnan, including the Bulang, Jino, Deang, Dulong, Bai, Nu, Wa, Jingpo, Pumi, Achang, Lahu, Naxi, Lisu, Dai, and Hani, as well as 4 common nationalities including Yi, Zhuang, Tibetan, and Hui. It consists of over 7.35 million words,

including 218 novels from 195 people, 523 essays from 370 people, and 852 poems from 285 people.⁷ The publication of this collection provides valuable texts for promoting and researching Yunnan ethnic minority literature, accelerating the process of canonization of Yunnan ethnic minority literature works, and providing more paths and broader space for the dissemination of Yunnan ethnic minority literature.

4. FILM AND TELEVISION ADAPTATION AND THE COMMUNICATION OF YUNNAN ETHNIC MINORITY LITERATURE

The intervention of film and television communication media has enabled literature to achieve cross media communication, organically combining much information such as text, images, and sound, creating a realistic, dynamic, and three-dimensional communication environment. With its intuitiveness and vividness, it effectively mobilizes the audience's various sensory organs, allowing them to fully immerse themselves in it, while reducing the audience's acceptance threshold. Literature has shifted from text to various forms of audio-visual expression, expanding the originally simple text readers to a large number of television viewers. The communication space of Yunnan ethnic minority literature has been fully extended and expanded. The folk song "Ashima", which was first sung among the Sani people of the Yi nationality in Yunnan for generations, was collected and organized through folk literature in the early 1950s. Later, it was adapted into a film script by Ge Yan and Liu Qiong, and the famous essayist Li Guangtian, who participated in the compilation of long poems, served as a literary consultant. Eventually, it appeared on television screens, allowing more people to learn about Yunnan's ethnic minority literature and culture through this film, causing a strong response. This is the first time that a classic work of Yunnan's ethnic minority folk literature has been adapted and adapted into a television screen. "Ashima" has become famous both domestically and internationally due to a series of important literary events such as film narrative dissemination, becoming a beautiful business card of Yunnan. This is a successful attempt for Yunnan's ethnic minority

literature to go out of Yunnan and reach the whole country and the world. Ashima, from a folk legend to a long narrative poem and then to a film, is a process of gradually being canonized. It is also a process of readers accepting Yunnan ethnic folk literature, and a process of national discourse transforming the creative nature of Yunnan ethnic folk literature.

With such a successful attempt, other excellent works of Yunnan ethnic minorities have also been adapted into film and television dramas, and some ethnic minority writers have directly created movie scripts. In 1982, "Peacock Princess" (adapted from the Dai folk story "Zhaoshutun and Namunona"), produced by the Bayi Film Studio, was the first mythological film in China since the Cultural Revolution. The story tells the love story between Zhaoshutun, the prince of Mengbanza in the Dai area, and Nanmunona, the peacock princess. It eulogizes the young people's spirit of fearing hardships and bravely pursuing loyal love. After the film was released, it produced a sensational effect. In 1983, it won the Best Special Effect Award of the Third Chinese Film Golden Rooster Award, the Special Award of the Second Manila International Film Festival in the Philippines, and the "Crystal Butterfly Cup Award" of the 14th Czech Children's Film Festival; In commemoration of the 60th anniversary of the victory of the War of Resistance Against Japan, Jing Yi created the film and television script "Tea Horse Ancient Road" during a special period and turned it into a TV drama. The drama tells the story of the protagonists from different nationalities in Yunnan who put aside their personal grievances and formed a folk caravan to transport aid to China with national righteousness as the main focus. It was deeply loved by the audience and was subsequently created with scripts such as "Golden Phoenix Blossoming", "Tea Ode", and "Silk Road Legend", gradually transitioning into the role of Yunnan ethnic minority themed film and television screenwriters, participating in the filming of many popular works; According to Hani writers, their literary novels "Biluo Snow Mountain" and "Awa Mountain" won the "Golden Earl Award" at the 13th Shanghai International Film Festival; The TV drama "Soldier Honor", adapted from the novel "Cold Moon at the Border" by Yi writer Yang Jiafu (won the 4th Yunnan Provincial Literary and Artistic Creation Award in 2003), tells the story of drug control in ethnic minority areas edited in Yunnan. It won the second prize of the 2007-2009 National Excellent Legal Theme TV Drama jointly organized by the

7. Wu Xingkui, Integration of Yunnan Ethnic Minority Literature Creation [N]. Literature and Art News, August 7, 2020.

Ministry of Justice and the National Office of Legal Education; Based on the historical background of poverty alleviation, Yi writer Yang Jiafu created "The Last Shelter" and made it into a TV drama, which reflects the difficult process of poverty alleviation in remote ethnic minority areas of Yunnan from a small perspective and has strong practical significance.

In addition, there are also some popular Yunnan ethnic minority themed film and television works, such as the 1950s and 1960s dramas "Bells Ring in the Mountains," "Five Golden Flowers," "Lusheng Love Song," "Border Fortress Beacon Fire," "Lusheng Love Song," "Menglongsha," "Maya Dai," and "Jingpo Girls"; In the 1980s, there were works such as "Yehena", "Red Elephant", and "Echoing Brother"; After 2000, works such as "Flower Waist Bride", "Ruoma's Seventeen Years Old", "Farewell My Concubine Impression", and popular TV dramas such as "Mu Fu Feng Yun" and "Jin Feng Hua Kai" were released. They form a unique attraction from both visual and auditory perspectives with their rich ethnic original ecological differentiation aesthetic characteristics, and participate in the inheritance and innovation of Yunnan's ethnic minority culture with their uniqueness, becoming the best spokespersons of Yunnan's ethnic culture and opening up new paths for the promotion and dissemination of Yunnan's ethnic minority literature.

Adaptation gives the work a second life, helping the author's work enter a broader public perspective. Through intuitive descriptions of sound and images, it fully extends the visual and auditory senses of the public, creating an immersive sense of reality that traditional media such as books and magazines cannot surpass. It effectively expands the social class of literary audiences and makes literary works more accessible to ordinary people. Through the vivid character images and intricate storylines in film and television dramas, the audience can better understand the diverse cultural integration of ethnic minorities in Yunnan's literary works, as well as the delicate expression of the inner thoughts of various ethnic character images. They can better compare the works with real life and understand and disseminate them. The combination of Yunnan ethnic minorities and film and television is not only a powerful measure to expand the influence, improve the reputation and popularity of Yunnan ethnic minority literature, but also an important way to enrich and improve the humanistic connotation and cultural taste of ethnic literature.

5. THE "HORSE AWARD" AND THE COMMUNICATION OF YUNNAN ETHNIC MINORITY LITERATURE

The "Horse Award" is a national level award established to promote the creation of ethnic minority literature. Its purpose is to select, reward, and showcase excellent ethnic minority literary works, promote the prosperity and development of various ethnic minority literature, and promote the great unity and progress of all nationalities in China. It is an important window to glimpse the creation of ethnic minority literature. The "Horse Award" is like an invisible measuring stick, which not only evaluates the quality of ethnic minority works but also measures the creative ability of writers. Therefore, winning the "Horse Award" means gaining recognition from intellectuals in the literary criticism field, providing opportunities and possibilities for Yunnan ethnic minority writers and works to enter the critical discourse system. At the same time, the popularity of Yunnan ethnic minority writers will be well-known and sought after by more audiences, and their reputation and influence will be embedded in the public's cognitive system,⁸ thereby expanding their influence, improving their influence, and enhancing the effectiveness of Yunnan ethnic minority literary writers and works dissemination. This paper summarizes the award-winning situations of Yunnan ethnic minority writers in previous "Horse Awards", and analyzes the dissemination of their works from the perspectives of award-winning nationalities, categories, and quantities.

From the perspective of award-winning nationalities: Since its establishment, the "Horse Award" has won the highest number of awards among ethnic minority writers in Yunnan in the twelve editions of the selection process, involving 19 ethnic minorities. Although the scope of awards is broad, the distribution of the number of awards still varies greatly due to the different population patterns and cultural development levels of each nationality, and there is an uneven distribution. Among them, the Bai and Yi nationalities with profound cultural heritage and inherent advantages in the development of ethnic literature have the highest number of awards, followed by the Hani, Dai, Naxi, Pumi, Wa, and Hui nationalities. The Buyi, Jino, and Nu nationalities have only won one

8. Yang Meng, A Study on the Dissemination and Acceptance of Alai's Novels in China [D]. Master's Thesis of Hebei Normal University, 2021, p25.

award. The winning of the "Horse Award" has made the winners a benchmark for literary creation in their own nationality. Among them, minority writers such as Li Qiao (Yi nationality), Zhang Chang (Bai nationality), Xiaoxue (Bai nationality), Rao Jie Basang (Tibetan nationality), and Lu Ruodiji (Pumi nationality) have won multiple awards, making them famous and ranking among the top minority writers, influencing other young writers, leading the gradual formation of a group of writers in their own ethnic literature, and expanding the popularity and influence of their own ethnic literature.

From the perspective of award categories, in addition to the medium and short stories, reportage, novels, essays, poetry, and theoretical commentary collections set up in each edition, the "Horse Award" also includes honorary award (first and second sessions), novels award (fifth session), special award for nationalities with small populations (ninth session), newcomer and new work award (third, fourth, fifth session), children's literature award (first, third, and fourth sessions), and script award (first session) in some sessions. Throughout the awards history, there have been a total of 16 categories of Yunnan ethnic minority writers who have won awards. However, with the significant reduction in the number of awards each year, the setting of the "Horse Award" has gradually become more refined and fixed. The awards mainly focus on the poetry award, prose award, medium and short story award, short story award, new author award, and reportage award. In addition to policy support for the development of ethnic minority literature, this is closely related to the short and easy to write three literary genres.⁹

From the perspective of the number of awards, the number of awards in Yunnan Province is showing a decreasing trend, which is closely related to the decreasing number of awards for the "Horse Award". Compared with the number of awards exceeding 100 in the previous two editions, the number of awards in recent editions has significantly decreased, with the basic total number controlled at around 30. This also reflects that the selection criteria for the "Horse Award" have increased the requirements for the artistic quality of ethnic minority works, gradually strengthening the principle of "less but better". With the decrease in the proportion of awards, the competition has

significantly increased, and the difficulty of winning has correspondingly increased. The value of the "Horse Award" has also increased significantly.

Through sorting, it can be clearly seen that the "Horse Award" has indeed played an important role in inspiring writers to create and giving birth to excellent works since its establishment., it can be clearly seen that the "Horse Award" has indeed played an important role in inspiring writers to create and giving birth to excellent works since its establishment. With the development of Yunnan ethnic minority literature communication and the addition of new media, a mature award reporting system has been constructed. Through real-time reporting on the award process, publication and dissemination of award-winning works, interviews with award-winning authors, and publication of award-winning works, the attention of award-winning authors and works has been rapidly increased, promoting the generation and development of Yunnan ethnic minority literature communication space.

6. CONCLUSION

Literary communication media is the material carrier for disseminating literary information symbols, and is the link for literary production, dissemination, exchange, and consumption. Through sorting out, the communication methods and paths of Yunnan ethnic minority literature were relatively simple before the intervention of new media. Without exception, they entered the field of communication through the publication of literary journals, entered the public's view, and achieved a one-time communication. With the gradual opening of the book market, some writers have compiled and published their works, turning them into commodities to enter the market and further expanding their communication scope. At the same time, through various film and television adaptations and literary awards, a larger scale of re-communication has been achieved, gradually forming a literary phenomenon dominated by paper-based communication and supplemented by multiple communication methods.

ACKNOWLEDGMENTS

This article is a phased achievement of the research project "Research on the Communication Status of Yunnan Ethnic Minority Literature in the New Century" by the Yunnan Philosophy and

9. Zhai Yangyang, *The Historical Evolution of the Criteria of "Horse Award": Analysis and Revelation* [J]. *Studies of Ethnic Literature*, 2018 (1).

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