



## JIUJIANG CHINESE CULTURAL RESEARCH AND APPLICATION FOR DESIGNING

### A BOOKS FOR CHILDREN BETWEEN 3-6 YEARS OLD

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#### ABSTRACT

The objective of this research were to study the local culture of Jiujiang, and separated elements of design a picture book for children aged 3-6 years. The research used qualitative research. And tools used in research, including literature collection field survey and online interviews. This research used the qualitative research method to analyze and extract the basic information as well as the main component of Jiujiang's culture by studying the evolution of culture, antique objects, local artistries - Rui Chang papercut, Bamboo Weaving, Chou long, Ink Stone and other related documents, the research of a six years old children reading behavior, the analyzation of the current state of children books both in country and abroad, the research and analyzation of creating and designing a children book. To use as a basis of theory for designing in the future. The result of this research from Researchers collected data collection of field surveyed of the Jiujiang Museum, Jiujiang Folk Museum, etc., and summarized the connotation characteristics and value of Jiujiang's local culture by reviewing the local literature and books and online data of Jiujiang. Material heritage (Ruichang paper-cutting, bamboo weaving, in kstone-a tool to grind ink) and Lushan's cultural elements; combined with the reading characteristics of children aged 3-6 years old, finally designed a children's picture book (learning media) suitable for the native culture of Jiujiang.

**Keywords:** Jiujiang, Cultural, Books for Children (3-6 years old)

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## Introduction

Everybody has their own hometown that is the root of our existent, and our local culture that is the life blood of our soul. With the world ever changing toward the modern era, our local culture starting to diminished away slowly. And the research as well starting to need a deeper looking into the culture itself. This problem sparks our interest, as the children is undoubtably a new blood of the country, new famous people, a new hope for continuing our nation heritage. However, Jiujiang does not have a book that compatible for children between 3-6 years old nor does the town have any method for designing a book for children between 3-6 years old by using the local culture with the knowledge of how-to encouraging people of specific age group to learn about their own Jiujiang's local culture. To solves the problem above is one of our main objectives of this research paper.

Jiujiang is an ancient town with more than two thousand years of fame and history. The town has many local artistries that derivative from the local culture of Jiujiang, which has a lot of content and are spread throughout Jiujiang. Among these Jiujiang's artistries is papercutting technics, Inkstone (originated from China and also exist in ancient China history. This is not just a tool for ink writing and drawing but the stone is also a works of artistries such as drawing, carving and words letter designing in itself. The Inkstone is a comprehensive works of art with diverse cultural connotation), Bamboo weaving and others cultural artistries, all of these can be no less than the peak of folk art. However, these incredible cultural treasures are starting to faded away little by little from people memories. The researcher has studied the local culture of Jiujiang and has done sorting both and classification of the intangible heritage and historical location's names of Jiujiang. We had extracted the necessary data that corresponds to the cognitive characteristics of children between aged 3-6 years old and has collect the local culture data into the picture book for children in order for them to have a basic understanding of their own local culture. The author will study the appropriate contents and reading methods for children aged between 3-6 years, by studying how to design a picture book for children between aged 3-6 years to have a basic understanding of local culture. Third, to have the touch of local culture in the picture book itself. Children learn directly through direct perception, practicality and personal experience. Therefore, in the design of the picture books I will study interactive content design. To make children feel involved and let children get to know the local culture in an interactive experience that is much easier to remember.

## Research objectives

To researching Jiujiang Chinese culture and designing a book for children aged between 3-6 years.

## Literature review

Jiujiang or "Xun" is a town located in Jiangxi. The town used to be call Chaisang, Jiangzou and Xunyang in ancient time. It's a famous town located in the south of Yangtze River that has more than 2200 years of history. The name Jiujiang are first appeared in the record of "Kong Yin in Jiu Jiang" and "Crossing Jiu Jiang to Tong Ling" in "Xang Xu.Yu Gong" The name Jiujiang came from 2 things, one is "nine" which is the biggest number in ancient Chinese times, historian also has a theory that the name "Jiu Jiang" meaning "the place where water all coverage" and "nine" is the wrong finger. Han Jiushui is a place where he nine rivers connected and "nine" is a reference to those nine rivers. The Yangtze River flow through Jiu Jiang and the river that connect to Po Yang Lake and the three provinces of Jiang Xi, Hu Bei and An Hui coverage. Hundreds of river flow back to the sea, Jiu Jiang is an important location in the trade route since ancient times and is an important distribution center of the central Yangtze River trade route. Therefore, Jiujiang is full with water and mountains, and the place that are known as one of the main "4 rice markets" and "The



3 tea markets” of China is non other than Jiu Jiang and its local culture. The local folk art that exists in this region has rich history and soul inside it, are a product of times and ingenuity by the brilliant Jiu Jiang local! Example the Ruichang papercut that has more than 1000 years of history inside it and the Ruichang bamboo weaving that has more than 2500 years of history inside it. All of these wonderful cultural heritages are the crystallization of the Jiujiang people's labor and wisdom. And it is worth inheriting and remembering!

The researcher realize that Jiu Jiang and water is inseparable from the document that we had studied. Jiu Jiang is full with watery areas and is closely name after said watery areas. Jiu Jiang has more than 2000 years history of artistries, example Ruichang papercutting, Ruichang bamboo weaving, etc. These can be used as a reference for designing a book for children aged 3-6 in hope of helping them learning.

From the first stage of collecting and analyzing data, the researcher has indicated that the picture book will be a central media for basic researching. For sorting and classification of the theme of said picture book that are well suited for preschool children aged 3-6 years: The evolution of Jiu Jiang location, the geography of Jiu Jiang (mountains, rivers, and lake), Ruichang papercutting and Ruichang. Among intangible cultural heritages such as bamboo weaving technic and Venus Inkstone. Our target audience: Children aged between 3-6 years old (must be accompanied by parents), the book will be mostly used for reading outside of school. The purchase group consisted of parents of the children between 3-6 years old.

The picture book form: The picture book is designed in a two-dimensional form, and the content is designed accordingly to the designing principles, and the content inside are implemented according to the child's reading habits and the existing problems such as interactions. With extra additions such as drawings and connections in addition to designing two-dimensional book, the forms will also be converted to an e-book style so parents can also browse online and recommend to their children to read at any time.

Interview with local experts in Jiujiang will resulted in extracting the core cultural elements represented and their connotations will be obtained as listed below:

1.1 The characteristic of Jiu Jiang region: can't be separated from water, has a unique natural geography, close to Yangtze river, has an excellent geography, has mountain and water and is always the favorite place for book reader. Therefore, will use the uniqueness of this Region Mountain, river and lake as a reference for designing.

1.2 Tea culture: Tea is an iconic element of Jiu Jiang. Yunwu, Jiu Jiang is one of the well know 3 tea markets from the ancient times. Tea and local culture have always accompanied each other.

1.3 Intangible heritage: Ruichang papercutting, bamboo weaving and the inkstone is a main face of local folk art. Has a uniqueness only found in Jiu Jiang culture.

Ruichang papercutting, Ruichang paper cutting is a traditional skill that is prevalent among the Ruichang people. Which originated from Ruichang paper cutting during the Han Dynasty. With long history it is integrated with local folk traditions and is widely used. It is the most important way for rural masses to decorated their livelihood,



cultivate the feelings, dreaming of the future and encourage people to make positive progress. It is also used in festivals celebrations, weddings, and birthdays and for worshipping the gods. All expressed by the cut paper.

Ruichang bamboo weaving technic is an old original technic widely used among the people of Jiangxi province, with history that can be trace back around 2500 years. It is a technic passed down and honed by countless artist. Creating their own unique bamboo weaving technology, they carefully select the materials and a talented artist with good standard. The product itself has a good and firm sealing, small and exquisite, beautiful and durable.

The ink stone is a tool for grinding ink. It is said that the first Jinxing ink stone was carved by Tao Yuanming, an eastern poet in the Jin Dynasty and later by Li Jing, Song Huizong, Yue Fei, Huang Valley, Mi Fei and other poet in the southern Tang Dynasty. It is said that they really love this Jinxing ink stone and are regarded as "Head of the Ink Stone" and "Treasure of the Study Room". The Venus ink stone has the color it has because of hematite and others material inside the ink stone, making it looks like little Venus and stars sparkling. This ink stone is fine and sticky. Firm but not brittle, hard and soft as if it will vanish into the cloud. The water inside the stone won't evaporate easily, and the paper that are written using this ink will still be bright and sparkling even after many decades and has the same luster.

2. To explore the problems and behavioral outcomes of preschool children aged 3-6 in reading, using the study of problems inherent in reading among preschool children aged 3-6. We had extracted the basic data for designing and had analyzed it for further designing work that might occur later. In this research project, the researchers interviewed five kindergarten teachers about their student's reading behaviors and problems that existed among children 3-6 years old in the early stages, which include: What are the reading characteristics between children 3 and 6 years old? What kind of behavioral problem that persisted? What is their suggestion on training children between aged 3-6 to read a book? During the middle stage of collecting reading behavior data, we will conduct the data collecting by dividing our subjects into 3 main groups (3 children group and 3 parental groups) using a non-participant observation method. The later part of this research paper is the result of said interviews and the result of the observational data collecting middle stage.

### Research methodology

This article contains the result of qualitative researching by using interview, collection of literature and observational methods. Extracting data from the Jiujiang's culture can highlight the characteristics of the local culture and reasonably distinguish the relevant research findings. With the help of the experts, this will eventually apply to the design of children's picture books. And the design and development of picture books was carried out in a manner that was appropriate for the children's reading habits.

**1. Qualitative research:** using literature collecting as a qualitative researching method in the first stage by observing the literary characters and related research materials of Jiujiang local cultural heritage and collect contents from various available sources.



Study and collect contents from local culture that relate to the history and evolution of Jiujiang culture, concepts and values of local culture, the meaning and characteristics of Jiujiang's local culture including the relevant content of cultural reading materials in the form of children's picture books. Obtain design data through research and analysis of the following content data.

1) Conducted in the form of interviews that has changed to online method due to the epidemic. Online interviews with experts, kindergarten teachers and designers. Retrieving information that are within the frame of our research's goal by online interviews. The interviewer will provide and the data will be obtained through online interviews so that researcher can continue the main research purpose clearly.

2) Observation method. Participant and non-participant observation. Study and analyze information and knowledge of Jiujiang's cultural evolution in history as well as the concepts and values of local culture, meaning and characteristics of Jiujiang's indigenous culture, etc. including the data that relevant to the reading behavior of the children aged 3-6 as well as the method in monitoring the environment and the availability of ground facility for creating said children book.

## 2. Interview

This research method used both formal and informal interviewing. The researcher will examine the history and cultural background of Jiujiang town through video recordings and online chats. The interview will include these contents: Interviewing basic information about the continuity of local Jiujiang culture, the background history of the local Jiujiang culture, the evolution of the local Jiujiang history, the history behind the local Jiujiang culture, the evolution of Jiujiang location and the culture concepts and value that the aboriginal people holds, collecting data about the meaning behind local Jiujiang aboriginal people and the reading behavior of children aged between 3-6.

1) Using the free interview to study the history and the local background of Jiujiang culture. This is considered an informal interview with questions/myriad of topics.

2) Using interview for debating the reading behavior of children aged 3-6 with the local kindergarten teachers.

## 3. Collecting literatures

In the first stage of this research, we collected myriad of literature for the purpose of looking for a relevant theories, literature and article through internet.

1) Collecting article research about the reading behavior of children aged 3-6.

2) Collecting the data relevant to designing a picture book.

3) Analyzing the relevant data of the local culture.

4) The observation method

The researcher has done a ground researching in Jiujiang. Visited the Jiujiang museum, the local folk art museum, the heritage hall that contain intangible heritages. Visited the local library, the local kindergarten school and other location. Including photographing of the area, the behavior and other pictures. Provided by the local parents of children aged between 3-6 years.



#### 5) Data collecting

The data collected by the researcher are collected by surveying and interviewing. Then use theories to research the relevant literature for sorting the history of Jiujiang, concepts and value of the aboriginal, the meaning behind the local Jiujiang culture. The author of this paper used literature to edit and collect data through interviewing the relevant experts.

Thesis research is a basis of this research's data collecting methods, by using documents and others thesis as a way to sort and connecting the research data. In this study, the researcher has a data collecting method as listed below.

1) The data was collected through deep interviewing method by interviewing the literature's author and inquiring the local history of Jiujiang culture, how the location name has evolved and the meaning behind those names through online chatting. Including concepts and value behind the aboriginal Jiujiang culture.

2) Collecting data through deep interviewing method to analyze the data used for calibrating the studying of designing a picture book and analyzing the relevant local culture literature that are well suited for children aged 3-6.

3) Analyzing the method used for designing a picture book.

4) Analyzing and sorting the acquired data within the frame of concept, and use that data for reviewing the result of the design.

#### 5) The data analysis

The researcher analyzed the secondary data and used a content analysis method which led to the tool building process. When combining the result of the secondary data with the data collected from the targeted people as well as the sample from analyzing the interview's data, use the data obtained from the interviewee recommendation and analyze the findings obtained from the secondary data to draw conclusion for further discussion and planning recommendation.

The data collected from this research analysis can be used to further more data sorting and data analysis in the future.

1) Collecting data through deep interviewing method. The researcher will conduct the interview with the local culture background manual through video tape. Inquiring how the location has evolved throughout history, the concept and value of aboriginal culture, the meaning behind the local culture of Jiujiang.

2) This study is conducted using group observational method. Using example of the target audiences to collect the reading behavior of children aged between 3-6 data, using non-participant observation and sort the data using age group to conclude said children aged 3-6 reading behavioral data.



**Table 1** table analysis of children reading behavior

Age	Behaviors	Types	Problems
3-4 y/o	<ol style="list-style-type: none"> <li>1. starting to beg their parent to read a story to them.</li> <li>2. I love children song and lullaby that has strong contents</li> </ol>	I love to listen to other people	Lacks focus and prone to distraction.
4-5 y/o	<ol style="list-style-type: none"> <li>1. Will read your favorite book over and over.</li> <li>2. I love to tell the story from the book I've read and from other sources.</li> <li>3. Interesting in symbols and symbols that they found around their livelihood and realize that these symbols mean something.</li> </ol>	Keep reading the same thing over and over	Can't pay attention for a book for a long time and only interested in the content they find amusing
5-6 y/o	<ol style="list-style-type: none"> <li>1. Focus on reading a book</li> <li>2. I love to talk about the books and fable with others.</li> <li>3. I'm interested in words and symbol in the books and real-life situation. And also know that those words is a symbols that has a meaning behind them</li> </ol>	Focus on increasing the volume.	

From the first table, the kindergarten teacher said that the parent usually takes their children to read a book and also teaching them the meaning of those books. We can investigate the children interest in studying through surveying form. We can also use games to help children feels more inclusive, using color and graphic that the children like to design an interesting picture book that is also easy to understand.

3. Designing using the theories and principle we collected from article and on the website as well as relevant researching paper to create the best designing result. For the appropriateness of the design, we will send a full survey to the teacher to verify the validity of the survey and to see that the research goals are well maintained within the contextual frameworks.







4. Distribute product design results through exhibitions. Since the disease outbreak in China is still ongoing, it is still in consideration whether we can conduct result based on the actual site.

### Research results





This article is from the studying of hidden meaning and the local Jiujiang culture characteristic. Using the qualitative method as the main method to collect literatures, field research, and data collecting interviews. In the middle stage and the later stage, we will use the qualitative method to analyze the data. Sorting components of said Jiujiang's culture including intellectual property and the reading behavioral data of children aged 3-6, to conduct and study the way to design a picture book through a thorough discussion, analyzing together with the basis of thesis writing theory the find the reasons behind all 4 researching methods we'd conducted. This article will provide the way to design an appropriate picture book for children aged 3-6 (learning media) the result of our successful research is listed below.

1. Cover design: the researcher uses the whole picture book components to create a picture book, including papercutting, bamboo weaving, tea and other relevant components. Will use the pure yellow color as a main color. Every picture inside will show the livelihood and theme closely to the culture. Content of said picture book: the book will be named "Hello Jiujiang!" The cover of the picture book is designed in the tone of the child's first meeting to give the target audience a sense of substitution and intimacy.

**Table 2** Dictionary of the cultural component that has changed to fit the style of the picture book.

Culture	Picture	Picture book component	Meaning
Tea culture			Yunwu tea: the Lushan tea from Yunwu is a renowned tea from ancient Hun dynasty. The tea is a green tea and one of the more famous teas in China.
Intangible Heritage: 1. Ruichang bamboo weaving			The Ruichang bamboo weaving technic is an original technic wildly used throughout the Jiangxi province for more than 2500 years.



<p>Intangible Heritage: 2. Ruichang Papercut</p>			<p>Ruichang paper-cut has a long history. It has been incorporated into the local culture and has a myriad way of usage. It is the most important thing for the rural population to decorated their livelihood, to cultivate feeling, to dream of future and to encourage people to be violent.</p>
<p>Intangible Heritage: 3.Hukou Venus Inkstone</p>			<p>The Venus inkstone is a favorite inkstone of to those philosophers of both ancient times and modern era because of their abundant coloring and texture.</p>

From the second table, the dictionary of the cultural component that has changed to fit the style of the picture book. We concluded that Yunwu tea: the Lushan tea from Yunwu is a renowned green tea from China. The intangible heritage: 1. The Ruichang bamboo weaving technic is an original technic wildly used throughout the Jiangxi province for more than 2500 years. 2. Ruichang paper-cut has a long history. It has been incorporated into the local culture and has a myriad way of usage. It is the most important thing for the rural population to decorated their livelihood, to cultivate feeling, to dream of future and to encourage people to be violent. The Venus inkstone is a favorite inkstone of to those philosophers of both ancient times and modern era because of their abundant coloring and texture.



Figure 1 (Hello, Jiujiang ) The cover of the picture book

Source: Xiongjunjie Hong

2. The designing of the picture book cover are proceeded through the evolutionary history of the name Jiujiang: Add water element, due to the data that the researcher had received as listed earlier. The designing of interactive element of the picture book will be proceeded according to the evolution of Jiujiang's name. Example designing a cut and connect sticker as showed in the picture cover – the evolution of the name Jiujiang, the local culture (mountains, rivers and lake), tea.

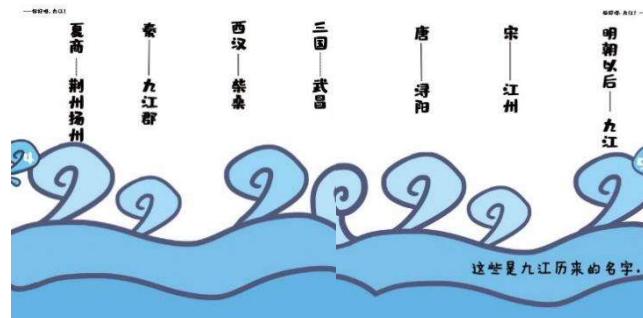


Figure 2 "Hello, Jiujiang

Source: Xiongjunjie Hong (Production)

3. The extracted components from the Ruichang papercut, bamboo weaving and the inkstone of Jinxing. In the intangible heritage cases that will be made as a picture book, the researcher had received the relevant data from the previous interview. And when combine with the experts advises. They'll use the data we collected earlier to create a picture book for those intangible heritages.



Picture of Jiujiang culture



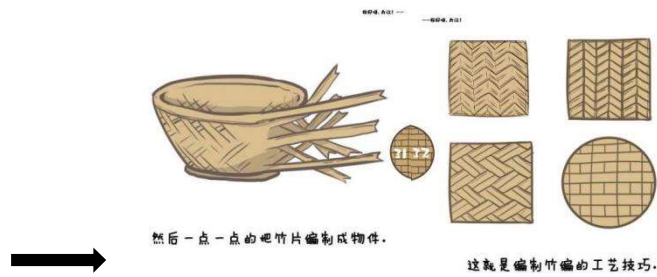
illustration

Figure 3 Ruichang paper-cut

Source: Xiongjunjie Hong



Picture of Jiujiang culture



illustration

Figure 4 Bamboo weaving theme

Source: Xiongjunjie Hong



Picture of Jiujiang culture



illustration

Figure 5 The theme

Source: Xiongjunjie Hong



## Conclusions and Suggestions

The researcher had collected all relevant documents about the ever changing history of Jiujiang, the antique objects of Jiujiang and the history and culture of Jiujiang, catalogue of intangible heritage, etc. Collected from documents, books and internet and after the qualitative research and applying analysis theory, we had received the core elements of the Jiujiang local culture: water element in the culture, intangible heritage that is papercutting, bamboo weaving, etc. For the later content, we include how to create a picture book with the help of the data we received from research and analysis children aged 3-6 reading behavior. The researcher uses the data collected from children aged 3-6 reading behavior to draw conclusion and sorting data for designing the picture book. The designing of said picture book will be proceed according to the theme: the picture book will contain a sentence “Hello Jiujiang!” as a 40 pages book. The theme of the picture book is based on the characteristics of Jiujiang's local culture: theme of picture book no.1 – the evolution of the name Jiujiang, local cultural geography (mountains, river, and lake) tea and picture. Theme of picture book no.2 – intangible heritage (components extracted from Ruichang papercutting, bamboo weaving and the Venus inkstone from the dictionary table listed above) with interactive designing inside the picture book to raised its attractiveness. All of this to facilitate the convenient in learning the local culture characteristic for children aged 3-6.

By using the background history of the local Jiujiang's culture, we collected and concluded all of the data involve in local Jiujiang;s culture. Researching the changing in history of Jiujiang, cataloging the intangible heritage and other related document with lots and lots of materials. Collected data by reading documents, articles and internet. And when included with the result of theories researching, we will receive the core element of the local Jiujiang's culture that is: water element that came from water culture, papercutting element from intangible heritage, bamboo weaving components, etc.

From the result of surveying the problem and behavior of a preschool kid aged between 3-6. We'd researched and analyzed the reading behavior of children aged 3-6, sorting and conclude the behavioral data of kids aged between 3-4, 4-5 and 5-6 through collections of literature, non-participant observation and interviewing experts in those area. We have sorted the type of reading problems with solid references that can be used for designing the product later.

Designing the culture book (in the form of picture book) for preschool children. From the data analyzed from the research objective 1 and 2, we'd concluded the principle, the way to design and the suited local culture for children aged 3-6. Example Ruichang papercutting and bamboo weaving. These intangible heritages have a characteristic of their own which can be used to create a picture book for children to help raise the conveniences in learning and interacting with happiness. Lastly, we had received the evaluation of the picture book's design which result in overall satisfactory.

Suggestions for Jiujiang's local cultural research. Based on the research process and results of this article, it can be more specific and classified in future research, which is convenient for targeted problems and comprehensiveness of promoting research. The classification research of Jiujiang's local culture can sort out and develop the appropriate learning media of the cultural heritage of preschool children. In the future, researchers need to continue to work hard and practice to better complete the mission of cultural heritage.



Suggestions for studying media forms. Based on the research process and results of this article, there can be more attempts in the form of learning media in form, such as the choice of material, or add some interesting interaction with the content of the book, in sensory experience (tactile, hearing, taste, visual). Add some innovative designs to facilitate the learning interest of the target group.

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