

Discussion on the Artistic Characteristics of Bashu Paintings and the Inheritance Mechanism of Cultural Value from the Perspective of Regional Culture

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Abstract: As an important part of traditional Chinese art, Bashu painting occupies an important position in the history of Chinese art with its unique artistic characteristics and rich cultural connotations. From the perspective of regional culture, this article systematically analyzes the artistic characteristics of Bashu paintings, including its performance in subject matter, composition, color use, brushwork techniques and diversity of artistic styles. The research reveals the unique artistic style of Bashu painting formed under the influence of regional culture, and explores its cultural value in historical culture, aesthetic culture, folk culture, regional cultural identity and cultural exchanges. By analyzing the current situation of Bashu painting inheritance, this article proposes strategies for constructing inheritance mechanisms such as education, cultural industry, digitalization, community and cross-regional cooperation. The study pointed out that Bashu painting faces the challenge of integrating tradition and modernity in the context of contemporary art. The development of science and technology brings new opportunities and challenges to it. The market prospect is broad but the competition is fierce. This article recommends strengthening the protection and inheritance of Bashu paintings, promoting its innovative development in the context of globalization, and emphasizing the importance of cultural inheritance to promote the prosperity and development of Chinese culture.

Keywords: Artistic Characteristics; Bashu Paintings; Cultural Value; Regional Culture

1. INTRODUCTION

Bashu region, as one of the birthplaces of Chinese history and culture, has nurtured unique painting art with its unique geographical environment and rich cultural accumulation. Bashu painting is not only an important part of traditional Chinese art, but also an important manifestation of the diversity of Chinese culture. The geographical location of the Bashu region is relatively closed and surrounded by mountains(Luo, 2022; Wenjun & Guoqiang, 2019). This geographical feature has allowed the Bashu culture to form unique regional characteristics in the long-term development process. Bashu paintings show different artistic characteristics from those in the Central Plains in terms of subject matter, style, and techniques. Especially in the fields of landscape painting, figure painting, and flower-

and-bird painting, Bashu painters have created many masterpieces with their unique perspectives and techniques. With the acceleration of globalization, cultural diversity and uniqueness are facing unprecedented challenges. How to protect and inherit the artistic characteristics and cultural value of Bashu paintings in the context of modernization has become a common concern in academic and art circles(Wan, 2019). In recent years, the national and local governments have increased their efforts to protect intangible cultural heritage. Bashu paintings, as one of the important cultural heritages, have also received more attention and research. However, how to achieve innovation and development on the basis of protection and how to expand its influence through modern communication means are still issues that need to be solved (Schriver, 2017). This study aims to conduct an in-depth analysis of the artistic characteristics and cultural value of Bashu paintings and explore its inheritance mechanism from the perspective of regional culture. The main purpose of the research is to reveal the uniqueness of Bashu painting in terms of artistic expression and cultural connotation, analyze its inheritance and development path in modern society, and provide theoretical support and practical guidance for the protection and innovation of Bashu painting (Cao et al., 2024). Through systematic research on the artistic characteristics of Bashu painting, we can enrich and improve the theoretical system of traditional Chinese painting art, and provide new perspectives and materials for art history research. Through an in-depth analysis of the cultural value of Bashu paintings, people's sense of identity and pride in local culture can be enhanced, and cultural diversity can be protected and developed. In addition, this study can also provide a scientific basis for local governments and cultural institutions when formulating cultural policies and carrying out cultural activities and promoting the inheritance and innovation of Bashu painting.

2. THE RELATIONSHIP BETWEEN REGIONAL CULTURE AND BASHU PAINTING

2.1 The Connotation and Characteristics of Regional Culture

Regional culture refers to the cultural phenomenon formed over a long period of time in a specific geographical area. It includes the natural environment, historical background, social customs, language, religious beliefs, and other aspects. This culture is not only an iconic symbol of a region but also a dynamic cultural system that continues to evolve and develop over time(Lomnitz - Adler, 1991). Regional culture is

characterized by its uniqueness and diversity, which not only reflects local natural conditions and historical processes, but also embodies people's lifestyles and spiritual pursuits. In academic research, regional culture is regarded as an important factor affecting artistic creation. It leaves a profound imprint on artistic works by influencing the artist's ideological concepts, aesthetic tastes and creative techniques. The connotation of regional culture is not only reflected in the material level, such as architecture, clothing, food, etc., but also in the spiritual level, including values, aesthetics and cultural identity.

2.2 Characteristics Of Bashu Regional Culture

The Bashu region, today's Sichuan Province and Chongqing City, is located in southwest China, with a complex and diverse geographical environment, including mountains and valleys as well as plain basins. The unique geographical environment has given birth to rich and diverse natural resources and biodiversity, providing a material basis for forming Bashu culture. Bashu culture is famous for its long history, rich cultural heritage and unique folk customs. One of the characteristics of Bashu culture is its inclusiveness and diversity. Due to its location on a transportation thoroughfare, the Bashu region has been a place where many ethnic groups have gathered since ancient times. Various cultures have merged and merged here, forming a unique cultural landscape. Bashu culture is also known for its strong sense of life and practicality, which is reflected in the daily life and artistic creation of Bashu people. Another important feature of Bashu culture is its strong sense of regional identity and cultural self-confidence. This sense of identity is reflected not only in the cherishment and protection of local culture but also in the open attitude and innovation ability towards foreign cultures. While Bashu culture continues to absorb foreign cultures, it has always maintained its own uniqueness and vitality(Tödtling et al., 2011).

2.3 The Influence of Regional Culture on Bashu Painting Style

As an important part of Bashu culture, Bashu painting is deeply influenced by regional culture(Huarong, 2022). First of all, the Bashu region's natural environment directly impacted the subject matter and style of paintings. Bashu's natural landscapes, such as mountains, rivers, animals, and plants, often become sources of creative inspiration for painters, forming a unique naturalistic style in Bashu paintings. Secondly, the historical and cultural accumulation of Bashu has had a profound impact on the theme and content of paintings. The Bashu region has been an

important cultural center since ancient times. Its rich historical relics and cultural legends provide rich materials for painting creation. Bashu painters often express their recollection of history and inheritance of culture through their works. In addition, the social customs and folk art of Bashu also have an important influence on the expression forms and techniques of painting(Lin, 2012). There are various folk art forms in Bashu area, such as paper-cutting, New Year paintings, shadow puppets, etc. The use of color and composition of these art forms have a subtle influence on Bashu paintings, making them more diverse and vivid in expression.

2.4 Regional Cultural Elements in Bashu Paintings

Bashu paintings contain rich regional cultural elements, which are not only reflected in the subject matter and content of the works, but also in the form and techniques of expression, as shown in Figure 1. Bashu paintings often take local natural landscapes, historical figures and folk activities as their themes, showing strong regional characteristics through delicate brushwork and vivid colors. In terms of expression, Bashu paintings absorb the essence of local folk art and form a unique artistic style(Shen et al., 2024). For example, Bashu painters are bold and expressive in their use of color, often using contrasting color combinations to enhance the visual impact and appeal of their works. In terms of composition, Bashu paintings often break the traditional symmetrical structure and adopt a more free and flexible layout to express the vividness and interest of the works. In terms of technique, Bashu paintings focus on the use of lines and changes in pen and ink, showing the layering and three-dimensionality of the work through delicate lines and rich ink colors. In addition, Bashu painters often express the themes and emotions of their works through exaggeration and deformation, giving them strong artistic appeal and expressive power(Wu & Yang, 2019).

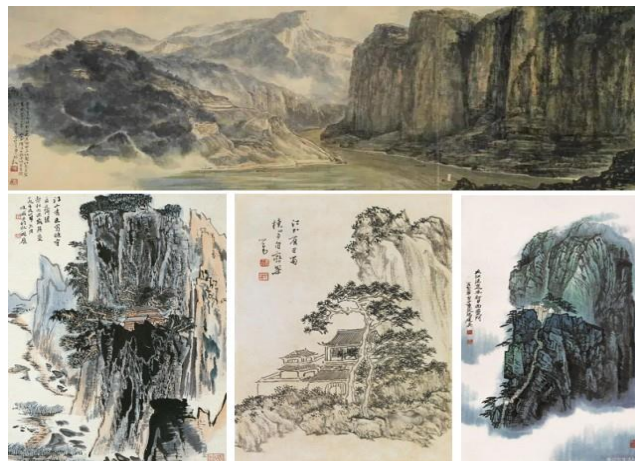


Figure 1: Bashu Paintings

2.5 Case Analysis

In order to have a deeper understanding of the influence of regional culture on Bashu painting, we can analyze it through specific works of art. Take the works of the famous Bashu painter Zhang Daqian in the Qing Dynasty as an example. Zhang Daqian's painting style was deeply influenced by the Bashu regional culture. His landscape paintings often take the natural landscape of the Bashu region as the theme, and express the magnificence and beauty of the Bashu landscape through delicate brushstrokes and rich colors(Mao, 2017). In Zhang Daqian's works, regional cultural elements of Bashu can be seen everywhere. He often expresses his recollection of the history and culture of Bashu and his praise of the natural landscape through his works. For example, his "Travel in Shu Mountain" shows his deep emotions for his hometown and his love for nature through his detailed description of the mountains and rivers of Bashu. In this work, Zhang Daqian used delicate lines and rich ink colors to express the layered and three-dimensional sense of Bashu's landscape, making the viewer feel as if they are in the natural embrace of Bashu. In addition, Zhang Daqian's use of color is also deeply influenced by Bashu folk art. He often uses contrasting color combinations to enhance the visual impact and appeal of his works(Feifei et al., 2024). In his works, color is not only a means of expression, but also a way of expressing emotions. The emotions and themes of the works are expressed through changes in color. Through the analysis of Zhang Daqian's works, we can see the profound influence of regional culture on Bashu painting. Bashu painters express their recognition and love for regional culture through their works. They also enrich and develop Bashu culture through artistic creation, allowing it to maintain strong vitality and unique artistic charm in the ever-changing social environment.

3. THE ARTISTIC CHARACTERISTICS AND CULTURAL VALUE OF BASHU PAINTINGS

3.1 Artistic Characteristics of Bashu Paintings

Bashu region, as one of the important birthplaces of Chinese culture, its painting art has formed unique artistic characteristics in the long history, as shown in Table 1. These characteristics not only reflect the natural environment and social and cultural background of the Bashu region, but also reflect the artists' unique understanding and expression of beauty in the creative process.

Table 1: Artistic characteristics of Bashu paintings

Feature	Description
Diverse Subjects	Includes landscapes, figures, flowers, and birds, blending natural scenery, folk culture, and historical legends.
Landscape Painting	Artists depict the green mountains and waters of Bashu, showcasing the grandeur and harmony of nature.
Figure Painting	Reproduces historical figures and stories from "Romance of the Three Kingdoms," reflecting a deep understanding of history and reality.
Composition Style	Unique artistic style with bold and innovative layouts, creating dynamic and layered spatial arrangements.
Contrast and Balance	Highlights main subjects through contrasts of near and distant views, achieving harmony between motion and stillness.
Color Usage	Inherits traditional subtlety while incorporating Western color techniques, resulting in a distinctive color style.
Landscape Colors	Uses colors like green and ochre to express the freshness and beauty of Bashu landscapes.
Brushwork and Techniques	Varied and expressive, flexibly employing line thickness, length, and texture changes.
Tradition and Innovation	Combines meticulous detailing with expressive ink splashes, showcasing both refinement and vigor.
Artistic Diversity	An open and inclusive cultural atmosphere encourages artists to explore and innovate, providing greater freedom and creativity in expression.
Profound Understanding	Artists' unique expressions of nature, society, and life reflect the cultural value and significance of Bashu painting.

The themes of Bashu paintings are rich and diverse, covering landscapes, figures, flowers and birds, etc. The natural landscape of the Bashu region is famous for its beautiful mountains and rivers, which provide local painters with rich creative inspiration. Landscape painting has become one of the important themes of Bashu paintings. Painters showed the magnificence and harmony of nature by depicting the green mountains and green waters of Shu. In addition, the folk culture and historical legends of the Bashu region have also become important subjects for painting. Historical figures and stories such as "The Romance of the Three Kingdoms" are often reproduced by Bashu painters with vivid brushwork on canvas. These themes not only reflect the cultural heritage of the Bashu region, but also reflect the painters' deep understanding of history and reality (Wenjun & Guoqiang, 2019). Bashu paintings have a unique artistic style in composition, often adopting bold and innovative layouts. Painters are good at using the division and combination of space to create dynamic and layered pictures. Traditional Chinese paintings mostly use scattered perspective, and Bashu painters further developed composition methods

with local characteristics on this basis. They often use contrast and balance techniques to achieve harmony and unity between movement and stillness in the picture. For example, in landscape paintings, painters often highlight the majesty and magnificence of the subject scenery through the contrast of distant and near scenes. At the same time, Bashu paintings also pay attention to the diversity of forms. Painters often break the traditional rules of composition and pursue formal innovation and breakthroughs in their creations. Color plays an important role in Bashu paintings. Painters use color skillfully to give life and vitality to their works. The natural environment in the Bashu region is rich and colorful, which provides painters with a broad space for color choices. In the use of color, Bashu painters not only inherited the elegance and subtlety of traditional Chinese painting, but also boldly absorbed the color expression techniques of Western painting, forming a unique color style. In landscape paintings, painters often use colors such as green and ochre to show the freshness and beauty of Shu landscapes. In figure paintings, painters use the contrast and harmony of colors to depict the characters' expressions and emotions. The use of color not only enhances the visual impact of the work, but also enriches the connotation and artistic conception of the work. The brushstrokes and techniques of Bashu paintings are diverse and expressive. The painters create rich artistic effects through the flexible use of brush and ink. Traditional Chinese painting pays attention to the charm and changes of brush and ink, and Bashu painters have developed brushstrokes and techniques with local characteristics on this basis. They often express the texture and movement of objects by changing the thickness, length, virtuality and solidity of lines. In landscape paintings, painters often use chaffing techniques to show the hardness and thickness of rocks. In flower and bird paintings, painters use the combination of outline and rendering to depict the vividness and agility of flowers and birds. The diversity of brushstrokes and techniques makes Bashu paintings more colorful in expression. The artistic styles of Bashu paintings are diverse, ranging from traditional fine brushwork to freehand splash-ink painting. This diversity of styles stems from the open and inclusive cultural atmosphere of the Bashu region and the painters' continuous exploration and innovation of art. In gongbi paintings, painters pay attention to the depiction and expression of details, showing the delicacy and elegance of their works through fine brushstrokes and rigorous composition. In freehand paintings, painters pursue the freedom and unrestrainedness of brushwork and express the momentum and charm of their works through bold use of brushes and splashing ink. The diversity of artistic styles gives Bashu

paintings greater freedom and creativity in artistic expression. The artistic characteristics of Bashu paintings reflect the painters' deep understanding and unique expression of nature, society and life. These characteristics not only make Bashu paintings occupy an important position in the history of Chinese art, but also provide rich inspiration and reference for later generations of artistic creation. Through in-depth research on the artistic characteristics of Bashu painting, we can better understand its unique value and significance in regional culture(Wong, 1998).

3.2 Cultural Value of Bashu Paintings

Bashu region, as one of the important birthplaces of Chinese history and culture, its painting art has accumulated rich cultural connotations in the long historical process. Bashu painting is not only a carrier of artistic expression, but also an important medium for cultural inheritance(Xu & Mamat, 2024). This article will deeply explore the cultural value contained in Bashu paintings from five aspects: historical culture, aesthetic culture, folk culture, regional cultural identity, and cultural exchanges, as shown in Table 2.

Table 2: Cultural Value of Bashu Paintings

Aspect	Description
Historical Culture Value	Records historical events, social changes, and cultural development. Reflects social life and cultural characteristics of different periods, such as Eastern Han brick paintings. Illustrates the evolution of painting during the Tang and Song dynasties.
Aesthetic Culture Value	Unique artistic style influenced by natural beauty. Uses lines and colors to express the rhythm of life and nature. Emphasizes harmony between humans and nature.
Folk Culture Value	Vividly depicts local customs and festivals, transmitting folk culture through painting. Absorbs and innovates folk art techniques to enrich artistic expression.
Regional Cultural Identity Value	Represents the cultural characteristics of the Bashu region, enhancing local cultural identity. Expresses personal sentiments through art, promoting the inheritance and development of regional culture.
Cultural Exchange Value	Acts as a bridge for cultural exchange between China and foreign countries, influencing international audiences. Enhances the international impact of Bashu painting through exhibitions and cultural events, encouraging the integration of foreign artistic influences.

The historical and cultural value of Bashu paintings is reflected in its recording and reflection of historical events, social changes and cultural development. Since ancient times, the Bashu region has been an important

cultural center in southwest China, and its painting art has left distinct historical marks in different periods. The first is reflected in its record of historical events. Take the portrait bricks from the Eastern Han Dynasty as an example. These portrait bricks not only show the social life scenes at that time, but also reflect the political, economic and cultural conditions of the Han Dynasty. Through these paintings, future generations can get a glimpse of the social style and cultural characteristics of that time. In addition, Bashu paintings also reflect the trajectory of social changes. During the Tang and Song Dynasties, with the development of economy and prosperity of culture, the painting art in Bashu region also entered a new stage of development. The paintings at this time were not only more diverse in subject matter, but also more mature in technique. Paintings from this period, such as Zhang Daqian's landscape paintings, not only show the magnificence of natural landscapes, but also reflect people's reverence and love for nature. The historical and cultural value of Bashu paintings is also reflected in its role in promoting cultural development. The Bashu area has been a place where many ethnic groups have gathered since ancient times. The cultures of various ethnic groups have blended and converged here, forming the unique Bashu culture. Painting, as an important part of culture, played an important role in this process. Through painting, the culture of the Bashu region has been inherited and developed, and has had a profound impact on surrounding areas. The aesthetic and cultural value of Bashu paintings is first reflected in its unique artistic style. The Bashu region has beautiful mountains and rivers and a mild climate. This natural environment has given birth to the unique aesthetic style of Bashu painting. Bashu painters are good at using lines and colors to express changes in natural landscapes and the rhythm of life. For example, Zhang Daqian's splash-ink landscape paintings, with their bold use of ink and rich colors, show the magnificence and agility of Bashu landscapes. In addition, the aesthetic and cultural value of Bashu paintings is also reflected in its unique aesthetic concepts. Bashu painters focus on expressing the harmonious relationship between nature and man, emphasizing the symbiosis and co-prosperity between man and nature. This aesthetic concept is not only reflected in landscape paintings, but also in figure paintings, flower and bird paintings. Through these works, Bashu painters expressed their reverence for nature and love for life. The aesthetic and cultural value of Bashu paintings is also reflected in its inheritance and innovation of traditional aesthetic concepts. On the basis of inheriting traditional painting techniques, Bashu painters have the courage to innovate and form a unique artistic style. This innovative spirit not only

promoted the development of Bashu painting, but also injected new vitality into the development of Chinese painting art. The folk cultural value of Bashu paintings is mainly reflected in its vivid depiction of the folk customs in the Bashu region and the inheritance and promotion of folk culture. The folk culture in the Bashu region is rich and colorful. Painting, as an important carrier of folk culture, records and inherits the folk customs of this region. The folk cultural value of Bashu paintings is first reflected in its vivid depiction of folk customs. The Bashu area has rich and diverse folk activities, such as traditional festivals such as the Spring Festival, Dragon Boat Festival, and Mid-Autumn Festival, as well as folk activities such as weddings, funerals, sacrifices, and prayers. These have become important themes for Bashu painters. Through paintings, Bashu painters vividly reproduced the scenes of these folk activities, allowing future generations to understand and feel the folk customs of the Bashu region. In addition, the folk cultural value of Bashu paintings is also reflected in its inheritance and promotion of folk culture. The folk culture in the Bashu region has a long history, and painting, as an important part of folk culture, has played an important role in this process. Through painting, the folk culture of the Bashu region has been inherited and developed, and has had a profound impact on surrounding areas. The folk cultural value of Bashu paintings is also reflected in its absorption and innovation of folk art. During the creative process, Bashu painters are good at absorbing the essence of folk art and integrating it into their own works. This kind of absorption and innovation not only enriches the artistic expression of Bashu paintings, but also injects new vitality into the development of folk art. The regional cultural identity value of Bashu paintings is mainly reflected in its expression of the cultural characteristics of the Bashu region and the enhancement of regional cultural identity. The cultural characteristics of the Bashu region are unique. Painting, as an important form of cultural expression, vividly reproduces the cultural characteristics of this region. The regional cultural identity value of Bashu paintings is first reflected in its expression of the cultural characteristics of the Bashu region. The natural environment, humanistic background and historical traditions of the Bashu region provide rich materials and inspiration for the art of painting. Through the artistic expression of these materials, Bashu painters vividly reproduce the cultural characteristics of the Bashu region, allowing people to have a deeper understanding of the culture of this region. In addition, the regional cultural identity value of Bashu paintings is also reflected in its enhancement of regional cultural identity. Through paintings, Bashu painters express their love for their hometown and their

identification with regional culture. This sense of identity is not only reflected in the content and form of the work, but also in the spiritual connotation of the work. Through these works, Bashu painters have enhanced people's sense of identity and belonging to regional culture. The regional cultural identity value of Bashu paintings is also reflected in its inheritance and promotion of regional culture. In the process of creation, Bashu painters pay attention to the inheritance and promotion of regional culture. Through their paintings, regional culture can be inherited and developed. This kind of inheritance and promotion not only enriches the cultural connotation of Bashu paintings, but also injects new vitality into the development of regional culture. The cultural exchange value of Bashu paintings is mainly reflected in its role as a bridge in cultural exchanges between China and foreign countries and its influence in external communication. The Bashu region has been an important channel for cultural exchanges between China and foreign countries since ancient times. Painting, as an important medium for cultural exchanges, has played an important role in this process. The cultural exchange value of Bashu paintings is first reflected in its role as a bridge in cultural exchanges between China and foreign countries. The Bashu region is located in southwest China, bordering Southeast Asia, South Asia and other regions. It has been an important channel for cultural exchanges between China and foreign countries since ancient times. Bashu painters spread the cultural characteristics and artistic style of the Bashu region to all parts of the world through their paintings, promoting the exchange and integration of Chinese and foreign cultures. In addition, the cultural exchange value of Bashu paintings is also reflected in its influence in external communication. With the spread of Chinese culture to the outside world, Bashu painting, as an important part of Chinese culture, has also shown its unique charm on the international stage. By participating in international art exhibitions and cultural exchange activities, Bashu painters have spread the artistic style and cultural connotation of Bashu painting to all parts of the world, enhancing the international influence of Bashu painting. The cultural exchange value of Bashu paintings is also reflected in its role in promoting art exchanges between China and foreign countries. During their exchanges with foreign artists, Bashu painters are good at absorbing the essence of foreign art and integrating it into their own works. This kind of absorption and innovation not only enriches the artistic expression of Bashu paintings, but also injects new vitality into the exchange and integration of Chinese and foreign art.

4. CONSTRUCTION OF INHERITANCE MECHANISM OF BASHU PAINTING CULTURAL VALUE

As an important part of traditional Chinese art, Bashu painting has a variety of cultural value inheritance methods, including education, exhibitions, publishing, digitization and other channels. In terms of education, universities and art schools in the Bashu region have cultivated batches of artistic talents by offering relevant courses and majors. These courses not only involve the teaching of traditional techniques, but also include in-depth research on the cultural background of Bashu, so that students can fully understand and inherit the essence of Bashu painting. Exhibition activities are one of the important ways for the inheritance of Bashu painting. Through regular art exhibitions, Bashu paintings are disseminated to a wider public. These exhibitions not only toured major cities in China, but also went to the international stage, showing the unique charm of Bashu paintings to the world. The issuance of publications is also an important way to inherit the cultural value of Bashu painting. In recent years, monographs, albums and research papers on Bashu paintings have continued to emerge, providing a wealth of information for academics and art enthusiasts. These publications not only record the historical development of Bashu painting, but also provide in-depth analysis of its artistic characteristics and cultural value. The application of digital technology has brought new opportunities to the inheritance of Bashu painting. Through digital scanning and online display, Bashu paintings can be permanently preserved and can be disseminated globally through the Internet. This method not only expands the audience scope, but also provides researchers with convenient research conditions. The inheritance of the cultural value of Bashu painting has achieved certain results, but it also faces many problems. In terms of achievements, the influence of Bashu painting continues to expand, and more and more young artists are beginning to pay attention to and learn Bashu painting techniques. The holding of various exhibitions and activities has continuously increased the popularity of Bashu painting at home and abroad. In addition, the research on Bashu paintings has also made significant progress, and the number of relevant academic papers and monographs has increased year by year. However, there are also some problems in the inheritance process. First of all, the inheritance of Bashu painting faces the risk of losing its techniques. Due to the rapid development of modern society, the learning and inheritance of traditional techniques have been affected to a certain extent, and many young people have become less interested in traditional arts.

Secondly, the low degree of marketization of Bashu paintings makes it difficult for artists working in this field to obtain sufficient financial support. In addition, the research resources for Bashu paintings are relatively scarce, and many precious historical materials have not yet been systematically organized and studied. Bashu painting is an important part of traditional Chinese art. The inheritance of its cultural value not only relies on the charm of the art itself, but also needs to be realized through the construction of multiple mechanisms. The following discusses the inheritance mechanism of Bashu painting cultural value from five aspects: education, cultural industry, digitalization, community and cross-regional cooperation, as shown in Figure 2.

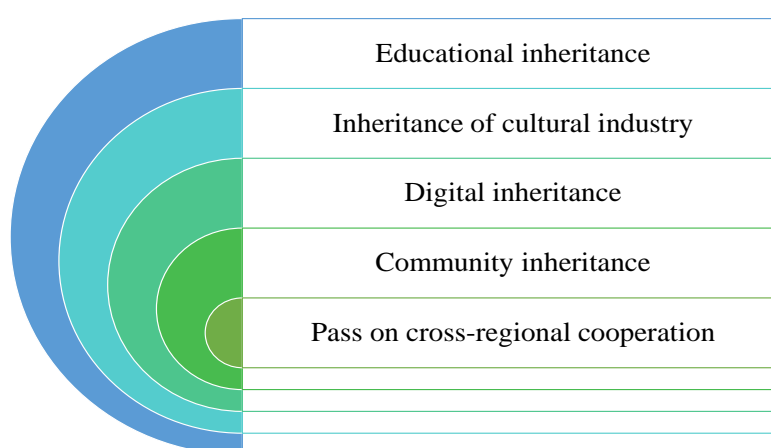


Figure 2: The Inheritance Mechanism of Bashu Painting Culture

Educational Inheritance: Education is the cornerstone of cultural inheritance. In the inheritance of Bashu painting, the construction of educational mechanism is particularly important. First of all, Bashu painting courses should be introduced into the education system at all levels, especially at the primary and secondary levels. Through the setting up of art courses, students can be exposed to and understand the history, techniques and techniques of Bashu painting from an early age. cultural connotation. Colleges and universities can set up special Bashu painting research directions to cultivate professional talents. In addition, the cultivation of teachers is also the key to the education inheritance mechanism. Bashu painting artists and scholars should be encouraged and supported to enter campuses, interact directly with students through lectures, workshops, etc., and teach techniques and concepts. At the same time, the government and educational institutions can cooperate to set up scholarships and research funds to support students and researchers in in-depth study of Bashu paintings.

Cultural Industry Inheritance: The cultural industry is an important driving force for promoting cultural inheritance. The cultural value of Bashu paintings can be effectively passed on through the development and promotion of cultural industries. First, the government and enterprises can cooperate to develop cultural products related to Bashu paintings, such as art derivatives, souvenirs, etc., and expand their influence through market-oriented operations. Secondly, holding exhibitions and art festivals with the theme of Bashu painting can attract domestic and foreign attention and increase the popularity and influence of Bashu painting. This not only helps the spread of culture, but also drives the development of related tourism, forming a virtuous cycle. In the operation of the cultural industry, it is necessary to pay attention to the protection of intellectual property rights to ensure that the rights and interests of artists are protected, thereby encouraging more artists to participate in the creation and inheritance of Bashu paintings.

Digital Inheritance: With the rapid development of information technology today, digitalization provides a new path for cultural inheritance. The digital inheritance mechanism of Bashu paintings can be realized through the establishment of digital museums, online exhibitions and virtual reality experiences. The digital museum can digitize Bashu paintings through high-precision scanning technology and establish an online database for global users to browse and study. This not only breaks through geographical restrictions, but also provides convenience for academic research. Online exhibitions and virtual reality experiences can use interactive technology to allow viewers to experience the charm of Bashu paintings immersively. Through cooperation with technology companies, we develop relevant applications and platforms to attract the attention and participation of the younger generation.

Community Inheritance: The community is the soil for cultural inheritance. The inheritance of Bashu painting can be achieved through community activities and public art projects. Community activities such as Bashu painting workshops and art salons allow residents to come into contact with and learn Bashu paintings in their daily lives. Public art projects can enhance the cultural atmosphere of the community and the residents' sense of cultural identity by setting up murals and sculptures with Bashu painting themes in the community. This method can not only improve the artistic literacy of residents, but also enhance the cohesion of the community. The construction of a community inheritance mechanism requires the joint participation of the government, non-profit organizations and community residents, and a long-term mechanism can be formed

through multi-party cooperation.

Cross-Regional Cooperation and Inheritance: The inheritance of Bashu paintings is not limited to the Bashu region. Through cross-regional cooperation, broader cultural exchanges and dissemination can be achieved. First, we can establish cooperative relationships with art institutions and museums in other regions to carry out touring exhibitions and academic exchanges of Bashu paintings. Secondly, international cooperation is also an important way. Through cooperation with foreign art institutions and universities, international seminars and art exchange activities are organized to enhance the international influence of Bashu painting. Cross-regional cooperation requires the establishment of effective communication and coordination mechanisms to ensure the reasonable allocation and utilization of resources from all parties, so as to achieve the widespread inheritance of the cultural value of Bashu painting.

5. CONCLUSION

This study reveals its uniqueness from the perspective of regional culture through an in-depth analysis of the artistic characteristics and cultural value of Bashu paintings. As one of the important birthplaces of Chinese culture, the Bashu region's painting art has formed distinctive regional characteristics over the course of history. Research shows that Bashu paintings are not only unique in technique, such as the use of thick ink and heavy colors, smooth lines, etc., but also reflect strong local cultural colors in the selection of themes, such as landscapes, figures, flowers and birds, etc., which contain rich regional culture. connotation. By comparatively analyzing the similarities and differences between Bashu paintings and paintings from other regions, this study found that Bashu paintings have a unique artistic style in the use of color, composition, and subject selection, which not only reflects the natural environment and humanistic background of the Bashu region, but also reflects the Its important position in the history of Chinese painting. In addition, Bashu paintings have shown strong vitality and influence in the inheritance of cultural values, and their artistic characteristics still have important reference value in modern art creation. Due to the limitations of the data, the research may not be comprehensive enough in the analysis of Bashu paintings in certain historical periods. Secondly, in the discussion of the cultural value inheritance mechanism of Bashu paintings, it has not been fully integrated with modern scientific and technological means to conduct a more in-

depth analysis. In order to promote the sustainable development and innovation of Bashu paintings, the protection and inheritance of Bashu paintings should be strengthened, especially the restoration and preservation of precious historical works. Encourage artists to incorporate traditional elements of Bashu painting into their creations and promote the integration and innovation of traditional and modern art. In addition, the government and cultural institutions should increase the publicity of Bashu paintings and improve the public's awareness and appreciation of Bashu paintings by holding exhibitions, academic seminars, etc.

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