

**Cultural Adaptation and Consciousness:
A Case Study of Dong People in Huanggang Village****Kanglong Luo¹ and Hexian Wu²***¹Institute of Anthropology and Ethnology of Jishou University,
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Telephone: 86-13974348015, E-mail: wuhexian@gmail.com***KEYWORDS** Acculturation. Cultural Consciousness. Cultural Diversity. Dong People. Communal Culture

ABSTRACT In the theoretical construction of cultural anthropology, acculturation is an important concept. Acculturation includes the processes of preservation and innovation during cultural adaptation. When different cultures face different environments, various cultural facts are constructed. Different ethnic groups have different methods of expression, and form different village features. In the fieldwork conducted between 2007 and 2015, the present researchers proposed that cultural heritage of Dong community in Huanggang village of Guizhou Province can be categorized into seven aspects, namely, people, culture, geography, industry, landscape, history and belief. The present researchers observe that the Dong communal culture and its physical environment build a mutually dependent and restrictive coupling relationship. As a result, cultural adaptation and cultural consciousness of the Dong communal culture largely depends on natural and social contexts. Moreover, the Dong communal culture in the coupling of natural and social environment is a basic source of the Dong people's survival and development.