The Empirical Study of Intangible Cultural Heritage in the New Media Era

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Keywords: Intangible cultural heritage, New media, Innovation, Empirical Research

Abstract: This paper takes the analysis of Chinese intangible cultural heritage protection as the starting point, through the characteristics of various platforms in the new media era, tries to explore the inheritance of Chinese intangible cultural heritage protection through the new media platform, and relies on the development of innovative empirical research to provide reasonable ideas and methods. In the end, achieving the purpose of actively broadening the new path of Chinese intangible cultural heritage protection work.

1. The current situation of intangible cultural heritage protection

Intangible cultural heritage refers to the traditional cultural manifestations passed down from generation to generation by people of all ethnic groups and is considered as cultural heritage, as well as places and objects related to them. According to the "Law of the People's Republic of China on the Law of Intangible Cultural Heritage," the intangible cultural heritage includes five major items and multiple sub-projects, including oral traditions, performing arts, traditional arts and crafts, social rituals, and practices. Intangible cultural heritage carries the inheritance of generations of people in all ethnic groups and it is a powerful witness in historical development. For us, these wealth are precious and cannot non-copyable, therefore, it is very important to protect and inherit the intangible cultural heritage.

Chinese intangible cultural heritage is the essence of five thousand years of civilization and a symbol of wisdom, it contains Chinese nation's unique way of thinking, cultural awareness and imagination. Protecting our country's intangible cultural heritage is an important way to safeguard national cultural sovereignty.

With the rapid development of Internet technology, all kinds of exchanges between countries in the world have become more and more close and in-depth. In particular, trade exchanges and cultural exchanges between countries have become increasingly mature. However, we need sober to see that some western countries, despite their opposition to other countries have strongly promoted "unilateralism", attempted to use western universal values to influence or threaten the cultural sovereignty and cultural security to other countries, even attempted to infiltrate the regime through cultural invasion and brainwashing. Therefore, judging from the general environment, it is imperative to protect our intangible cultural heritage and maintain the diversity of the world's culture.

Current situation and embarrassment in the protection of intangible cultural heritage

Since our country began to attach importance to the protection of intangible cultural heritage in 2000 according to the statistics of the United Nations human intangible cultural heritage list, in which China accounts for the largest number, this unfamiliar term became the focus of the whole society from the government to the people. Now 26 projects including Kunqu Opera and Guqin Art have been listed as human intangible cultural heritage, and another three are listed in the list of intangible cultural heritage that the United Nations urgently needs to rescue.

However, we still need to be soberly aware that our country's intangible cultural heritage protection work also faced with many problems and difficulties, mainly reflected in the following areas:

The rapid development of urbanization in China. According to the latest statistics from the

National Bureau of Statistics, at the end of 2017, the urban permanent population in China was 81.47 million, an increase of 20.49 million comparing with last year; the proportion of urban population in the total population (urbanization rate) was 58.52%, an increase of 1.17 percentage points comparing with the last year. Many intangible cultural heritages are located in rural areas, however, young people in rural areas and small towns are keen on working and living in large cities, therefore, there is a situation that no successor would undertake these industries, and the inheritance of intangibles is facing a crisis of generational or even loss.

The legal protection mechanism for intangible cultural heritage is not perfect. Although China has successively introduced some laws and regulations to give protection, most of the intangible cultural heritage lacks scientific definition and still outside the scope of protection. This also hinders the in-depth protection and inheritance of intangible cultural heritage.

The gap between intangible cultural heritage and rapid development of science and technology. At current stage, some domestic scholars and technicians tried to use digital technology to protect intangible cultural heritage and have achieved certain results. However, because many items of intangible cultural heritage have features such as oral traditions and complex memory programs, the use of current scientific and technological means can not perfectly protect them.

The awkward situation of intangible cultural heritage practitioners. On the one hand, there is a lack of a systematic training model for practitioners, and most of the practitioners are inherited in a small scale and is difficult to form a large-scale training. On the other hand, many practitioners lack effective publicity channels, many intangible cultural heritage items are known to a very small extent, let alone inheritance. The direct consequence is that many intangible cultural heritages cannot adapt to the rules of market economy, the low income of practitioners greatly undermines the enthusiasm of inheritance.

Only a few problems are listed here, there are still many difficulties in the actual protection process, the protection of intangible cultural heritage has a long way to go.

2. Research on the innovation path of "New media + Intangible cultural heritage protection"

In this section, the author will analyze the characteristics of the main platforms of the new media as the starting point, and carry out research on the innovative protection of intangible cultural heritage.

In recent years, various kinds of live broadcast platforms on the Internet have become increasingly mature, a number of well-served platforms, such as fast hand, vibrato, volcano and other APPs, have given every person with a dream of having the chance to become an Internet Reds. If you want to show yourself on these platforms, the technical threshold is very low, you only need one mobile phone that can access the Internet, can take photos, and can record videos, of course, you also need good live content. Through combing the characteristics of these platforms, it is found that the user groups are young people aged 18-30; the popular video content is mainly about funny entertainment, skill sharing, novelty sharing and daily life display; Most of the show time is less than 1 minute, the time of live broadcast is not limited, users can interact with the host and express their love to the host by presenting a virtual gift (which can be exchanged with money according to certain rules). The platform is very sticky because users can pay attention to each other, the loyalty of users is also very high. Intangible cultural heritage brings an intuitive feeling to users of such live broadcasting platforms, many people will come to understand it with much emotion. From the perspective of the protection of intangible cultural heritage, this phenomenon is precisely fit the original intention of requiring young people's strongly concerned with the heritage. The practitioners could meticulously design the contents, background, stories, and origins of the intangible cultural heritage, edit them into exquisite videos to make users understanding the intangible cultural heritage fully. When you broadcast live, you can show the authentic intangible cultural heritage to people, if practitioners use appropriately, they will surely attract more young people to pay attention to the protection of intangible cultural heritage, at the same time, practitioners can also obtain certain rewards through the platform.

WeChat has gradually become one of the most mainstream social media under the mobile

Internet. With the introduction of functions such as the WeChat public platform, WeChat payment, and WeChat city services, WeChat has infiltrated ordinary people's life and work. This also makes WeChat upgrade from a communication tool to an ecosystem.

Under such an ecosystem, you can see the use of WeChat circle of friends to sell products and get rewards; use WeChat subscription numbers to spread ideas and promote brands; use WeChat service numbers to provide services to attract users... There is no doubt that WeChat operations have already become a necessary tool to Internet Plus. As a practitioner, it is reasonable to use the WeChat platform to disseminate intangible cultural heritage.
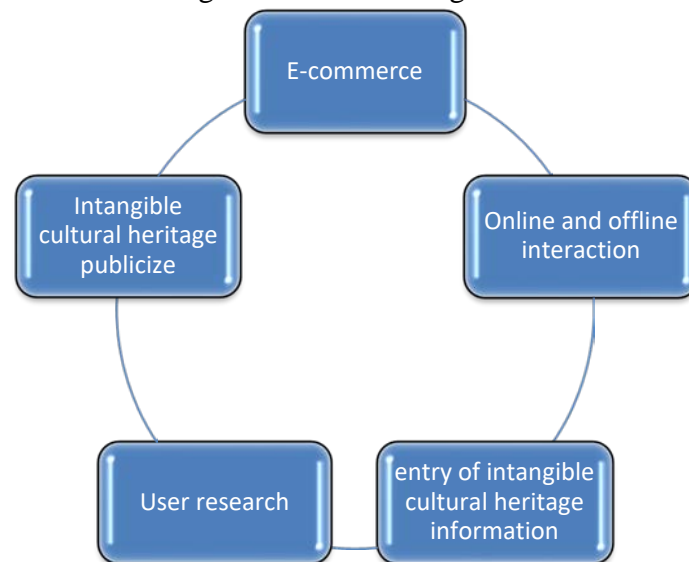
Figure 1 Value of WeChat for intangible cultural heritage protection

It is recommended that practitioners first possess a personal WeChat number. In the process of designing WeChat, it must always embody the intangible cultural heritage theme, no matter the head portrait, the personal profile, or a selection of the WeChat number, let others know who you are and what you are doing at a glance. In addition, practitioners must meticulously design their own circle of friends, reasonably forward articles related to intangible cultural heritage, and share knowledge about the protection of intangible cultural heritage. Firstly, Self-study some WeChat marketing techniques to attract fans, and let fans fissile dissemination of intangible cultural heritage. Secondly, practitioners should establish a matching WeChat subscription number to regularly promote the knowledge and information of intangible cultural heritage protection to fans, make full use of this platform, and allow fans to regard your WeChat public number as their home, make people get a good understanding of intangible cultural heritage and the importance of protecting intangible cultural heritage. In this process, practitioners can set up an operation team to build WeChat as a good platform for marketing intangible cultural heritage, make people better understand intangible cultural heritage, and know how to participate in the protection of intangible cultural heritage. Finally, it is worth mentioning that practitioners can recruit intangible cultural heritage protectors and groups who are interested in inheriting intangible cultural heritage from their fans. They can also recruit Internet technology experts to develop more third-party functions on the WeChat platform. For example, the WeChat applet can further increase the effectiveness of dissemination.

Weibo, as a new type of online communication and new media, has its own characteristics and distinctive communication modes. The Weibo communication model is characterized by the fact that everyone is a communicator, the fragmentation of the dissemination content, the fission of the dissemination effect, and so on.

Figure 2 The value of Weibo for the protection of intangible cultural heritage

Practitioners should make full use of the characteristics of Weibo and effectively disseminate intangible cultural heritage, we need to pay attention to several aspects. Firstly, Weibo spreads faster than WeChat, but it has a requirement of no more than 140 characters, this requires the practitioners to skillfully use the words to express their meaning. Secondly, practitioners can create topics, can rely on celebrities to use their power in forming Weibo matrices with government agencies and counterparts of intangible cultural heritage. They can intelligently use voice, video, animation, and other multimedia means to enrich Weibo content. In short, practitioners need to understand a principle that they can use Weibo to vocalize their own intangible cultural heritage and create "voice" to generate "heat", so more people in the society can pay attention to intangible cultural heritage and actively participate in intangible cultural heritage protection work.

With the continuous maturation of mobile Internet technologies, Internet-based communication approaches have begun to gain popularity, the social relations restricted by geographical space cross time and space gradually, entering the stage of virtual space connectivity. Community e-commerce, interest-based communities and industry-based community have been rising suddenly in the past two years. As a new business model, the community economy is drawing wide attention from all sectors of society.
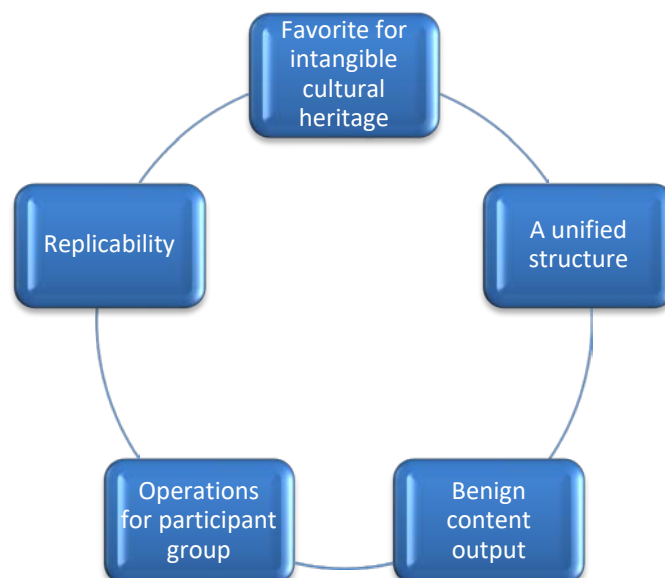

Figure 3 Value of community's protection of intangible cultural heritage

For the use of the community, one procedure deserves the attention of practitioners. This platform can be used to establish a sound training mechanism for intangible cultural heritage practitioners. Practitioners can establish online or offline similar communities, people who come to the group must be interested in intangible cultural heritage, practitioners choose the right successor among them, which could make the protection be more targeted. At the same time, similar groups will subconsciously and energetically develop the research on the protection of intangible cultural heritage in a standardized and scientific way.

To bring valuable intangible cultural heritage-related products to the market, on the one hand, the intangible cultural heritage can be continuously increasing in value; on the other hand, the sold capital can help the intangible cultural heritage inherited healthily. In recent years, many social organizations and people have been paying attention to and trying this new direction.
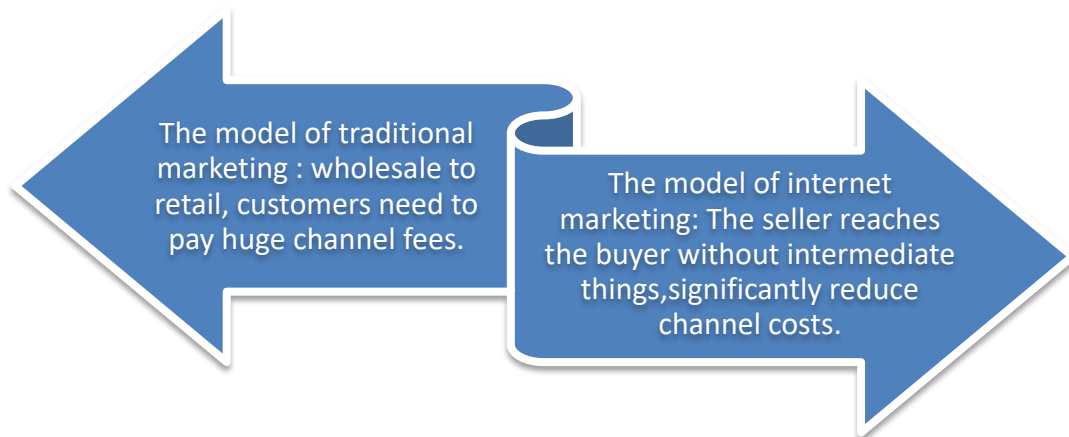

Figure 4 Differences between traditional and internet marketing model

With the rapid development of the new mdia, while the above platforms continue to grow up, a variety of new platforms come into being, and will continue to refresh our understanding of the power of media. The above research only provides an idea, no matter which part of the inheritance of intangible cultural heritage, practitioners should strengthen the in-depth study of new media, take its essences and remove its shortcomings, keep pace with the times, constantly updating the concept of relevant personnel. Chinese intangible cultural heritage protection work will continue to bloom vigorously.

Acknowledgements

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