

Innovative Strategies for Dissemination of Intangible Cultural Heritage from the Perspective of Rural Revitalization

Hongxia Jin, Youmei Gao*

Culinary and Nutrition Department, Shandong College of Tourism and Hospitality, Jinan, 250200, Shandong, China

*Corresponding author

Keywords: Intangible Cultural Heritage; Rural Revitalization; Cultural Communication; Innovative Strategies; Cultural Identity

Abstract: In the process of modernization, many intangible cultural heritage (ICH) projects are facing the crisis of inheritance, and their communication modes are in urgent need of innovation. This article aims to explore the innovative strategies of ICH communication from the perspective of rural revitalization, so as to promote the sustainable development of rural culture. By analyzing the internal relationship between ICH and rural revitalization, this article reveals the limitations of traditional communication mode, and puts forward an innovative path based on modern communication technology, cultural narrative theory and multi-agent coordination mechanism. The research points out that the application of digital technology provides new possibilities for ICH communication, while cultural narration can enhance the emotional resonance and appeal of communication. On this basis, this article further puts forward specific implementation paths such as policy guidance, education system integration, market-oriented operation and assessment system construction. The research shows that the innovation of ICH communication needs not only technical empowerment, but also the balance between cultural authenticity and modern adaptability. Through systematic theoretical framework and practical strategies, ICH can renew its vitality in rural revitalization and inject impetus into the overall revitalization of rural economy, society and culture.

1. Introduction

Today, with the acceleration of globalization and modernization, ICH, as a treasure of national culture, bears historical memory, cultural identity and spiritual value [1]. However, with the acceleration of urbanization and the loss of rural population, many ICH projects are facing inheritance crisis, and their living space is gradually compressed [2]. In this context, the rural revitalization strategy provides a new opportunity for the protection and dissemination of ICH [3]. Rural revitalization not only pays attention to economic revitalization, but also emphasizes the importance of cultural revitalization, and ICH, as the core component of rural culture, is not only an important embodiment of rural characteristic resources, but also the key to promote rural comprehensive revitalization [4].

The role of ICH communication in rural revitalization can not be ignored. From the perspective of rural revitalization, it is of great theoretical significance and practical value to explore innovative strategies of ICH communication [5]. However, the spread of ICH still faces many challenges. This article aims to explore the innovative strategies of ICH communication from the perspective of rural revitalization from the theoretical level. The research focuses on analyzing the internal relationship between ICH and rural revitalization, revealing the limitations of traditional communication mode, and proposing innovative paths based on modern communication technology and multi-agent collaborative mechanism. By constructing a systematic theoretical framework, this article attempts to provide new ideas and directions for the sustainable spread of ICH.

2. The relationship between ICH and rural revitalization

ICH is the core carrier of rural culture, which covers traditional skills, folk activities, oral literature, music and dance and other forms. These cultural forms not only record the historical changes in rural areas, but also reflect the harmonious symbiotic relationship between man and nature and between man and society [6]. Secondly, the core goal of rural revitalization strategy is to realize the all-round development of rural economy, society, culture and ecology, and cultural revitalization is an indispensable part of it. Rural revitalization is not only a material improvement, but also a spiritual improvement. As a unique cultural resource, ICH can inject profound cultural heritage into the countryside and stimulate the endogenous power of rural development.

The interactive relationship between ICH and rural revitalization is reflected in many levels. On the one hand, ICH provides an important cultural support for rural revitalization [7]. ICH projects in rural areas are often closely related to local natural resources and human environment. They are not only an important embodiment of rural characteristics, but also a symbol of rural cultural diversity. By protecting and spreading ICH, we can enhance the cultural attraction of the countryside and attract more external resources to flow into the countryside. On the other hand, rural revitalization has created good conditions for the inheritance and innovation of ICH. Under the background of policy support, capital investment and technical empowerment, the scope and influence of ICH communication have been expanded, and at the same time, it has injected new vitality into it. In addition, ICH also plays an important role in rural community construction. The inheritance of ICH projects usually depends on the collective participation of rural communities, which not only strengthens the ties between community members, but also promotes the harmonious development of rural society.

3. Traditional mode of ICH communication and its limitations

In the long history, the spread of ICH has formed a traditional mode with oral instruction, festival activities, exhibitions and mentoring as the core. These methods have distinct local and kinship characteristics and once played an important role in a specific social environment [8]. However, although these traditional models were effective in the past, their limitations are increasingly apparent in contemporary society. Traditional communication mode is limited by time and space, and it is difficult to cover a wider audience. Oral communication requires long-term personal learning and depends on individual memory and ability, which leads to low communication efficiency. Festivals and folk rituals are usually confined to specific areas and time, so it is difficult to break through the geographical restrictions and adapt to the needs of modern fast-paced life. Although the exhibition can systematically present ICH content, the static form is difficult to show the charm of dynamic skills, and the cost is high and the resources are unevenly distributed [9]. The mode of master-apprentice inheritance faces the risk of fracture due to the weakening of young people's interest and the difficulty in establishing inheritance relations. These limitations stem from the disconnection between the traditional model and the development of modern society, especially in the context of the rapid development of information communication technology, which makes it difficult to meet the needs of modern audiences for efficient and extensive cultural communication.

4. Theoretical framework of ICH communication innovation

4.1. Digital technology empowers ICH communication

With the rapid development of information technology, digital technology provides broad possibilities for ICH communication. Through virtual reality (VR), augmented reality (AR), artificial intelligence (AI) and other technical means, the ICH project can be presented to the audience in a more vivid and intuitive way. However, digital communication also faces some challenges, such as how to maintain the authenticity of ICH in technical application and avoid cultural distortion caused by excessive commercialization. Therefore, in the process of technology

empowerment, a scientific assessment system must be established to ensure that the content of communication not only conforms to modern aesthetics, but also retains the core value of traditional culture. Figure 1 below summarizes the characteristics and application scope of different technical means:

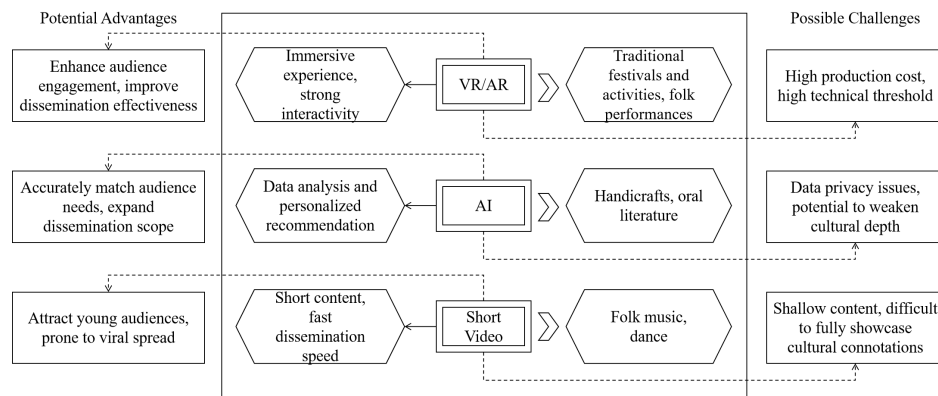


Figure 1: Application Scenarios of Digital Technology in Intangible Cultural Heritage Dissemination

4.2. The practical path of cultural narrative

Cultural narration is an important means of ICH communication, and the emotional resonance and appeal of cultural communication can be enhanced through story-telling expression. The ICH project often contains rich historical legends, folk stories or personal experiences, which can be presented through film and television works, documentaries, graphic stories and other forms. Cultural narrative can also push ICH to the international stage through cross-cultural communication. Under the background of globalization, by telling stories with universal values, more people can understand and appreciate the value of ICH.

4.3. Multi-agent collaborative communication mechanism

The innovation of ICH communication is inseparable from the joint participation of government, social organizations, enterprises and individuals. The construction of multi-agent cooperation mechanism can effectively integrate resources and form a joint force. The government plays the role of policy guidance and resource support, and creates a good external environment for ICH communication by formulating relevant laws and regulations and providing financial support. Social organizations can play a bridge role, connecting ICH inheritors and markets, and promoting the sustainability of cultural communication.

Enterprises also play an important role in ICH communication, especially those related to cultural and creative industries. They can transform ICH into products with commercial value through market-oriented operation, thus achieving a win-win situation of cultural communication and economic benefits. At the same time, the strength of the individual can not be ignored. As the direct bearer of culture, ICH inheritors' skills and experience are the core content of communication. The general public can become the promoter of cultural communication by participating in experience activities or sharing communication content.

4.4. Specific implementation strategies

Based on the above theoretical framework, the innovative strategy of ICH communication can start from the following aspects: First, strengthen the top-level design, clarify the division of responsibilities of governments at all levels, and ensure the consistency and implementation of policies. The second is to promote the integration of Industry-University-Research and encourage universities and scientific research institutions to participate in the digital protection and dissemination of ICH. The third is to establish an assessment system of ICH communication, regularly monitor the communication effect and adjust the strategy in time. Fourth, pay attention to cultural education, integrate ICH related content into school and social training, and cultivate the

cultural identity of the younger generation.

5. The implementation path and guarantee mechanism of ICH communication innovation

5.1. Policy guidance and resource integration

The government plays a vital role in ICH communication. By formulating scientific and reasonable policies, it can provide directional guidance and resource support for communication innovation. Local governments can support the digital protection of ICH projects through special funds, or set up special funds to encourage cultural and creative enterprises to develop cultural products with the theme of ICH. In addition, the policy should also focus on integrating social resources, building a multi-party cooperation platform, and promoting cooperation among universities, scientific research institutions, enterprises and communities. Figure 2 below summarizes the characteristics of different policy tools and their applicable scenarios:

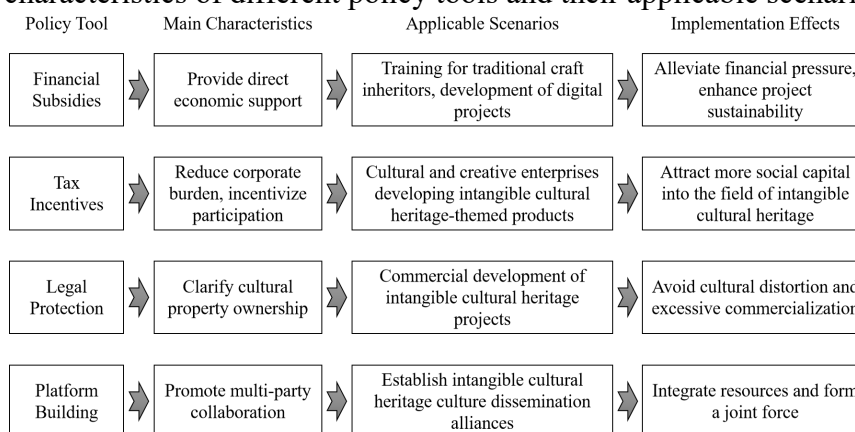


Figure 2: Analysis of Application of Policy Tools in Intangible Cultural Heritage Dissemination

5.2. Integration of education system and socialized communication

Education is an important way to spread ICH. By bringing ICH into the school education and social training system, we can cultivate the cultural identity of the younger generation and expand the scope of communication. In school education, students can learn more about the historical background and artistic value of ICH by offering ICH-related courses and organizing practical activities.

In terms of social training, ICH skills training for specific groups can be carried out by relying on community cultural centers or vocational training institutions. This model can not only provide employment opportunities for rural residents, but also promote live transmission with ICH. Different forms of education can meet diverse communication needs, and can be flexibly combined according to the characteristics of target groups in actual operation. Figure 3 shows the characteristics of different forms of education and their applicable targets:

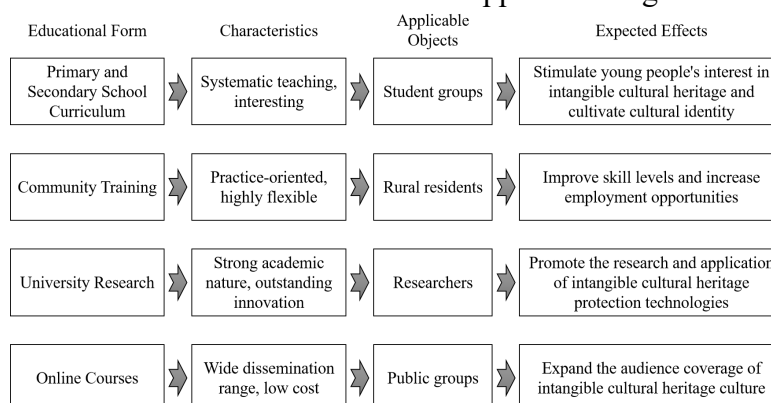


Figure 3: Analysis of Application of Educational Forms in Intangible Cultural Heritage Dissemination

5.3. Market operation and cultural and creative industries

Market-oriented operation is an important driving force of ICH communication. By transforming ICH into products with commercial value, we can achieve a win-win situation of cultural communication and economic benefits. Cultural and creative industries have natural advantages in this respect, however, market-oriented operation also faces some challenges, such as how to balance the relationship between cultural authenticity and market demand. In order to avoid cultural distortion caused by over-commercialization, strict quality control mechanism must be established to ensure that the cultural connotation of ICH products can be preserved. In addition, the government and social organizations should strengthen the supervision of market-oriented operation to prevent unscrupulous merchants from using ICH for false propaganda.

5.4. Assessment system construction and continuous optimization

In order to ensure the effective implementation of ICH communication innovation strategy, it is necessary to establish a scientific assessment system, monitor the communication effect regularly and adjust the strategy in time. The assessment system should include quantitative indicators and qualitative indicators. The assessment results can not only provide a basis for policy adjustment, but also provide a reference for future communication strategies.

The success of ICH communication innovation is inseparable from the perfect guarantee mechanism. This includes legal guarantee, technical support and personnel training. Legal protection can clarify the ownership of ICH project and avoid the abuse of cultural resources; Technical support provides a technical basis for the innovation of communication means; Talent training is the key to ensure the sustainability of communication, especially for the younger generation of inheritors.

6. Conclusions

From the perspective of rural revitalization, this article deeply discusses the innovative strategies of ICH communication, trying to provide new ideas for the protection and inheritance of ICH. The research shows that ICH is not only the core carrier of rural culture, but also an important force to promote the overall revitalization of rural areas. In modern society, the traditional ICH communication mode has been difficult to meet the needs of high efficiency and universality. The introduction of digital technology, cultural narrative theory and multi-agent collaborative mechanism has opened up a new path for ICH communication.

First of all, the application of digital technology provides broad possibilities for ICH communication. By means of virtual reality, augmented reality and short video platform, more people can be exposed to ICH in an intuitive and vivid way, thus expanding the scope of communication and improving the communication effect. Secondly, cultural narrative enhances the emotional resonance of cultural communication through story-telling expression, making ICH more attractive. Whether it is combining traditional skills with personal struggle history or telling stories with universal value through cross-cultural communication, ICH can be rejuvenated. In addition, the construction of multi-agent cooperation mechanism provides a strong guarantee for ICH communication. The joint participation of government, social organizations, enterprises and individuals can effectively integrate resources and form a joint force of communication.

However, the innovation of ICH communication is not achieved overnight, which requires policy guidance, resource integration and deep integration of the education system. Therefore, it is particularly important to establish a scientific assessment system. Only through continuous monitoring and optimization can we ensure the effectiveness of communication strategies.

Acknowledgments

Horizontal Research Project on the Development and Enhancement of Shandong Provincial-Level Intangible Cultural Heritage Projects by Shandong College of Tourism and Hospitality.

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