

Research on the Protective and Inherited Path of Intangible Cultural Heritage under the Background of Integrated Media—A Case Study of Dezhou City

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Abstract: The city of Dezhou has been known as a transportation hub and “gateway to Beijing”, and its intangible cultural heritage is rich and diverse. In order to protect and inherit the intangible cultural heritage in Dezhou, it is necessary to analyze the current problems from multiple dimensions of society, culture and technology. With the support of the traditional disciplinary vision and integrated media technology, the path to protect and disseminate the intangible cultural heritage in Dezhou can be divided into three stages: Foundational stage--providing policy and research support and following the trend of development to create representative brands; Developed stage--updating the path of inheritance to protect the enthusiasm of inheritance and providing intangible cultural fields to increase the participation; Consolidated and innovative stage--Opening innovative cultural communication channels with the help of integrated media and Establishing a mechanism for transforming results.

1. Current Research Situation of Intangible Cultural Heritage Protection in Dezhou City

Intangible cultural heritage is important cultural treasure that passed down from generation to generation by people of all ethnic groups for thousands of years [1]. Our country actively promotes the innovative and creative development of traditional culture. Dezhou is born of the Yellow River, prospered by the canal, and enriched by culture [2]. As an important city in the Beijing-Hangzhou Grand Canal cultural belt, Dezhou area has rich cultural deposits and a large number of intangible cultural heritage. Dezhou City government attaches great importance to the protection of intangible cultural heritage and has established a relatively complete team of representative intangible cultural heritage inheritors (Table 1). In addition, scholars have also paid attention to the protection of intangible cultural heritage so that the research on the intangible cultural heritage items in Dezhou has increased year by year. The author entered the theme of “Intangible cultural heritage of Dezhou” into the official website of China National Knowledge Infrastructure (CNKI), and nearly 30 major and minor themes were displayed in the database.

Table 1 List of representative items and number of inheritors of intangible cultural heritage in Dezhou City.

Representative items and inheritors of intangible cultural heritage in Dezhou City		
levels	Representative items of intangible cultural heritage	Representative inheritors of intangible cultural heritage
National	4 items	1 people
Provincial level	23 items	9 people
City level	161 items	123 people
County level	636 items	295 people

However, the current research on the intangible cultural heritage in Dezhou is mostly carried out according to a certain category or a certain special case, and the comprehensive research is relatively few. The research on the protection and inheritance of intangible cultural heritage in the

new era should combine the perspective of traditional disciplines with new media technology to analyze the problems from multiple dimensions such as society, culture and technology.

The new media developed on the basis of traditional media-- integrated media--enrich the media carriers and integrates complementary resources. It can make the goals of “resource accommodation, content integration, publicity integration, and interest integration” to come true [3]. Besides, it can provide technical support for the development of intangible cultural heritage protection and upgrade the publicity mode of intangible cultural heritage protection, which is of great significance to the protection of intangible cultural heritage and the economic development of local cultural publicity.

2. Analysis of Issues in the Protection of Intangible Cultural Heritage in Dezhou

In order to solve these problems, we should not only systematically understand the local cultural development history, but also make a summary of these issues. It requires both cultural inheritance and cultural innovation. It is necessary not only to connect with history, but also to combine with current social changes. At present, the protection of intangible cultural heritage in Dezhou has achieved phased results, but there are still many shortcomings in the path of protection and inheritance.

2.1. Insufficient Reserves in the Foundation Stage about the protection of Intangible Cultural Heritage Items

2.1.1. Lack of Comprehensive and Systematic Research on Cultural Heritage Items

At present, the total number of intangible cultural heritage items at all levels in Dezhou is more than 1,000. However, most of the research on intangible cultural heritage items in Dezhou is limited to several national intangible cultural heritage items, and there are few researches on provincial and county intangible cultural heritage items. The author made statistics on the academic research data of Dezhou intangible cultural heritage on the official website of China National Knowledge Infrastructure (CNKI). For the national intangible cultural heritage items, up to 2023, there were more than 260 studies in academic journals academic dissertations and conference newspapers on Dezhou roast chicken. More than 40 on Dezhou Black Pottery, more than 24 on Dezhou Yigougou(a traditional folk opera) and more than 8 on Dezhou Ningjin Acrobatics while there are no more than 10 studies on all of the other intangible cultural heritage items on provincial and county levels in Dezhou city (figure 1).

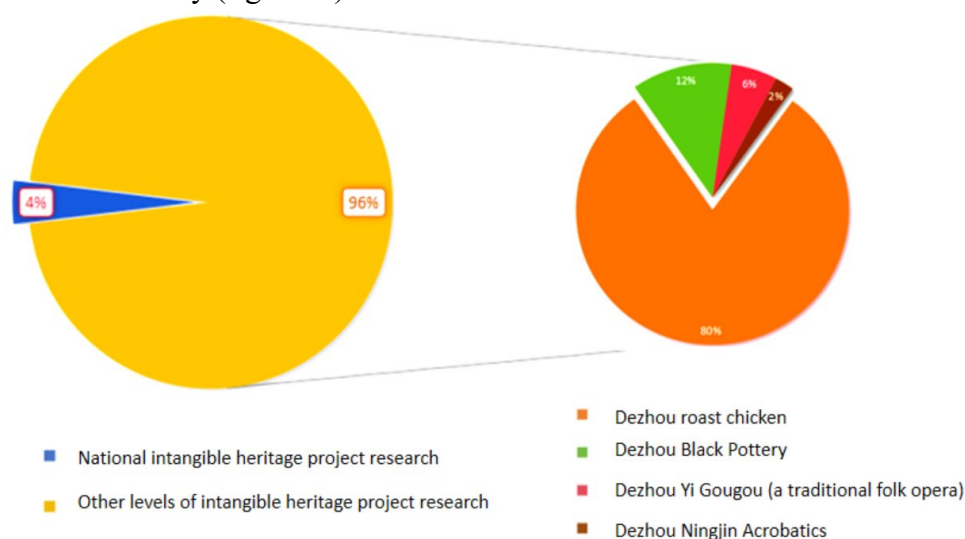


Figure 1 Dezhou intangible cultural heritage research theme distribution map.

2.1.2. The deficiency of Representative Intangible Cultural Heritage Items

Dezhou City lacks representative intangible cultural heritage items. The research coverage of intangible cultural heritage items is not wide, the connotation research is not in-depth, and the

research scale is limited. Some high-quality characteristic items have excellent spiritual core but their communication scale is limited. Such as the gourd carving in Linyi, the traditional pasta making technique in Ningjin County, the gold thread paste in Decheng District, the Baji boxing in Yucheng County, and the War drum Yangge in Laoling County. Their brand awareness is not high and their spiritual value and cultural connotation have not been fully demonstrated so that their development trend is weak. It is difficult to form national and international influence of these items. In order to help these intangible cultural heritage to “live up and fire up”, it is necessary to radiate high-quality representative intangible cultural heritage project.

2.2. The Inheritance and Protection of Intangible Cultural Heritage Items are Hindered in Development Stage

2.2.1. Inter-generational Barriers on the Inheritance of Intangible Cultural Heritage

Inheriting and protecting an intangible cultural heritage requires a huge amount of time and energy and some intangible cultural heritage items require strict skills and the inheritors need to practice more than 10 years. Nowadays, the society is developing rapidly. Most of us pay more attention to the “distant happiness”, but pay little attention to the “surrounding lives”. In particular, “Generation Z” show a strong dependence on digital media, and are not willing to spend a lot of time and energy to learn an intangible cultural items that is mostly based on the inheritance of skills.

2.2.2. Lack of Social Participation in Intangible Cultural Heritage Protection Activities

The protection of intangible cultural heritage is dynamic[2]. Intangible cultural heritage items come from the people, develop from the people, and inheritance and innovation must rely on the people. However, many local residents do not actually understand our intangible cultural heritage items, or have a very limited understanding, or even do not know the significance of intangible cultural heritage protection. People are not interested in intangible cultural heritage and intangible cultural heritage resources, and the outstanding intangible cultural heritage items in Dezhou become “duckweed without roots”, and the protection of intangible cultural heritage cannot achieve the expected effect.

2.3. The Restricted path of Transformation and Innovation Mood of Intangible Cultural Heritage Items

2.3.1. The Narrow Path of Intangible Cultural Heritage Items’ Promotion

Due to the limitation of time or lack of background information, the construction of the publicity of intangible cultural heritage items in Dezhou is relatively traditional, and the expression is monotonous, which is difficult to meet the needs of publicity. With the development of modern society, the dissemination of intangible cultural heritage is far from meeting the needs of publicity by relying only on a single media resource. There is an urgent need to update the publicity forms of intangible cultural heritage items in Dezhou and enrich the expression forms of publicity techniques to develop interactive intangible cultural heritage connection.

2.3.2. The Imperfect Transformation Mechanism of Intangible Cultural Heritage Items

The intangible cultural heritage items in Dezhou City are rich while the items can’t transform into useful and interesting applications. First of all, the excellent intangible cultural heritage items in Dezhou lack modern and innovative expression. For example, the “paper-cut” in Qingyun County have wonderful techniques but can’t attract the attention of consumers only by it’s making-skills. Secondly, the intangible cultural heritage items in Dezhou lack service-oriented consumption. For example, the “March 3rd” temple fair in Lingcheng District of Dezhou City and the hydrangeas lantern dance in Qihe County of Dezhou have not yet found their own development foothold in the national tourism industry. Thirdly, Dezhou’s intangible cultural heritage has a large space for development in terms of industrial integration. Intangible cultural heritage items need to be upgraded to cultivate new products and new formats.

3. The Protective and Inherited Path of Intangible Cultural Heritage Protection

3.1. Foundational Stage--Providing Policy and Research Support and Following the Trend of Development to Create Representative Brands

In view of the inheritance and protection of intangible cultural heritage in Dezhou City, all ministries should form a joint force. The government should work with effective forces, including research institutions, museums, campuses, party groups and communities, to jointly carry out the protection of intangible cultural heritage items. Research institutions should conduct a comprehensive and holistic review of existing intangible cultural heritage items; Cultural protection departments comprehensively understand the survival and development status of various types of intangible cultural heritage items at all levels, sort out relevant materials, and improve data records; Museums build digital resource libraries to form a file to avoid data loss. To increase financial support and promote long-term innovative development for intangible cultural heritage items; To establish resource transformation mechanism and provide a good publicity platform for the core items of intangible cultural heritage. Nowadays, young people have become the main force of consumption. Young people in the new era have a strong aesthetic personality, are happy to express emotions, and pay attention to experience and interactive consumption. If we want to attract the attention of these major consumer forces to intangible cultural heritage items, we must inherit the essence, refine the skills, and form characteristics. To build the representative brand of Dezhou intangible cultural heritage, we should not only summarize the core cultural characteristics of intangible cultural heritage items, but also carry out development and reconstruction on its basis. For example, the featured artistic works in the intangible cultural heritage project - the gold color pastes with “cloth pastes convey meaning in the past, and gold wire charm in the present [4]”, the pattern design and material selection have been updated and upgraded, the works are more in line with the people aesthetic.

3.2. Developed Stage--Updating the Path of Inheritance to Protect the Enthusiasm of Inheritance and Providing Intangible Cultural Fields to Increase the Participation

There are many types of intangible cultural heritage items in Dezhou. Intangible cultural heritage items of various levels and types require great efforts in the process of inheritance, and even some difficult items require two or even more inheritors to complete. Then, in the process of certification, it is necessary to update the mechanism, further simplify the certification process, and increase the protection of inheritors. The protection of intangible cultural heritage should realize the developmental transformation from “representative inheritors” to “representative inheritance teams” and from “exclusive learning elimination” to “a hundred flowers blooming”. In addition, the traditional mode of “oral transmission”, “physical transmission” and “mental transmission” [5] should be updated in the inheritance of intangible cultural heritage, so as to form a digital inheritance team with the help of digital technology platforms. The municipal government and the Cultural Bureau should organize regular activities to stimulate the public’s desire to actively participate in the inheritance of intangible cultural heritage.

The inheritance of intangible cultural heritage is active rather than negative [6]. The intangible cultural heritage project of Dezhou City came from the life of the masses and should return to the life of the masses. The protection of these items can not only rely on individuals and single organizations, but also rely on the whole people. Under the current background of digital development, Dezhou needs to actively build a community-style and digital intangible cultural exchange platform and establish a community of intangible cultural activities. According to the characteristics of digital citizens of college students in the new era, online and offline activities are organized to encourage young forces to move first. The intangible cultural heritage protection organizations and universities would actively promote elective courses of intangible cultural heritage items, hold lectures on intangible cultural heritage, invite inheritors of intangible cultural heritage items to make handicrafts on site, etc., to help college students personally experience the characteristics of intangible cultural heritage and stimulate the interest and enthusiasm of college students in protecting and inheriting intangible cultural heritage, and build intangible cultural

heritage into a “national tide” [7].

3.3. Consolidated and Innovative Stage--Opening Innovative Cultural Communication Channels with the Help of Integrated Media and Establishing a Mechanism for Transforming Results

3.3.1. Opening Innovative Cultural Transmission Channels in the Era of Integrated media

Relying on the integrated media, the dissemination of intangible cultural heritage has also entered a new era. Dezhou will actively promote the construction of digital museums, build intangible cultural heritage items and categories into immersive and perceptual knowledge, build a propaganda platform for “digital intangible cultural heritage” in Dezhou, and open a channel of “Cloud Appreciation intangible cultural heritage” [6]. Intangible cultural heritage protection organizations and museums can sort out the intangible cultural heritage items of various levels and categories in Dezhou, analyze and process massive data, excavate cultural characteristics, summarize potential value to form publicity highlights. The intangible cultural heritage publicity units should innovate the communication mode of intangible cultural heritage, make good use of audio-visual, perceptual and other cultural symbols to gain public attention. Those activities can attract people who are interested in the intangible cultural heritage project in Dezhou to participate in cultural publicity activities and help the intangible cultural heritage experience users to obtain a positive experience mode to establish emotional connection with the people and realize the interactive and practical communication of intangible cultural heritage.

The intangible cultural heritage publicity department should use modern technological means and social media platforms, such as Tiktok and other popular social media, to build an online exchange zone for intangible cultural heritage hotpots. The publicity organization divides the interest groups through big data, makes reasonable use of the initial traffic, carries out the live broadcast of intangible cultural heritage brand promotion, enriches the live content, enhances the interest and attractiveness of the live broadcast, encourages people to actively watch the live broadcast and make comments, and forms a positive interaction. The intangible cultural heritage protection units should set up professional teams to operate the official account of intangible cultural heritage and actively absorb the public’s opinions and suggestions on the protection of intangible cultural heritage to create a boom in the discussion of intangible cultural heritage.

3.3.2. Promoting Multi-dimensional Industrial Integration and Transform the Achievements of Intangible Cultural Heritage Items

In the process of the promotion of intangible cultural heritage, it is necessary to actively promote the integration and common use of digital technology and intangible cultural heritage, and realize the new development mode of the integration of intangible cultural resources and digital technology. Establish a perfect result transformation mechanism to promote the value connection between intangible cultural heritage and industry. Through the internal and external integration of intangible cultural heritage items and digital technologies, new driving forces for the innovation and development of the intangible cultural heritage industry are released. First of all, promote the modern and innovative expression of intangible cultural heritage items. In particular, for the intangible cultural heritage of traditional skills, such as the production technique of Hongxiju cloth bag chicken in Xiajin County, Dezhou, and the production technique of traditional noodle in Ningjin County, Dezhou, the production process and materials should be innovatively developed according to the characteristics of contemporary consumer groups, especially the tastes of young people, so as to better meet the actual needs of life. Secondly, Dezhou's high-quality intangible cultural heritage items should pay attention to the development of cultural connotations, and some characteristic items should carry out service-oriented and social cultural publicity and expression. For example, traditional sports intangible cultural heritage items: Yucheng Bajiquan in Yucheng City can form cultural and sports publicity teams to create mass fitness activities in response to the call of the current national fitness plan. Thirdly, Intangible cultural heritage protection actions should further enhance the breadth and depth of outstanding intangible cultural heritage and

industrial integration, deeply develop the cross-industry integration mechanism, and integrate intangible cultural heritage industry with film and television industry, animation industry, game industry and various industrial industries, promote the transformation of achievements, and produce “intangible cultural heritage surrounding”. The development trend of “intangible cultural heritage + film and television”, “intangible cultural heritage + cultural innovation”, “intangible cultural heritage + tourism” and other industries will be formed to form a virtuous cycle of culture and industry.

4. Conclusion

The permanent theme of cultural heritage protection is change in development, innovation in change, and innovation in root [8]. The protection and inheritance of intangible cultural heritage should combine intangible cultural heritage with related fields such as media, technology and social change to find a way to protect intangible cultural heritage that adapts to the new trend of the times and forge ahead. The protection and inheritance of intangible cultural heritage should further broaden the expression dimension of the protection and inheritance of intangible cultural heritage in Dezhou under the background of integrated media. In short, the protection and inheritance of intangible cultural heritage is a long way to go.

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