On the Digital Protection of Intangible Heritage under the Diversified Form of New Media

Yanjun Yang[1], Haonan Su[2]*

[1]College of Humanities & Social Sciences, Huazhong Agricultural University, Wuhan 430070, China

[2]School of Art, Design and Communication, Wuhan Huaxia University of Technology, Wuhan 430223, China

Abstract: With the rapid development of modern IT, we have entered the era of new media, which has a profound impact on many industries, as well as the protection of intangible heritage. In the process of modern social development, new media constantly emerge and show its diversified forms, providing a convenient way to acquire social and cultural knowledge. As the quintessence of traditional culture, intangible heritage protection is also highly valued by the society, which needs the extensive participation and support of the people and gives full play to the diversified forms of new media to realize digital intangible heritage protection. This will help to achieve a good publicity effect of intangible heritage, and continuously strengthen the public's awareness of intangible heritage protection. Taking intangible digital resources as the research object, this paper briefly expounds the protection mechanism of traditional intangible operation, expounds the contents of diversified intangible resources protection, and puts forward the protection countermeasures of diversified intangible resources.

1. Introduction

With the vigorous development of new media forms, the channels for people to obtain cultural knowledge are becoming more and more diverse and convenient. As the essence of traditional culture, the protection of intangible heritage is inseparable from the broad participation of the masses [1]. In the development of modern society, new media continue to emerge and show its diversified forms, which provides a convenient way to obtain social and cultural knowledge. In the process of social development, new media integrate into the social and cultural knowledge system in a diversified form. As a key project of traditional culture, intangible heritage resources have attracted great attention from the society. More people should be invited to participate in it, give full play to the application advantages of new media and strengthen the protection of digital intangible heritage resources [2]. As the essence of traditional culture, intangible heritage protection is also highly valued by the society. It requires the broad participation and support of the people, and gives full play to the diversified forms of new media to realize digital intangible heritage protection, which helps to achieve good intangible heritage publicity effect and continuously strengthen the public's awareness of intangible heritage protection [3-4].

With the vigorous development of new media, people have more and more channels to obtain information, and the ways to obtain information are more and more convenient. China has a very long history and many intangible heritages have emerged in the long history. These heritages are valuable wealth for the Chinese nation. Strengthening the protection of intangible heritage requires the broad participation of the people [5]. In today's modernization, people have more and more channels to obtain information, and the speed of communication can not be compared with the past. Therefore, the single inheritance methods such as traditional oral transmission and written records have exposed great limitations [6]. China has a long history and rich intangible heritage. However, due to the perennial wars in Chinese history and the lag of modern China's economic development, the intangible heritage has been seriously damaged, and many intangible heritage with great research value, which are highly representative of local culture, are disappearing frequently [7].

Taking intangible heritage digital resources as the research object, this paper briefly expounds the protection mechanism of traditional intangible heritage operation, expounds the content of diversified intangible heritage resources protection, and puts forward diversified intangible heritage resources protection countermeasures.

2. Protection forms of traditional intangible heritage

The topic of intangible heritage protection and inheritance is enduring. At present, there are many ways to protect intangible heritage, such as solid protection through museums, giving financial support to inheritors of intangible heritage, strengthening integration with school education and further developing intangible heritage. Over the years, traditional methods of intangible heritage protection have indeed helped people to effectively achieve fruitful protection of intangible heritage items. For example, the protection forms of museums and exhibition halls can protect some endangered intangible heritage items in a timely and effective manner, and when some intangible heritage items are facing an irreversible disappearance, they can be effectively retained in the memory of human culture. Although the traditional protection method has its merits, it also needs to adapt to the development of the times and combine with the frontier trend [8]. The protection of non-legacy resources, as a key project in the whole society, is related to national rejuvenation and development. The specific contents of traditional intangible heritage protection include the protection of fixed resources of museums, the excellent cultural resources of inheritors, and the protection of tourism development landscape culture. Although some achievements have been made in the protection of traditional intangible resources, there are still many problems. When some intangible heritages are facing the situation of irreversible extinction, museums can usually make them better preserved. Cooperation with universities can promote the integration of intangible heritage and education, at the same time, it can further extend the industrial chain of intangible heritage and further strengthen the protection of intangible heritage.

The traditional cultural industry is constantly improving and improving in the process of integration with high-tech and cutting-edge technology, which provides new opportunities and challenges for the protection and inheritance of intangible heritage. In the era of open information, conservative and traditional solid-state protection can no longer meet the requirements of the current intangible protection work, so it is necessary to bring forth new ideas and conform to the development of the times. When the intangible cultural resources are in an endangered state, effective protection measures should be taken to strengthen the effect of cultural protection and enhance people's awareness of the protection of intangible cultural resources. In the process of protecting non-legacy resources, we should pay attention to the support and protection of inheritors, pay attention to the development of inheritors, and adopt specific methods to continue non-legacy cultural resources, so as to achieve orderly inheritance and innovative development. With the wide application of emerging technologies such as cloud computing and Internet, smart phones and tablet computers are becoming more and more popular in society. Modern IT industry has promoted the development of the whole cultural industry, and at the same time, further promoted the protection of intangible heritage [9]. The emergence of Internet TV, mobile media and digital terminals not only provides people with more convenient information access channels, but also provides a new method for storing and spreading culture. The inheritance and promotion of intangible heritage should be combined with the media communication channels in the new era and the new media forms. Only in this way can we follow the trend of the times and make the intangible heritage protection work keep pace with the times. In this age of information explosion, traditional protection methods can no longer meet the requirements of intangible heritage protection in the new period. Therefore, we should innovate intangible heritage protection methods, strengthen the use of science and technology, and promote intangible heritage protection to a new level through new media.

3. Protection Countermeasures of diversified intangible heritage resources

3.1. Innovative communication forms of intangible heritage resources

The interactivity of intangible heritage is mainly to change the transmission mode from the previous service provider transmission mode to mutual transmission between the two parties. In outdoor interactive terminals, the advantages of this form are more obvious. It can increase the interaction between people and information, and at the same time, it can directly supply the feedback results of information interaction to service providers, helping service providers to better improve their services. Interactive communication takes cultural information as the main body, which enhances the effect of information communication and improves the efficiency of information feedback. Under the background of diversified new media, information reception has the possibility of transforming into diversification. In the process of information dissemination, accurate information dissemination and efficient information feedback can be completed. We can divide the information of intangible heritage into two different interactive modes, namely, information feedback and information experience. Feedback mainly refers to the better transmission of information to the general public. After receiving the information, the public can express their own opinions and give feedback. This kind of feedback and communication can meet people's needs for cultural knowledge, and at the same time, it can greatly promote the development of intangible heritage projects.

3.2. New media resource protection mechanism

Under the mode of interactive communication, mobile terminals will become the key carrier of information dissemination and reception, which is convenient for people to receive and acquire intangible cultural resources with the help of software, so as to enhance people's feedback and perception of cultural information. In the dissemination of diversified new media information, we should enhance people's perception of the artistry of intangible cultural resources, so that they can enhance the feeling effect of intangible cultural resources from the sensory perspective, and improve people's ability to tap the intangible cultural resources of skills through practical operation.

The construction of a single database is only a mere formality for the protection and development of intangible heritage. It is not the names and codes that need to be collected and entered, but also the records of different types of intangible heritage in different ways. For traditional dramas, music and folk arts, audio and video animation can be used to record. The integration and application of digital technology is shown in Figure 1.
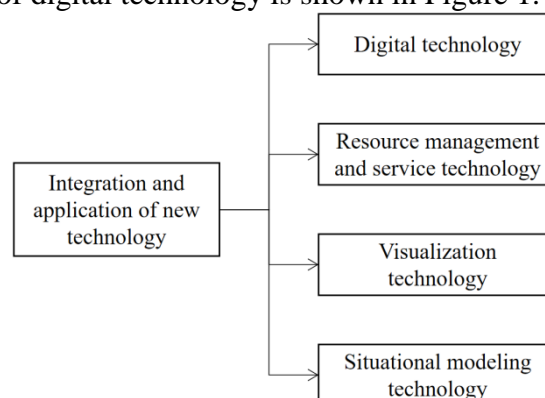

Figure 1 Integration and application of digital technology

Different types of intangible heritage represent different connotations. In order to strengthen the publicity of intangible heritage and make intangible heritage better enter the general public, the publicity should not be limited to traditional media, but should be integrated with new media. In the final analysis, the protection and development of intangible heritage cannot be separated from the mass base, and the development of new media has created conditions for the digital protection of intangible heritage [10]. In addition, design intervention is used to establish the exclusive brand

image and visual symbols of intangible heritage, and transform it into cultural products that conform to the aesthetic and consumption characteristics of the masses, so that intangible heritage can be developed and protected while realizing industrial value-added. Intangible cultural resources projects have diversified attributes, and their corresponding cultural products have their own artistic features. In the process of diversified new media information dissemination, we should strengthen the protection of intangible cultural resources, carry out the publicity of cultural products in an orderly manner, and provide people with systematic intangible cultural knowledge.

4. Conclusions

When the material conditions are greatly enriched, people begin to pay attention to the satisfaction of the spiritual world, which is an opportunity for the development of intangible heritage in contemporary times. In the process of intangible heritage protection, although traditional methods have protected intangible heritage, they can no longer meet the current new needs. With the development of IT, the establishment of interactive platform, and the intervention of design innovation, it is presented to the public in a more interesting and daily form. Although the traditional protection methods have their limitations, they can't deny their contribution to the intangible protection work. With the development and progress of science and technology, the protection work should also be self-improving. Under the support of existing technical conditions, the shortcomings in the previous protection work should be improved to bring forth the old and bring forth the new. Under the background of diversified new media, to strengthen the protection of intangible resources, we should strengthen the application of IT, such as new media, on the basis of the original protection of intangible resources, so as to enhance the effectiveness of intangible resources, innovate protection forms and make people realize the intrinsic value of intangible resources. With the rapid development of IT, the protection work is constantly improving. Through the new media, the intangible heritage can be better publicized, and finally the intangible heritage can be protected.

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