
Original Research Article

New challenges and opportunities for non-genetic inheritance and protection in Jiangsu province in the context of digitization

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Abstract: With the rapid development and wide application of digital technology, the inheritance and protection of intangible cultural heritage (hereinafter referred to as “ICH”) are facing unprecedented new challenges and opportunities. As a cultural power with 5,000 years of civilization, China has rich and diverse NCH resources, including but not limited to traditional music, dance, drama, opera, acrobatics, handicrafts and so on. Jiangsu Province, as a cultural province in China, is particularly rich in NCH resources. However, under the impact of globalization, modernization, and urbanization, many NFIs are facing serious problems such as fractured inheritance, loss of skills, and loss of audience. The purpose of this paper is to discuss the new challenges and opportunities facing the protection and inheritance of NPLs in Jiangsu Province under the background of digitization, and to propose corresponding countermeasures.

Keywords: Intangible cultural heritage; Digitization; Preservation and transmission; Jiangsu Province

1. Introduction

As the essence of Chinese excellent traditional culture, non-legacy vividly shows the historical lineage of the long inheritance of Chinese civilization. Jiangsu Province has a long history and culture, and is rich in non-hereditary resources. However, under the impact of globalization, modernization and urbanization, many non-hereditary items are facing serious problems such as fractured heritage, lost skills and audience loss. Therefore, how to use digital technology to promote the inheritance and innovation of non-heritage has become a major issue to be solved.

2. The current situation of intangible heritage protection and inheritance in Jiangsu province

In recent years, Jiangsu Province has achieved remarkable results in the protection and inheritance of intangible cultural heritage. 2006, Jiangsu took the lead in the introduction of the protection of intangible cultural heritage of local legal documents, “Jiangsu Province, the protection of intangible cultural heritage regulations”. Up to now, 60 relevant laws and regulations have been formulated by various regions in combination with their own actual situation, building a hierarchical, up and down linkage of the regulatory system.

However, there are still some weak links in the protection and inheritance of non-heritage in Jiangsu Province. From the point of view of regional distribution, the non-legacy projects in general are more in the south of Jiangsu Province and the middle of Jiangsu Province and less in the north of Jiangsu Province. In terms of the number of people, the number of inheritors is relatively small, and faces problems such as the obvious aging of the structure of inheritors and generally low education. In addition, the innovation of non-heritage programs is not strong enough and not well adapted to modern life; some non-heritage inheritors still have the idea of “waiting, relying and demanding”, which restricts the inheritance and development of non-heritage. In terms of digital

technology, the application of non-heritage + digital is also relatively weak.

3. New challenges to the protection and inheritance of non-heritage in the context of digitization

(1) Rapid technological upgrading and increased pressure on inheritance and innovation

With the emergence of new technologies such as big data, artificial intelligence, virtual reality (VR), augmented reality (AR), etc., the digital communication of NGT must constantly adapt to the development of new technologies in order to maintain its attractiveness and influence. At the same time, this rapid technological updating has also brought pressure on the inheritance of NRLs, and how to innovate on the basis of maintaining the core values of NRLs has become an urgent problem to be solved.

(2) Cultural Differences and the Digital Understanding Gap

China's non-legacy has a profound historical and cultural heritage and regional characteristics, and it is an important challenge to accurately present its cultural connotation and avoid cultural misinterpretation and misinterpretation in digital communication. Different audiences have different acceptance and understanding of digitalization, so how to meet the needs of different audiences and enhance their participation and experience is also a problem that needs to be faced by the digital communication of non-heritage.

(3) Balancing Copyright Protection and Digital Dissemination With the increasing abundance of digital resources of NRLs, the issue of copyright protection has become more and more prominent. How to realize the sharing and dissemination of NRL resources while protecting the rights and interests of NRL bearers has become an urgent challenge. At the same time, digital dissemination may also lead to the abuse of non-heritage resources and infringement of copyright, and how to establish an effective regulatory mechanism to maintain the order and stability of digital dissemination of non-heritage is also an important challenge.

(4) Challenges in international competition and cooperation Under the background of globalization, digital communication of NRLs not only has to face the competition in the domestic market, but also has to participate in the competition in the international market. How to highlight the characteristics and advantages of Chinese NRLs in international competition and enhance their influence and popularity in the international arena is an important challenge. At the same time, the digital communication of NRLs also needs to strengthen international cooperation and exchange, and jointly promote the protection and inheritance of NRLs. However, it may also face challenges such as cultural differences and conflict of interests in international cooperation, and it is necessary to seek appropriate cooperation methods and paths.

4. New opportunities for the protection and inheritance of non-heritage in the context of digitization

In the context of the digital era, the protection and inheritance of non-heritage is facing unprecedented new opportunities. These opportunities are not only reflected in the innovation of technical means, but also in the in-depth integration of non-heritage culture and modern society, as well as its wide dissemination on a global scale. The following is a description of the new opportunities for the preservation and inheritance of non-heritage in the context of digitization from five aspects.

(1) Digital Recording and Storage: Ensuring the Integrity and Authenticity of NRH Skills

Digital technology provides unprecedented convenience for the preservation of NRH skills. Through digital means such as high-definition photography, audio recording and video recording, every detail of the NHTS can

be completely recorded and digitally stored in the database. This approach not only ensures the integrity and authenticity of the NLC skills, but also greatly facilitates subsequent retrieval, sharing and dissemination. Digital storage can also effectively prevent the skills from being lost due to the passage of time, the decline of inheritors or changes in the environment.

(2) Broadening dissemination channels: breaking geographical restrictions and realizing global dissemination

The Internet and digital platforms have broken the geographical limitations, enabling the rapid spread of non-heritage skills to all parts of the world. By utilizing social media, short videos and other diversified online platforms, non-heritage projects can attract the attention and participation of a wider range of people, thus enhancing their popularity and social influence. This cross-regional and cross-cultural communication mode can help promote international exchanges and cooperation of NRH skills, and promote cultural diversity and inclusiveness. At the same time, digital communication can also inspire more young people's interest in and love of non-heritage culture, injecting new vitality into the inheritance of non-heritage.

(3) Innovative Inheritance Methods: Virtual Reality and Online Education Help Inherit Skills

Digital technology provides more possibilities for the inheritance of non-heritage skills. Virtual Reality (VR) and Augmented Reality (AR) technologies enable learners to experience the production process of non-heritage skills in an immersive manner, enhancing their understanding and mastery of the skills. In addition, online education platforms have also provided a convenient way to teach non-heritage skills, enabling more people to come into contact with and learn non-heritage skills. This innovative way of transmission not only breaks through geographical and time constraints, but also improves the efficiency and quality of transmission.

(4) Promoting industrialization: Combining non-heritage skills with modern technology to realize industrial upgrading

The digitization of non-heritage skills helps its industrialization. By combining with modern technology, NH skills can be transformed into cultural products with market competitiveness, such as digital collections, animation games, etc. These products not only enrich the cultural market, but also provide more opportunities for NH inheritors. These products not only enrich the cultural market, but also provide more income-generating channels for NHIs, which helps to improve their living standards and social status. At the same time, industrialization can also drive the development of related industries and promote the prosperity of the cultural industry.

5. Countermeasures for the protection and inheritance of intangible cultural heritage in Jiangsu province

(1) Strengthening technological research and development to enhance the quality of digital communication of NRLs

In order to cope with the challenge of rapid technological updating, Jiangsu Province should strengthen the research and development and innovation of non-heritage digital communication technology. On the one hand, it should increase the research and development of new technologies and applications, and promote the continuous upgrading and iteration of NRL digital communication technologies; on the other hand, it should strengthen the cultivation and introduction of NRL digital communication talents, and improve the specialization level of NRL digital communication.

(2) Construct digital resource base and improve the protection system of non-heritage

Jiangsu Province should actively build a digital resource base of non-heritage, digitize all kinds of non-heritage resources, and establish a comprehensive and systematic digital resource base to facilitate public inquiry and understanding. At the same time, it should pay attention to the updating and maintenance of resources to ensure the accuracy and timeliness of information. The effective protection and inheritance of non-heritage resources can be realized through the construction of a digital resource base.

(3) Strengthening cross-media cooperation to broaden the dissemination channels of NRHs

Jiangsu Province should make full use of the Internet, mobile media, social media and other communication channels to realize the diversified and all-round dissemination of non-legacy. Through cross-media cooperation, the scope of dissemination can be expanded, the efficiency of dissemination can be improved and the effect of dissemination can be enhanced. At the same time, it is necessary to strengthen cooperation with non-heritage-related cultural institutions, tourism organizations and so on, so as to jointly promote the dissemination and development of non-heritage.

(4) Cultivate professionals to enhance the level of non-genetic inheritance

Jiangsu Province should strengthen the cultivation and support for non-genetic inheritors. On the one hand, it is necessary to provide strong support for the learning and growth of non-genetic inheritors through the establishment of a special fund, the establishment of training bases and other measures; on the other hand, it is necessary to strengthen the assessment and management of non-genetic inheritors, and to promote the professional and standardized development of non-genetic inheritors. At the same time, it is necessary to actively introduce and cultivate composite talents who both understand non-heritage and specialize in digital technology, so as to provide a strong talent guarantee for the digital dissemination of non-heritage.

(5) Improve laws and regulations to protect the order of digital dissemination of non-heritage

In order to guarantee the order and stability of digital communication of non-heritage, Jiangsu Province should formulate and improve relevant laws and regulations. On the one hand, the copyright protection mechanism of digital dissemination of non-heritage should be clarified to protect the legitimate rights and interests of non-heritage bearers; on the other hand, the supervision of digital dissemination of non-heritage should be strengthened to crack down on infringement behaviors and maintain the order and stability of digital dissemination of non-heritage.

6. Case studies

Take the art of Kunqu in Jiangsu Province as an example. Kunqu originated in the Kunshan area of Jiangsu Province at the end of the Yuan Dynasty and the beginning of the Ming Dynasty, and has a history of more than 600 years. Combining various performance forms such as singing, reciting, dancing and martial arts, it is known for its elegant lyrics, melodious voice and delicate performances, and is regarded as “the ancestor of a hundred operas”. On May 18, 2001, UNESCO announced in Paris the first list of “Masterpieces of the Oral and Intangible Heritage of Humanity”, making China one of the 19 countries to receive this honor for the first time. However, with the rapid development of digitalization, the inheritance and dissemination of kunqu also brings many challenges. First, the lack of adaptability between traditional kunqu performance forms and digital dissemination platforms has led to limited dissemination effects; second, the relative lack of talent and technical reserves for the digital dissemination of kunqu has limited its dissemination scope and dissemination effects. Third, the rapid development of digital technology provides new possibilities for the dissemination of kunqu art, but how to combine digital technology to maintain the original flavor of kunqu, prevent cultural distortion and avoid cultural

distortion is a problem that needs to be solved urgently.

In response to these challenges, Jiangsu Province has taken active measures. First, innovative forms of communication are key. Utilizing short videos, live broadcasts and other new media forms, combining kunqu performances with digital technology, such as live broadcasts of kunqu performances through live broadcasting platforms, allows audiences to enjoy kunqu performances in real time, which improves the dissemination effect. Secondly, strengthen talent training and technological innovation. Increase the cultivation of kunqu digital communication talents to improve their professionalism and technical ability. At the same time, strengthen technical research and development, and explore new technologies, platforms and modes that are more suitable for the digital dissemination of kunqu. For example, Suzhou has built a digital protection system and utilized digital technologies such as 5G, AI, and blockchain to innovate the presentation of non-legacy culture, such as the “Lion Forest - Garden Universe” project, which allows tourists to experience the charm of non-legacy culture in an immersive environment. Finally, strengthening the cultural connotation is the core. In digital communication, the excavation and presentation of the cultural connotation of Kunqu are emphasized, and the historical origin, artistic characteristics and cultural value of Kunqu are displayed through various forms such as text, pictures and videos, thus enhancing the audience’s cognition and understanding.

7. Concluding remarks

In summary, under the background of digitization, the protection and inheritance of NRLs in Jiangsu Province are facing many new challenges and new opportunities. Jiangsu Province needs to increase technical research and development, build a digital resource base, strengthen cross-media cooperation, cultivate digitization professionals, and continuously improve relevant laws and regulations. Through these initiatives, the digital dissemination of non-heritage will be further promoted, contributing to the inheritance and development of Chinese outstanding traditional culture. In addition, the efforts made by Jiangsu Province in the digital protection and inheritance of non-heritage can also provide lessons and references for other provinces.

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