

The study on the publicity strategy and popularization modalities for intangible cultural heritage in China

Jingchun Jiang*

Beijing Wangfu School, Beijing, 100000, China

Abstract. This paper focuses on the promotion strategies and popularization methods of Chinese intangible cultural heritage. paper aims to explore how to effectively publicize and inherit these valuable cultural assets in the context of globalization. The study analyzes the current state of intangible cultural heritage promotion, identifies existing problems, and proposes innovative promotional strategies and diverse dissemination methods along with their future impacts. The research finds that integrating modern media technology with in-depth cultural exploration, and emphasizing interactive and experiential approaches, can effectively incorporate intangible cultural heritage into school education and community life. This approach cultivates interest and participation among students and the public, significantly benefiting the sustainable development of intangible cultural heritage. Finally, the article reflects on the future development of intangible cultural heritage promotion strategies and dissemination methods, pointing out the research limitations and suggesting prospects for future work. The study provides strategic advice and practical guidance for the promotion and inheritance of intangible cultural heritage, promoting its global dissemination and exchange.

1 Introduction

As an integral part of human civilization, intangible cultural heritage carries the cultural memory and wisdom of generations, which remains indelible. However, with globalization's advance, it now faces unprecedented challenges and opportunities. This article aims to explore the contemporary value of intangible cultural heritage, analyzing its economic, educational, and social impacts, along with current issues in promotion and potential innovative methods for the future. Using a comprehensive review approach combining text analysis, case studies, and secondary data analysis, this paper seeks to understand the current state of dissemination and protection of intangible cultural heritage. Firstly, the paper introduces the concept and classification of intangible cultural heritage, followed by an analysis of its modern value. Next, it delves into the impacts of intangible cultural heritage promotion and examines current promotional challenges and existing problems. The research aims to deeply explore the value and significance of intangible cultural heritage in modern society and its influence in economic, educational, and social spheres. By analyzing the modern value of intangible cultural heritage, the paper seeks to uncover the challenges and

* Corresponding author: jiangjingchun@st.brs.edu.cn

opportunities it faces in the context of globalization and proposes corresponding promotion and protection strategies. Finally, the study explores innovative promotion strategies and popularization methods.

2 Overview of intangible cultural heritage

2.1 The definition and scope of intangible cultural heritage

Intangible Cultural Heritage (ICH) typically refers to "invisible culture." It includes practices, expressions, knowledge, skills, and related tools, objects, artifacts, and cultural spaces that communities, groups, or individuals consider part of their cultural heritage. It features intergenerational transmission and folklore traditions, emerging in relatively consistent traditional environments, representing all related traditional practices and expressions of associated people.

According to UNESCO's classification, ICH includes [1]: 1) Oral traditions and expressions: languages, stories, songs, proverbs, riddles, etc. 2) Performing arts: theater, music, dance, etc. 3) Social customs, rituals, and festive events: weddings, funerals, festival celebrations, etc. 4) Knowledge about nature and the universe: agricultural knowledge, astronomical observations, explanations of natural phenomena, etc. 5) Traditional craftsmanship skills: weaving, ceramics, metalworking, etc.

China's "Intangible Cultural Heritage Law" defines it as various traditional cultural expressions and related tangible objects and places passed down and regarded as part of their cultural heritage by people of all ethnic groups. These include: (1) traditional oral literature and languages as its carrier; (2) traditional art, calligraphy, music, dance, theater, quyi, and acrobatics; (3) traditional craftsmanship, medicine, and calendrical methods; (4) traditional rites, festivals, and folklore; (5) traditional sports and games; (6) other intangible cultural heritage [1].

Hence, ICH is a treasure of human civilization, a robust bridge connecting history and the future. It profoundly reflects cultural diversity and human creativity. Though intangible, it is deeply embedded in society, community, and individual life through practices, expressions, knowledge, and skills. These cultural assets carry the wisdom and memories of generations, showcasing remarkable vitality and energy in folk transmission.

2.2 The contemporary significance of intangible cultural heritage

Intangible cultural heritage plays an indelible role in history, and its impact and value in the modern era remain immeasurable. The following will elucidate three points.

Cultural Diversity: Intangible cultural heritage represents a nation's or culture's history and the wisdom of its people. Its existence illustrates that history is not just artifacts in museums; the crystallization of ancient wisdom is not solely passed down in material form. Much of the cultural core is hidden in these intangible cultural heritages, enhancing global cultural diversity[2].

Education and Inheritance: Intangible cultural heritage is a crucial channel for knowledge, skills, and cultural transmission. Its significance has a profound impact on nurturing new generations, fostering national identity, and cohesion. It is the best way to promote a culture, providing unprecedented cultural influence on other nations.

Economic Development: The economic role of intangible cultural heritage is reflected in tourism, crafts, and manufacturing. It is a unique cultural resource with high attractiveness to other cultures, promoting industry growth, increasing visibility, and contributing significantly to regional economic power[3].

3 The impact of intangible cultural heritage promotion

3.1 Economics

Promoting intangible cultural heritage can better drive the development of local industries, such as handicrafts and manufacturing. This promotion increases the visibility and attention of these industries. Additionally, for tourism, festivals featuring intangible cultural heritage often achieve higher attention and participation, injecting new vitality into the local economy and attracting more investment and talent, thus driving local economic development. Xinjiang boasts rich intangible cultural heritage, especially traditional music, with some being listed among the UNESCO intangible heritage. However, with the ongoing changes in modern society and deepening economic development, Xinjiang's cultural environment is undergoing significant transformations. In this process, the status and influence of traditional music in society are showing a declining trend. Challenges in the inheritance environment, lack of protection funds, inconsistent value assessment, and market fragility are severe issues affecting the development of Xinjiang's traditional music. In recent years, however, the combination of tourism and intangible cultural heritage has injected new funds into the local economy. The significant achievements in the Kashgar region have fully verified this. The Kashgar Old City scenic area was awarded the title of "Xinjiang Intangible Heritage Bazaar" by the Autonomous Region's Culture and Tourism Department in January 2022, marking significant achievements in the protection and inheritance of intangible cultural heritage. Subsequently, in June 2023, the Kashgar Old City scenic area was officially granted the honor of "Autonomous Region-level Intangible Heritage Market." From January to July 2023, Kashgar's tourism industry experienced unprecedented prosperity with a visitor count surging to 11.8995 million, a year-on-year growth of 65.5%. Simultaneously, tourism revenue grew significantly, reaching 8.139 billion yuan, a year-on-year increase of 96.93%. This series of data not only highlights the strong development momentum of Kashgar's tourism industry but also further proves the strategic value of combining tourism development with cultural heritage transmission. This model effectively promotes the sustainable development of intangible cultural heritage and provides a solid financial guarantee for the protection and transmission of heritage projects [4].

3.2 Education

The educational significance of promoting intangible cultural heritage lies in preserving historical knowledge and skills. The loss of such heritage often stems from only passing down its form, not its intrinsic spirit. The "artisan spirit" embodied in intangible cultural heritage is a vital cultural quality for the newer generation. Therefore, promoting intangible cultural heritage helps enhance youth awareness of preservation and appreciation, highlighting the educational significance and impact of its promotion.

3.3 Social

The promotion of intangible cultural heritage can enhance community and global cohesion. Its existence fosters exchange and understanding among people from different cultural backgrounds. Intangible cultural heritage is a crucial basis for enhancing national identity, serving as the root and soul of culture and embodying national characteristics and spirit. This sense of identity helps each of us find position in society, discover passage cultural space, and connect with family, friends, and societal groups. The inheritance and development of intangible cultural heritage play a vital role in promoting the prosperity of Chinese society

and economy, fostering cultural self-awareness and confidence, and strengthening national identity. The reason Chinese civilization has endured for five millennia is due to the consistent adherence to ancestral identity, unity of family and nation, and traditional concepts of national identity by the Chinese people and their descendants throughout history. These concepts have forged the strong internal cohesion of the Chinese civilization's development path, granting it an inclusive nature that embraces diversity. The inheritance and development of intangible cultural heritage showcase the ideals of mutual understanding, appreciation, and learning among ethnic groups. They reflect the inclusive nature of Chinese civilization, which seeks common ground while preserving differences, and demonstrates that Chinese civilization is formed by the confluence of various ethnic cultures [5].

4 Current status and issues in promoting intangible cultural heritage

4.1 Analysis of the current publicity situation

Promoting intangible cultural heritage (ICH) has always been key to attracting public attention. In today's strategies, offline channels still play a primary role in ICH dissemination. However, online channels are showing robust growth. The internet and self-media platforms, in particular, have significantly impacted the promotion and dissemination of ICH projects [4]. For instance, using live streaming platforms, Weibo, and Xiaohongshu to narrate the value and cultural context behind ICH, some inheritors have found broader audiences, thereby achieving the transmission and spread of ICH culture. However, the methods of presentation are often simplistic. They fail to fully showcase the intrinsic cultural value and production process, leading to incomplete or biased public understanding.

4.2 Existing problems

However, the dissemination of intangible cultural heritage faces many challenges. These issues somewhat affect its inheritance and promotion. If not effectively addressed, these cultural treasures risk being lost or even disappearing. This could lead to gaps in Chinese history, lost techniques, or irreplicable unique pieces.

4.2.1 Issues of Promotion and Inheritance

The promotion issue of intangible cultural heritage (ICH) has long been the primary cause of its loss. In terms of awareness, 47.69% of the post-80s generation know about ICH, while the percentages for the post-90s and post-00s generations are relatively lower, at 30.95% and 27.13%, respectively. Only 11.54% of the public frequently participate in ICH activities, though 42.31% express a willingness to participate despite never having done so. These statistics starkly reflect the current situation of single inheritance methods and insufficient public engagement, leading to a shortage of ICH transmission talent and serious succession issues [6]. The misunderstanding of ICH could be the reason for this situation. Some still view ICH as outdated relics incompatible with modern life; others believe it should retain its original form, adhering strictly to tradition without crossing boundaries; and some equate ICH with cultural relics, believing it should only be viewed from a distance and not easily touched or altered. These perspectives uniformly hinder the promotion and dissemination of ICH, making its promotion more marginalized compared to content with higher economic returns. This indirectly causes the few willing inheritors to have discrepancies in their understanding of potential information, ultimately leading to the loss of the culture.

4.2.2 *Geographical and Economic Issues*

Different geographies nurture distinct cultures, and the treasures they produce are unique and valuable. Some regions, due to rapid development and strong economies, can ensure the protection and development of their intangible cultural heritage. In contrast, unique geographic locations in some areas may lead to slower development and tighter budgets, hindering their ability to focus on preserving their distinct intangible heritage. This discrepancy leads to the loss and reduction of local intangible cultural heritage. According to research, China's intangible cultural heritage is unevenly distributed: the East has more resources than the West, and the South has more than the North. This suggests a correlation between a region's economic level and its focus on preserving and transmitting intangible heritage. As a region becomes economically developed and culturally rich, it has more intangible cultural heritage resources. Yet, rapid economic growth is not achievable in many regions in a short period, indirectly affecting the protection and transmission of intangible cultural heritage.

However, excessive economic development is a double-edged sword. Over-commercialization of intangible cultural heritage can dilute its essence, leaving only a cultural form. While commercialization might solve the issue of heritage transmission temporarily, it can distort or weaken the cultural essence. The initial step of commercialization often involves simplifying or homogenizing heritage forms and processes to meet market demands, leading to the loss of unique cultural features and diversity.

On the other hand, stressing the "pristine" quality of intangible cultural heritage isn't ideal either. Heritage products typically generate low income, making it hard for inheritors to avoid commercialization for better earnings. This situation might drive them to different industries, risking the loss of cultural heritage. Even without desertion, low average annual income makes it hard to attract new inheritors. Training an inheritor is slow and unpredictable, often requiring personal investment even beyond familial transmission, deterring many from learning.

Geographically, intangible cultural heritage reflects history and culture. Regions with more favorable environments tend to have longer histories and denser populations, facilitating cultural transmission and reducing the risk of heritage loss. In contrast, isolated regions with sparse populations due to harsher geographies may retain original cultural expressions but face challenges in passing them down. Thus, attracting individuals to learn and transmit these unique intangible heritages is difficult, leading, eventually, to cultural loss [7].

4.2.3 *Translation Issues*

Translation between cultures is crucial for understanding. The rise of new media means information is everywhere. But without precise translation, intangible cultural heritage loses significance. This leads to misinterpretation of its meaning and value across different cultural backgrounds. Accurately conveying a culture's essence is key for cross-cultural understanding and participation. Currently, the lack of emphasis on translation hinders this. Attention is often on domestic cultural promotion, resulting in few professionals dedicated to international outreach. Government-led translation teams have limited capacity to thoroughly analyze vast intangible cultural heritage content. Consequently, even well-preserved heritage loses meaning in translation. This diminishes the quality of international promotion, making it less appealing to foreign audiences [8].

5 Innovative promotion strategies and popularization methods for intangible cultural heritage

5.1 Modern media technology

Currently, the advent of emerging media significantly alleviates the issues of low attention and potential inheritor loss of intangible cultural heritage caused by early information errors and insufficient promotion. These new media overcome the time and space limitations of traditional media, enabling users to freely access and disseminate relevant information anytime, anywhere, and deeply experience the unique charm of intangible cultural heritage. Additionally, the interactive nature of new media allows users to express themselves freely on platforms, obtaining more targeted information and thoroughly addressing crucial issues such as information errors and personalized service needs. "China in Intangible Cultural Heritage" is a program that comprehensively showcases China's rich intangible cultural heritage, including traditional handicrafts, folk activities, traditional performing arts, traditional knowledge, and practices. The program cleverly uses youthful audiovisual language, combining immersive travel experiences with dazzling performances, enabling the audience to appreciate the material carriers, craftsmanship essence, personal stories, historical inheritance, and spiritual connotations of intangible cultural heritage in a comprehensive, deep, and multi-angled manner. Furthermore, some online live streaming platforms like Bilibili allow users to learn part of the production process of intangible cultural heritage while watching live broadcasts on the website. Their emergence resolves the issues of low transmission efficiency and high learning difficulty inherent in the traditional master-apprentice inheritance form of intangible cultural heritage, thus significantly improving its transmission success rate. The integration of intangible cultural heritage with e-commerce platforms like Taobao and JD.com has thoroughly opened up the sales of intangible cultural heritage items, addressing the problems of skill loss and homogenization caused by income issues for inheritors, thereby greatly protecting the cultural essence of intangible cultural heritage.

5.2 Building new media platforms

Given the crucial importance of modern media technology for intangible cultural heritage, creating a unique new media platform to promote other Chinese intangible cultural heritages internationally is a viable strategy. This site should primarily include accurate translation information to minimize misunderstandings caused by translation issues. Also, the site needs to compare the information with the intangible cultural heritage of other cultures, allowing foreign users to understand the core essence of Chinese intangible cultural heritage more accurately. Methods include, but are not limited to, creating new media video programs and using AR and VR technologies. This would offer foreign users an intuitive audiovisual appreciation of Chinese intangible cultural heritage [9].

5.3 Interaction between community and intangible cultural heritage

Enhancing the emphasis on intangible cultural heritage can start from the community level by integrating it into students' campus life. This approach not only heightens the younger generation's awareness of intangible cultural heritage but also enriches students' extracurricular activities and alleviates study pressure. For example, Beijing Aidi International School has introduced "school-based" courses from the second grade. These courses employ instructors to cultivate students' interest in intangible cultural heritage from

scratch while imparting professional knowledge related to it. The curriculum includes Beijing Opera and traditional Chinese painting. This early cultivation not only fosters students' artistic appreciation but also enhances their cultural depth, reducing study pressure [10].

Moreover, not just schools, community interaction with intangible cultural heritage can be employed to promote it throughout the region. For instance, tourism in Hainan still heavily relies on local natural landscapes. Though economically beneficial, the environmental damage is irreversible. Hence, the local government proposed solutions using augmented reality (AR) technology to promote cultural transmission and innovation. This includes AR simulations of intangible heritage techniques, virtual museums and exhibitions, and interactive storytelling, increasing the interactivity and playability of intangible cultural heritage. Successfully themed around intangible cultural heritage, this initiative provides Hainan with a new method to boost local tourism without harming the natural environment.

6 Conclusion

This paper comprehensively analyzes the current state of intangible cultural heritage (ICH) dissemination and protection through a review of research methodologies. Starting with the definition of ICH, it highlights its significance in contemporary society. It also identifies issues in existing promotional strategies. To address these problems, the paper proposes innovative promotional strategies and popularization methods. Using modern media technology, especially new media platforms, it overcomes the spatial and temporal limitations of traditional media, offering more interactive and personalized ICH experiences. Additionally, the paper emphasizes the interaction between communities and ICH, suggesting its integration into school education and community life to foster interest and engagement among students and the public. In conclusion, protecting and inheriting ICH requires concerted efforts from all social sectors. Employing innovative promotional strategies and new media technology can effectively enhance public awareness of ICH value, stimulate the inheritance consciousness of the younger generation, and promote ICH dissemination and exchange globally. Despite the comprehensive discussion on ICH promotional strategies and popularization methods, some limitations exist. For instance, the research mainly focuses on theoretical analysis, with relatively few in-depth case studies on practical operations. Furthermore, the analysis of promotional strategies may not cover all regions and cultural types of ICH projects. Moreover, while the paper proposes some innovative ideas for using new media technology, the feasibility and cost-effectiveness of these technologies require further study. Looking ahead, the promotion and popularization of ICH should continuously pursue innovation and development. The primary task is to delve deeper into the practical operational aspects and case studies of ICH transmission, using practical power to verify and optimize relevant theories. Additionally, passage need to strengthen the exploration and research of ICH in different regions and categories, especially those at risk, to ensure the comprehensive protection and inheritance of cultural diversity.

References

1. B. Ma, Reflections on the Definition of “Intangible Cultural Heritage”. *Wuling Journal*. **06**, 63-64 (2012)
2. Lv Hao. Exploring the meaning, dilemma and path of domestic sports intangible cultural heritage inheritance. (eds.) *Proceedings of the Fourth International Conference on Sport Science*. School of Physical Education and Sports, Jilin University; (pp.350-353) (2024)

3. Wang L, Ding L & Gao ZP. Research on the inheritance of intangible cultural heritage in the new era. *New Chu Culture* (16) (2024), 10-12. doi:10.20133G1.2024.16.002.
4. J. Hou, M. Gulinar, Economic Value Assessment of Xinjiang Traditional Music Intangible Cultural Heritage under the Background of Cultural Tourism Integration. *Business Economics*. **07** (2024)
doi:10.19905.2024.07.012
5. J. F. Lin, Protection and Inheritance of Intangible Cultural Heritage and the Construction of Modern Chinese Civilization. *Journal of South-Central University for Nationalities (Humanities and Social Sciences Edition)*. 07 (2023)
doi:10.19898C.20240627.01.
6. Q. H. Zhang, K. Wang, Research on the Inheritance and Dissemination Model of Intangible Cultural Heritage in the Context of Cultural Confidence. (eds.) *Proceedings of the 2024 "Heritage and Promotion of Chinese Culture" Summit Forum*. 289-291 (2024)
7. Z. Zhang, .et al., Spatial Distribution of Intangible Cultural Heritage Resources in China and Its Influencing Factors. *Sci Rep* **14**, 4960 (2024)
8. L. Y. Yang, Research on the External Promotion Translation Strategy of Intangible Cultural Heritage from the Perspective of Communication Studies. *Journal of Xingyi Normal University for Nationalities*. **03**, 41-46 (2024)
9. Y. Du, Exploration of Inheritance and Communication Strategies of Intangible Cultural Heritage in the Context of New Media. *Daguang (Forum)*. **06**, 114-116 (2024)
10. L. Y. Feng, L. Y. Ma, Research on the Development Path of Hainan Intangible Cultural Heritage Creative Tourism Based on AR Technology. *China Business Review*. **09**, 124-127 (2024)
doi:10.19699.2024.09.124.