

Study on Making Full Use of Quality Resources of Local Universities for Digital Research of Regional Intangible Cultural Heritage

ZHUANG SHEN

ABSTRACT

Intangible cultural heritage is an important part of Chinese cultural heritage, is the context persist, digital inheritance important carrier of Chinese civilization, Xi Jinping, general secretary attaches great importance to the protection of intangible cultural heritage and inheritance, make important instructions for many times, with the impact of the wave of economic globalization and the acceleration of modernization, protection and inheritance of cultural heritage is facing great challenges, a large number of folk cultural heritage especially "heritage" inheritance and utilization, even endangered embarrassment. At present, digital technology is not only widely used in various industrial fields, but also opened up a new way for the protection of intangible cultural heritage. It is of great importance and far-reaching significance to give full play to the high-quality resources of local universities to serve the digital research of regional intangible cultural heritage, to find the realistic ways of orderly inheritance of intangible cultural heritage and promote the regional economic and cultural construction.

REGIONAL NON-GENETIC INHERITANCE IS ON THE VERGE OF EXTINCTION OF THE EMBARRASSMENT

China has many intangible cultural heritage, and different regions reflect different contents of intangible cultural heritage. Therefore, most of the intangible cultural heritage has regional characteristics, is the representative of the local excellent culture, highlighting the historical connotation and cultural deposits, moral fashion of the region. Take Liaoning Province as an example. At present, there are 294 intangible cultural heritage projects above the provincial level, which has formed an intangible ecological cultural circle with Liaoning regional characteristics. However, because most of the intangible cultural heritage is oral and active, it mainly relies on oral transmission for inheritance, which leads to the lack of inheritance successors, the loss or loss of resources, and makes the intangible cultural heritage resources fall into the "endangered" dilemma. Therefore, at present, the inheritance chain of many regional intangible cultural

Zhuang Shen
School of Digital Media, Liaoning Communication University, Shenyang City, China

heritage has been lacking. How to protect, inherit and develop these regional intangible cultural heritages is an important historical task in front of us.

USING DIGITAL TECHNOLOGY TO PROTECT THE INTANGIBLE CULTURAL HERITAGE, LOCAL COLLEGES AND UNIVERSITIES HAVE ADVANTAGES AND NEEDS

Regional intangible cultural heritage contains regional cultural genes and national memory, and contains rich social, historical and cultural resources. The inheritance and protection of regional intangible cultural heritage has important and far-reaching significance for carrying forward the excellent tradition of national culture, enhancing the confidence of national culture and promoting regional economic and cultural construction.

Local colleges and universities are regional cultural centers, which gather many resources in the region and are an important driving force of regional cultural construction. Therefore, local universities have obvious advantages in regional non-genetic inheritance. The main goal of regional non-genetic inheritance is to inherit the core genes of regional intangible cultural heritage, maintain the original authenticity of these intangible cultural heritage projects, carry out appropriate innovation and sublimation on this basis, and finally promote the local economic and cultural construction. Local universities have the advantages of human resources, material resources, intellectual and disciplinary integration, scientific research platform and academic atmosphere, which provide possibilities for the realization of this goal. This is also the mission requirement of regional development for local universities.

Regional intangible cultural heritage is also an important source for local colleges to realize their running characteristics and one of the cornerstones of the concept of running characteristics. The construction of regional non-genetic inheritance system will show great impetus in the discipline characteristics, personnel training and social services of local colleges and universities, and will become an important support for the development of local colleges and universities.

Therefore, exploring the construction of regional non-genetic inheritance systems in local universities is not only the need of intangible cultural heritage protection, but also the need of the development of local universities themselves.

OUTSTANDING PROBLEMS TO BE SOLVED

First, the data collection of intangible cultural heritage.

Intangible cultural heritage is mostly the accumulation of long-term experience, mainly by the oral heart, precept, with special nature, ecology, inheritance, variability, according to this characteristic how to establish non-material cultural heritage resources digital classification system, data research to scientifically establish non-material cultural

heritage informative symbol library and material database is one of the outstanding problems facing the current.

Second, the intangible cultural heritage data processing and processing problems.

How to cross-integrate image processing, virtual reality and other digital technologies to build a system of intangible cultural heritage protection and inheritance technology.

Third, the research and mining problem of intangible cultural heritage data.

In the research and excavation of the massive digital resources of cultural heritage, we should pay attention to the balance between digital technology and cultural ecology, protect the ecology of the intangible cultural heritage, and make the intangible cultural heritage have the original significance as far as possible, so that they can survive and develop in their own suitable areas.

Fourth, the application problem of intangible cultural heritage data visualization.

The intangible cultural heritage will be presented in a new look in a digital way, in line with the audience in the era of mobile Internet. How to use the form of digital media to promote the protection of intangible cultural heritage.

Fifth, the talent demand "disconnect" problem.

Due to the lack of digital technology experts with experience in technology in the field of intangible cultural heritage research, the application of dominant technology and the combination of deep-depth cultural connotation have become a prominent weak link in the digital process. Therefore, the training of talent teams is the key to the digital development of intangible cultural heritage.

LOCAL UNIVERSITIES SHOULD BUILD THE DIGITAL INHERITANCE AND PROTECTION SYSTEM OF REGIONAL INTANGIBLE CULTURAL HERITAGE

First, do a good job of building the two major teams.

1) Academic team is the most important person in the whole process of the digital inheritance and protection of intangible cultural heritage. The construction of academic teams is a necessary condition for the implementation of the digital inheritance and protection of regional intangible cultural heritage. At the same time, it is suggested that the discipline structure of the team can be changed from the traditional single discipline structure to the interdisciplinary structure, and the member structure can be changed from the same relationship structure to the different relationship structure, so as to realize the perfect integration of technology and art.

2) Teaching team. It is suggested to build a teaching team of "professional teachers + research experts". Local colleges and universities can adopt the mode of "experts on campus", that is, to invite experts on intangible cultural heritage to give regular lectures to improve the theory of teachers and students.

Second, explore multiple classes.

It is far from enough for regional intangible cultural heritage to be inherited only by the "inheritors" of intangible cultural heritage in the national legal sense. Many aspiring

people need to participate in the inheritance and protection of intangible cultural heritage. Local college students are potential candidates for excellent inheritors. Therefore, it is necessary to actively explore the teaching modes in various classrooms and build a regional intangible cultural heritage curriculum system.

The first classroom is the main position of classroom teaching. Regional intangible cultural heritage independent courses and infiltration courses can be set up in the first class. Independent courses refer to the intangible cultural heritage courses, compulsory courses or professional elective courses of intangible cultural heritage can be offered in relevant liberal arts majors, and public elective courses of intangible cultural heritage can be offered in the whole school. Penetrant course refers to the content that penetrates the regional intangible cultural heritage in the relevant courses.

The second class is mainly in the form of student associations. Firstly, some specialized intangible cultural heritage associations can be established, such as opera club, tea art club, puppet club, guqin society, etc.; secondly, regional intangible cultural heritage inheritance activities can be conducted consciously in some ordinary societies.

The third class is the extension and supplement of the first two types of classes. Focusing on summer social practice, short semester and subject research, we regularly organize students to investigate and study in the original place of intangible cultural heritage, collect and sort out relevant intangible cultural heritage materials, write intangible cultural heritage survey reports, and conduct practical learning. At the same time, students can be guided to write regional intangible cultural heritage research papers on this basis.

Third, do a good job of scientific research and feeding teaching.

The digital inheritance and protection of regional intangible cultural heritage is far from enough to be based on the "teacher team", but also requires many volunteers to participate in it. Local college students are potential candidates for outstanding inheritors. Therefore, it is necessary to actively explore the construction of scientific and feasible project packages in teaching, and reasonably integrate the digital inheritance and protection of intangible cultural heritage in the teaching project, so that students can participate in teachers' scientific research to serve the digital inheritance and protection of regional intangible cultural heritage.

Fourth, build an inheritance platform.

1) Build an inheritance platform.

"Intangible Cultural Heritage Protection and Inheritance Technology System Platform" and "VR Multimedia Digital Interactive Display Platform" realize the dissemination of visual products of intangible cultural heritage.

2) Implement the practice base.

The establishment of intangible cultural heritage education and practice base in the original place of regional intangible cultural heritage can provide necessary conditions for students to carry out project investigation, study, development and other inheritance activities, and can also provide resource support for the academic research of intangible cultural heritage.

Fifth, do a good job of the final docking.

The final link in the digital protection process of regional intangible cultural heritage of local colleges and universities should be to effectively connect with the local economic and cultural construction.

CONCLUSION

First, pay attention to the transformation of achievements. Based on theoretical research on regional intangible cultural heritage, local colleges and universities should actively incubate excellent academic achievements, promote the transformation of regional intangible cultural heritage into cultural products and services, and provide theoretical support for local government departments, enterprises and institutions. To realize resource sharing and complementary advantages, establish a regional cultural industry "incubator", and provide a platform for the transformation of scientific research achievements of regional intangible cultural heritage.

We will strengthen cultural services. While effectively protecting the intangible cultural heritage, it is more necessary to make it upgraded into cultural products with intellectual property rights and resource capital attributes, so as to better promote the transformation of cultural resource advantages into economic advantages, create huge economic and social benefits, and promote the better and faster development of regional economy.

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