

Development and dissemination of intangible cultural space in the digital context

Zhongping Hu

Art Institute of Xiangtan University, Xiangtan 411199, China

Abstract: Non-relic works, one of the important branches of cultural heritage, play a key role in the prosperity of Chinese culture. Based on the new background, especially the digital context to explore the development and dissemination path of intangible cultural heritage space, is of great significance to enhance the self-confidence of the whole nation's culture, promote the prosperity and development of culture, promote the promotion of Chinese culture, etc. This paper expounds the communication status of intangible cultural heritage under the development of digital technology at the same time, discusses the new form of intangible cultural space in the digital context and the digital display and communication path of intangible cultural heritage, only for reference of relevant persons.

Key words: Digital context; Intangible cultural heritage space; Development and dissemination

Culture is related to national development and national rejuvenation. The report to the 19th National Congress pointed out: "Culture is the soul of a country and a nation. Culture rejuvenates the country and a strong culture strengthens the nation. Without a high degree of cultural confidence and a flourishing culture, there can be no great rejuvenation of the Chinese nation." With the rapid development of information technology, digitalization has become an important driving force for cultural inheritance and innovation. As a treasure of human civilization, intangible cultural heritage faces many challenges in its protection and inheritance. In the digital context, the development and dissemination of intangible cultural heritage space is not only related to the preservation of cultural heritage, but also the key to cultural inheritance and development. In this regard, it is imperative and timely to explore the development and dissemination path of intangible cultural heritage space based on the background of the digital era and from the perspective of digital context.

I. The dissemination status of intangible cultural heritage under the development of digital technology

1. The younger and global audience of communication

With the continuous development of digital technology, intangible cultural heritage is spreading more widely, and its audience is also developing in the direction of younger and global audiences. It can be seen that young people are the main users of digital technology. They have access to rich intangible cultural heritage content through the Internet, social media and other channels, and have become an important force for non-genetic inheritance and development. At the same time, the borderless nature of digital technology also enables intangible cultural heritage to spread and exchange across the globe, and gradually become an important medium and support for cultural exchanges around the world.

2. Diversification of media

With the promotion of digital technology, the media of intangible cultural heritage are increasingly diversified. In addition to traditional media such as television, radio and newspapers, emerging media such as the Internet, social media and mobile applications are playing an increasingly important role in the dissemination of intangible cultural heritage. For example, on social media platforms such as Weibo and Tiktok, many non-genetic inheritors and cultural institutions have opened accounts to release videos and graphic content related to intangible cultural heritage, attracting the attention and interaction of a large number of fans. For example, on Tiktok, many non-genetic inheritors such as Peking Opera and Shehuo have attracted the likes and attention of many fans by releasing performance videos and teaching clips. They not only show the charm of intangible cultural heritage, but also enhance the audience's understanding of intangible cultural heritage through platform interaction and other ways. The rise of these media has greatly enriched the communication channels of intangible cultural heritage, making it more convenient to reach the younger generation of audiences.

3. Digitalization and visualization of communication content

In the digital era, intangible cultural heritage has gradually developed in the direction of digitalization and visualization. Through high-definition photography, virtual reality technology (VR, AR), three-dimensional scanning, etc., the performance scenes and technical processes of intangible cultural heritage are vividly and truly recorded, and at the same time, they are transmitted and stored in a digital way. For example, some regions use VR to display "digital intangible cultural heritage", reproduce the spirit of intangible cultural heritage, so that the audience can feel its charm across time and space, which not only contributes to the long-term preservation of intangible cultural heritage, but also provides the audience with a more intuitive and immersive experience, which has important practical significance for the inheritance of intangible cultural heritage.

II. The digital context brings new patterns to the intangible cultural heritage space

At present, with the rapid development of science and technology, digital technology has penetrated into every field of people's life, and brought great opportunities for the inheritance and protection of traditional culture. Intangible cultural heritage space, as an important

carrier of traditional culture, is also showing new vitality in the digital context. Specifically, it is mainly reflected in two aspects: digital art exhibition and digital cultural space, which are interwoven together and become a new pattern of the development of intangible cultural heritage space in the digital context.

1. Digital art exhibition: Modern presentation of intangible cultural heritage

Wang Wenqiang uses advanced digital technology to personalize the intangible cultural heritage on time, and presents its essence to the audience in a new way, such as the use of augmented reality, virtual reality technology to perform art display of intangible cultural heritage, so that the audience can feel the charm of intangible cultural heritage and get an immersive experience. At the same time, unlike traditional forms of cultural exhibitions, digital art exhibitions break the space and time restrictions of traditional exhibitions, allowing the audience to enjoy the treasures of intangible cultural heritage anytime and anywhere. In addition, digital art exhibitions are highly participatory and interactive. For example, audiences can interact with each other by means of voice interaction and touch feeling in digital art exhibitions, which helps them to have a deeper understanding of the historical story and charm connotation of intangible cultural heritage, and further improves their sense of participation and experience. And stimulate their interest in understanding and inheriting the intangible cultural heritage.

2. Digital cultural space: innovative inheritance of intangible cultural heritage

Digital cultural space is the product of the combination of digital technology and intangible cultural heritage, which provides a new platform for the inheritance and development of intangible cultural heritage. In reality, the construction of digital cultural space can provide a broader stage for the innovation and inheritance of intangible cultural heritage, so that it no longer needs to be passed on orally as before, but can transcend age and region, so that more people can contact and understand intangible cultural heritage, and consciously walk on the path of intangible cultural inheritance. At the same time, the digital cultural space also provides an effective driving force for the innovation and development of intangible cultural heritage. With the assistance of digital technology, people can carry out innovative design of intangible cultural heritage to make it more in line with the aesthetic needs of modern people and thus help it radiate new vitality. In addition, such innovation can also promote the coordinated development of intangible cultural heritage and other industries to form a greater promoting effect. To make the innovation and inheritance of intangible cultural heritage more modern and efficient.

III. Digital display and dissemination paths of intangible cultural heritage

1. Establishing a complete digital resource library of intangible cultural heritage

In the process of digital display and dissemination of intangible cultural heritage, it is a crucial step to establish a perfect digital resource database of intangible cultural heritage. The promotion of this step is not only an important foundation for the advancement of intangible cultural heritage digitization, but also an important source for the digital display and dissemination of intangible cultural heritage. In order to build a systematic and comprehensive resource base, we should conduct a comprehensive investigation and mining of intangible cultural heritage resources to ensure that their information can be recorded completely and accurately. Among them, in the research and collection stage, we can use high-definition photography, sound recording, video and other technical means to record the intangible cultural heritage skills, performances, rituals, etc., so as to vividly store the static and dynamic resources of the intangible cultural heritage, so as to better display and spread its charm. At the same time, the collected information should be sorted out and classified, and a scientific and rational resource base structure should be established to facilitate the search and dissemination of intangible cultural heritage. In addition, the construction of the resource database should be a gradual process, we should constantly update and maintain, and continue to supplement various intangible cultural heritage information, speed up the development and improvement of its search, classification and storage functions, so that it can be more convenient and efficient, and then lay a solid database foundation for the digital display and dissemination of intangible cultural heritage.

2. Innovate digital display methods and communication channels of intangible cultural heritage

Under the background of digitalization, the display and dissemination of intangible cultural heritage are also undergoing great changes. In order to attract the attention of more young people, the exhibition and dissemination of intangible cultural heritage should also pay attention to innovation in ways and channels, and focus on displaying the charm of intangible cultural heritage through diversified digital technology applications, so as to revitalize the intangible cultural heritage.

(1) Application of digital image

Digital image content display is one of the important ways of digital display of intangible cultural heritage. It is mainly displayed through narrative feature films, short videos, etc. In actual operation, we can present the wonderful moments of intangible cultural heritage to the public in the form of digital images, deepen people's understanding of intangible cultural projects, attract more young people's attention, stimulate their enthusiasm for participation and creation, and promote the inheritance, protection and dissemination of intangible cultural heritage.

(2) Application of VR and AR technology

VR panoramic immersive experience and AR interactive scene construction provide the audience with a more immersive feeling. Through VR technology, the audience can feel as if they are in the scene of the intangible cultural heritage project and feel its unique charm in an all-round way. And AR technology allows audiences to interact with intangible cultural heritage elements in the real world through augmented reality, enhancing the interest and attraction of intangible cultural heritage.

(3) Anime game apps

In the new era, animation games have also become an important field for the display and dissemination of intangible cultural heritage. People can combine the contents of intangible cultural heritage to develop entertaining anime and games, so as to meet the aesthetic needs of current young people, so that they can know, understand and learn intangible cultural heritage in entertainment, and promote the innovation and inheritance of intangible cultural heritage.

(4) The application of network media

The display of online media content is one of the important channels for the digital dissemination of intangible heritage. With the help of the network media platform, we can display and disseminate the relevant contents of intangible cultural heritage in various forms such as pictures, videos and so on. This approach not only has the advantage of crossing time, space and region, but also can meet the needs of contemporary people to obtain information in fragmented time, so that the intangible cultural heritage can be widely disseminated on the Internet and inject new vitality.

3. Strengthening digital education and training on intangible cultural heritage

Practice has proved that the exhibition and dissemination of intangible cultural heritage is a professional and scientific task, which has high requirements for the professional quality and ability of talents. Therefore, in the process of promoting the digital display and dissemination of intangible cultural heritage, we should also strengthen the construction of talent teams and the training of high-quality talents. For example, relevant courses and training courses can be set up in universities, cultural institutions and other places to train a group of professionals who understand intangible cultural heritage and master digital technology. In addition to teaching intangible cultural heritage digital display and dissemination technology, learners should also be actively organized to penetrate into the practice of intangible cultural heritage digital projects, so that they can master the technology and accumulate experience in practice. At the same time, relevant experts can be invited to hold seminars and lectures to provide more professional education and guidance for learners and comprehensively improve their comprehensive ability and accomplishment. In addition, it is also necessary to actively introduce professional personnel to build a team of intangible cultural heritage digital talents with both professional quality and practical experience, so as to provide effective help for the digital display and dissemination of intangible cultural heritage, and contribute their wisdom and strength to the inheritance and innovation of intangible cultural heritage.

4. Pay attention to the sustainability of digital protection of intangible cultural heritage

Like the inheritance of intangible cultural heritage, the digital display and dissemination of intangible cultural heritage cannot happen overnight. We should pay attention to promoting its sustainability and follow the principles of authenticity, integrity and identifiability to ensure that the authenticity of intangible cultural heritage is protected. At the least, it is necessary for us to accelerate the establishment of a sound protection mechanism for intangible cultural heritage, including regular resource update and maintenance, technology upgrade and update, financial support and guarantee, etc., so as to ensure the reasonable collection, storage and utilization of intangible cultural heritage digital resources. At the same time, we should pay attention to the latest development of digital technology and timely apply new technologies to the digital work of intangible cultural heritage. To promote the display and dissemination of intangible cultural heritage.

In short, in the digital era, intangible cultural heritage has also embarked on the road of digital display and dissemination. In this regard, we should fully grasp the dissemination and development trend of intangible cultural heritage in the digital context, actively explore effective reform paths, and comprehensively promote the construction and development of intangible cultural heritage digitalization, so that digitalization can lead the display, dissemination and inheritance of intangible cultural heritage in a new situation

References:

- [1] Qin Zhang. Research on the digital protection and inheritance path of intangible cultural heritage [J]. Can Hua,2024,(06):140-142.
- [2] Jiadi Xu. Research status and development trend analysis of intangible cultural heritage digitization in China [J]. China-arab States Science and Technology Forum (Chinese and English),2024,(01):59-63.
- [3] Bo Li,Fan Wang. Visual culture reconstruction of intangible cultural heritage Digital communication [J]. Journal of Qiqihar University (Philosophy and Social Sciences Edition),2023,(12):13-18.
- [4] Youfeng Guo. Visual Analysis of Research on digital protection of Intangible Cultural Heritage [J]. Comparative Research on Cultural Innovation,2023,7(34):171-176.
- [5] Wen Wen,Mengdi Zhao. The digital scene and construction path of China's intangible cultural heritage [J]. Theoretical Monthly,2022,(10):89-99.

Source: Hunan Social Science Achievement Review Committee

Project name: Research on the digital inheritance of Hunan intangible cultural heritage under the development of characteristic towns.

No. : XSP21YBC329