

Research on the Innovative Path of Digital Dissemination of Intangible Cultural Heritage in Liaoning under the Background of Culture and Technology

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Abstract. With the promulgation of important documents such as the "14th Five-Year Plan for Intangible Cultural Heritage Protection" and the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy", the digital construction of China's intangible cultural heritage has been elevated to the height of national strategy. However, as intangible cultural heritage inheritance shifts from the fields to the Internet, a certain running-in stage is needed in terms of the adaptation of content and technology. There is still a large space for exploration in the high-quality development of digital dissemination of intangible cultural heritage. Liaoning intangible cultural heritage carries the cultural features of Liaoning and Shenyang and is an important part of China's intangible cultural heritage. Through network content analysis, this study found that the digital dissemination system of Liaoning intangible cultural heritage is facing development dilemmas in aspects such as "lack of authenticity", "inefficient media text and images", "lack of media", and "value differences". To promote the innovative dissemination and creative development of intangible cultural heritage, "government leadership and public participation" are needed. The development path summarized in this study based on the dissemination of Liaoning intangible cultural heritage may provide a reference for other regions to adapt to local conditions and optimize the digital dissemination of intangible cultural heritage.

Keywords: Intangible cultural heritage, digital dissemination dilemma, dissemination path.

1. Introduction

The accelerated process of globalization has made the exchanges of civilizations among countries closer, but at the same time it also brings the risks of cultural erosion and conflicts. All countries need to attach importance to protecting their own cultural roots. As the fundamental of national culture, intangible cultural heritage carries historical civilization, national spirit and the wisdom of predecessors. With economic development and technological progress, especially the popular application of digital media platforms, the digital dissemination of intangible cultural heritage has shown new vitality and potential. China has elevated the digital construction of intangible cultural heritage to the national strategic level. In 2021, the "14th Five-Year Plan for Intangible Cultural Heritage Protection" put forward requirements for the new media dissemination of intangible cultural heritage. In 2022, the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy" clearly defined eight core tasks. Liaoning intangible cultural heritage reflects Liaoning's unique regional characteristics and cultural charm. Under the background of the country's vigorous promotion of the cultural digitalization strategy, exploring the high-quality development path of Liaoning's intangible cultural heritage digital dissemination is of great significance for achieving the overall national cultural strategic goals.

2. Analysis of the Dilemmas in Digital Dissemination of Liaoning Intangible Cultural Heritage

With the advent of the digital age, in the media market of Liaoning intangible cultural heritage, emerging self-media and official institutions are both the main bodies of dissemination. At present, there are still problems in the digital dissemination of Liaoning intangible cultural heritage in terms of dissemination subjects, media forms, and user contacts.

2.1. Insufficient Construction of the Inheritor Echelon Makes It Difficult for them to Continuously Participate in the Digital Dissemination of Intangible Cultural Heritage

As the main body of the digital dissemination of intangible cultural heritage, intangible cultural heritage inheritors play a crucial role in the digital work and dissemination of intangible cultural heritage, and it needs to be completed by generations of them in relays. However, most of the existing intangible cultural heritage inheritors in our province are elderly people who live in remote areas with inconvenient transportation and poor communication, and their thinking is relatively conservative. Although they are familiar with intangible cultural heritage, it is difficult for them to effectively inherit, disseminate and innovate. As of June 2023, among the 3,068 national representative intangible cultural heritage inheritors in China, more than half are over 70 years old and are constantly decreasing. Coupled with various impacts of modern society, it is difficult for the older generation of inheritors to adhere to intangible cultural heritage and inheritance, which greatly causes a discontinuity in intangible cultural heritage inheritance. In view of this, the situation of intangible cultural heritage inheritance is severe, and the construction of an inheritor echelon is extremely urgent.

2.2. The view Rate of Graphic and Text Information is Relatively Low, and There is Insufficient Sense of Interactive Participation

In Liaoning, forms of "micro-culture" dissemination such as short videos and audios of intangible cultural heritage are relatively popular, while long graphic and text dissemination is weak.

"Micro-culture" refers to a more fragmented new cultural form that has emerged along with the development of new technologies and new media. It marks the gradual fading of macroscopic cultural structures and the growth of the public's interest in small or subtle things. The transformation of the social information system has already affected people's reading habits. Lightweight and fragmented content is more likely to stimulate users' attention and interaction. However, this "micro-culture" also brings new challenges, that is, the depth of the dissemination content of intangible cultural heritage may be affected. Therefore, on the basis of utilizing emerging technologies, how to create high-quality content to maintain the depth and attractiveness of intangible cultural heritage has become an important issue that urgently needs to be solved.

In addition to allowing the public to obtain experience and content satisfaction by using media, the Internet also gives the public "social satisfaction" from another dimension. At present, there is a lack of interactivity in the digital dissemination of intangible cultural heritage in Liaoning Province, and it fails to fully meet the needs of the audience to participate in content sharing and jointly construct content. For example, users put forward opinions and suggestions on the shooting and editing of intangible cultural heritage videos in the comment area, but these feedbacks are usually not adopted and implemented, making it difficult for the audience to realize their sense of participation and social value in content construction.

2.3. There is a Lack of Effective Communication Media Between Digital Resource Achievements and the Audience

In the digital age, digital media has the characteristics of multi-dimensional communication and high interactivity. Multi-dimensional communication can display information from different angles and levels through various forms such as text, images, audio, and video, allowing the audience to understand the connotation of things more comprehensively and deeply. The high interactivity breaks the passive position of the audience in traditional communication, enabling them to actively participate in the communication and have real-time exchanges and feedback with the communicator. The digital dissemination of intangible cultural heritage in Liaoning still faces many problems. Although there are digital resource achievements, there is a lack of effective communication media with the audience, resulting in low audience participation and inability to give full play to the advantages of digital dissemination. After a large number of intangible cultural heritages are uploaded digitally, due to the lack of emotional expression and mechanical presentation of content, the exhibition effect is poor, appearing empty and indifferent, and it is difficult to touch the hearts of the

audience. It is impossible to provide high-quality cultural experiences and meet individual needs. To solve these problems, on the one hand, it is necessary to find and create effective communication media, such as developing interactive platforms and holding online activities to enhance the audience's sense of participation. On the other hand, when uploading intangible cultural heritages digitally, pay attention to emotional expression, dig out the moving stories behind them and the perseverance and dedication of inheritors, and present them in an infectious way to make intangible cultural heritages have warmth. On the other hand, deeply understand the individualized needs of the audience. Through big data analysis, understand the preferences and expectations of different audiences, provide customized cultural experiences, and improve the effect and influence of the digital dissemination of intangible cultural heritages in Liaoning. Only in this way can we better promote the inheritance and development of intangible cultural heritages in Liaoning in the digital age.

2.4. There are Differences in Recognition of the Inherent Value of Digital Dissemination

Given that intangible cultural heritage in our province has rich historical, cultural and artistic value, its digital dissemination work should not be limited only to the digital conversion of appearance characteristics. Instead, its inherent value should be deeply explored and effectively integrated with digital media technology to improve the quality and effect of dissemination. However, in most cases in the current digital dissemination practice of intangible cultural heritage in our country, digital media technology is still mainly used as a recording tool, and there is still much room for improvement in the display and dissemination of the deep-seated value of intangible cultural heritage.

3. Development Paths for Digital Dissemination of Liaoning Intangible Cultural Heritage

3.1. Construct a Cultivation System for Inheritors

On March 27, 2014, General Secretary Xi Jinping pointed out that civilization needs to be passed on from generation to generation and keep pace with the times. Intangible cultural heritage inheritors shoulder the important mission of inheriting and developing intangible cultural heritage. Doing a good job in cultivating intangible cultural heritage inheritors is an important task of cultural inheritance at present. First of all, a sound cultivation mechanism should be established. The government should introduce policies to support it. Schools should increase cultivation efforts and strengthen basic skills training. The society should provide opportunities for aspiring young people to display and communicate. Secondly, it is necessary to increase the construction of inheritance platforms. Build popular science platforms and digital courses online, and promote "intangible cultural heritage entering campuses" offline. Open extended small classes and study tours to cultivate students' interests and sense of identity. Furthermore, implement research and training plans to improve the literacy of inheritors and integrate intangible cultural heritage into daily life.

3.2. Increase Deep Interaction and Realize Interaction Rituals and Emotional Resonance

The digital dissemination of intangible cultural heritage has remarkable ritual and interactivity. Many intangible cultural heritage projects are displayed through exhibitions and symbolic rituals. To fully stimulate users' enthusiasm for participation and help Liaoning's intangible cultural heritage integrate into daily life, the following measures can be taken: Conduct activities such as "Intangible Cultural Heritage Entering Communities" offline to attract more users to actively participate in the dissemination of Liaoning's intangible cultural heritage. Build a communication model with multiple subjects participating online. The official platform cooperates with self-media with a large number of fans to establish interaction with the target user group. Use users' comments, likes, and shares to expand the influence range and create a good atmosphere for co-creating intangible cultural heritage. Use local mainstream media to set up public dialogue columns on intangible cultural heritage. The

official and media release intangible cultural heritage-related topics. Invite professional inheritors to lead discussions and encourage netizens to actively participate to achieve instant interactive communication with inheritors, promote constructive intangible cultural heritage dialogues, and promote the sustainable development of digital dissemination of Liaoning's intangible cultural heritage.

3.3. Explore Communication forms with Diverse Expression Patterns

The forms of intangible cultural heritage dissemination are increasingly diversified. In the future, the digital dissemination of intangible cultural heritage needs to break through the limitations of the existing model, continuously innovate regular communication methods, and design novel forms of digital creative expression. Specific measures can be to use 3D animation technology to enhance the dissemination effect of intangible cultural heritage; realize the scene-based display of Liaoning's intangible cultural heritage through digital games, which not only conforms to the media consumption habits of young users but also increases users' cognitive and emotional connection with intangible cultural heritage through competition mechanisms; use H5 technology to enhance the interactivity of intangible cultural heritage digital dissemination, enabling users to generate personalized and easily shareable intangible cultural heritage content and endowing intangible cultural heritage with social attributes. On this basis, special attention should be paid to the application of immersive digital technology. By providing a deep immersive experience and highly realistic visual effects, it further enhances the audience's understanding of the essence of intangible cultural heritage.

3.4. Dig into the Core of Intangible Cultural Heritage Culture and Create Digital Ips of Intangible Cultural Heritage

In the dissemination process of intangible cultural heritage in Liaoning Province, digital product design experience projects can be launched to provide the audience with highly realistic online design experiences. For example, by combining intangible cultural heritage culture with common clothing, toys, digital products, etc. in daily life, cultural and creative products with intangible cultural heritage characteristics can be created. It can not only provide the audience with an online generation function but also provide the audience with physical production services. In this way, it can not only spread Liaoning's intangible cultural heritage but also provide a certain source of funds for the digital protection and inheritance of intangible cultural heritage. To achieve digital dissemination of intangible cultural heritage, one of the key strategies is to understand the core of intangible cultural heritage. It is necessary to deeply analyze the ideological characteristics conveyed by different creative subjects and extract the core of intangible cultural heritage that is in line with modern cultural values. In this process, a deep understanding of the essence of intangible cultural heritage should be ensured to promote its innovative dissemination and creative development and inherit and carry forward the universality, uniqueness, and regional characteristics of intangible cultural heritage. Facing the rapid development of the digital age, intangible cultural heritage should, on the premise of maintaining its cultural core, combine modern aesthetics and popular trends to carry out the transformation and innovation of cultural IP and build a sustainable cultural industry chain. By developing intangible cultural heritage IP derivatives of specific cultural symbols, integrating traditional intangible cultural heritage and modern fashion styles, selecting highly unified, unique, and easily recognizable cultural elements, and shaping an IP image that is consistent with the core of intangible cultural heritage and has distinct personality. In addition, the construction of intangible cultural heritage IP should also attach importance to its deep spiritual connotation, integrate the concept of intangible cultural heritage into IP, carefully design roles and story backgrounds, and reflect the core values of intangible cultural heritage. This way, not only can the audience understand intangible cultural heritage more closely but also, they can personally participate in the design and production of intangible cultural heritage digital products.

3.5. Artificial Intelligence Empowers the Display of Intangible Cultural Heritage

The design of intangible cultural heritage exhibitions must not be limited to the traditional static physical display mode. Instead, it should actively incorporate diversified elements and strive to create an exhibition space with more prominent interactivity. The introduction of artificial intelligence technology has greatly enriched the interactive forms of intangible cultural heritage exhibitions, enabling the audience to obtain a brand-new immersive experience. Artificial intelligence technology can not only simulate historical and cultural contexts but also deeply explore the emotional core of intangible cultural heritage. By means of virtualization, contextualization, and interactivity, it can break through the limitations of traditional intangible cultural heritage exhibition design, bring forth the new through the old, and allow visitors to better immerse themselves in the intangible cultural heritage experience and appreciate its unique charm.

By making full use of new-generation information technologies such as artificial intelligence and VR technology to innovate the display methods of intangible cultural heritage, the panorama of Liaoning's intangible cultural heritage can be presented in an all-round way. Among them, at the level of digital display of intangible cultural heritage, the display scenes should be actively innovated. Therefore, with the help of advanced technologies, diverse scenes should be created for the dissemination of intangible cultural heritage, including online and offline, virtual and real, media and life scenes, etc., to prepare for immersive dissemination and break through time and space limitations in the dissemination process and improve the dissemination effect.

4. Conclusion

Intangible cultural heritage is an important manifestation of cultural soft power. Promoting its creative and innovative development through digital means is a key path to realizing the "activation" of intangible cultural heritage and creating a brand of characteristic cultural cities. To achieve the digital transformation of intangible cultural heritage, we must not only pay attention to the innovation of communication methods but also, according to the unique development laws of intangible cultural heritage projects in various regions and categories, respond to the principle of government guidance and public participation, and use digital technology to show the profound cultural connotations of intangible cultural heritage, making it a "tangible" and "experiential" living art and enhancing its appeal and influence in the new media environment.

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