

Practical Exploration of the Inheritance of Shanghai Marine Intangible Cultural Heritage Campus

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Abstract: The marine intangible cultural heritage of Shanghai contains unique marine history and cultural information, and has rich creative attributes and industrial development and utilization value. Starting from the marine intangible cultural heritage culture in Shanghai, this project will hold the marine intangible cultural heritage season through the university campus platform, and use this as a basis to attract more people to pay attention to the marine intangible cultural heritage culture and achieve the purpose of inheritance.

Keywords: Shanghai; Marine Intangible Cultural Heritage; Inheritance.

1. Introduction

The spiritual power of culture is an important factor for Shanghai to improve its soft power and build a city of humanities. The process of forming Shanghai's urban spirit is long and closely related to the ocean. The ancestors of Shanghai have accumulated rich marine folk customs in the production environment where they live near the sea, and have also created a rich and wonderful marine intangible cultural heritage. The marine spirits of intangible cultural heritage, such as "embracing all rivers and rivers, tolerating and great", and "fearless of hardship and perseverance", form the main core of Shanghai's spirit. Today, with the rapid development of globalization, marine intangible cultural heritage, as a common cultural carrier of mankind, has become an important weight for governments to improve their cultural competitiveness. Protecting and studying Shanghai's marine intangible cultural heritage not only helps to carry forward Shanghai's urban spirit, but also has become a global consensus.

2. Organization of the Text

2.1. Current Situation of Marine Intangible Cultural Heritage in Shanghai

Shanghai Port Wharf: With the process of modern industrial civilization and the improvement of the mechanization of port production, heavy physical labor has gradually been replaced by machines, and the trumpet sung by workers when carrying goods has gradually disappeared. At present, the problem of the inheritance of trumpets is that the aging trend of inheritors is serious, and the protection and cultivation of representative inheritors has become a top priority.

Rolling lights: Coastal pioneers used rolling lights to strengthen their health to resist pirate invasions. Although pirates are rare now, the cultural and spiritual connotations in them are something we want to pass on. Before the rolling lights, it was in a state of stagnation, many old artists passed away one after another, and the younger generation did not want to learn, and the art of rolling lights showed a broken generation. After the reform and opening up, the various measures of the Fengxian cultural department have been redeveloped.

Rocking fast boat: It is the main carrier and important means of transportation for social life and economic activities in Zhujiajiao, a water town. These all record the development history of the Zhujiajiao area. Changes in the living environment, now crisscrossing the road network instead of the past water network, so that the life function of the fast boat gradually weakened. As modern neighborhoods replaced the original villages, the participants of the Clippers lived the lives of city dwellers, breaking their original way of subsistence, and the number of practitioners gradually decreased.

Peasant paintings: Most of the peasant paintings are inspired by the working life of fishermen, and have a strong atmosphere of life. It allows us to follow the content depicted in the peasant paintings to understand the traditional life of Jinshan. With the development of urbanization, the number of peasant painters is decreasing. There has also been some wavering in the belief in sticking to this skill, and I am not very enthusiastic about the issue of cultivating successors to the craft.

Ancient ship model: ancient ship is a necessary means of transportation for ancient people on the ocean. The shipbuilding skills on ancient ships are the wooden shipbuilding skills formed by the ancients, and these traditional skills are what we want to inherit. Most of the ship model makers are older and lack successors. Wooden shipyards around the country either changed careers or closed. The vast majority of handmade ship model makers have poor sales and poor economic benefits.

Jinshanzuiyu Village: Jinshanzui Fishing Village fishermen have lived along the coast for generations, born by the sea, and the unique sea fishing culture and customs passed down from generation to generation have continued to this day.

Gong and Drum Book: The gong and drum book is spread in the coastal area of Nanhui, Shanghai. Classic songs include "Luhuadangli Rice Fragrance" and "Net Boat Transition". The gong and drum book are the oldest original form in Shanghai, and it is a living cultural witness of the Chinese nation in the process of inheritance. Due to the changes of the times, the performance of gong and drum books has shrunk, and old artists have passed away one after another, and the entire gong and drum books have reached the point where it is difficult to survive and there is no successor, and it is in urgent need of support and protection.

3. Analysis of the Feasibility of Inheritance of Marine Intangible Cultural Heritage in Shanghai in Universities

At present, there is still a lack of protection and inheritance of marine intangible cultural heritage in China, among which Rong Yueming edited the "Shanghai Intangible Cultural Heritage Development Report" Shanghai Academy of Social Sciences Press, which concluded that strengthening the protection of Shanghai's marine intangible cultural heritage is a cultural resource that cannot be ignored in Shanghai as a port city, and it is urgent to protect Shanghai's marine intangible cultural heritage. "Peasant Painting in the Western Suburbs of Shanghai: The Formation and Memory of a Culture" mentions that peasant painting has been developed in the context of intangible cultural heritage protection, so the protection of intangible cultural heritage is necessary.

At present, international intangible cultural heritage activities are not only effectively organized by the government, but also by social groups, the independent participation of the people, and the intellectual support of folklore scholars, which also contributes to the harmony of regional society. For example, France established the Palais de Le Monde in Paris in 1982 to preserve cultural diversity and add value to intangible cultural heritage. The organization carries out various publicity activities and organizes international conferences to promote the protection of "intangible cultural heritage". This move has practical significance for the people, so they are committed to inheritance and protection.

After preliminary research on this topic, there is still a lack of systematic and reasonable protection and inheritance of marine intangible cultural heritage in China. Until now, research materials related to Shanghai's intangible cultural heritage have been limited, and systematic works on intangible cultural heritage from the perspective of "ocean" are even difficult to find. Rong Yueming, editor-in-chief of the Shanghai Intangible Cultural Heritage Development Report (Shanghai Academy of Social Sciences Press), concluded that strengthening the protection of Shanghai's marine intangible cultural heritage is a cultural resource that cannot be ignored as a port city. At present, the living space of marine intangible cultural heritage circulating in the Shanghai area has been compressed, the existing inheritors have a low cultural level, the group is seriously aging, the publicity is not enough, and many locals do not understand the relevant culture. Therefore, it is urgent to protect Shanghai's marine heritage.

This project is considered to start with a comprehensive university with a history related to maritime navigation, and have certain resource conditions based on campus construction. The idea of this project is to learn and experience intangible cultural heritage on the spot, make use of professional painting and design expertise to innovate, and hold marine intangible cultural heritage seasons in schools. Through a combination of internal and external methods and online and offline methods to publicize, on this basis, to attract more people to pay attention to marine intangible cultural heritage, promote the renewal of marine intangible cultural heritage industry, and achieve the purpose of inheritance.

This topic is not only of profound significance to the social environment, but also in line with the characteristics of the school by taking marine intangible cultural heritage as the starting point, and practicing "aesthetic education is delicate and silent". This project aims to enable students to understand marine culture in multiple dimensions, strengthen marine spirit, and strengthen cultural and professional self-confidence. Strengthen the construction of school culture with the School of Arts as a bridge and increase the social influence of the school College; Through multiple channels of publicity inside and outside the school, marine intangible cultural heritage can be better disseminated and inherited.

4. Conclusion

At present, there is still a lack of relevant materials on the research of Shanghai's marine intangible cultural heritage at home and abroad, which can also reflect the lack of protection of intangible cultural heritage. With the rapid development of China's cities, the living space of intangible cultural heritage handed down to the people has been compressed, the existing inheritors have a low cultural level, the group is seriously aging, the inheritance and protection of intangible cultural heritage in the time domain of marine culture in Shanghai is imminent, and university campuses have certain resource conditions to better spread and inherit.

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