Inheritance and Development of Rural Intangible Cultural Heritage Under the Strategy of Rural Revitalization

Yanwei Tan
Foshan Polytechnic, Foshan, Guangdong, China

Abstract: The overall promotion of rural revitalization provides a new opportunity for the continuous inheritance of intangible cultural heritage. The intangible cultural heritage, which embodies the thoughts and wisdom of our ancestors, not only helps to promote the revitalization of rural industries, but also enables the revitalization of rural culture and the promotion of rural civilization. The intangible cultural heritage in some villages is facing difficulties due to the dramatic changes in the social environment, the single inheritance channel, low economic benefits, insufficient legal protection and improper development. This paper analyzes the experience of intangible cultural heritage inheritance and development outside the region, and the countermeasures of intangible cultural heritage inheritance and development in the perspective of rural revitalization strategy.

Keywords: Rural Intangible Culture, Cultural Heritage, Rural Revitalization

I. BACKGROUND INTRODUCTION

"To revive the nation, the countryside must be revitalized." To revitalize the countryside, culture should go first. In recent years, as the most distinctive and historic rural intangible cultural heritage (hereinafter referred to as "intangible cultural heritage"), it has gradually integrated with modern life, becoming the “new star” of cultural tourism consumption and the "trend" welcomed by the masses. The overall requirement of the rural revitalization strategy is to adhere to the priority of rural development, promote the integrated development of urban and rural areas, promote the modernization of agriculture and rural areas in accordance with the general requirements of achieving industrial prosperity, ecological livability, rural style civilization, effective governance, and affluent life.

China is a traditional agricultural country, Chinese society is a local society, and the essence of Chinese culture is local culture. Most of the intangible cultural heritage was formed in the agricultural era, and it is not only a witness of historical development, but also a precious cultural resource to remain in the relatively closed and backward countryside. On the one hand, the proposal of the strategic plan for rural revitalization is conducive to the excavation, collation, development and publicity of intangible cultural heritage; On the other hand, the cultural revival, talent training, public facilities construction, and institutional improvement required in the inheritance of intangible cultural heritage are all practical needs to achieve modernization, transformation and upgrading, and they are interdependent and interrelated.

The "Dawu Clay Sculpture", which was included in the second batch of national intangible cultural heritage lists in 2008, is an ancient and common traditional handicraft in Chaozhou, Guangdong Province. It is a wonderful work of Chinese folk art, using clay as raw materials, or plain or colorful, mainly people and animals. The rich and colorful rural intangible cultural heritage vividly explains the broad and profound Chinese culture with a long history. It is the product of the interaction between the people of all ethnic groups and the natural and humanistic social environment in the long historical process, and is a cultural treasure that carries the historical memory and survival and development wisdom of all ethnic groups. It is difficult to have an accepted version of the definition of intangible cultural heritage. According to the definition of the Convention on the Protection of the Intangible Cultural Heritage of the United Nations Educational, Scientific and Cultural Organization, intangible cultural heritage refers to various practices, performances, forms of expression, knowledge systems and skills, as well as related tools, objects, handicrafts and cultural sites that are regarded as their cultural heritage by groups, groups and sometimes individuals. The participation of multiple subjects and the development form of intangible cultural heritage are single.

II. THE PROPOSED METHODOLOGY

In the inheritance of intangible cultural heritage, in addition to playing the main role of the government, mobilize the support of all sectors of society to make the intangible cultural heritage activities more influential and equally important. The inheritance of intangible cultural heritage cannot be separated from the inheritance of craftsmen, the mobilization of academia and the packaging of enterprises. At the same time, the development of intangible cultural heritage is in a single form, and the phenomenon of "fighting alone" does not apply to the public participation of all ages and occupations. While retaining the traditional consciousness, it also represents a value orientation, which has a good educational function and can be used as educational materials for the development of the times. No matter how the economy develops and how the times change, the countryside should retain its own characteristics and integrate with modern civilization on the basis of respecting the characteristics of the countryside and protecting the ecological environment. Only in this way can people feel the power of traditional civilization and release its unique charm while taking into account modern civilization.

The Chinese folk intangible cultural heritage is the foundation of traditional national culture, the spiritual embodiment of the working people of the Chinese nation, and the carrier of the working people's hopes for a better life. Inheriting and developing folk intangible cultural heritage is the only way to strengthen cultural confidence, tell Chinese stories, show a good image of China, and enhance the country's cultural soft power. Talents are the key elements for the continuous inheritance of rural intangible cultural heritage. In recent years,
the central and local governments have formulated and issued the Opinions on Accelerating the Revitalization of Rural Talents and other policy documents and relevant measures in order to better meet the talent needs of comprehensively implementing the rural revitalization strategy. The relevant documents also clearly emphasize that the treatment and subsidies of rural intangible cultural heritage inheritors should be continuously improved to continue the contacts of rural intangible cultural heritage inheritors. In order to speed up the revitalization of rural talents, it is necessary to cultivate internally and introduce externally, that is, to promote the full integration of local “capable people” and foreign talents. "The fish will never stop, while the deep ones will return; the birds will not stay, while the lush forests will go."

The protection and utilization of intangible cultural heritage need a global perspective. Good intangible cultural heritage resources cannot be wasted or just lie in museums. For example, Shanghai's homespun cotton spinning technology, Shanghai style puppet, He Keming lantern, blow molded paper printmaking, Yu Tianchengan’s traditional Chinese medicine production technology, and Qian Wanlong's soy sauce brewing technology all have the characteristics of regional culture, but so far no distinctive cultural industry has been formed. The inheritance and cultivation mechanism of intangible cultural heritage lags behind. The inheritance of intangible culture mostly depends on oral communication, master apprentice communication and other forms. Compared with digital communication technology in today's society, intangible culture has a broader space for development. The important content of rural revitalization is to revitalize the rural cultural industry, further develop the rural economy through the use of local effective resources, and ultimately improve the living standard of residents. In this regard, the inheritance and development of intangible cultural heritage also has a certain political and economic value. At present, many regions have combined intangible cultural heritage to develop tourism industry, and have achieved certain economic benefits. Only by constantly transforming cultural resources into cultural productive forces, Diversification is the basic pattern of the development of things. It is an inevitable requirement for the harmonious development of society and culture to allow the coexistence of multiple values and ways of thinking.

Only diversified cultures can meet the diverse cultural needs and spiritual enjoyment of human beings. The "Great Wu Clay Sculpture" is simple, intuitive and true. In addition to the main plots of local traditional Chao Opera, folk legends and chapter novels, it is also based on interesting scenes in life and popular themes. The rural intangible cultural heritage exists in the daily life and production practice of farmers, especially depending on the natural environment, human environment and social environment, which have a symbiotic relationship of natural interdependence. For example, the physical cultural heritage of temples, temples, ancestral halls, and theaters in the countryside is the carrier for the survival, inheritance, and dissemination of intangible cultural heritage such as folk dramas, folk dances, and sports acrobatics.

Due to the variety and complexity of intangible cultural heritage, it is difficult to reconcile the interests of all parties involved. The Intangible Heritage Protection Law promulgated in 2011 does not involve civil protection, but only protects intangible cultural heritage from the perspective of administrative law. Compared with other countries with rich intangible cultural heritage resources in the international community that implement special protection of intellectual property rights for their intangible cultural heritage resources, China's legislative protection measures in this regard are slightly inadequate, or even relatively lagging behind. Promote the integrated development of intangible cultural heritage and enable diversified industrial models. We will deeply tap the value and function of Gaotai lions in rural revitalization, form an innovative model of intangible cultural heritage+industry, intangible cultural heritage+health, and intangible cultural heritage+culture, endow intangible cultural heritage with modern life force, stimulate its internal potential, and revitalize the inheritance of intangible cultural heritage. By studying in cities, working in cities and other ways, many young people are deterred from traditional skills such as intangible cultural heritage, which are difficult, long cycle and low income.

With the further change of people's lifestyle, it is difficult for rural artists of intangible cultural heritage to use their skills to maintain their lives, and they are even forced to give up this industry to support their families. Therefore, there is no successor to intangible cultural heritage. It is just the saying that people live in art and die in art. The sharp decrease in the number of skill inheritors has seriously affected the inheritance and development of the "Great Wu Clay Sculpture". In addition, Chaoshan places great emphasis on business, especially the "digital media generation" growing up in the Internet. Their understanding of life is completely different from that of the older generation, and they prefer to pursue a simple, fast and convenient life. Therefore, many young people are deterred from the "big Wu clay sculpture" with small market demand, long time consumption, high difficulty and low income. It can not only fully activate the intrinsic value of rural intangible cultural heritage, but also provide new energy for rural industrial revitalization.

Yang Changqin, the inheritor of the provincial intangible cultural heritage "Chishui Bamboo Weaving" in Guizhou, with the support of the local government, has combined traditional handicrafts with fashion culture and modern life to explore a road of industrial revitalization of "intangible cultural heritage+". At present, the publicity of rural revitalization is very strong, but the awareness of intangible cultural heritage protection in rural revitalization is not in place, and the awareness of intangible cultural heritage production protection is also lacking. In some places, especially grass-roots cadres and masses, the understanding of rural revitalization is not comprehensive enough, and there is a certain degree of deviation in understanding. We will promote the Internet Plus for Intangible Cultural Heritage and create a multi form publicity platform.

Use big data and "Internet plus" to strengthen publicity and new media promotion, explore online broadcast, intangible cultural heritage websites, mobile APP and other popular ways, so that the charm of intangible cultural heritage can reach millions of households, and more people can understand and accept intangible cultural heritage. In many regions, the development and utilization of intangible cultural heritage is not based on the protection and inheritance, and the value of intangible cultural heritage is not accurately estimated. Many staff members have not deeply explored the cultural connotation of intangible cultural heritage, which makes many cultural products unable to reflect the essence of intangible cultural heritage.

CONCLUSION

Rural intangible cultural heritage is the essence of local culture, which carries the nostalgia and cultural memory of...
generations, and can provide spiritual sustenance and aesthetic taste for farmers in the new era. The rich value and unique charm of rural intangible cultural heritage play an irreplaceable role in promoting rural revitalization. It is not only conducive to the revitalization of rural industry and culture, but also conducive to the formation of civilized rural style, good family style and simple folk custom. This is also the logical starting point to fully explore and promote rural intangible cultural heritage when promoting the common prosperity of farmers' spiritual life in rural areas. By inheriting intangible cultural heritage from the perspective of rural revitalization, the two can complement each other, inject a strong impetus into the development of rural modernization, and make intangible cultural heritage become our spiritual wealth.

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In 2020, the Department of Education, Guangdong Province, based on the perspective of rural revitalization, cultural empowerment of “Intangible Cultural Heritage +” activation and inclusive research-foshan, for example, 2019 GWQNCX006

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