

Research on the Path of Digital Empowerment of Intangible Cultural Heritage Under the Background of Cultural Industry

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Abstract: In the context of the cultural industry, the empowerment of intangible cultural heritage by digital technology not only provides a new path for the protection, inheritance, dissemination, and innovation of my country's intangible cultural heritage, but also helps my country's cultural industry and economic development. From the perspectives of technology and economy, this article studies the influencing factors of the interactive coupling mechanism between digitization and cultural industries. The research on the impact of digitalization and living inheritance of cultural heritage, and the inheritance and protection of intangible cultural heritage items with the help of digital information media technology can effectively reduce the cost of inheritance and protection of intangible cultural heritage and solve the problem of insufficient inheritance of intangible cultural heritage items.

Keywords: digital empowerment, intangible cultural heritage, cultural industry

1. INTRODUCTION

The protection and inheritance of intangible cultural heritage should adapt to the development trend of society. In the era of digital information, the protection and inheritance of intangible cultural heritage should actively seek information channels and methods. The protection and inheritance of intangible cultural heritage based on the perspective of cultural industry needs to make full use of existing science and technology, and organically combine intangible cultural heritage with modern digital technology, so that intangible cultural heritage can be presented in a new look and form. In front of the public, we will continue to promote the sustainable development of the intangible cultural heritage industry.

Li Wei and others pointed out that from the perspective of digital empowerment, a new generation of digital technology is the basis of digital reform, and massive data resources have become new key production factors, forming new combinations, and systematically restructuring production methods. The revolution is changing the logic of value creation, the way of production management and resource allocation.

Chen Jiagui believes that new opportunities in the digital economy should be seized to stimulate a series of changes in corporate manufacturing models, business ecology, and ideological culture. Traditional craft intangible cultural heritage generally refers to the unique art form and skill system formed after long-term accumulation and inheritance based on ancient skills and traditional skills. It is a traditional craft skill with a long history and unique cultural connotation. It can not only reflect the unique regional characteristics and traditional cultural heritage, but also add new vitality to traditional handicrafts and stimulate regional economic growth through the integration and development of cultural products. For example, Jingdezhen's ceramic techniques, Nanjing's brocade weaving techniques, Suzhou's Ming-style

furniture techniques, Anshun's batik techniques, and Guizhou's Moutai brewing techniques are all familiar handicraft production techniques.

The data collection standards for intangible cultural heritage resources are not uniform, which affects the operational efficiency of digital intangible cultural heritage projects and fails to promote the rapid development of the intangible cultural heritage digital industry. And this also involves the intangible heritage itself, which has its own uniqueness and the difficulty of collecting it. Therefore, it is necessary to study the technical standards related to resource construction in line with the characteristics of my country's intangible cultural heritage. Digitization and cultural industries are both. Recently, the society has paid more attention to the issue, and the relationship between the two is getting closer. The coupling between digitalization and cultural industry is mainly reflected in two aspects. On the one hand, digitalization provides content guarantee, technical support, communication platform and development space for the development of cultural industry.

On the other hand, the development of the cultural industry will reversely generate demand for more advanced technologies, thus promoting the development of digital technologies. In addition, the development of the cultural industry can also increase people's attention and sense of identity to intangible cultural heritage and provide impetus for the living inheritance and protection of intangible cultural heritage. One of the main development trends of digital technology in the future is virtual reality technology. By applying virtual reality technology to protect and inherit intangible cultural heritage, the digital influence of intangible cultural heritage can be effectively improved. In addition to developing the industrialization channels of intangible cultural heritage items, it is also possible to develop the intangible cultural heritage itself, such as fully exploiting the commercial value of folk festivals, folk stories, folk art performances, etc., and virtual reality technology is

undoubtedly the key to realizing the best platform for the industrialization of ethnic folk customs, oral literature, and performances of intangible cultural heritage.

2. THE PROPOSED METHODOLOGY

2.1 Digital protection and inheritance of intangible cultural heritage from the perspective of cultural industry

With the progress of the times, science and technology are constantly developing, and people's aesthetic concepts are also constantly changing. Innovation in inheritance has become a necessary condition for the development of intangible cultural heritage. The craftsmen in the past had a low level of education, so they could only pass on the skills of the older generation through oral instruction. Limited productivity is the main factor restricting the industrialization development of some intangible cultural heritage items. Taking ou embroidery as an example, the production development of ou embroidery not only encountered the problem of no successors, but also the lack of labor force. The production of craft intangible cultural heritage products must be completed by hand by craftsmen, and there are many production steps, which require a lot of labor and production time.

Moreover, the same craftsman can only produce the same product at the same time, and due to the variety of craft products, it is difficult to form a large-scale production process like "copy and paste", which undoubtedly leads to the production of traditional intangible cultural heritage products, which consumes a lot of time and money. The duration and energy consumption are high, and the cost rises accordingly. Websites have become a common form of dissemination of intangible cultural heritage items. At present, intangible cultural heritage centers at all levels in my country have generally established intangible cultural heritage websites, but the industrial operation function of intangible cultural heritage websites is not outstanding and needs to be carried out around the development needs of the intangible cultural heritage industry.

First, use the intangible cultural heritage website to establish a sales center for intangible cultural heritage products, strengthen personalized services for intangible cultural heritage consumer groups, effectively combine intangible cultural heritage handicraft products with private customization, and focus on establishing intangible cultural heritage product development through the intangible cultural heritage website the carrier of sales. In the process of integration of digitalization and intangible cultural heritage, due to insufficient funds for the living inheritance of intangible cultural heritage, some supporting infrastructure construction is not perfect, such as insufficient construction of intangible cultural heritage digital platform, insufficient construction of cultural experience scenarios, etc. Economic problems also affect the development and application of technology, and in less developed and rural areas, the development of relevant digital theories and technologies is incomplete or interrupted. In the era of mobile Internet, mobile APP software has become an important way and channel for people to transmit information. Through the development of intangible cultural heritage mobile APP software, it can effectively realize the digital protection and inheritance of intangible cultural heritage and meet the needs of intangible cultural heritage in the information age. development needs.

At present, many mobile APP software displaying intangible cultural heritage have been developed, which will help promote the continuous development of the intangible cultural heritage industry in the direction of scale. In the era of intelligence, data empowerment and utility will accelerate digital transformation. Analyzing the enabling mechanism will further promote the digital reform, realize the optimal allocation and structural adjustment of various resources, and promote the linkage and empowerment effect. At present, the research on the mechanism of digital empowerment is not rich. Existing research mainly focuses on issues such as digital empowerment government governance, digital economy, digital society, and digital rule of law.

2.2 Intangible cultural heritage digital empowerment path from the perspective of cultural industry

Existing research mainly believes that the mechanism of data empowerment can be explored from the aspects of communication and interaction concepts, data sharing, service optimization, and scientific decision-making; it can also focus on the occurrence of the empowerment process and the evolution of the empowerment method and found that the service-oriented digital platform. The logical route of the empowerment method and its dynamic evolution law. Traditional handicraft products retain more traditional culture, but are less integrated into modern culture, so they lack the core competitiveness to attract consumers. The lack of creativity in products will directly lead to low market share, poor competitiveness, and inability to meet consumer needs, thereby affecting the development and profitability of the industry. For example, traditional bamboo products without creative injection are often made into packaging boxes, which lack both consumer appeal and product added value, resulting in small product profit margins.

Increase government guidance. Strengthening government guidance is an important carrier to realize the cultural and economic value of intangible cultural heritage items. Only by relying on the government to serve the digital protection and inheritance of intangible cultural heritage items can the cost of intangible cultural heritage digitalization be effectively reduced, and the industry integration and development of intangible cultural heritage items be promoted. Digital restoration and reproduction technology can be based on data research, coupled with the use of advanced technology to restore, and reproduce the cultural scenes, production techniques, cultural space and other information of intangible cultural heritage that are missing in the inheritance process, providing a basis for the re-creation and development of the cultural industry. Further development provides complete and visual data information. Part of the intangible cultural heritage uses visualized digital animation technology to restore and reproduce the content, scenes, and scenes of intangible cultural heritage, so that people can have a more comprehensive and objective understanding of intangible cultural heritage culture, reduce stereotypes of intangible cultural heritage, and improve the understanding of intangible cultural heritage. Awareness and identity make the audience of the cultural industry more extensive.

Apps such as wisdom intangible cultural heritage and intangible cultural heritage Sichuan have become important channels for online promotion of intangible cultural heritage. Using Internet technology and cloud computing technology, many intangible cultural heritage resources can be gathered, and under the function of intangible cultural heritage APP, the

fragmented time of potential intangible cultural heritage consumer groups can be integrated, to meet the needs of consumers, and to improve consumers guide and promote intangible cultural heritage consumption. The rapid development of digital technology has provided new channels and methods for the protection and revitalization of intangible cultural heritage skills. To revitalize traditional crafts, it is necessary to carry out the promotion of digital empowerment industries based on respecting excellent traditional culture, respecting regional cultural characteristics, respecting national traditions, and protecting cultural diversity.

The protection of intangible cultural heritage can not only bring about the inheritance of traditional culture, but also bring about the rapid revitalization of the economy, which is a "win-win" choice. However, if we only focus on revitalization, only pursue economic interests, and ignore spiritual pursuits, and ignore those cultural, social, and spiritual interests that truly represent the happiness of residents' lives and the interests of multi-faceted sustainable development, then the social benefits brought by this model progress will become more and more monotonous due to the lack of comprehensiveness and coordinated development.

Strengthen research and development investment in relevant digital technologies to meet the needs of digital protection and inheritance of intangible cultural heritage, and comprehensively improve the level of digital research and development. First, it is necessary to demonstrate and extract the core elements of its cultural genes by scientific means and develop advanced retrieval methods for intangible cultural heritage data and information. Secondly, develop a suitable database, effectively construct the digital database of intangible cultural heritage, and meet the needs of widely disseminating intangible cultural heritage items through the construction of intangible cultural heritage database and intangible cultural heritage data information sharing technology.

3. CONCLUSION

All in all, the digital protection and inheritance of intangible cultural heritage based on the perspective of cultural industry should make full use of existing digital technology, strengthen technology development, promote the healthy operation of intangible cultural heritage through different channels, and drive the consumption of intangible cultural heritage. And pay attention to the protection of intangible cultural heritage intellectual property rights. Only when the design of intangible cultural heritage products keeps pace with the times under the background of the digital age, reflects the characteristics of the times, and conforms to the current public aesthetics, can it have a broader market. Use digital multimedia technology to record and publicize intangible cultural heritage, let intangible cultural heritage enter communities, schools, factories, and the international market, which is conducive to promoting the revitalization of traditional handicraft intangible cultural heritage industries.

4. REFERENCES

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