

# The Influence of the Intangible Cultural Heritage About propagation medium in the Big data Era

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**Abstract:** Film and television works have been attracting the attention of the modern people with their own characteristics. Image, vivid, intuitive, popular, the media uses its own advantage to spread out the information quickly, the transmission efficiency and the promotion is unmatched by other any medias, it also plays an important role for the dissemination of intangible cultural heritage. With our country pay more attention on protecting the intangible cultural heritage, digital media can use its own advantages to protect, promote, promote the intangible cultural heritage, to visual intangible cultural heritage, and present it to the public, in order to let the public understand what is intangible cultural heritage, take the initiative to protect the intangible cultural heritage. This paper discusses the influence of digital media on protecting intangible cultural heritage, with the power of digital media, we expect to protect it better, leave a valuable legacy for future generations.

**Keywords:** Big Data Era; Media; intangible cultural heritage; inheritance and protection

The present information era told the developed society that the “intangible cultural heritage” is submerged gradually and even has been withered away. Therefore, how to protect the “intangible cultural heritage” by utilizing the modern technological means becomes the issue that people explore. The film and television medium shall blend the “intangible cultural heritage” into the current background of social culture positively and present the “intangible cultural heritage” in front of people with the visible effect, making it no longer distant to people. By virtue of the unique intangible cultural heritage in our country, the film and television works could be the good ones with Chinese

characteristics. Then by taking advantage of the transmission from the film and television media, the intangible cultural heritage could be carried forward. Next I will elaborate the influence to intangible cultural heritage by medium in the data era from several aspects.

## 1. Concept and Background of the Intangible Cultural Heritage

### 1.1 Concept of the Intangible Cultural Heritage

The intangible cultural heritage refers to all kinds of social practice, opinion expression, patterns of manifestation, knowledge, skills, as well as the tools,

material objects, handiworks and cultural space related that are regarded as the intangible cultural heritage by communities, groups or individuals. Mostly it is manifested by relying on verbal convey, performance, customs and other forms, but with free and diversified modes. In order to accommodate the nature and social environment, people show their creativity according to the demand of group sense of identity, and thus the goal of living in harmony with the nature and social environment could be reached. Consequently the intangible cultural heritage is a kind of great social practice.

### **1.2 Characteristics of Intangible Cultural Heritage**

Possessing its own unique charm, the intangible cultural heritage not only has shown the territoriality, national character and uniqueness, but also is characterized by group, inheritance and so on. All of these characteristics allow the intangible cultural heritage to become a kind of cultural form that is different from other culture.

- 1) Territoriality: due to the geographical environment, natural resources, living styles and thinking habits in every territory are widely different, the group in each territory has the unique living state, so the full-bodied territorial characteristics to intangible cultural heritage are produced, namely “the living atmosphere is different within hundred miles and the customs are different within thousand miles”.
- 2) National character: being influenced by geographical environment, the costume, etiquettes, customs and others in different nations are greatly differed. All of these differences allow the different national culture to be divided obviously. In the meantime, these cultural symbols display the national differences in terms of thinking characteristics, world view and religious belief.
- 3) Uniqueness: it is established based on the unification of territory and nation. It makes the intangible cultural heritage express in the artistic and cultural form. The diverse cultural patterns, thinking modes, aesthetic tastes are revealed in line with the regional, time and national differences. Meanwhile, the inimitability and non-renewability in it have been shown.

- 4) Inheritance: the intangible cultural heritage relies on horizontal and longitudinal ways. The former refers to the propagation among the same generations, and the latter refers to the transmission from the last generation to the next generation. Not only the cultural genes, spirit, emotion and ways of production are kept, the skills, technologies and knowledge are saved and promoted under the unceasing repetition and circulation, and thus the pluralistic value systems are embodied.

### **1.3 Urgency to Protect the Intangible Cultural Heritage**

In 2006, the State Council released the Notice in Regard to Publish the First Batch of National-level Intangible Cultural Heritage by the State Council, showing the importance paid to intangible cultural heritage by the country.

The main reason for protecting the intangible cultural heritage is that people have started to recognize its value and significance to the entire world. The world is diversified, so does the nation, all of which are concluded to the diversity of the culture. Each kind of culture is conveying the value, aesthetic and thinking mode of its own nation. Once a nation loses the peculiar nature in its culture, it has already been disappeared fundamentally. However, along with the fast-paced time, people’s living space is shrinking gradually. Young people would rather accept new culture and they are indifferent to the traditional culture. The protection and inheritance of intangible cultural heritage has suffered extreme obstruction and is facing the extinction danger. The inheritance chain is in the process of breaking. Hence, it is imperative to protect the intangible cultural heritage. But the traditional ways of protection and inheritance spend vast manpower and material resources, leading some of the intangible cultural heritage lay aside. Under the big data era, to convert the intangible cultural inheritance into digit and to store in the computer by making use of multiple propagation media is not only fast, but also could save permanently. So it is worthy of exploration and research.

## **2. Propagation Characteristics to Intangible Cultural Heritage by Television Medium**

### **2.1 Image and Intuition of the Expression Force**

The television medium is oriented by visual effect and could bring super shocked visual impact by means of the vivid and bright images to audience. The artistic appeal from other traditional media, paper media and the media with single sound could not match with it. Particularly for its vividness, it allows the audience to be personally on the scene. For instance, the film and television work *Ashima*, taking love as the clue, it reveals the national customs and scenes in Yunnan, and meanwhile singing in antiphonal style, the Torch Festival and other customs are inserted into the story naturally. By the time of appreciating the story, the audience is able to understand the customs and humanity in Yunnan, rather than to be preached blindly. The dry and dull feeling could be avoided, and the effect of yielding twice the result with half the effort could be played under unconscious influence.

### **2.2 Extensiveness of Social Influence**

Along with the growth in the living standard, the television, computer and other digital products are widely circulated among the public gradually, and appreciating movie and television play has become one of the entertainment ways among the young people. The visual culture plays subtle role in establishing the public cultural consciousness. Undoubtedly its advantage is self-evident. By the time of appreciating movie and television plays, people could recognize the huge value of the intangible cultural heritage. The public's protection and inheritance consciousness could be motivated, thus more and more people could participate in the corresponding work.

### **2.3 Value in Developing the Culture Industry**

To protect the intangible cultural heritage shall be oriented by protection and reasonable development. Protection-oriented refers to strive for saving the intangible cultural heritage and preventing it from extinction. In the meantime, in order to promote the

vitality of the intangible cultural heritage and further raise its value, and thus to protect and inherit in a better way, the development work shall be emphasized. In addition, after our country entered into WTO, the exchange among countries got close with each passing day, foreign countries had entered into the industry in every country. In case we could not be the first ones to develop the intangible cultural heritage in our country, other countries may race to develop. During developing the culture industry, the movie and television medium plays significant role. For example, after the film *Liu Sanjie* was broadcast, tourists from the world travelled to Guiyang, Yangshuo and other places for fame, development in local tourist industry had been driven and the industrialization of intangible cultural heritage had been promoted. Let's take another example, the first intangible cultural heritage film *Love On Gallerv Bridge* in our country, not only the "Beilu Drama" had been spread, the territorial and folk customs in Eastern Fujian region had been reflected, the protagonist's spirit in sticking and carrying forward culture had been delivered, making huge contribution for protecting and inheriting the intangible cultural heritage.

## **3. Current Status and Influence to the Protection of Intangible Cultural Heritage by Media and Medium**

### **3.1 Positive Protection**

#### *3.1.1 Visualized Spread---Movie and Television Documentary*

The development of digital technology under the big data has changed the ways in protecting and inheriting intangible cultural heritage. Meanwhile, by means of being packaged by fashionable media, the intangible cultural heritage could be kept the original lasting appeal and possessed fashionable appearance, which is greatly attractive to the young people. At the same time, the information receiver could receive and spread to the next audience via the Internet, the propagation scope could be enlarged constantly. The intangible cultural heritage just makes use of the timeliness of media and image to post message and makes adjustment according to the feedback. At this moment, many approaches

could be taken as the carrier, e.g. E-mail, bbs, qq, MSN and other tools, whereas normally the recording forms are movie and documentary.

The protection of intangible cultural heritage by movie mainly lies in propagation, publication, popularization, promotion, record and storage. Due the national character and territoriality, the intangible cultural heritage is scattered in distant places and difficult to be collected. The characters pictures could be saved and recorded on certain basis. However, the static state is its boundedness. The movie could be revealed comprehensively by virtue of three-dimensional and dynamic state, voice, images and characters. Perhaps some customs or behaviors are hard to be comprehended by ordinary people, they are endowed with the new significance that is easy to be comprehended through the annotation and unscramble by the new generation. The movie has powerful cultural penetration force and it could convey the visual perception by crossing time and racial limitation. The vision has crossed different cultural levels and background gaps, making the public accept, probably there will be different levels of comprehension, but this is enough. The “liberal education” demands this effect. Pictures and vision are the global language that doesn’t need translation. Movie could span the national boundaries and spread to further places, popularize to tens of thousands of families. The government and society are now endeavoring to build a favorable protective atmosphere. Besides movie, which is for watching, the protection of intangible cultural heritage has another function, namely data storage. It could store the relevant data in intangible cultural heritage safely and permanently, and also show the huge advantage.

The intangible cultural heritage is dynamic and developed. The departure of a folk artisan is likely to become a mark when a work of art vanishes. For this reason, the documentary is required to record all of the information in an authentic way. Compared to characters and pictures, to record an event without subjectivity, information loss or disguise is more visual. The documentary does not regard the characters as the intermediary agent. It takes the frames as the load completely and presents the original appearance in life, so that the information could not be lost. People’s

perception degree towards pictures is more sensitive than that towards characters. They seem to be personally on the scene, and their stronger sense of self-identity allows the acceptance degrees to be greatly promoted. Actually the originators to the diversified movies such as stories, cops and robbers, action, scientific fiction and other categories are documentary. Concerning to be accessed to natural materials, documentary is concluded to be the most objective and authentic one. Once it was referred to as “direct film”, “non-fiction film”, which has explained a principle in documentary intuitively, that is, the realistic intuitive recording. By virtue of direct image, the documentary has moved many people, and it particularly renders the intangible cultural heritage truly. The intangible cultural heritage has its primitive, simple and toughed places under the historical accumulation. It could reach good effects without deliberate embellishment or rendering. This kind of data recording is more reliable and important than movie. Just like there is no rehearsal in life, once some fragments are not recorded in time, the remedy methods are unavailable. Hence, documentary is the material that is hard to get, and it is also the way of protecting the intangible cultural heritage worthy of attention.

### 3.1.2 *Stage-style Propagation*

Foreigners from every country in the world are fond of the national culture to be conveyed in the way of artistic performance on the stage within the transitory period. During the mutual clash and exchange with other countries, a branch in Chinese intangible cultural heritage has blended itself into the world culture. It is natural that the medium under new media cannot do without the stage acted as the carrier. For instance, so far people could still remember the opening ceremony for Peking Olympic Games designed by Zhang Yimou in 2008, calligraphy, beating Fou, Chinese zither, dance, Tai Ji, Beijing Opera, Silk Road and other intangible cultural heritage had been displayed one by one. Meanwhile, by utilizing the modern elements like colored lantern and other digital devices, Zhang displayed the obsolete and classic intangible cultural heritage in a bright way. It made people’s eyes brightened. The long scroll that was more and more

colorful had been drawn. The freehand spirit in Chinese aesthetics had been revealed incisively and vividly. This example has proved well that the digital era does not mean the disappearance of the old intangible cultural heritage, better development under fusion should be the mainstream. Just because people have wrong thoughts all this time, the loss of intangible cultural heritage is caused at present.

### 3.1.3 *Entertainment Propagation*

Along with the popularization of fast-food culture, people regard entertainment culture as the vulgar and superficial box news. However, the truth is not just the case. Game, music, movie, television and other modes are a kind of entertainment, they have turned dry propagation from mouth to mouth into entertainment programs, and thus culture is spread unconsciously. For example, injecting intangible cultural heritage into game is a kind of popularization towards children and young people. During the game process, prop decoration, figure image, scene reappearance and other ways make the intangible cultural heritage no longer keep away from cities and crowd. There are even some games take creating the world by Pangu, removing mountain by Yugong as the background resources during the entire game, making children experience historical culture during entertainment.

## 3.2 Negative Influence and Existing Problems

### 3.2.1 *Distortion*

Nowadays, with the commercialization, some businesses weaken the “culture” in the name of intangible cultural heritage and enlarge the “artistry” infinitely. As a result, the visual feast has been brought to the audience and high box office has been gained, but the popular psychology has been misled. For those costume dramas that are indifferent to the etiquettes and norms in traditional culture and only paying attention to the plots are a good counter-example. On account of such films are short of historical and cultural accumulation, even they are popular within certain period, they cannot withstand the time experience and will be forgot by the audience quickly. Since the

shocking goal cannot be reached, they could not carry forward the intangible cultural heritage.

### 3.2.2 *Lacking Quality*

Under the impact by digital era, the fast-pace rhythm has largely lowered the quality of many film and television works. A Dream in Red Mansions of version 87 took 3 years from selecting actors, teaching relevant knowledge to accomplishment, and its preliminary preparation work was longer. Although it could not match with the present make-up skill, definition, music configuration and so on, its public praise is far more than several works with the same name reproduced afterwards. This has sufficiently explained that the destiny of “paper plane” will never be long. In case the problem that only attaching importance to its superficial thing but without understanding the essence in intangible cultural heritage cannot be solved, the loss root will be seriously affected.

## 4. Propagation Mode and Planning to New Media and Medium under Digitalization

The digitized saving of the intangible cultural heritage under new media is a course that collects, saves, processes and propagates information. By utilizing three-dimensional image, three-dimensional model and three-dimensional animation, the intangible cultural heritage is recorded via taking the video, music and image as the carrier, meanwhile, archives is established. In this way, the intangible cultural heritage is protected systematically and comprehensively. In addition, the abundant cultural resources and concepts contained in it are dynamic and changing. Right now the mode of digitalized management is: traditional database does centralized management, shares the resources from other units and sets unit to manage as per requirements, all levels of cultural media enterprises, academic institutions and cultural departments build up multi-unit co-share bi-directional construction and propagation mode. The three-level service network system, namely the national center, provincial center and primary center has been established, the national center takes charge of putting the collecting resources, as well the resources

provided or collected by the province into the store, and also provides convenient and fast network resource service for each branch-center.

The technical support from new media allows the intangible cultural heritage to be inherited, but at the same time new opportunities and challenges are faced. A kind of measure that makes the intangible cultural heritage still develop in modern society is required, as far as the folk art is concerned, the digitalized intangible cultural heritage has abandoned the previous workshop mode and become the complete industry chain mode that enlarges scale gradually. As far as the development of folk art is concerned, this is a kind of favorable protecting way, which blends the intangible cultural heritage and new media, medium, and also it could make progress during saving and development. More development prospects will be got from creating old culture, and the breakthrough evolvement will be obtained by the cultural economy. Only by the propagation from all kinds of media and medium, the intangible cultural heritage could neither be vanished from this world nor become people's memory. The vivid depiction by image covers writing, portray, graving and other artistic means, making the intangible cultural heritage always surround people.

## 5. Conclusions

The society under big data era is a fast-paced and high amount of information age. However, people who live in this society forget the previous traditional culture gradually, and they even think it is the past that should be forgot. The history that has been selected essence and dropped dross still deserves to be existed. It is the sedimentation of 5000 years' historic culture in China and could not be discarded optionally. Because it represents the wisdom and glory of the persons of the same category in the past, it is our obligation to protect it. Under the perfect fusion between new science and technology, media and medium, after being blended the modern elements, the intangible cultural heritage will develop towards better direction. By the time of satisfying the popular psychology, the popularization towards intangible cultural heritage could be accomplished. It becomes the protecting responsibility for Chinese people. The intangible cultural heritage will

be carried forward under the generation's common protection.

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