

Research on Information Dissemination and Digital Art of Characteristic Cultural products in Heilongjiang Province

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Abstract: With the development of science and technology, immersive exhibition space has emerged in the new media environment, which reconstructs the perception mode of visitors and enables people to participate, interact and experience. Intangible cultural heritage is an important part of the traditional excellent cultural system, as well as the socialist cultural system, which helps to enhance the soft power of cultural development. It is also an important material and spiritual pursuit of folk traditional handicrafts, which occupies an important position in the long social history. The development process of the new media era has brought new opportunities and challenges to the digital innovation of intangible cultural heritage and promoted the inheritance and development of intangible cultural heritage. The development process of the new media era has brought new opportunities and challenges to the digital innovation of intangible cultural heritage. Through the digital communication form represented by Douyin, cultural communication is carried out to promote the inheritance and development of intangible cultural heritage.

Key words: Oroqen nationality; Intangible cultural heritage; Digital display communication ; Tik Tok ;

Date of Submission: 04-06-2023

Date of Acceptance: 17-06-2023

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This research is the key research project (base project) of economic and social development of Heilongjiang Province in 2021. The title of the research project is the research on cultural products of digital art. The number of the research project is 21412.

I. Intangible cultural heritage

Intangible cultural heritage refers to the forms of traditional cultural expression passed down from generation to generation by people of all nationalities as part of their cultural heritage, as well as the objects and places related to the forms of traditional cultural expression. Intangible cultural heritage is an important symbol of the historical and cultural achievements of a country or a nation, and an important component of outstanding traditional culture. "Intangible cultural heritage" is the opposite of "material cultural heritage", collectively referred to as "cultural heritage".

1.1 Intangible cultural heritage and protection

According to the Law of the People's Republic of China on Intangible Cultural Heritage, intangible cultural heritage refers to various forms of traditional cultural expression passed down from generation to generation by people of all ethnic groups and is regarded as part of the ethnic cultural heritage. On August 2, 2021, the General Office of the CPC Central Committee and The General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which listed the construction of intangible cultural heritage experience facilities as an important content of non-genetic inheritance and protection. On May 25, 2021, the 14th Five-Year Plan for the Protection of Intangible Cultural Heritage issued by the Ministry of Culture and Tourism specifically proposes that 20 national intangible cultural heritage museums will be built during the 14th Five-Year Plan period. At the same time, local governments and social forces will be supported to build intangible cultural heritage museums with local, ethnic and industrial characteristics according to their own characteristics, and rebuild or build new heritage experience centers. The

establishment of a system of heritage and experience facilities integrating inheritance, experience, education, training, tourism and other functions shows that the central government and the state attach great importance to the construction of intangible cultural heritage museums and the exhibition of intangible cultural heritage.

Everything has a process of emergence, growth, continuation and extinction. The future of "intangible cultural heritage" is also in such a dynamic process. When an "intangible cultural heritage" cannot be inherited consciously by future generations but needs to be passively retained by external forces, the maintenance time should be considered. When an "intangible cultural heritage" needs to be protected by project application and cannot sustain itself, it is necessary to think about how many intangible cultural heritages that have not been listed in the application for World heritage are still living in remote villages without people's attention until they stop breathing and gradually disappear with time. The impact of modernization and the impact of commercialization make the intangible cultural heritage lose its original soil and social environment, and gradually die out. When a cultural project is put into a protected greenhouse for future generations to examine, watch and taste from the outside, it may already be a kind of mourning.

Protecting intangible cultural heritage is an important way to carry forward China's fine traditional culture, a vivid testimony to the long history of Chinese culture, and an important spiritual pillar for building national feelings and safeguarding national unity.

1.2 Nature and characteristics of intangible cultural heritage

Intangible cultural heritage is the cultural wealth retained to modern times by ancestors through the application of daily life. It is a living cultural heritage based on people. It emphasizes the skills, experience and spirit at the core of people, and is characterized by living change, highlighting the immaterial attributes and emphasizing the quality that does not depend on material forms. In the long course of history, the intangible cultural heritage is naturally generated and constantly developed and changed. Although the intangible cultural heritage passed down from generation to generation is constantly innovated with the environment of ethnic groups, the mutual relationship with nature and the change of historical conditions, the cultural identity and sense of history of heritage remains unchanged. However, in today's materialistic society where spiritual space is severely squeezed, "intangible cultural heritage" is also inevitably materialized to varying degrees in the process of declaration. Not only the needs of individuals, but also the help of local governments have turned the application into a way of local advertising, tourism promotion and value-added. Without the impulse of economic interests, not many people would pay attention to "intangible cultural heritage" from a cultural standard. How to avoid the situation of excessive materialization of intangible cultural heritage packaging, break through the barriers and limitations of material form, and maintain the intangible characteristics of "intangible cultural heritage" is the necessary attitude to respect the heritage left by our ancestors.

II. Provincial Intangible Cultural Heritage List of Heilongjiang Province

The experts and scholars of the province's intangible cultural heritage protection Expert Committee have formed five judging groups, including folk custom, craft, folk art, opera and music and dance, according to the basic conditions of the province's intangible cultural heritage list application, that is, "highlighting Heilongjiang's ethnic and regional cultural characteristics, representative and distinctive historical and cultural values. More than 80 years of inheritance history; The inheritance pedigree is clear and the inheritors are representative. All the application texts were seriously, seriously and fairly reviewed and reviewed in two stages: re-evaluation and final evaluation. 48 items in 13 categories were included in the intangible cultural heritage list of Heilongjiang Province. After it was publicized to the whole society through Heilongjiang Daily and Northeast Net, it was submitted to the Heilongjiang Provincial People's Government for approval after the final review of the inter-departmental joint meeting. Heilongjiang Province's first batch of intangible cultural heritage list totaled 57 items. The provincial intangible cultural heritage list focuses on the regional characteristics of Heilongjiang's ethnic groups. It covers everything from the traditional customs of ethnic minorities to the diaspora culture, from food, etiquette, art, architecture, crafts to sports competitions and cultural activity Spaces, showing the profound cultural accumulation of the black land.

2.1 Status of Intangible cultural heritage dissemination in Heilongjiang Province

The Heilongjiang Intangible Cultural Heritage Exhibition Center will be officially opened in 2021; The Heilongjiang Ice and Snow Intangible Cultural Heritage Festival will be successfully held in 2020 and 2022. In 2018 and 2021, the Intangible Cultural Heritage Traditional Craft Competition and the Intangible Cultural Heritage Design and Creation Competition of Heilongjiang Province will be held respectively. The construction of 25 intangible cultural heritage workshops for poverty alleviation and employment; Cities around the active implementation of intangible cultural heritage into campus activities. In addition, Heilongjiang Provincial Department of Culture and Tourism actively explores new media dissemination of intangible cultural heritage. In the second half of 2021, it will open an intangible cultural heritage column in its public account to publicize

well-known and representative intangible cultural heritage projects and inheritors. However, in general, the dissemination of intangible cultural heritage of traditional handicraft in Heilongjiang Province is still dominated by traditional dissemination methods, with insufficient use of new media, relatively weak dissemination efforts and limited audience.

2.2 Digital status of intangible cultural heritage dissemination in Heilongjiang Province

In order to fully implement the spirit of "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage", Heilongjiang Provincial Department of Culture and Tourism has taken the following measures: Building an intangible cultural heritage exhibition center in Heilongjiang Province, holding an intangible cultural heritage Ice and Snow Festival, supporting non-inheritors, promoting intangible cultural heritage into campuses, etc., and intensifying the dissemination and popularization of intangible cultural heritage in major media.

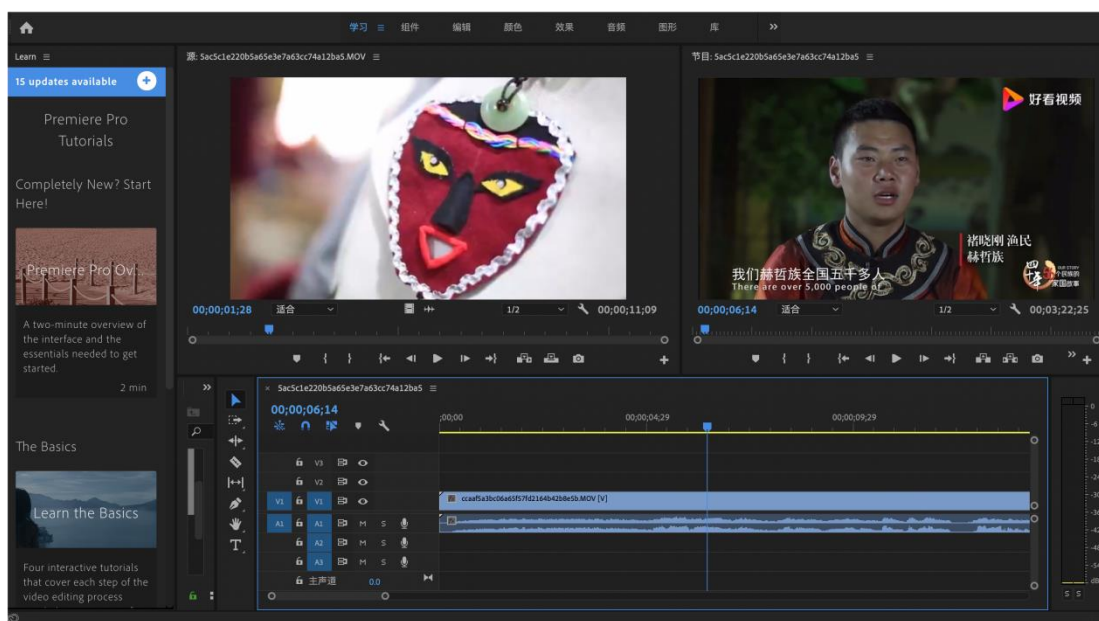
Digital communication is carried out by wechat, microblog, short video APP, live broadcast, comprehensive information service application, website and virtual reality technology and other media. The dissemination of intangible cultural heritage in Heilongjiang Province is mainly carried out through wechat public accounts, Weibo and Douyin. But the publicity was not ideal, and the number of views, likes and retweets was not high. A large number of handicraft intangible cultural heritage projects in Heilongjiang Province are ethnic minority intangible cultural heritage projects. The innovative design can also consider combining ethnic minority characteristics to strengthen the dissemination of digital platforms and enhance the influence of local intangible cultural heritage.

III. Digital dissemination of Intangible cultural heritage in Heilongjiang Province

With the development of network platform and digital information technology, as well as the further popularization of information spread through the Internet, people's habit of reading information is also rapid and extensive. The new media communication mode conforms to the public's habit of collecting and reading information. As mobile phone users become the first terminal to download information, new media will be more and more powerful. The intangible cultural heritage of Heilongjiang Province should be widely disseminated through the Internet and other channels. The distribution of intangible cultural heritage can also be disseminated online.

The display of cultural intangible cultural heritage in the form of digital animation mainly refers to the display of cultural intangible cultural heritage in Heilongjiang Province. Cultural intangible cultural heritage refers to some small stories widely circulated among the people. In the past, the inheritance of such intangible cultural heritage was mainly carried out in the form of written records, with relatively single communication channels and relatively narrow audience. Abstract and boring contents such as text in cultural intangible cultural heritage can be transformed into colorful and diverse forms of animation through multimedia technology, which can better mobilize the audience's senses. Animation is a specific form of film and television performing arts, which is characterized by intuitiveness, liveliness and vividness. Combining Heilongjiang intangible cultural heritage with digital animation technology can better realize the innovative application of new media technology in the digital display of intangible cultural heritage.

The exhibition of Heilongjiang intangible cultural heritage by interactive means mainly refers to the exhibition of the intangible cultural heritage of craftsmanship. The audience has no idea of the complexity behind these techniques. We take advantage of the interactive characteristics of new media technology to display the intangible cultural heritage of skills through videos, so that the audience can have a full understanding of these skills and enhance the audience's real experience.



Video clip

IV. Use digital mobile terminals to display communication

The use of digital mobile terminals to display Heilongjiang intangible cultural heritage is mainly the dissemination of its digital platform. Numerous social media can make better dissemination of Heilongjiang intangible cultural heritage. This paper uses Til Tok, XiaoHongshu and Bilibili platforms to spread and display Heilongjiang intangible cultural heritage.

(I) New media platform communication -- Til Tok

Til Tok is a product of ByteDance. This software features 15-second vertical short music video. You don't need to quit after watching, you can swipe up the screen to enter the next recommended video. In the current social development, through the understanding of most audiences, it is found that compared with the previous way of obtaining information, obtaining information through short videos has become a habit. Heilongjiang's intangible cultural heritage ethnic culture has its own exclusive artistic language, but due to the limited time, it is difficult for short videos to record related contents of intangible culture as completely as documentaries. In order to attract users' attention in just a few seconds, it is necessary to start with the communication content, try to match the characteristics of traditional culture in the form and content, and continue to create high-quality short video content with impact, image and culture, so as to attract more users to browse and trigger their emotional resonance.



Tik Tok platform

(2) New media platform communication -- XiaoHongshu

As a representative of social e-commerce, XiaoHongshu has been focusing on the content produced by users as its core driving force since its establishment in 2013. In 2020, XiaoHongshu started to build a B2K2C business model to successfully deliver information from brand owners to opinion leaders and then to marginal consumers, and has achieved a good persuasion effect with points and aspects. The "content planting grass" in XiaoHongshu platform is a very distinctive model, in which consumers and brands form a virtuous circle of interactive behavior in such an open field as XiaoHongshu. The more views a video receives, the more popularity and revenue it generates. Compared with Douyin, the current Xiaohongshu platform mainly focuses on female users, and the video transmission of traditional culture is still rare. In order to carry out the intangible cultural heritage transmission, video content innovation should be done well to make it more beautiful and ornamental to attract users to browse, and the communication and display need to be further deepened.



XiaoHongshu platform

(3) New media platform communication - Bilibili

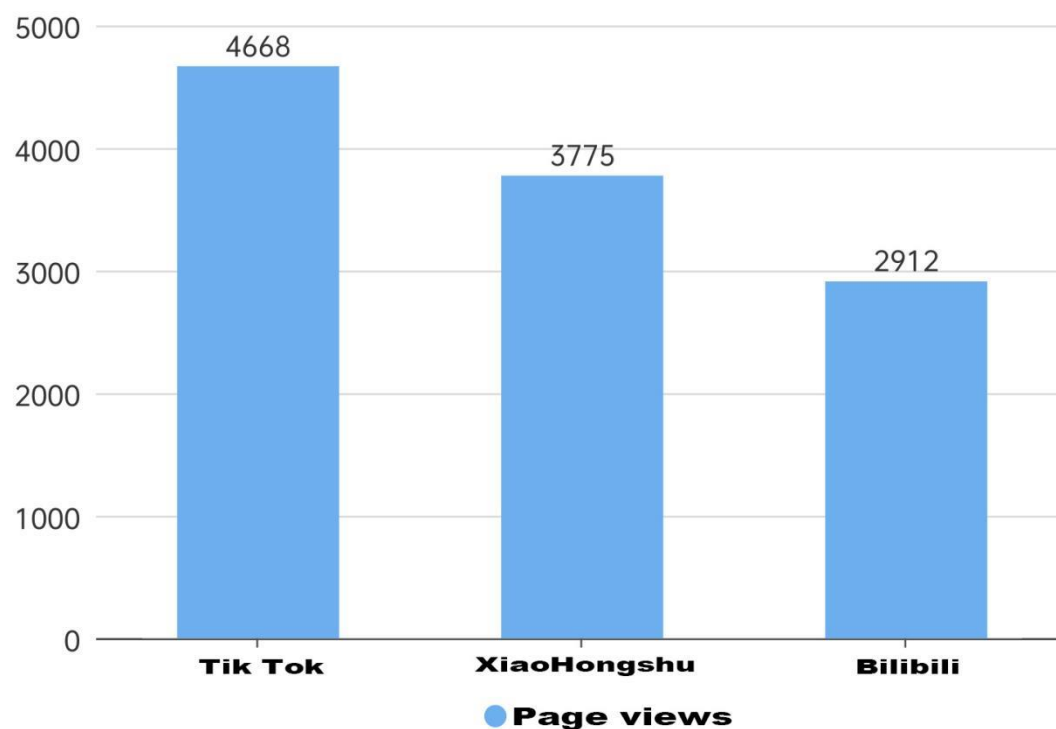
As a multicultural gathering place and highly interactive platform, Bilibili platform has gradually witnessed the rise of traditional culture trends. Platform users upload and share works related to traditional culture by themselves, attracting a large number of audiences' attention to traditional culture through various forms of expression. The Bilibili platform can record the intangible culture of Heilongjiang province like a documentary. Compared with the previous two, Bilibili users are mostly young people, and the content is mostly quadratic. The traditional culture communication phenomenon on this platform can provide new ideas for Chinese excellent traditional culture to realize effective communication among young groups. The platform undertakes improvement measures in terms of cultural inheritance responsibility, so as to optimize the transmission of traditional culture in the era of new media.



Bilibili platform

Through the dissemination of the intangible cultural heritage of Heilongjiang Province on the three platforms, it is concluded that the users of Til Tok are the most extensive and the videos have the highest page views. Considering the diversified characteristics of audience groups, the short videos of intangible cultural heritage should still consider how to fit the intangible cultural heritage culture with the current trend and create short videos in a way that is popular with the audience. On the basis of ensuring the quality of the content, the interactive heat of fans should be returned, the frequency of updates should be increased, the content should be kept close to the life of the audience, and the audience should be helped to understand the intangible cultural heritage in depth. For the dissemination of intangible cultural heritage, longer videos and more detailed narration will make it possible to explain and transmit the connotation of intangible cultural heritage in depth. In the future, medium and long videos can also become the development direction of the dissemination of intangible cultural heritage.

Platform page views



Platform view data graph

V. Conclusion

Cultural development is the source of life for a country or a nation, and the development of science and technology is the source of life for a country or a nation. The development of short video breaks through the inherent limitation of time and space of traditional cultural transmission of intangible cultural heritage and reconstructs the pattern of traditional cultural transmission of intangible cultural heritage. The combination of traditional intangible cultural heritage and Tik Tok creates new sparks, providing strong support for the inheritance and innovation of traditional intangible cultural heritage. The intangible cultural heritage of Heilongjiang Province, national culture, uses the short video platform for communication, digital display methods, virtual and real interaction methods to present the intangible culture of Heilongjiang Province, digitalization has become the inevitable trend of the development of The Times. Although the current communication form of traditional intangible cultural heritage is still in the initial stage of development, the majority of traditional intangible cultural heritage workers should make bold attempts to show the charm of traditional intangible cultural heritage and highlight the elegance of traditional intangible cultural heritage with the help of the new media era, and strive to create a new era of the communication of traditional handicraft culture.

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Wang Shunhui, et. al. "Research on Information Dissemination and Digital Art of Characteristic Cultural products in Heilongjiang Province". *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 12, no. 6, 2023, pp. 85-93. Journal DOI- 10.35629/7722