



## Research on the Dissemination and Protection of National Intangible Cultural Heritage in the Era of Fusion Media

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**Abstract:** Based on the era of integrated media, this paper pays attention to the changes in the dissemination of the intangible cultural heritage of Heilongjiang Province in the new era, and studies the use of new technologies and new platforms in the era of integrated media to strengthen the inheritance and inheritance of intangible cultural heritage. Protect, expand the channels of transmission, and enhance the effect of transmission. There are many unique ethnic groups among the ethnic minorities in Heilongjiang Province. The intangible cultural heritage such as folk literature, music, fine arts, handicrafts, dances, operas, and folk customs created by these ethnic minorities in their long-term production and life has distinctive regional style characteristics. It is an important part of the Chinese national culture. As a multi-ethnic "cultural community", the culture of ethnic minorities occupies an important position in the entire Chinese culture and gives the national cultural value its due meaning. Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to the incremental effect of Internet technology on economic and social development. Some of them are on the verge of being lost, and the methods and effects of intangible cultural heritage publicity and protection still need to be improved.

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**Key words:** integrated media, intangible heritage art, communication, protection

### Introduction

In the era of integrated media, the complementary dissemination of large and small screens is an important guarantee for the inheritance and protection of social intangible cultural heritage. In the process of inheritance, accumulation and innovation, it has played an inestimable positive role. The protection and inheritance of the intangible cultural heritage of ethnic minorities in Heilongjiang Province should be in the digital age of "Internet +", using digital film and television communication methods, diversified display and expansion of media resources, and exploring and practicing the spread of national culture in ways that young people like. Innovative ways to complete the creative transformation of Heilongjiang minority intangible cultural heritage, tell the world about the intangible cultural heritage of Longjiang ethnic minorities, spread the story of the intangible cultural heritage of the Longjiang ethnic minorities, and show the new image of the intangible cultural heritage of the Longjiang ethnic minorities. Therefore, the use of new technologies and new platforms in the era of integrated media to strengthen the inheritance and protection of intangible cultural heritage, expand communication

channels, and enhance communication effects are important issues to be solved in this topic.

### I. Domestic related research

The research on intangible cultural heritage did not start early in China. At the end of the 20th century, domestic scholars began to pay attention to the issue of intangible cultural heritage. After entering the 21st century, the research on intangible cultural heritage in China has gradually heated up and experienced an explosive development. At the beginning of the year 2007, "intangible cultural heritage" was called the top ten hot words of 2006. At present, there are many achievements in the development and protection of intangible cultural heritage in China, but there are relatively few researches on the spreading dilemma and innovative paths of the intangible cultural heritage of Heilongjiang ethnic minorities. From the perspective of document retrieval, China has set the early goals of intangible cultural heritage and ideological and political education to protect intangible cultural heritage. At present, due to the emergence of new demands for ideological and political education in colleges and universities, researchers have begun to

analyze the role of intangible cultural heritage in ideological and political education in colleges and universities. In his research, Li Rong showed that "combining intangible cultural heritage with ideological and political classrooms is a key innovation to protect intangible cultural heritage", and explored the main ways to increase intangible cultural heritage education from ideological and political courses. In his article "Reflections on the Digital Communication of Northeast Minority Intangible Cultural Heritage", Lin Wen explained the importance of using digital means to carry out the protection of Northeast Minority Intangible Cultural Heritage. In the article "Types and Boundaries: Film and Television Expression of Intangible Cultural Heritage", Meng Zhijun emphasized that film and television presentation has become the only way to protect and spread intangible cultural heritage.

## 2. Foreign related research

Foreign scholars' research on the role of culture is relatively in-depth. Foreign scholars' research on intangible cultural heritage began in the middle of the 20th century. There are many results in this area. The most representative one is the famous American scholar Samuel Huntington (Samuel Phillips Huntington, editor-in-chief of "The Important Role of Culture: How Values Affect Human Progress". In this essay collection, many authoritative scholars have analyzed the specific relationship between values and progress, studied the universality of values, and comprehensively explored the relationship between geography and culture, culture and system.

Judging from the literature collected so far, it mainly focuses on the concept and protection of intangible cultural heritage. On the one hand, the discussion about the concept of intangible cultural heritage. On the other hand, it mainly focuses on the research of intangible cultural heritage protection. Harriet Deacon discussed the importance of its protection from the "Protection and Management of Intangible Cultural Heritage", indicating that both intangible and material heritage must be protected, and a supporting management plan must be followed in practice. In his research, Rex Nettleford mainly discussed the issue of intangible cultural heritage from the transfer stage to its extinction, and analyzed how to promote heritage inheritance and innovation. Gorges Condominas expounded the historical context of writing culture from the content of "Research and Protection of Intangible Heritage", and mentioned the starting point, obstacles, and criticality of protecting intangible cultural heritage, as well as the concepts and methods necessary for researchers.

## 3. Compared with the provincial social science planning project, the new progress of similar projects has been established.

In the past two years, the research on the protection and inheritance of intangible cultural heritage in Heilongjiang Province has not been successfully established in the provincial social science planning projects. Among them, in the 2019 Provincial Social Science Research Planning Project, the project "Research on the Protection of Daur Intangible Cultural Heritage from the Perspective of Classics and Objects" hosted by Qi Dandan of Harbin University of Commerce is based on the scope of classics and objects. Protection of Daur Intangible Cultural Heritage. In 2020, Meng Fanqi of Mudanjiang Normal University successfully established the Provincial Philosophy and Social Science Research Program, the successful youth project "Development and Application Research of Longjiang Intangible Cultural Heritage Cloud Tourism Platform in the Post-epidemic Era" and the special project "Longjiang" by Liao Dan of Heilongjiang University. Research on Digital Art Communication of Intangible Cultural Heritage is based on the research in related fields of digital communication of intangible cultural heritage in Heilongjiang. There are relatively few studies on the dilemma of Heilongjiang's intangible cultural heritage inheritance, especially the intangible cultural heritage of Heilongjiang ethnic minorities.

It can be seen from the above that the focus of domestic and foreign research is based on the definition of intangible cultural heritage and the research on the protection and inheritance of intangible cultural heritage of ethnic minorities. However, the key goal is to use media to disseminate theoretical guidance on the protection and inheritance of intangible cultural heritage. superior. It has not yet manifested the research on the dilemma and innovative path of Heilongjiang minority intangible cultural transmission. In particular, there are relatively few studies on the transformation of local intangible cultural heritage communication under the environment of integrated media communication. Use digital film and television communication methods, diversify the display and expansion of media resources, and explore and practice innovative ways to disseminate ethnic minority culture in the form that young people like. It has become a topic of common concern for scholars at home and abroad. Relevant international seminars and workshops have reinforced this attention. Various new media such as "Intangible Heritage China", "Three Five Intangible Heritage Museum", "China Intangible Cultural Heritage Protection Center" and other WeChat public accounts, as well as Douyin, Kuaisou And other new media

short video platforms have enabled the dissemination of relevant academic information at an unprecedented speed, making domestic and foreign researches merged. In this context, complete the creative transformation of Heilongjiang ethnic minority intangible cultural heritage, tell the world about the intangible cultural heritage of the Longjiang ethnic minorities, spread the story of the intangible cultural heritage of the Longjiang ethnic minorities, and show the image of the Longjiang ethnic minority to the world from all dimensions and perspectives. The results of using new approaches, new methods or new perspectives are very worth looking forward to.

#### **4. Emphasize the academic nature and application of intangible cultural heritage**

##### **(1) Academic**

As mentioned above, in the past, the research on the ways of protection and inheritance of Heilongjiang minority intangible cultural heritage covered a wide range of content, but there are still some problems that researchers have ignored. For example, in the current new media communication environment, "Internet + "Under the background of the times, based on the level of economic and cultural development in the actual local area of Heilongjiang, with the help of film and television methods, we should discuss such issues as the innovative path to inherit and develop the intangible cultural heritage of Heilongjiang ethnic minorities. At the same time, we have to review some old issues from a new perspective or using new methods. Previous studies on the protection of the intangible cultural heritage of Heilongjiang ethnic minorities tended to describe the dilemma of communication in isolation. Fewer people have noticed that combining the forms that young people like, using film and television resources to better diversify and display, the greatest and best realization Integration and expansion of media resources. We put the research objects on the diversified ways of dissemination of film and television resources, investigate the inheritance dilemma of the intangible cultural heritage of Heilongjiang ethnic minorities, explore the source, understand the changes, and explore the intangible cultural heritage of Heilongjiang ethnic minorities from the perspective of media diversity. Innovative ways of dissemination.

##### **(2) application**

Our research is in line with the major national strategy of "Intangible Heritage Services". Since the founding of New China, the state has attached great importance to the protection of ethnic minority cultural heritage, adopted many active and effective measures,

and continuously increased the human, material and financial investment in the protection and inheritance of ethnic minority intangible heritage. Especially since the 18th National Congress of the Communist Party of China, all parts of the country have thoroughly studied and implemented General Secretary Xi Jinping's important exposition on the inheritance and development of excellent traditional culture, earnestly implemented the "Intangible Heritage Law", actively promoted the protection and inheritance of intangible cultural heritage of ethnic minorities, and promoted China's excellent traditional culture. Creative transformation and innovative development have achieved remarkable results in various tasks. On February 6, 2018, the Ministry of Civil Affairs announced that the China Intangible Cultural Heritage Strategic Development Alliance became a social organization. It is the China Intangible Cultural Heritage Industry Consortium established under the guidance of the China Intangible Cultural Heritage Protection Association of the Ministry of Culture. It aims to unite all people and enterprises who care about intangible cultural heritage and jointly contribute to the inheritance and development of China's intangible cultural heritage. In August 2020, the "China's Intangible Cultural Heritage Protection and Development Model and the 14th Five-Year Plan Suggestions Report" was published. 2021 is the first year of the "14th Five-Year Plan" and is the start of a new journey to comprehensively build a modern socialist country. The year was the 100th anniversary of the founding of the Communist Party of China. It can be seen that under the vision of the "Chinese National Community", the protection and inheritance of intangible cultural heritage has become the voice and trend of the times. Under the "intangible cultural heritage service" strategy and the "Chinese National Community" vision, local ethnic minorities Both the protection and inheritance of cultural heritage occupies an important position. In this research, the dilemma and innovative path of Heilongjiang minority intangible cultural dissemination under the integrated media communication environment are in line with the characteristics of the times and the national "intangible cultural heritage service" strategy responds to the trend of the environment.

#### **5. strive to innovate in excavation**

##### **(1) Innovation in academic thinking**

In the research, we paid special attention to the disclosure of two aspects: one is the way of the research object's own art and culture inheritance; the other is the innovation provided for the development of Heilongjiang minority intangible cultural heritage with the help of integrated media, film and television

methods, and short video communication. The relationship between the way and the traditional way of own cultural inheritance.

## (2) Innovation in academic viewpoints

1. Establish a digital image library of ethnic minorities to enrich the content of ethnic image records. Establishing an archive of intangible cultural heritage data of ethnic minorities is currently the most effective and feasible digital protection method. Digital photography, digital video and digital recording are commonly used forms of book archives sorting. Information collection technologies such as 2D and 3D collect, store and classify intangible cultural heritage, and then provide services to audiences through various digital platforms.

2. Short video micro-dissemination. In the process of dissemination of intangible cultural heritage of ethnic minorities, it is difficult to attract the attention of young audiences due to the nicheization, resulting in difficulties in inheritance. Therefore, from the media point of view, the use of new media for dissemination is a reality. Nowadays, an important way for the dissemination of intangible cultural heritage of ethnic minorities.

3. Establish a digital museum. The digital museum uses virtual reality technology, three-dimensional graphics and image technology, computer network technology, three-dimensional display system, interactive entertainment technology, and special visual effect technology to fully present the three-dimensional way of the actual physical museum on the Internet. Museum. It can also be displayed in different digital virtual ways, digital story arrangement and telling, digital dance arrangement and digital animation.

4. The development of interactive APP platform. In recent years, the development of wireless Internet technology has made mobile media such as mobile phones and IPAD the main media platforms for people to communicate and interact. In addition to the dissemination of valuable WeChat, Weibo, and short video platforms, the use of APP to disseminate intangible cultural heritage is the focus of development and research.

5. With the help of movies, TV series and other film and television works, in the creation of "intangible cultural heritage" themes, the expression of nationality is different from the traditional documentary style of national cultural "science". It is necessary to let the audience experience the intangible cultural heritage itself in a subtle way. The national sentiment and spiritual power carried in it. "Nationality" is not only the content of the film itself, but also an aesthetic expression in the film narrative.

Especially in today's diversified development of digital media, "nationality" has become the focus of expression in "intangible cultural heritage" movies.

## 6. Conclusion

This article is based on a field visit to the gathering place of Heilongjiang ethnic minority intangible cultural heritage, to study the dilemma that Heilongjiang ethnic minority intangible cultural inheritance is facing, and to conduct a comparative study in combination with the inheritance environment of ethnic minority intangible cultural heritage in other local provinces. Combining with the actual local economic and cultural conditions in Heilongjiang, seek innovative ways to effectively protect and inherit Heilongjiang minority intangible cultural heritage by means of film and television in a new media environment. Specific research objects include: Heilongjiang minority non-genetic inheritors, intangible cultural and artistic works. The focus of the research is to combine the actual intangible cultural concepts and dissemination dilemmas of each specific research object, combined with the actual economic and cultural level of Heilongjiang and the actual resource conditions, through field visits, survey visits, document collection, etc., to explain in the new In the media environment, it is a way to effectively spread Heilongjiang minority intangible cultural heritage by means of film and television. Seek to make the best use of media resources, disseminate the intangible cultural content of Heilongjiang ethnic minorities, explore the forms that young people like, and let the intangible cultural "live". The difficulties of the research are mainly reflected in: On the one hand, the research materials are relatively scattered and complex, and there are some difficulties in collecting; on the other hand, when investigating issues such as the ideological source of the Hezhe people's fish skin making clothing and the ethnic history of the Oroqen people, It is possible to solve the problem only by checking the relevant documents. However, the relevant historical documents are not rich enough. In the systematic analysis of the dilemma of the inheritance of intangible cultural heritage of different ethnic minorities in Heilongjiang, we seek to use film and television methods to find innovative ways to effectively spread the intangible cultural heritage of ethnic minorities in Heilongjiang in a new media environment. Through the comparative study of the inheritance dilemma of Heilongjiang ethnic minority intangible cultural heritage and the non-genetic inheritance environment of ethnic minorities in other provinces, the relationship between the inheritance and development of the two is revealed. First of all, according to the actual situation of the specific object of investigation, sort out and

integrate the intangible cultural resources of Heilongjiang ethnic minorities. Form the research content framework of Heilongjiang minority intangible cultural heritage. Refer to relevant papers, documents and monographs, summarize and refine the ways and strategies of Heilongjiang minority intangible cultural protection, through literature research, comparative analysis and other methods and approaches, fully understand the protection and spread of Heilongjiang minority intangible cultural heritage. The dilemma of the problem, and the way of transmission, so as to sort out and integrate the research materials obtained. Secondly, after fully possessing the research materials, classify and count them, and describe in detail the dissemination characteristics and internal differences of each ethnic minority intangible cultural dissemination dilemma and similar research objects in other regions. Finally, the research object is placed in a new media communication environment. In the study of the innovative way of spreading Heilongjiang minority intangible cultural heritage by means of film

and television, combined with the characteristics of the protection and dissemination of intangible cultural heritage in Heilongjiang minority areas, the method and path of its transmission are discussed. To seek effective ways to make full use of media resources to spread the protection and inheritance of Heilongjiang minority intangible cultural heritage.

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