



УДК 74.01/09

RESEARCH ON THE INHERITANCE METHODS OF CHINESE CULTURAL HERITAGE IN CONTEMPORARY SOCIETY

HONGHE Gao^{1,2}, YEZHOVA Olga¹

¹ Kyiv National University of Technologies and Design, Kyiv, Ukraine

² Shaanxi University of Science and Technology, Xi'an City, China
red_river@126.com, oyezhova70@gmail.com

In contemporary society, the preservation of intangible cultural heritage encounters significant challenges. Therefore, the aim of this study is to investigate the effective transmission approach of Cultural inheritance in the context of modern society. This paper adopts a literature review method to scrutinize the current situation and difficulties of intangible cultural heritage preservation and explore innovative strategies for its dissemination. The findings suggest that the integration of traditional and contemporary methods is imperative.

Key words: *intangible cultural heritage, inheritance, traditional and modern methods, digital technology, creative industries*

INTRODUCTION

In recent years, the inheritance and protection of intangible cultural heritage (ICH) have become an important issue in the context of cultural globalization and urbanization. As a valuable legacy of human civilization, ICH not only represents the historical and cultural identity of a society but also provides a unique perspective for understanding the world. However, the transmission and inheritance of ICH are facing severe challenges in contemporary society, such as the aging of inheritors, the lack of education and training, and the erosion of traditional values. In response to these challenges, innovative methods and strategies are needed to promote the sustainable development of ICH and enhance cultural diversity. Therefore, this study aims to explore effective methods for the inheritance of ICH in contemporary society, and provide theoretical and practical guidance for the protection and promotion of ICH. The paper [1] analyzes the combination of the traditional Chinese culture elements and modern culture with its modern symbols in logo design.

PURPOSE

Through investigation and analysis of the current state of conservation of Chinese intangible cultural heritage, this study identifies the deficiencies and underlying reasons in the research of Chinese intangible cultural heritage. Specific problems are analyzed to gain insights into the causes of these deficiencies. Consequently, innovative measures for the transmission and preservation of intangible cultural heritage are proposed.



RESULTS AND DISCUSSION

The inheritance of intangible cultural heritage cannot rely solely on traditional training and oral transmission methods. It needs to be combined with the developmental needs of modern society and innovative practices in line with modern lifestyles [2]. Consequently, integrating intangible cultural heritage into modern life presents a viable approach to promoting the vitality of intangible cultural heritage. This study proposes four methods to achieve this objective.

Firstly, education and inheritance are crucial factors in preserving intangible cultural heritage, which constitutes a significant part of Chinese culture. Its inheritance must be conducted through education, and training programs for Chinese intangible cultural heritage inheritors are essential initiatives for promoting the integration of intangible cultural heritage into modern society and preserving its vitality [3]. Schools can incorporate intangible cultural heritage into their educational content, develop relevant courses and activities, combine traditional skills with modern technology, enhance the efficiency and appeal of inheritance, and boost students' cultural identity and confidence. For example, various online courses, training videos, mobile applications, and other tools can be developed to better inherit intangible cultural heritage.

Secondly, cultural exhibitions and activities can help more people understand intangible cultural heritage, thereby promoting its inheritance and development. For instance, organizing folk festivals, handicraft exhibitions, traditional music performances, and other activities can enable people to experience the charm of intangible cultural heritage [4].

Thirdly, integrating intangible cultural heritage into tourism can be achieved through innovative approaches that allow visitors to learn about and experience culture through travel. For example, cultural tourism routes can guide tourists to experience the local customs, folk culture, and other aspects of intangible cultural heritage more deeply. Fourthly, developing cultural and creative industries that use intangible cultural heritage as a commercial element, can create intangible cultural heritage-themed products and services and promote intangible cultural heritage through creative product development. For instance, incorporating traditional cultural elements into clothing, catering, and tourism products, combining traditional music with modern pop music, or integrating traditional drama with contemporary dance, can create innovative business models that combine cultural and commercial values.

Tourist souvenirs based on shadow puppetry can help to promote and raise awareness of shadow puppetry as an intangible cultural heritage. Tourist souvenirs are often popular and widely distributed, which makes them an effective means of spreading knowledge about a particular cultural tradition or heritage. By incorporating elements of shadow puppetry into tourist souvenirs, people can learn about and appreciate the art form, leading to increased interest and support for its preservation (For example, Fig. 1 and Fig. 2).



Fig. 1. Shadow puppetry lamp [5]
CONCLUSIONS



Fig. 2. Shadow puppetry Bookmark [6]

Intangible cultural heritage (ICH) in China is crucial for cultural diversity and has profound historical, cultural, and regional significance.. Although some achievements have been made in ICH inheritance and innovation, there are still many challenges and issues that need to be addressed. In order to strengthen research in ICH inheritance and innovation, we need to enhance theoretical research on ICH and explore its intrinsic nature and cultural value. Moreover, practical research on ICH should also be emphasized, with a focus on cultivating ICH inheritors and researching inheritance methods. Additionally, research on the commercial development of ICH should be prioritized, with innovative business models and product designs that enable both ICH inheritance and commercial value. In summary, research on ICH is vital and inheritance remains a hot topic in China.

REFERENCES

1. Liu J., Krotova T., Yezhova O., Pashkevich K. Traditional elements of Chinese culture in logo design. *International Circular of Graphic Education and Research*. 2018. №11. P. 66-75. URL: https://www.internationalcircle.net/international_circle/circular/issues/18_02/ICJ_11_2018_07.
2. Qing L., Zheng L. Theoretical research on Intangible cultural heritage Intellectual property value Evaluation. *Journal of Nanjing University of Science and Technology (Social Sciences Edition)*. 2019. №2. P. 17-22.
3. Announcement of the State Council on the publication of the first batch of national intangible cultural heritage list. *Bulletin of The State Council of the People's Republic of China*. 2006. №20. P. 8-24
4. Alivizatou-Barakou, Marilena, et al. Intangible cultural heritage and new technologies: challenges and opportunities for cultural preservation and development. *Mixed reality and gamification for cultural heritage*. 2017: P. 129-158.
5. 皮影灯——十二星座 [Shadow Puppet - Twelve Constellations]. URL: <https://www.zcool.com.cn/work/ZMTM5NjA1NzY=.html?>
6. 皮影书签——手绢 [Shadow puppet bookmark – handkerchief]. URL: <http://mbook.kongfz.com/17986/1985150576/>