

The Overseas Promotion Path of Jingchu Intangible Cultural Heritage Products

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Abstract: China has a long history and rich culture. Through long-term production and life practices, people of all ethnic groups have created a dazzling intangible cultural heritage that has been passed down from generation to generation through their wisdom. These intangible cultural heritage are the bonds that maintain national unity and the concentrated embodiment of national spirit. Innovating the dissemination path of intangible cultural heritage is a necessity for the inheritance of intangible cultural heritage and also a necessary requirement for sustainable development of human society. Based on this, this article takes Jingchu intangible cultural heritage products as an example to explore the overseas promotion path of China's intangible cultural heritage products, in order to provide a new perspective for the inheritance and overseas dissemination of intangible cultural heritage in modern society, and provide strong assistance for the protection of intangible cultural heritage.

1. Introduction

With the advancement of economic globalization and the acceleration of urbanization, regional competition is not only presented in political, economic, ecological and other fields, but also increasingly reflected in deep-seated cultural competition. At the historical intersection of China's two centenary goals, enhancing the appeal of Chinese culture and making people around the world recognize Chinese culture has become a major management decision in China. Intangible cultural heritage, as an important cultural resource in cities, is often found in special regional environments and has unique ethnic and regional characteristics, reflecting the distinct cultural and artistic personalities of a city. The overseas dissemination of intangible cultural heritage products can stimulate the interest of foreign people in the culture of this city, deepen their understanding of urban culture, and enhance their sense of identification with Chinese culture. This article analyzes the current situation of Jingchu intangible cultural heritage product resources, analyzes the problems in overseas promotion of Jingchu intangible cultural heritage products, and proposes suggestions for overseas promotion of Jingchu intangible cultural heritage products.

2. Current Status of Protection of Intangible Cultural Heritage Products in Jingchu

Throughout history, Jingzhou City in Hubei Province has always been the political, economic, and cultural center of Chu State, as well as the birthplace and dissemination center of the brilliant Chu culture. The long-standing Chu culture, outstanding literati, and hardworking and simple people have left a rich and unique cultural heritage in this hot land of Jingzhou. At present, there is no regulation on the protection of intangible cultural heritage in Hubei Province, and Jingzhou City does not have legislative authority. To some extent, it can be said that the protection of intangible cultural heritage in Jingzhou City, Hubei Province is in a state of lack of local regulations. In recent years, the Jingzhou Municipal Party Committee and Government have proposed the strategic goal of "enriching the city with culture", with the aim of increasing the protection of intangible cultural heritage. According to the first, second, and third batch of ministerial level intangible cultural heritage lists approved by the Ministry of Culture by the State Council, there are currently 7 intangible cultural heritage sites in Jingzhou, including Mashan folk songs, Drum basin play, Jinghe opera, drums, Shuoguzi, Jingzhou Chu style lacquer painting techniques, and Jingzhou lead and tin carving and carving techniques (Figure 1). In addition, Jingzhou City also has 14 provincial-level

intangible cultural heritage projects such as Doudan Weigu, Wushrimp Naoan, Hantan Xiaoqu, and Tiaosan Gu, as well as 32 municipal level projects. At present, there are 3 representative inheritors of non negotiable projects at the ministerial level and 19 representative inheritors of provincial projects in Jingzhou.



Figure 1 Exhibition of some Jingchu intangible cultural heritage products

While paying attention to the declaration of intangible cultural heritage at the ministerial and provincial levels, Jingzhou has also made certain efforts to protect intangible cultural heritage in the following areas. Firstly, regional academic organizations are engaged in research on the protection of intangible cultural heritage. Academic institutions are very important for the protection of intangible cultural heritage, as they are the best organizers, promoters, and developers of intangible cultural heritage. Academic institutions, especially universities with strong academic advantages, have inherent advantages in the research, development, and protection of intangible cultural heritage. The Jingzhou Municipal Government and relevant institutions have jointly organized two forums on the inheritance and development of intangible cultural heritage, relying on the local university Yangtze University. They have conducted academic discussions on the protection of inheritors and the inheritance of Jingchu folk songs. Secondly, support the promotion of intangible cultural heritage and enhance the attention of social groups to intangible cultural heritage culture. At present, the “Intangible Cultural Heritage Day” Jingzhou Ministerial Intangible Cultural Heritage Exhibition and Performance in Universities has basically formed a mechanism, which is conducive to enabling students and ordinary citizens to understand the essence of these cultures and pass down Jingzhou Intangible Cultural Heritage. Thirdly, a specialized organization responsible for the protection of intangible cultural heritage should be established on the basis of existing functional departments. Functional agencies such as the Propaganda Department, the Cultural and Sports Bureau, the Religious Bureau, and the Tourism Bureau have certain responsibilities for the protection of intangible cultural heritage in accordance with relevant regulations, but the dispersion of departments and personnel makes it difficult to form a joint force in specific work.

3. Problems in Overseas Promotion of Jingchu Intangible Cultural Heritage Products

3.1. Insufficient Investment in the Promotion of Intangible Cultural Heritage Resources

Activation and dissemination are key ways to protect intangible cultural heritage resources. In recent years, the Hubei government has also been committed to the activation and dissemination of various intangible cultural heritage resources. However, due to uneven investment in the activation and dissemination of intangible cultural heritage resources of different categories and projects, many intangible cultural heritage resources have low visibility and insufficient influence overseas. Taking the provincial level intangible cultural heritage resource Jingchu Jinghe Opera as an example, currently only relying on a small number of inheritors to promote and promote it in the form of performances in troupes, restaurants, and other forms, has led to a low level of attention from overseas people.

3.2. Insufficient Integration of Intangible Cultural Heritage Resources

Although there are various types of intangible cultural heritage resources in Jingchu, their distribution is relatively scattered and their development levels are uneven. At present, in the

process of promoting intangible cultural heritage overseas, Jingchu has failed to fully integrate and utilize various intangible cultural heritage resources based on their commonalities and similarities, and build a resource sharing entity. For example, relying solely on various administrative regions or streets to hold some folk cultural activities in publicity will have limited influence on small-scale publicity, which will make foreign people not truly appreciate the cultural and artistic value of folk cultural activities. As a result, the overall intangible cultural heritage resources lack scale effect in overseas promotion, and their competitiveness is weak, making it difficult to expand their popularity overseas.

3.3. Unbalanced Protection and Utilization of Intangible Cultural Heritage Resources

The utilization and development of intangible cultural heritage projects in protection is an important policy for China's protection of intangible cultural heritage resources. However, on the path of industrialization and commercialization in the protection of intangible cultural heritage, some intangible cultural heritage resources in Jingchu have abused modern technology in the process of industrialization. The productive protection that should have been carried out has only left production without protection. For example, Han embroidery requires all dozens of processes to be completed manually. However, due to the emergence of modern technology, the production of Han embroidery was made using industrial technology, resulting in a lack of high-quality Han embroidery and a significant reduction in its artistry. The promotion of intangible cultural heritage products that only produce without protection overseas will cause harm to the intangible cultural heritage of Jingchu and create a negative impression on overseas people.

3.4. Low Sense of Cultural Identity of Intangible Cultural Heritage Resources

Due to cultural differences and translation accuracy issues, Jingchu intangible cultural heritage projects are often misunderstood, interpreted with added value, or devalued by overseas people during overseas promotion, resulting in low recognition of Jingchu intangible cultural heritage projects by overseas people, especially traditional medicine, traditional drama, and folk literature. Overseas audiences may misunderstand and find it difficult to resonate with intangible cultural heritage projects due to their failure to understand the meaning of the names.

4. Suggestions for Overseas Promotion of Jingchu Intangible Cultural Heritage Products

4.1. Optimizing the Publicity Path and Expanding the Influence of Jingchu Cultural Brand

With the rapid development of Internet technology, the trend of science and technology is increasingly obvious. Jingchu intangible cultural heritage can use the "Internet +" model to increase publicity. Hubei Province can try to open accounts such as Twitter, Facebook, YouTube, Instagram, and develop Jingchu Intangible Cultural Heritage apps. With the help of overseas Chinese and international students, they can create topics and interact with netizens on various social platforms, continuously expand their circle of friends, and increase the awareness and understanding of Jingchu Intangible Cultural Heritage resources among people from deep sea and abroad, broaden the dissemination audience, and further expand the international influence of Jingchu Intangible Cultural Heritage.

4.2. Integrating Intangible Cultural Heritage Resources and Enriching the Connotation of Jingchu Cultural Brand

Jingchu intangible cultural heritage resources can be integrated based on the characteristics and value of various types of resources, forming an improvement from "point" to "line" and then to "surface", ultimately achieving a holistic effect of one plus one greater than two. For example, Hubei Province can organize and organize folk literature in various regions into a series of plays or stage plays, and use holographic projection, AR, and VR technology to break through time and space boundaries, creating a wonderful scene that blends virtual and reality, and conveying the dull and boring story scenes to overseas people more vividly and interestingly.

4.3. Improving the Guarantee Mechanism and Providing Protection for the Jingchu Cultural Brand

On the path of industrialization and commercialization of intangible cultural heritage in Jingchu, it is necessary to follow some established principles of protection work, with the premise of not damaging the authenticity of intangible cultural heritage projects. The Jingchu government and relevant departments can improve the protection system and incentive policies for intangible cultural heritage brands, in order to control the quality of intangible cultural heritage products and avoid low-quality and low artistic intangible cultural heritage products from entering the markets of various countries, damaging the image of Jingchu intangible cultural heritage brands. For example, the government can provide relatively favorable policies or asset assistance to companies focused on the development and design of intangible cultural heritage products, encouraging them to integrate Jingchu intangible cultural heritage elements into the products they produce, and maximizing the preservation of the cultural characteristics of intangible cultural heritage.

4.4. Strengthening International Exchange and Enhancing the Identity of Jingchu Cultural Brands

Strengthening international exchanges is one of the necessary ways to promote Jingchu intangible cultural heritage resources overseas. Jingchu intangible cultural heritage resources can actively build a cultural exchange platform by virtue of the “going global” cultural exchange mode, effectively enhance international influence and competitiveness, and promote overseas people’s understanding and cultural identity of Jingchu intangible cultural heritage resources. And by understanding and collecting the needs of overseas audiences, while maintaining traditional intangible cultural heritage elements based on local cultural customs, we strive to meet the aesthetic requirements of different overseas populations. For example, Jingchu performance intangible cultural heritage projects can also incorporate modern performance forms while considering preserving the core of intangible cultural heritage art, thereby mobilizing the interest of foreign people in watching and enhancing their understanding and identification with Jingchu intangible cultural heritage.

4.5. Exploring the Cross-border Integration of Intangible Cultural Heritage IP and Expanding the Field of Jingchu Cultural Brands

In the context of the Internet era, the development of intangible cultural heritage themed IP should demonstrate its strong vitality. The independent innovation and inheritance model of Jingchu intangible cultural heritage should not be limited to its own created discourse system. It is necessary to strengthen the exploration of cross-border integrated marketing of intangible cultural heritage and fundamentally find a development model based on culture and art in order to better expand the intangible cultural heritage market. Taking Jingchu carved Paper Cuttings as an example, we can boldly try to cooperate with foreign film and television companies, jointly launch a series of Jingchu carved Paper Cuttings with animated characters as the theme, and develop the intangible cultural heritage IP image of animated characters, so as to create a “China-Chic” that belongs to Jingchu intangible cultural heritage.

5. Conclusion

In short, how to find a novel, unique, and effective new path for the overseas dissemination of intangible cultural heritage is the sacred mission of government departments at all levels, research institutes of universities, folk artists, new media institutions, enterprises, etc. Only by keeping up with the times, constantly innovating, integrating and strengthening cooperation across fields, regions, and time can we better protect, inherit, and effectively spread intangible cultural heritage to the outside world.

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