

Protection and Dissemination of Intangible Cultural Heritage in the Era of New Media

-- Take Gong & Light Games in Tongcheng as an Example

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Abstract: The Lantern Festival is one of the traditional festivals of Chinese people, announcing the end of the Spring Festival. It mainly includes a series of traditional folk activities, such as appreciating lanterns, eating tangyuan, guessing lantern riddles and setting off fireworks. In addition, many places according to their own local culture have a lot of traditional performance items spread today. Based on this, the author attempts to investigate the custom of Gong & Light Games in Tongcheng and discuss the protection and inheritance of the yuanyuan custom of provincial intangible cultural heritage under the new media environment.

1. Gong & Light Games

The Spring Festival is an important carrier of Chinese national culture and national spirit. Although the customs of today's Spring Festival and ancient times have been greatly different, but the Lantern Festival, the custom of eating tangyuan is still retained. Especially in Tongcheng County, which is in Xianning city Hubei province in China, widely spread an old saying 'the thirty night fire, the half night lights', as it says the residents in this place believe: fire lights illuminate the path to prosperity and flourishing population. So people use the Light game to illuminate the way of Gong games, while use the Gong games to cheer the Light game, with the two games integrated, they spread up to now. When it comes to the night of Lantern Festival, in the countries of Tongcheng, such as Hualun country, Saigong country, Meigang country, handmade red lanterns would be hung over on both sides of road with stump lamp. Lights throughout the village forests, and thousands of villagers distributes on hills which are decorated with dozens of red lanterns, around the burning fire, gonging and drumming.

As a local tradition in Tongcheng's Lantern Festival, 'Gong & Light Games' has a history of more than 800 years, according to the historical records, in the Song dynasty of ancient China, there were two famous doctors, Wu Yuansi his brother Wu yuanqi, who cured the queen's illness, got rewards and honor title from the emperor, then their family heard the good news, so they played gongs to congratulate them. After the doctors died, their posterities built temples to consecrate them, when the doctor's birthdates came, these temples would hold memorization activities, with local people beating drums and hanging lanterns, prayed to god to bless them prosperity. The gong and lantern, which is the main tool to worship the two ancients, has been spread up to now, forming the folk custom of 'Gong & Light Games'.

Compared to the traditional Spring Festival custom, the 'Gong & Light Games' in Tongcheng's Lantern Festival also combines the sanctity of blessing of gods and the ancients characterization of daily life, has obvious secular purpose and characteristics: first, 'Gong & Light Games' originated from the memory of famous doctors, and temple, from the temple-building for the doctors, it indicates the intents of people for body health, and the expectations for family peace, because man can never get rich when he has a bad health, so the Lantern Festival's lights and gang-drums embody people's hope of happy life in the coming year.

On the whole, traditional festival custom is ultimately a ritual process dominated by sanctity. Some scholars said that 'traditional society is sanctified. In the sanctified society, the social structure, codes of conduct and speech are all based on the ancient scriptures'. The dominant

connotation, appeal, ceremony and process are carried out according to the inherited holy blueprint. The sanctity of Gong & Light Games lies not only in the sanctity of its blessing ceremony: for example, only after having lunch on the eve of the lunar New Year, can the gong be given out and instruments such as gong and drum can be carried out for practice. It also lies in the taboos contained in relevant customs: for example, there is a unique tacit understanding and clan rules among the four major family names of wu, hu, li and huang. Non - male do not pass, music written in mind, not records, the techniques, only words and deeds.

As with other taboos, people expect power and protection from the holy world.

2. Current protection and inheritance prospect of ‘Gong & Light Games’ in Tongcheng

In 2016, Gong & Light Games officially became a provincial intangible cultural heritage. With the support of the local government, the sai luo foundation was established to raise funds for the event. In addition, it paid for repairing the road up the mountain and improving the competition venue, which provided a guarantee for better retaining the local culture. However, due to the fact that most of the youth in the village go out for work, the speech features of tongcheng dialect are complex.

Factors such as Gong & Light Games, Gong & Light Games is only known locally and is not well known to outsiders. Like other intangible cultural heritage projects, the protection of ‘sailuo’ is not just about how to ‘study’ and ‘preserve’, but how to ‘promote and publicize’ it so as to revitalize its vitality. In the era of ‘lead and fire’ of the media, the custom of playing gongs coldly exists on paper, lacking of ‘fireworks gas’ to let a person feel; In the era of ‘light and electricity’, the game gong appeared on TV, known to the general public, but lacked interaction. In the era of ‘digital and web’, the development of media truly conforms to the important intangible cultural heritage protection concept of ‘seeing everything and seeing people’. In the era of new media, we can promote and revitalize intangible cultural heritage in various ways.

2.1 Colleges and universities cooperate with government to carry out academic protection

The protection of ‘intangible cultural heritage’ is a systematic project. In terms of the main body of protection, it is generally considered to be a protection team composed of government departments, academia, business circles, news media and other forces.

Tongcheng is located at the junction of hunan, hubei and jiangxi provinces. The local dialects are influenced by many geographical and historical factors and have the characteristics of jiangxi and hunan dialects. The orchestra's conducting style also has its own characteristics: different from the western orchestral conducting style, the conductor conducts the orchestra's playing speed and playing style with his unique body language. And because the ‘song of starling qi’ is only used to worship and commemorate the beating of two gods, there is a unique tacit understanding and clan rules among the four major names of wu, hu, li and huang. Non - male do not pass, music written in mind, not records, the techniques, only words and deeds. Therefore, foreigners can only feel the excitement of ‘match the gong’ but cannot understand the essence of its ‘starling qi sounds’. These unique performing skills are on the verge of being lost because they cannot be widely spread.

Since China launched the national digital library project in 1996, it has initiated the digitization process of China's intangible cultural resources. In this project, the intangible cultural heritage will be stored and released digitally to facilitate the application, network transmission and long-term preservation of materials in the teaching process. Is located in xianning, hubei institute of science and technology has 82 years of educational experience, formed the science, engineering, economics, education, literature, history, agriculture, art and other multidisciplinary intersection, mutual support system of discipline, library has an electronic database of 28, the school has long been based on local, into place, the service area. Relying on ‘southern Hubei cultural research center’ and ‘southern Hubei traditional architecture protection and development research center’, the cultural industry in southern hubei is promoted by leaps and bounds. On June 6, 2019, hubei and South Africa material cultural heritage inheritance base (performing arts) was also settled in music college of our university. Music college has carried out ‘public appreciation and analysis of intangible

cultural heritage music'. Therefore, hubei university of science and technology, relying on its strong professional background and multi-disciplinary interdisciplinary system, has carried out academic inheritance of 'Gong game'. For example, Zihuan college of our university can analyze its geographic information, wenchuan college can analyze the local language and phonology, and music college can collect and analyze its rhythm, conducting characteristics and playing techniques. Finally, the library saves its image data and analysis in the hard disk and other media, and integrates and studies the above data in an intuitive way. To disseminate its traditional art and culture to the public, facilitate the public to inquire the information of 'intangible cultural heritage', and establish a thematic database. Scientific, orderly and reasonable joint study of music data, literary data and geographical environment data to achieve 'academic' and 'orderly' inheritance. Therefore, hubei university of science and technology combines its own disciplinary advantages and geographical advantages, as well as the support of the local government, to establish the 'intangible cultural heritage' database with broad development prospects and great potential.

2.2 Cooperation between tourism and communication forms market-oriented protection

In recent years, the country strongly advocates the integration of cultural industry and tourism industry. Under the policy of cultural and tourism integration, distinctive regional culture drives the vigorous development of local tourism industry. Hubei xianning as the southern gate of wuhan, nine provinces thoroughfare, convenient transportation. On August 28, 2010, xianning, together with Qingdao, suzhou, lijiang and xuhui district of Shanghai, officially became the first batch of pilot cities of tourism standardization in China. In addition, tongcheng also has a lot of tourism resources with a long history, such as 'the first waterfall in central China' - Baishuiyan waterfall, 'Jiangnan medicine depot' known as the medicine Gushan, 'Taoist 25th cave' Huanglong mountain, beautiful Jiugong mountain, Taoist Huangpao mountain and so on.

Combined with local tourism resources, we can develop a tourism program based on 'Gong & Light Games'. We can follow the example of Xishuangbanna water-sprinkling festival to allow tourists to visit and experience Gong & Light Games. Through performances and demonstrations of gong players and participation and experience of tourists, we can spread the cultural connotation of Gong & Light Games and enhance tourists' recognition of Tongcheng folk culture.

As sociologist Randall Collins said, interactive rituals are the most basic activities of people, and most phenomena in society are formed and maintained through various interactive rituals. Contemporary communication mechanism emphasizes the integration of viewers and viewers, that is, contemporary communication platform must strengthen the communication and interaction between the two, create immersive experience, let the two pay attention to each other and form an emotional bond. Take Gong & Light Games, a team of 36 people, most of them from well-off families with fixed retirement salary, who participate in the public exhibition of cultural and natural heritage day 2019 in xianning city, for example. Besides Hu Jianshui, a 80 - year - old old man, the rest of the team are equipped with smart phones WeChat, trill, etc and installed APP, their performances often uploaded to your WeChat circle of friends, friends of the 'thumb up' and 'forward' can let the harvest of cultural identity and emotional sharing, satisfy the needs of self expression, the meet will enable them more actively to share with interactive content production. If we can collect these wonderful performances video, collect the cultural background of 'match gong', set up a public account, so that people have more appropriate and convenient channels to understand, to meet their learning psychology, so they are more interested in this folk activities, both sides form a virtuous circle.

2.3 Clarify the objects of protection

Tourism can promote the development of local economy, and the government can support the development of tourism festivals through taxation. New media can 'liven' display 'intangible cultural heritage' and play two important roles in folk festival tourism -- protecting inheritance carrier and inheritors.

First, protect the inheritors. In the fall semester of 2017, with the approval of the county government, 'Gong & Light Games' entered the campus, and the inheritors entered the henan town

central primary school to teach the skills of 'Ba Ge gong and drum'. Gongs due to 'idea' requirements for the performance level of the players is very high, and the test and the matching degree between players, so it is difficult to imitate and needs to be worth learning, therefore, only the elderly inheritance KouChuanXinShou for primary school students is not enough, establishing database of 'intangible', let teenagers interested in 'gong can be free to consult, download resources, in order to make better communication and intangible resources. In addition, from the tourism income obtained by the game gong, part of it is taken out to set up a fund to realize the paid teaching of game gong inheritors and guarantee the income of the inheritors economically.

Second, protect inheritance carriers. Inheritance carrier mainly includes a variety of clothing, props and heather town site. In the past, the venue of 'match the gong' was chosen by the villagers spontaneously. Because tongcheng is located in the mountainous area, it is difficult to drive and park. Publicity and promotion of new media resources, and promote the development of local tourism economy, so that they can get the feedback of the local government, thereby gaining funds, establish professional gong square, a two-lane highway, set up the gong ting, history stories, protecting tourists to safe driving to watch, and safe parking, security watch, under the premise of safety evacuation, inheritance of folk culture better.

Though non-genetic heirs may age, their skills should be passed on from generation to generation. Never forget the original intention, can create the future. In the face of the continuous progress of China's urbanization, only a good inheritance of historical culture can continue the blood of national culture and enrich the cultural undertakings in the new era. 'Gong & Light Games' is the historical gene in the cultural development of tongcheng, and the key point to cultivate the local national sentiment and enhance the cognition of the local group. Especially with many young people in the area struggling to make ends meet, the annual 'Gong & Light Games' during the Lantern Festival can help those who are vagrancy to find a sense of belonging. Therefore, in the era of new media, it is necessary to make good use of the emerging media technology to let more people understand and protect the 'intangible cultural heritage', so as to realize the industrialization of 'intangible cultural heritage' and realize the strategic development goal of cultural power.

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