

Application of New Media Technology in Digital Display of Intangible Cultural Heritage

CHANG Liang

College of Art and Design, Shaanxi University of Science & Technology, Xian, 710021, China

Keywords: New media, Digital display, Intangible cultural heritage, Network technology

Abstract: To solve the problem of preservation of intangible cultural heritage, the essence is to reconcile the relationship between tradition and modernity. At present, the protection of intangible cultural heritage in the exploration stage, many problems in the process of protecting the surface, such as academic research, government management and guidance, are the problems in the practice. New media is relative to traditional media, newspapers, broadcasting, new media television and other traditional media has been developed, including network media, mobile phone media, digital TV and so on. It is the use of digital technology, network technology, mobile technology, communication technology, through the Internet, wireless communication network, satellite channels, etc. computer, mobile phone, digital TV terminal, communication form and the form of media to provide information and entertainment services to users. The paper presents application of new media technology in digital display of intangible cultural heritage.

1. Introduction

Web systems are substantially different from more conventional software systems. They are developed in shorter timeframes and with smaller budgets, meet a more generic set of requirements, and generally serve a less specific user group. They are often developed very quickly from templated solutions, using coarse-grained authoring tools, and by the efforts of a multi-disciplinary team.

The development of civilization history of 5000 years has left us a rich cultural heritage. Intangible cultural heritage is the people of all ethnic groups have long created an important cultural accumulation of wealth, it includes oral literature and the language carrier, traditional performing arts, folk rituals and festivals, folk knowledge and practices concerning nature and the universe, traditional crafts, skills, and their activities, it is not only an important embodiment of human cultural diversity, and is a powerful symbol of the Chinese national identity and culture sovereignty [1]. The preservation and inheritance of intangible cultural heritage is the implementation of Scientific Outlook on Development to promote the development and prosperity of socialist culture, the inevitable requirement of building a harmonious socialist society.

For thousands of years, most of the folk culture tour from political state is to the mainstream consciousness in a marginalized position. As the avalanche of economic globalization has occurred, western culture and capitalism have emerged as a dominant force resulting in the dramatic disappearance of vast amounts of traditional culture everywhere. Cultural identity is an important symbol of distinction for nations. Protection of different nationalities, and different regions of the traditional culture has become the major international issues of common concern [2]. The global attention to the intangible cultural heritage resulted in the birth of oral and intangible heritage of humanity project and eventually led directly to the widespread recognition and dissemination of the concept of intangible cultural heritage.” The concept of intangible cultural heritage has opened up a new field of social study.

2. Research Review of New Media in Intangible Cultural Heritage

Maixun Asia International PR companies: Chinese folk art troupe, specializes in folk art, stage performances, creative DIY performances, non-material cultural heritage project. More than 300 national network media press release resources!

After China's Kunqu Opera and Guqin art respectively in 2001 and 2003 to declare the success of “human oral and intangible heritage, intangible cultural heritage in our country immediately warming. The intangible cultural heritage in the Chinese identity from the completion of “grass-roots culture” to “national cultural symbol” changes, and endowed with “national culture.” Many scholars of the heritage research field which is a new hotspot of research and Discussion on it from different angles, the emergence of a number of valuable research results, as is shown by equation(1).

$$\tilde{W}_{j,k} = \sum_{l=0}^{L_j-1} \tilde{h}_{j,l} x_{k-l \bmod N} \quad (1)$$

The so-called media refers to the dissemination of information (news media), is also the publicity platform, such as newspapers, magazines, radio, television and so on [3]. The new media is compared with the traditional media, newspapers, broadcasting, new media forms of traditional media such as television later developed, is the use of digital technology, network technology through the Internet, mobile technology, mobile networks and other means of communication, as well as PC, intelligent mobile phone, tablet computer, intelligent TV terminal, communication form and media forms of information and entertainment to users. New media has the characteristics of interactivity and immediacy, data sharing, multimedia, hypertext and personalized community:

(1) the rapid development of the Internet, there is no doubt about that;

(2) Has an important impact on the big data era of new media development. The rapid development of new media not only produces a mass of information, but also provides a lot of personalized data, which is one of the most important sources of big data. At the same time, big data for new media development, such as providing targeted custom services, information analysis and forecasting, network monitoring etc.

(3) 3G and the growing list of 4G users, is the direct result of the interaction of the mobile phone and users exceeding 740 million, the use of mobile phone Internet users reached 233 million. New media has profoundly changed the way of receiving information and people's habits, people get rid of the point that they must be according to the fixed program to watch TV, listen to the radio of bondage, and can exchange information whenever and wherever possible.

Therefore in the process of teaching, teachers should try to stimulate the students' initiative for learning [4]. The use of modern information technology to reproduce the situation, so that the text content of the image, can stimulate students' interest in learning.

In order to promote the protection of intangible cultural heritage, China has gradually established a scientific management mechanism. The national establishment led by the Ministry of Culture, nine ministries and commissions of the intangible cultural heritage protection work of the inter-ministerial joint conference system, unified coordination to solve the major problems of intangible cultural heritage protection work in the establishment of the Ministry of Culture [5].

3. The Application of New Technology and New Media in the Protection and Inheritance of Intangible Cultural Heritage

Research on the intangible cultural heritage has the tendency of increasing heat. The utilization and protection research mainly concentrated in the intangible cultural heritage, the relevant entities involved and the relevant legal and policy issues [6]. The research mainly focuses on the data of the intangible cultural heritage collection, collation and description and protection, the later research

involves the intangible cultural heritage tourism development and utilization, legislation, and began to learn from foreign advanced research results.

The establishment and improvement of the intangible cultural heritage protection list system is an important measure to protect the intangible cultural heritage. On May 20, 2006, the State Council announced approval of the first batch of national intangible cultural heritages, including ten categories totaling 518 projects, involving 758 regions or units declare. On June 14, 2008, the State Council announced the second batch of the national intangible cultural heritages totaling 510, and the first batch of national intangible cultural heritage list expansion projects totaling 147. In October, 2006, the Ministry of Culture issued by the minister to make the "Interim Measures of the national intangible cultural heritage protection and management." On this basis, the provinces and municipalities are also the establishment of the provincial intangible cultural heritage, national, province, city, county four level intangible cultural heritage system gradually formed, initially realized the classification of the intangible cultural heritage protection [7]. Shaanxi selected national intangible cultural heritage 51, selected the first batch of provincial list has 145, the province's 10 cities have established a list system, there are currently 395 projects of municipal directory.

To solve the problem of the protection of intangible cultural heritage, basically is to solve the problem of the relationship between traditional and modern. The protection of the intangible cultural heritage, at present there are two main views, a view to Feng Peng (2008) as the representative, that is not a kind of relationship between intangible cultural heritage and social value and economic value and can realize the protection and utility. Another point of view by Wang Jushan (2006) as the representative, that the decline of a part of the intangible cultural heritage is inevitable, in part because of its function, the value of the loss.

2. meet the interactive expression whenever and wherever possible, entertainment and information. With the Internet as a symbol of the third generation to the media in the dissemination of the personality demands of expression and communication stage. For Internet TV and mobile phone TV, consumers are also producers.

$$p(s(k)) = \frac{1}{(2\pi\sigma_{s(k)}^2)^{1/2}} \exp\left[-\frac{(s(k) - s_0(k))^2}{2\sigma_{s(k)}^2}\right] \quad (2)$$

4. The Use of New Media is More Purposeful and Selective.

through the Internet message break through the traditional single media to transmit information, the internet transfer achieved by the sound integration of information dissemination, it can do text, image, sound, video, audio and so on. The complete fusion complex also fully embodies the characteristics of diversity transmission form. It will newspapers, television, and the means of communication based on the development of radio communication, diversify its form is hitherto unknown. It will accept a variety of terminals, various transmission channels, various form of information integration, so as to ensure that the users can be anywhere in the new media network through any terminal.

With the help of multimedia teaching can effectively abstract concrete, the content is difficult to understand or understand the text plays an important role in the content displayed by multimedia, to mobilize students' visual function through visual and vivid sensory stimulation, to enable students to maximize the potential for a limited time, more comprehensive information to perception to improve the efficiency of the teaching and learning of the internal activation [8]. Although there are many illustrations in primary school language textbooks can help students understand the content of the text, but due to limited space, three-dimensional sense is not strong, then the teacher can give full play to the role of multimedia, static to dynamic, from abstract to vivid image.

To strengthen the protection of Intangible Cultural Heritage Representative inheritors, on June 5, 2007, the Ministry of Culture announced the first batch of 226 national intangible cultural heritage

items; in January 26, 2008, they announced the second batch of 551 representative inheritors. The second batch of heritage covers folk literature, acrobatics and athletics, folk art, traditional handicrafts, traditional medicine and five other categories. In order to make the intangible cultural heritage protection system work, the Ministry of Culture and the enactment of “national intangible cultural heritage items identification and management Interim Measures (Draft),” standard on the national list of projects, representative inheritance rights, obligations and funding to make specific provisions, as is shown by equation(3).

$$\binom{\delta}{k} \equiv \frac{\delta!}{k!(\delta-k)!} = \frac{\Gamma(\delta+1)}{\Gamma(k+1)\Gamma(\delta-k+1)} \quad (3)$$

Some local governments are also working on the identification and protection of representative successors very seriously, not less, announced the province’s intangible cultural heritage items. Shaanxi province has selected 31 national representative inheritors, and has been named the provincial representative inheritors of 167 people, covering 8 categories and 113 projects. The Provincial Department of culture established “Shaanxi province intangible cultural heritage inheritors of the interim measures the identification and management” and the representative heritage certificate, living allowance, arrangement of teaching with believers, performances and show its excellent works and other methods, encourage and support the people to carry out a variety of teaching activities [9]. The inheritance of Guangxi, eleven people have been selected for the national representative inheritors, has named the provincial representative inheritors 30 the certificate, as successors, organize training, grant funding methods such as inheritance, protection and inheritance, give support and guarantee to carry out teaching activities.

5. Application of New Media Technology in Digital Display of Intangible Cultural Heritage

The development of the new media is a new trend in the future development of the media, traditional media through television, radio, newspapers, magazines, a single form of completion for the dissemination of information, and the new media is a new concept in the traditional media based on the use of digital media technology development of creative for the dissemination of information processing and new interpretation. As we know, news is a kind of style. This style of communication needs the help of a platform is the carrier of the new media not only used to spread the news. The news is an important aspect of the new media of the cloud era. The media platform, visualization and customization will become the new characteristic, new trend, no matter how the times change, how to change the form of media, but the media did not change. The mission is to use the first media, the technical means should be as fast as possible, as far as possible, to transmit the information to the audience as much as possible.

With the development of new technologies, new forms of media are also increasingly rich, mobile Tvideo on a bus in the hospital, bank video, Internet TV, digital throughout the high streets and back lanes, newspapers, multi feature phone full range of attack, existence of new media to get in by every opening passive acceptance of knowledge of people learn the initiative, imperceptibly influence people keen judgment of things.

$$F(\theta) = V_0 + V_1 e^{j\kappa d \sin \theta} + V_2 e^{j2\kappa d \sin \theta} + \dots + V_{N-1} e^{j(N-1)\kappa d \sin \theta} = \sum_{n=0}^{N-1} V_n e^{j\kappa n d \sin \theta} \quad (4)$$

Due to the strong force of new and high technology, the development of new media in China has begun to take shape, showing several trends, mainly for the development of new media:

(1) The technical support system of the new media has been relatively mature

New media is a form of communication, new media brings its spread in different ways. From the view of the world, new media technology has fully matured, the computer becomes the key of new media, the Internet has become the basic carrier, optical transmission, and electronic paper is becoming

mature. China's new media technology and hardware support conditions has been maturing, especially in the field of communications technology, not only with the international development level, but also in developed countries.

In the rescue and protection of the intangible cultural heritage in the practice, the working mechanism of intangible cultural heritage protection and the government at all levels in our country not only adhere to the protective principles and the correct concept and pay attention to practice to explore the law of accumulation of experience, has explored some China characteristics protection way remarkable. On the protection of the intangible the cultural heritage, should carry out a comprehensive, comprehensive protection mode, which is the core of the living heritage, and make the modern way of life and production of human society and adapt to the development, is our implementation of the main protection principle. In addition, the text and images, or as a way to the museum the development and utilization of cultural resources, are the auxiliary way, and these ways should not damage the intangible cultural heritage in accordance with their own natural evolution as the premise.

At present, the protection of intangible cultural heritage in the exploration stage, many problems in the process of protecting the surface [10]. Such as academic research, government management and guidance, the problems lay in the practice. At present in our country form a kind of culture and nationalism combines the academic theory, from the cultural and national interest perspective of intangible cultural heritage has become the mainstream, the related research from the intangible cultural heritage of the soil. Chen Li put forward three problems, namely the government often intangible cultural heritage as the development of local economy and improve the visibility of local signs; too much to meet modern consumer demand phenomenon by the process of intangible cultural heritage in science and technology; makes the intangible cultural heritage lost the inner meaning and mysterious atmosphere, become a kind of traditional culture of the outer shell. Sun Xiaoxia proposed at present study on the work of the government and academia to guide the protection of intangible cultural heritage of the neglected natural existence of folk culture, natural heritage special way, resulting in protective destruction. Jijian proposed valley there is a negative relation between the economic development and the protection of intangible cultural heritage.

6. Conclusion

The birth of the new media has changed the traditional news media in the dominant situation, but for the news industry has brought a broad market and new opportunities. The new media form with science and technology and people life demand for information, changing in different forms in people from the perspective of the application of new media technology reflects the audience to grasp more in-depth information, hoping to get a greater degree of interaction, as well as for information reinterpretation, the audience can according to their own preferences to acquire their own experience in the most wanted information.

Our country's intangible cultural heritage not only contains abundant contents and forms, and interdependence with the specific ecological environment. In order to make the original folk intangible cultural heritage survive, we must pay attention to the protection of cultural ecological environment closely. In today's era, to make a living from the intangible cultural heritage to maintain the original natural state is unlikely, but in a special local environment, take corresponding measures to make the original ecological folk intangible cultural heritage survive for a long time, is entirely possible. The establishment of a national cultural and ecological protection zone (Village), both for the protection of the intangible cultural heritage barriers that can be the true state of the national cultural heritage preservation in its own environment, make it become the "living culture."

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