

## **Inheritance and Innovative Design of Intangible Cultural Heritage from the Perspective of Wu Culture**

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**Abstract:** Chinese culture is extensive and profound. Wu culture is an important regional culture in China which has a unique charm in the long history. There are many intangible cultural heritages from the perspective of Wu Culture, which are non-renewable treasures. It is also an important witness of Chinese history and a carrier of Chinese culture. To carry out the inheritance and innovation of intangible cultural heritage is the requirement of the new era. This paper studies the inheritance and innovation of the intangible cultural heritage from the perspective of Wu Culture, and proposes relevant solutions, to discover and inherit intangible cultural heritage in time and realize the maximum value of traditional culture.

**Keywords:** Wu Culture; Intangible cultural heritage; Inheritance; Innovation

Five thousand years of development of the Chinese nation has bred a broad and profound Chinese culture. Wu Culture, as an important part of Chinese culture, has been studied for more than 80 years up to now <sup>[1]</sup>. Wu Culture has created countless praiseworthy intangible cultural heritage in the long history. However, with the advent of the era of globalization, intangible cultural heritage has been seriously impacted. The state attaches more and more importance to the inheritance and innovation of intangible culture. How to inherit and innovate intangible cultural heritage in the new era has become the main problems need to be studied and solved at present.

### **1. Definition of intangible cultural heritage and significance of inheritance and innovation of intangible cultural heritage**

In the Convention for the Safeguarding of the Intangible Cultural Heritage <sup>[2]</sup>, the United Nations points out that the so-called intangible cultural heritage refers to various social practices, conceptual expressions, manifestations, knowledge, skills, tools, objects and handicrafts that communities, people and individuals regard as part of their cultural heritage, which are passed down from generation to generation. The important feature of intangible culture is passing down from generation to generation. On the other hand, intangible cultural heritage is created in the process of interaction between people and the environment, nature and history. Its existence can be consistently recognized and enhance respect for cultural diversity and human creativity.

The main reason for inheriting and innovating intangible cultural heritage is that intangible cultural heritage was born in the Chinese nation. It belongs to the unique cultural heritage of the Chinese nation and is also an outstanding heritage in the history of the river that has made significant contributions to the entire human society. The inheritance and innovation of intangible cultural heritage is to continue human civilization, and it is of great significance to enrich the spiritual culture of the masses and promote the healthy life of the people <sup>[3-4]</sup>.

### **2. Measures for inheritance and innovative of intangible cultural heritage**

#### **2.1 To focus on the census work of intangible cultural heritage**

The historical development of Wu Culture has created countless intangible cultural heritages. To

achieve the inheritance and innovation of intangible cultural heritage, the first thing to do is to carry out a comprehensive census. The purpose of comprehensive census work is threefold: (1) to understand the mastery of the types and inheritance of intangible cultural heritage in different regions through comprehensive census to determine the inheritance and innovation scheme of intangible cultural heritage in accordance with the actual situation <sup>[5]</sup>. (2) to find the inheritors of intangible cultural heritage through comprehensive census, communicate with the inheritors of intangible cultural heritage, and record the relevant information of intangible cultural heritage. (3) to collect works through a comprehensive census and record customs in different regions. A comprehensive survey of intangible cultural heritage from the perspective of Wu Culture has been carried out in various provinces of the Yangtze River Basin. Through comprehensive census, the intangible cultural heritage has been discovered and databases, museums and special museums have been established, collected during the census. The collection materials should also be carefully archived to facilitate the inheritance and innovation of intangible cultural heritage <sup>[6]</sup>. On the other hand, relevant state departments need to strengthen publicity on the inheritance and innovation of intangible cultural heritage from the perspective of Wu Culture, and disseminate the information collected by the census into publications or video materials, to exert the power of the masses and protect the intangible cultural heritage jointly.

## **2.2 To emphasize the utilization and management of intangible cultural heritage**

The inheritance and protection of intangible cultural heritage can not be separated from the maintenance of the system. National managers need to give full play to their functions of social management, promulgate policies on the inheritance and protection of intangible cultural heritage, and promote the smooth development of the inheritance and innovation of intangible cultural heritage under the protection of policies. First of all, we should pay attention to the appropriate development of intangible cultural heritage, because the intangible cultural heritage is non-renewable, and the intangible cultural heritage of all ethnic groups is limited. Although most of the intangible cultural heritage has matured and can be directly exploited and utilized <sup>[7]</sup>, some of the intangible cultural heritage is not enough. It takes a certain period of cultivation to develop and utilize the intangible cultural heritage. Therefore, the utilization and management of the intangible cultural heritage is more important. We need to issue policies to guide the use of the intangible cultural heritage scientifically and reasonably to reduce the damage caused by the unreasonable development of the intangible cultural heritage.

## **2.3 To pay attention to the protection of inheritors of intangible cultural heritage**

### **2.3.1 To strengthen publicity and create a good atmosphere**

As the inheritors of intangible cultural heritage, they need to face enormous pressure of public opinion. Therefore, we need to do a good job in the propaganda of intangible cultural heritage, help the public better understand the intangible cultural heritage and enhance their awareness of intangible cultural heritage protection, to maintain a sense of awe for the inheritors of intangible cultural heritage, and contributes to the inheritance and innovation of intangible cultural heritage <sup>[8]</sup>. Today, with the continuous development of information technology, propaganda of intangible cultural heritage by means of information technology can stimulate the public's awareness of protection of intangible cultural heritage to the greatest extent. For relevant departments, it is also necessary to properly carry out offline propaganda activities of intangible cultural heritage through the exhibition of liquidity. And communities and squares can be used as exhibition sites to attract more people's attention to deepen people's understanding of the intangible cultural heritage.

### **2.3.2 Legislative protection of inheritors of intangible cultural heritage**

The use of legislative means to protect the inheritance of intangible cultural heritage not only provides a safe environment for the inheritors of intangible cultural heritage, but also raises the inheritance of intangible cultural heritage to the legal level, which is better for attracting attention from the public. It is also of great significance to carry out the inheritance and innovation of intangible cultural heritage. In the process of using legislative means to protect the inheritors of intangible cultural heritage, we can learn from the legislative experience and legislative models of other countries, and combine the knowledge borrowed from the actual development of the region to develop the most appropriate legal system for inheritors of intangible cultural heritage <sup>[9]</sup>.

### **2.4 The inheritance of intangible cultural heritage is the responsibility of the masses.**

The inheritance and innovation of intangible cultural heritage cannot be separated from the carrier of human beings. Therefore, it is a long-term work to cultivate the inheritors of intangible cultural heritage. It can be said that the masses of society have the responsibility and obligation to inherit and innovate intangible cultural heritage. If there is a lack of participation and support from the masses in the process of inheritance and innovation of intangible cultural heritage, no matter what blueprint will be achieved <sup>[10]</sup>. The important basis for the social masses to actively participate in the inheritance and innovation of intangible cultural heritage is its full understanding of the intangible cultural heritage, and only in this way, will its practice of inheritance and innovation of intangible cultural heritage be exerted. There are many ways to promote knowledge about intangible cultural heritage. For example, schools are used as a vehicle for the promotion of intangible cultural heritage. Students are encouraged to participate in the intangible cultural heritage electives to understand the importance of intangible cultural heritage, and participate in the inheritance and innovation of intangible cultural heritage. The inheritance of intangible cultural heritage should also be innovated. By cultivating excellent inheritors of intangible cultural heritage and publicizing relevant knowledge of intangible cultural heritage with various modern tools, the inheritors of intangible cultural heritage should have unique charm and noble spirit to infect the public and realize the socialized radiation of intangible cultural heritage, and promote the progress of the inheritance and innovation of intangible cultural heritage.

## **3. Conclusion**

In summary, the study of Wu Culture has received widespread attention in recent years, and there are more and more studies on Wu Culture. As an important part of Wu Culture, intangible cultural heritage smoothly realizes the inheritance and innovation of intangible cultural heritage, which is the main problem to be solved at present. As far as intangible cultural heritage is concerned, in order to do a good job in inheritance and innovation, the first thing to do is to fully understand the intangible cultural heritage, and then carry out various management measures according to the actual situation to promote the smooth development of inheritance and innovation of intangible cultural heritage. The mass is an important basis for the inheritance and innovation of intangible cultural heritage. We need to pay attention to the mass and cultivate their awareness of protection of intangible cultural heritage, to promote the progress of inheritance and innovation of intangible cultural heritage and maximize the value of traditional culture.

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