Research on the International Communication and Promotion of Intangible Cultural Heritage of Liaoning Province

Jiahuan Xu

Liaoning Communication University, Shenyang,Liaoning 110036,China

Abstract. The intangible cultural heritage of Liaoning province has a long history and a very profound cultural connotation, but most of the cultural resources of the heritage shrink and disappear as they continue. This paper analyzes the current situation and problems of intangible cultural heritage of Liaoning province, and gives targeted strategies, hoping that through the discussion of this paper, it can provide effective suggestions for the protection of intangible cultural heritage and international dissemination and promotion.

Keywords: Liaoning Province, intangible cultural heritage; international promotion.

1. Definition of intangible cultural heritage

UNESCO defines "intangible cultural heritage" : " refers to cultural heritage's various practices, performances, forms of expression, knowledge and skills and their relevance tools, physical objects, crafts, and cultural places viewed by the various groups, groups, even individual."[1] It can be seen from the concept that intangible cultural heritage is formed by the majority of working people in the process of production and life. It has various forms, spiritual and physical objects, such as habits, beliefs, emotion and other culture However, as the accumulation of habits, beliefs and emotional culture formed by the majority of working people in the process of production and life, the intangible cultural heritage gathers more about the national civilization and wisdom, focusing on the spirit. Therefore, the intangible cultural communication and non-material cultural creation can not only rely on the sales of physical products, but also are more important and difficult to extract the cultural thinking and spiritual value condensed in it.

No matter for any country or nation, the intangible cultural heritage is extremely precious, and it is passed down by a nation or its people from generation to generation.The culture condensed in the work itself has a very precious cultural information resources. For the current tourism situation, the protection and appropriate development of the intangible cultural heritage in the region can increase the number of tourists, on the other hand, it can promote the local economic level, the protection and development of national intangible cultural heritage can enhance our international competitiveness and enhance the international status.

2. Overview of the intangible cultural heritage of Liaoning Province

After the centennial impact of modern European wind and rain, the multiple influences of modern informatization and globalization, a large number of rich types and distinctive cultural heritage are still preserved today in Liaoning Province. Among them, there are nine categories of national intangible cultural heritage, including well-known agate carving of Fuxin, jade carving of Xiuyan, the northeast song-and-dance duet, paper cutting, shadow play, stilts, folk stories, etc., covering almost all categories of national intangible cultural heritage. A total of 248 items in 10 categories were listed in the provincial intangible cultural heritage list, covering all categories of intangible cultural heritage.[2] In addition, there are more listed in the city and county-level intangible cultural heritage list.All levels of intangible cultural heritage and of all types have come together to form a large, comprehensive and diverse number of intangible cultural heritage system.

The intangible cultural heritage of Liaoning Province is an extremely rich and precious cultural wealth, and it is an important carrier of the working people's spirit, emotion, personality characteristics, cohesion and affinity. It includes oral inheritance, traditional performing arts, folk activities and etiquette and festivals of various forms of traditional cultural expression, which are all

traces of cultural memory. Intangible cultural heritage is the witness of historical development and a cultural resource of important value. Liaoning province not only has a large number of material cultural heritage, but also has a rich intangible cultural heritage. All these are created through the working people's long-term exploration of life and through their perception in life practice. It is the wisdom crystallization of the hard work of the people of all ethnic groups in our province. It is of great significance to protect and promote the intangible cultural heritage of our province internationally.

3. Current problems in the spread of intangible cultural heritage in Liaoning province

It should be said that after years of efforts, the promotion of intangible cultural heritage in Liaoning Province has made great achievements, but there are also some deficiencies in it.

3.1 Insufficient influence of intangible cultural heritage and insufficient public attention

Since the intangible cultural heritage is formed in people's lives, it will naturally return to people's lives. With the rapid development of the society, the social and ecological environment on which the intangible cultural heritage depends is gradually being eroded and changed, and the inheritance of the intangible cultural heritage is becoming more and more difficult. In the current globalization, more and more cultures of other countries pour into China, and people hold greater curiosity and freshness to other cultures, and gradually transfer their attention to the local traditional culture.[3] Intangible cultural heritage, such as a relatively small and less active culture, has received less attention. In terms of the intangible cultural heritage of Liaoning Province, the publicity work of intangible cultural heritage is in the government-led mode and public participation. People are located in a relatively passive guest position to receive the transmission of intangible cultural heritage knowledge of Liaoning Province, rather than taking the initiative to spread intangible cultural heritage of Liaoning Province to the outside world as the host.The unclear positioning of the public does not pay much attention to intangible Cultural Heritage of Liaoning Province, which leads to the development difficulties of intangible Cultural Heritage of Liaoning Province, and faces many problems in inheritance and innovation.

3.2 Intangible cultural heritage propaganda homogenization and the lack of innovative measures

At present, the publicity of intangible cultural heritage of Liaoning Province focuses on the pictures and text display boards in the festivals. The publicity method is relatively simple, and most of them are still relying on traditional media, such as newspapers, newspapers, television, radio and other mass media for publicity. The current popular we-media and short video platforms have not been fully utilized. Although the use of traditional media can also achieve publicity purposes in a considerable part of the population, but this publicity effect is extremely short, and is easily replaced by other emerging news. For example, the retention of publicity in newspapers and newspapers is not high, and newspapers are not the common channels for young people to receive information today. There is a certain lag in the communication of traditional media, which cannot be unified with the real-time and interactive requirements of cross-cultural communication. In addition, the communication articles of mass media are often very official, lack of human touch, and ignore the personalized and experience of the audience. As a result, the acceptance of intangible cultural heritage communication of Liaoning Province is generally low and lack of influence.

3.3 Lack of external publicity translation and the low translation quality

"Publicity translation is the communication activities aimed at the people of other countries by taking Chinese as the information source, other languages as the information carrier, and the media as the communication channel."[4] Translation is an essential means of dissemination of intangible

cultural heritage. In the publicity of intangible cultural heritage of Liaoning Province, there is a lack of publicity and translation. Traditional skills account for almost half of intangible cultural heritage projects of Liaoning Province, and the description information of relevant departments are relatively scarce in the intangible cultural heritage production skills and processes. Although there are shooting pictures in the documentary, there are only some production processes rather than a complete production process. Without a systematic and detailed introduction of the materials, there is no reference in the translation, which causes great difficulties in the translation of the intangible cultural heritage. Without a systematic and detailed introduction of the materials, there is no reference in the translation, which causes great difficulties in the translation of the intangible cultural heritage.And because of the characteristics of the intangible cultural heritage, the premise of its translation is to have a deep understanding of the intangible cultural heritage, and to do a lot of relevant investigations and studies.Only when both the history and the craft behind the intangible cultural heritage should be clear and thoroughly understood, can the intangible cultural heritage be translated accurately. However, there is still a lack of such a complete and systematic set of intangible cultural heritage archives.

4. Suggestions

In view of the international promotion of intangible cultural heritage in Liaoning province, this paper gives the following three suggestions:

4.1 Making full use of international social networking platforms

With the advent of the "Internet +" era, the distance between people of all countries has been narrowed by various social platforms, and people are sufficient. Without leaving home, we can see the daily life of the people of all countries, and feel the local conditions and customs of each country.

Nowadays, there are some social networking platforms such as "Facebook, Twitter, Instagram" which have become the fastest developing and the most efficient mainstream media at board. On these international social media platforms, they can attract direct interaction from net friends from all over the world, which can be more convenient and efficient to propagate intangible cultural heritage and save communication costs, improve the quality of communication services in order to achieve higher communication benefits. In the era of mobile Internet, the single transmission path has not meet the overall needs of communicating intangible cultural heritage international, so under the background of communicating intangible cultural heritage internationally, it is important to mobilize social forces to participate in the intangible cultural heritage international communication, so as to make the intangible cultural heritage spread more sustainable [5].Take the communication of porcelain from Liaoning as an example, publicity strategy we used must enhance the Internet thinking, develop electronic cultural resources with the help of network technology, and timely upload them to the network communication platform, so as to promote the integration of traditional paper resources and electronic resources.

International social media platform is a practical way to assist the overseas communication of intangible cultural heritage of Liaoning Province. Relevant departments can encourage non-genetic inheritors to shoot high-quality intangible cultural heritage videos, or form a professional team to operate intangible cultural heritage accounts to deeply international social networking platform features， and on the premise of being familiar with the rules of the platform, the machine algorithm is used to increase the exposure of the account to achieve a better communication effect.

4.2 Using the Confucius Institute platform

Confucius Institutes is a global strategy formulated by China to promote international cultural exchanges and mutual understanding. It is a platform for foreign friends to fully understand Chinese culture and deeply understand China, and a platform for China to establish friendly cultural exchanges with other countries. Confucius Institutes have had a remarkable effect on spreading Chinese culture.

Chinese teachers for foreigners not only teach students Chinese knowledge, but also bring talents with Chinese characteristics, such as classical Musical Instruments, paper cutting, calligraphy and traditional Chinese painting, into the class, so that students can feel the charm of Chinese culture. The Confucius Institute and the Confucius Classroom will also hold various cultural activities, such as "Celebrating China Festival", "Annual Conference", "Chinese Bridge" and "Chinese Culture Week", so that more people can participate in cultural activities and experience the unique charm of Chinese culture. These activities can increase the cultural exchanges with other countries and maintain the friendly relations between the two countries.

Relevant departments of Liaoning Province can sign cooperation projects through institutions of higher learning that have cooperation with Confucius Institutes. As foreign teachers or volunteers, the non-genetic inheritors can participate in the cultural activities held by Confucius Institutes to demonstrate the intangible cultural heritage skills on site, or open the intangible cultural heritage salons to spread the intangible cultural heritage of Liaoning Province with the help of Confucius Institutes. In addition, relevant departments can also cooperate with domestic universities to invite non-genetic inheritors to take talent courses for students majoring in international Chinese education and teach intangible cultural heritage skills to students. After students teach at Confucius Institutes as volunteers, they can teach students in the country. Such interlocking can form a good cycle, and gradually enhance the popularity of Liaoning Province intangible cultural heritage in overseas.

4.3 Use of effective international publicity translation

International publicity translation, the application of translation category, has the most closely related with the establishment and promotion of the national image, the construction of a harmonious international development environment, and the "going global" of culture and enterprises. At present, under the national strategic background of vigorously promoting "Chinese culture going global", it is very meaningful to think and discuss how to effectively carry out English translation of Chinese intangible cultural heritage and vigorously spread Chinese intangible cultural heritage. Similarly, the quality of the text translation of the Intangible culture from Liaoning Province can directly affects the establishment of the national image. In order to achieve its translation purpose and obtain the recognition of the target language readers, the communication effect of the translation is what the translator needs to focus on. So the translators need to follow the law of information dissemination to realize the good dissemination effect of the Intangible culture from Liaoning Province. Under the guidance of intangible cultural heritage English translation, translators should flexibly use a variety of translation methods, such as transliteration plus annotation, literal translation with explanation.

Culture is the root and the soul of a nation. The intangible cultural heritage of Liaoning Province is the fundamental of Liaoning people, which has very high historical, economic, cultural and artistic value. Strengthening the external dissemination of Liaoning's intangible cultural heritage is not only conducive to driving the economic development of Liaoning Province and enriching the cultural connotation of the Chinese nation, but also conducive to spreading the spirit of Chinese craftsmen, enhancing the country's cultural soft power, and establishing the image of a cultural power.

Acknowledgements

Fund Project: This research is Social Science Planning Fund project of Liaoning Province "Research on the Digital Protection and Inheritance of Intangible Cultural Heritage in Liaoning Province in the New Era"

Project No.: L19BKG005;

References

[1] Wang Wenzhang. An Introduction to the Intangible Cultural Heritage[M].Beijing：Educational Science Press, 2013.5

[2] Guo Xiaoyu. A Study on the Protection and Development of Intangible Cultural Heritage in Shenyang..[J]Modern communication, 2017. 13

[3] Zhang ye. The Protection and Utilization of Liaoning Intangible Cultural Heritage[J]. The Journal of Liaoning Normal University：Social science edition，2014(4)：582-586.

[4] Hu Xingwen,Zhang jian.e name and reality of the external publicity translation[J].Chinese foreign language,2013,10(03):100-104.

[5] Sun Xiufen . Study on publicity strategy of Intangible Cultural Heritage [J]. Education modernization ,2017,4(47):153-154.