

Research on the Protection and Development of Culture

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Abstract: The paper is based on China's cultural protection policy and the publicity, utilization, protection and development of intangible cultural heritage as the core of the project, to Jinzhong City, Shanxi Province, "Europe and Asia, 9000 miles, leading business for 500 years" as the research base. Through the development of cultural innovation and the development of 3D visual services, we will develop high-quality intangible cultural heritage projects and promote the protection and development of culture. We are committed to establishing diversified and young service products and service strategies, and combining intangible cultural heritage with new technology. Make the non-heritage industry is not only profit, but also can integrate the ancient and modern, communication refined and vulgar. The protection and development of Chinese culture require more young people to participate and strive for it, which is also the purpose of this project research. The research on the possibility of utilizing modern technology and innovation to protect and develop traditional Chinese culture will be presented in this article.

1. Introduction

The identification of the intangible cultural heritage first came from the Convention on the Protection of World Cultural and Natural Heritage issued by UNESCO in 1972. In the late 1980s, intangible cultural heritage had two important meanings: one is the cooperation between traditional culture and folk; the other is oral heritage. Intangible cultural heritage is a witness of history and a cultural treasure of important value. With the development and progress of the society, the protection work and revitalization plan of the intangible cultural heritage have gradually formed a new development pattern to adapt to the new era. Influenced by the spirit of General Secretary's series of speeches on the inheritance and development of fine traditional Chinese culture, the strategic position of intangible cultural heritage as an important strategic resource in China and a breakthrough for Chinese culture out of the world is more and more known to people.

The intangible cultural heritage market can meet the spiritual needs of the people from multiple angles and levels, and has great potential for development. Intangible cultural heritage products and services are becoming more and more diversified. Through the promotion of mobile WEB, mobile terminals, Weibo, bilibili, Kuaishou and other new media, the intangible cultural heritage consumption market has also gradually upgraded and expanded. Due to the classification of the age and class of consumers, the target market of the intangible cultural heritage also presents a polarized

development. The younger generation has gradually become the main force of market consumption, and the demand for intangible cultural heritage products and services is becoming increasingly diversified and younger. The new industry that "Internet +" integrates with the intangible cultural heritage provides new channels and methods for the publicity and experience of the intangible cultural heritage, and creates unlimited development space for its market development. With the advancement of new technologies, the role computers play in the translating process has become more crucial [1].

Cultural and creative products, namely "cultural and creative products" (Cultural and Creative Product), are high value-added products produced by creative people relying on wisdom, skills and talent and with the help of modern scientific and technological means.

In the process of building a national cultural and ecological protection area, Jinzhong focuses on the two themes of farming culture on the Loess Plateau and the culture of Shanxi merchants, strengthens the three foundations of nature, humanity and intangible cultural heritage, and adheres to the "four modernizations linkage" of policy, festival, digital and national driving.

This project takes Wenjiazhuang Township, Shouyang County, Jinzhong City, Shanxi Province as the preliminary research base. The project planning and project designers conducted the local field research for two months during the winter vacation. In this survey, the project staff learned about the local customs and habits and the main intangible cultural heritage list, and discussed the history, characteristics and feasible protection and development plans of the non-heritage items together with the village head, the village party secretary and some local residents in the survey area.

2. The Development Status and Problems of Traditional Culture

The Jinzhong region of Shanxi Province is located in the hinterland of the Loess Plateau of China. Its geographical location is very important. It has been one of the political, economic and cultural centers since ancient times. This area covers most of the Jinzhong region, including Taiyuan, Jinzhong, Linfen, Yuncheng and other cities, and is one of the important birthplaces of Chinese history and culture.

At present, the non-heritage industry in the market urgently needs to solve the "pain point" of "difficult to integrate into the modern society and impress the young group", and there is a large industry gap in the existing market competition in the non-heritage industry.

2.1. Intangible cultural heritage resources are still developed in the old theory and old model map, and lack of creative transformation and innovative development

As one of the important cradles of Chinese history and culture, Jinzhong region of Shanxi Province carries rich historical and cultural heritage and traditions. However, with the continuous development of the society and the acceleration of the urbanization process, the cultural heritage in Jinzhong district, Shanxi Province is facing increasingly severe challenges, and the protection and inheritance work need to be strengthened urgently. It is also one of the main barriers to intercultural communication.[8]Improving the intercultural communicative competence of Chinese college students is the important content of higher foreign language education and the main direction of foreign language teaching reform [9].

2.2. The talent structure is unreasonable, the cultural level of employees is low, and the fault with the young group

Most of the employees in the cultural and creative industry are non-genetic people, showing a

serious trend of aging. But the older generation is often influenced by traditional ideas, unwilling or difficult to accept new things, which often makes non-genetic inheritance, protection, walking difficult. More traditional intangible cultural heritage products or intangible cultural heritage technologies are also difficult to attract the interest of young people, which makes non-genetic inheritance into the fault caused by the age gap, difficult to integrate into the new society, and face the dilemma of no successor.

2.3. The development of non-heritage objects or technical connotation is insufficient, and the transmission form is single

Nowadays, many intangible cultural heritage products are only a simple grafting of products and intangible cultural heritage, without highlighting the corresponding historical and cultural value in a specific and multi-faceted way, and more focus on the use function of products. The communication channel is narrow and the communication form is single. Many scholars and translators alike consider language a carrier of culture and that translating is a cross-cultural communication while cultural discrepancies and cultural voids always pose problems to such communicating process [3].

3. Intangible Cultural Heritage Culture Market Segmentation

Market segmentation is mainly based on the difference in market demand. This project obtains the market segmentation based on the following four points:

3.1. Geographical factors

Consumers in different geographical locations and geographical environments will also have different consumer needs, habits and preferences for products. Compared with this project, for users living in cities, studying and working stress, the average weekly rest time is limited, but for relaxing leisure activities; For users living in rural areas, mainly farming and less stress, but more spare time per week, can have more time to experience this project.

3.2. Demographic factor

This project belongs to the intangible cultural heritage protection + cultural and creative products e-commerce + "ninth art", which is used and disseminated through the software of WEB end. The young children generally do not have the skills to use computers, but not within the scope of the users of the project, so the elderly users in the project; most social users, college students, primary and secondary school students can master the basic computer functions, therefore, the project service users are mainly social users and students this young group. Cross-gender communication is a form of intercultural communication [4].

3.3. Psychologic factor

The pace of globalization leads to an unremitting attention on the cultivation of intercultural competence as well as intercultural citizenship education [10].

Most of the social users have independent economic ability, but usually spend more time in work and some social activities, which is the small proportion of service users of the project; while college students and primary and secondary school students only need to complete the tasks in school and have more spare time every week, and the young user group has great interest in creative products, which are the main users of the 3D visualization service project.

3.4. Behavioral factors

Use time: The Chinese products of this project aims to enter people's life, and the first products are designed with graphics and graphics in user study and life; The 3D visualization service designed according to the origin of intangible cultural heritage is mainly used to serve users to release pressure or fill the spare time after work or study. Therefore, its use time is mostly within the week on nights and on weekends.

Quantity of use: This project belongs to the intangible cultural heritage + cultural creation, mainly provided for young users, and all student groups and social users belong to the scope of service users. The Internet is the main carrier of the company's development projects, and the number of users who use the Internet is quite large for the operation industry under the line line. We media, online stores, unreal engine will be the company's main development relying on the carrier.

4. Cultural Protection and Development Mode under the Linkage of the Four Modernizations

With the development of China's economy, the improvement of international influence, the adoption of "Belt and Road" strategy and the continuous development of foreign exchanges, the demand for intercultural communication is increasing with the growth of international interaction. [7]Good cultural creation needs not only to be profitable, but also to have the characteristics of aesthetic, function and connotation, which are indispensable. Based on the cases in Shanxi Province, this section discusses the development mode of the new cultural protection and the generation and benefit of its power from the perspective of the deep integration of the "four modernizations linkage" of cultural inheritance.

In order to attain intercultural awareness, we have to know Robert Hanvey's statement of four levels of intercultural awareness described in his book *An Attainable Global Perspective*(1976) [5].

4.1. Cultural protection and development influenced by the policy

The protection of intangible cultural heritage in China started late, but it has developed rapidly and achieved a lot, which is due to the important role played by the Chinese government. Since 2005, China has put forward the guidelines of "protection first, rescue first, rational utilization, inheritance and development", to build the direction of building a Chinese-style protection system; to "play the leading role of the government and establish a coordinated and effective leadership mechanism for protection and work".

The project staff have a complete understanding of the birthplace of the Central African heritage and intangible cultural heritage in Shanxi Province. Through the investigation during the winter and summer holidays, they have a certain understanding of the advantages and disadvantages of the development of the local non-heritage industry, which has a crucial impact on the development and improvement of this project. With the continuous improvement of national policies and the development of society, people have a preliminary understanding of the inheritance of intangible cultural heritage. From the beginning, the origin of the intangible cultural heritage of the intangible cultural heritage, forming a complete development life cycle of intangible cultural heritage.

Since the launch of the digital protection project for cultural relics, Shanxi has implemented the digital protection of 145 key cultural relics in Yungang Grottoes, Foguang Temple and Yongle Palace, and initially established the digital information resource database of key cultural relics in Shanxi. In June 2023, the Shanxi Cultural Relics Digital Museum was officially launched. Starting from 2023, the Shanxi provincial finance will invest 20 million yuan every year to further promote the digital protection of endangered cultural relics.

4.2. Cultural protection and development promoted by festivals

The cultural characteristics of Jinzhong area in Shanxi Province are mainly reflected in the respect for and inheritance of traditional culture. Opera, folk art, folk customs and other forms are widely spread in this area, such as Jin opera, Wooden Clappers and other opera art, New Year pictures, dragon and lion dance and other folk activities. In addition, the Jinzhong area of Shanxi Province also has rich historical relics and cultural landscapes, such as Taiyuan Ancient City, Jinci Temple, Pingyao Ancient City, etc., reflecting the long history and splendid culture of the Chinese nation. This thesis aims to discuss the cultural differences between western and Chinese which will enhance our intercultural awareness and communicative competence [6].

In order to thoroughly study and implement the 20th spirit of the Party and the important instructions of General Secretary's important speech on the work of Shanxi, enrich the festival cultural life of the people in the region, and create a festive and lively, stable, united, happy and peaceful festival atmosphere, cultural activities will be held in all kinds of festivals to promote cultural inheritance. "Guardian context, ShouChuan memory" intangible style performance show, "intangible holidays culture into m" art performance, shouyang, the second mass culture festival spring fire performance and other activities, with intangible cultural heritage, amplification, in the blend of fireworks and cultural flavor, touches enduring Jinzhong city ShouYang cultural memory, condensed a happy moment, present colorful, thriving "Chinese", added the interest, strong flavor, enriched the spiritual and cultural life during the Spring Festival, effectively enhance people's cultural confidence and forward power.

4.3. Cultural protection and development driven by digitalization

In the network information age, the protection of intangible cultural heritage and inheritance should approach. Through the establishment of perfect non-material cultural heritage resources, the construction of intangible cultural heritage digital museum build three-dimensional digital transmission channels to protect and use the non-material cultural heritage [2]. Relying on the intangible cultural heritage website, establishing the corresponding cultural products sales platform can provide consumer groups. At the same time, make full use of its function of exchanging information data and collect the website can retrieve the required data information, which will greatly facilitate the intangible cultural heritage customers. Relying on the intangible cultural heritage website, timely release of cultural information and integration of all levels of websites will help to build a complete digital service system.

4.4. Cultural protection and development under mass development

The main implementation body of the mass culture project is the masses, and the audience is also the masses. After layers of selection, the mass art teams, local cultural talents and rural culture leaders have become the leading role of cultural inheritance and development. Various forms of programs such as chorus, dance, martial arts, calligraphy, paper cutting and sculpture are staged around the masses, using people around them to drive more people to participate in it. This project is based on the local custom culture and existing intangible cultural heritage of Shouyang County, Jinzhong City, Shanxi Province, and an integrated service content created by "Internet +" that combines non-genetic inheritance and cultural protection. Through the development of cultural innovation and the development of small 3D visual services, we will develop high-quality intangible cultural heritage projects and promote the protection and development of culture.

5. Cultural Protection and Development Strategy under the Linkage of the Four Modernizations

5.1. Promotion strategy

1). Personnel promotion

After having a familiar understanding of the project, team members go to universities and community places where young users are concentrated to distribute leaflets to find high-quality users.

2). Advertising promotion

In schools, apartments, community centers and other eye-catching places, set up large billboards in the majority of young communities to attract young groups and young groups to pay attention to understand.

3). Network promotion

The project will establish a large website with sound functions for users to understand. The website sets up enterprise introduction, service items, customer feedback and other functional sections;

Release service cases and service project promotion on WeChat Moments;

Bilibili, TikTok, Kuaishou, Zhihu and other we-media open accounts and constantly release graphic introduction;

Public welfare promotion: Through the school, organize salon activities and other forms to expand publicity.

5.2. Marketing strategy

1). Service strategy

Determine the requirements and customize the project to upgrade. After providing services to users, the demand inquiry activities such as questionnaire sending were conducted, and the results were analyzed and the results were counted to optimize the results. Supervision service. Setting up an inspection team to make return visits from time to time. We need to investigate the user experience and take the survey results as one of the reference bases for the improvement of the project.

2). Price strategy

Because the service mode of this project uses the network software as the carrier, it only needs to package the installation package to download for the project experience, which reduces the background operation and maintenance, and greatly reduces the cost. This project aims to publicize the design concept of intangible cultural heritage protection + cultural and creative products e-commerce, and reflect its feasibility [9]. The fundamental goal is to realize the protection and inheritance of intangible cultural heritage. Profit services have not been developed for the time being, and the subsequent increase will be considered according to the project upgrade and improvement.

3). Channel construction

Good awareness of channel construction: Through the training of project members, they will realize the importance of the overall strategy.

There is no general agent in Xi'an city of Shaanxi Province and Jinzhong City of Shanxi Province, and the regional manager shall manage the operation channels of the project. Channel structure is: developer WEB software end end user.

Each other province assigns the general agent, and the regional manager manages the general agent. The channel structure is: developer — general agent — WEB software end — end

user.

5.3. Value proposition

Development of Shanxi intangible cultural heritage industry is a new type of intangible cultural heritage. With the protection, utilization and development of intangible cultural heritage as the core, the Internet as the support and the professional design as the support, it is the closest service platform to the use of users, and is the "non-genetic steward" in the house.

This project takes Yongjiangzhuang Village, Wenjiazhuang Township, Shouyang County, Jinzhong City, Shanxi Province as the research base, integrates the local intangible cultural heritage catalogue of Jinzhong City, and adopts the form of intangible cultural heritage protection + cultural and creative products e-commerce.

From the perspective of industrial innovation, it complies with the folk customs of Jinzhong City, retains the local specific intangible cultural heritage information, and adopts the way of intangible cultural heritage protection + cultural and creative products e-commerce, which is novel and innovative;

In terms of the nature of the project, compared with the traditional non-heritage industry, this project aims to "transfer the non-inheritance to the new generation". While realizing the profit of the industry, it pays more attention to the integration of ancient and modern, and communicates elegance and vulgar.

6. Conclusions

There is still a large gap in the protection and development of traditional Chinese culture in related industries, which has great potential. How to solve the problem of the lack of attraction of traditional culture to contemporary young people and guide young people to spontaneously invest in protecting and developing culture is the focus of the project research. Researchers related to the protection and development of culture should focus on utilizing the combination of modern technology and culture for innovation and attracting the interest of young people as their main goals. Therefore, researchers should prioritize the inclusion of high-quality reference literature in their research projects to enhance the credibility and value of their work.

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