



# Researching the Revitalization Effect of Intangible Cultural Heritage Inheritances in the Context of Cultural Memory: A Case Study of "The Chinese Intangible Cultural Heritage"

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**Abstract.** With the fast growth of IT, digitization is now vital for safeguarding intangible cultural heritage. This paper explores the connection between intangible cultural heritage and cultural memory, focusing on the CCTV show "The Chinese Intangible Cultural Heritage." It analyzes the show's content, format, and communication methods to uncover innovative strategies for transmitting and showcasing intangible cultural heritage. The study shows that the show effectively preserves intangible cultural heritage through media integration, participation, and storytelling, offering insights for future initiatives. Cultural memory shapes identity, and by highlighting intangible cultural heritage, the program enhances cultural identity, reinforcing national pride and influence.

**Keywords:** cultural memory; intangible cultural heritage inheritance; "The Chinese Intangible Cultural Heritage"; cultural confidence.

## 1 Introduction

In the modern era, intangible cultural heritage not only holds historical significance but also embodies cultural characteristics of being "timelessly ancient yet continually contemporary." "Chinese Intangible Cultural Heritage" serves as a platform to promote innovative evolution and creative advancement of traditional Chinese culture, integrating "Ideology + Art + Technology." Its aim is to comprehensively showcase the enduring and diverse intangible cultural heritage of Chinese civilisation. By focusing on the safeguarding and promotion of intangible cultural heritage, the initiative delves into the profound cultural legacy of Chinese civilisation and reshapes audience perception through contemporary television language and storytelling techniques. This action activates and restructures cultural memory in present-day society, advocating for the conservation and revitalisation of cultural memory while introducing new perspectives and strategies for preserving and revitalising intangible cultural heritage.

## **2 Cultural Memory Construction: Immersive Experience of Regional Intangible Cultural Heritage**

German scholar Aleida Assmann introduced the concept of cultural memory. She posits that cultural memory encompasses the transmission of significant past events through myths, legends, rituals, and various forms of expression like text, images, and dance. This transmission is upheld by individuals dedicated to its preservation, ensuring the continuity of history and identity<sup>[1]</sup>. Assmann categorizes memory into "functional memory," closely linked to identity formation, and "storage memory," which transcends real time to provide future generations with a coherent knowledge base<sup>[2]</sup>. The distinction between material and immaterial cultural heritage aligns with the dichotomy of "storage" and "functional" aspects of cultural memory<sup>[3]</sup>. Material cultural heritage, as a physical repository of storage memory, relates to tangible cultural artifacts, while immaterial cultural heritage, such as oral traditions and performing arts, serves as living embodiments of cultural memory passed down by committed bearers, resembling the role of heirs in intangible cultural heritage preservation.<sup>[4]</sup>

Different geographical settings influence distinct cultural characteristics, leading to a variety of intangible cultural heritage endeavors. These initiatives draw from local expertise and traditional skills, showcasing unique ethnic and regional traits. Discrepancies in cultural narratives stem from geographic diversity, posing challenges for individuals from different locations. "The Intangible Heritage of China" seeks to blend culture and tourism through interactive experiences, highlighting intangible cultural heritage projects spanning 11 provinces. The program is structured in a segmented manner, presenting significant initiatives alongside local cuisine, traditional tea preparation techniques, and innovative performances. This tailored approach provides audiences with a comprehensive exploration of the region's cultural tapestry and longstanding customs, harmoniously blending with modern aesthetics and principles. By participating in this immersive journey, participants can transcend regional boundaries, fostering cultural appreciation and heritage preservation. Through experiential learning and interactive engagements, a deep understanding of intangible cultural heritage is nurtured.

## **3 Innovation, Dissemination, and Application of Intangible Cultural Heritage**

In Yann Arthus-Bertrand's work "Memories of Earth," he mentions the invention of writing and printing technology as a fundamental shift in human memory patterns<sup>[5]</sup>. The invention of these technologies allowed for long-term preservation of information, shifting away from reliance solely on the human brain for memory. The evolution of new media technology further influenced traditional methods of writing and memory. Written text, which was once a tool for memory, has now transformed into an independent "art of memory," especially with the use of digital tools. This transformation has diversified the carriers of intangible cultural heritage, revitalizing many cultural resources in contemporary society. In the production of "Chinese Intangible

Cultural Heritage," advanced media technologies like high-definition filming and digital multimedia methods were used to document heritage skills. Virtual reality technology enhanced the accessibility of intangible heritage culture, while big data analysis optimized communication effectiveness and increased audience engagement on social media platforms.

### **3.1 Cultural Heritage Innovation: Dual-Screen Resonance Enables Multi-Channel Youthful Communication**

Entering the era of integrated media communication, CCTV is proactively developing a comprehensive and multi-level media matrix to enhance communication effectiveness through dual-screen resonance. The "Chinese Intangible Cultural Heritage" program is designed to optimize the audio-visual experience for young audiences by tailoring to their cultural preferences. It encourages interactive dialogue by involving intangible cultural heritage inheritors, creating a captivating online environment. By utilizing internet language and interactive experiences, the program ignites young viewers' curiosity in intangible cultural heritage, nurturing a sense of participation and empathy while dynamically sharing cultural knowledge. Audience experience zones are integrated into segment design, allowing hosts and guests to partake in traditional crafts guided by heritage experts. In the Zhejiang episode, guests engaged in traditional crafts such as silk weaving, Longquan celadon making, and Taizhou embroidery with inheritors at the national level, demonstrating the intergenerational value of craftsmanship. Furthermore, the program introduces the new media concept "Intangible Heritage Is Young," urging online users to actively participate across different platforms, interact with the content, and create derivative works, resonating with young viewers and fostering a cultural bond with intangible heritage.

### **3.2 Revitalizing Intangible Cultural Heritage: Innovative Transformation of Traditional Skills and Their Modern Application**

The use of traditional techniques in an innovative way showcases the dynamic transmission of intangible cultural heritage, highlighting its adaptability and evolution to meet the needs of modern society. By focusing on cultural reproduction centered on intangible cultural heritage, traditional skills are able to address contemporary demands. This process involves reorganizing production activities based on intangible cultural heritage principles, integrating them into present-day society, and transforming intangible cultural heritage into active social practices, thus playing a significant role in modern society. In the context of "Chinese Intangible Cultural Heritage Shanxi Chapter," the ancient wooden structure mortise and tenon technique has been transformed into the grouting tenon and mortise joint technology. This innovative technology is being utilized in the construction of "fully prefabricated assembled" subway stations, reducing labor costs, promoting environmental friendliness, and showcasing the fusion of modern architectural engineering with ancient wisdom. This demonstration emphasizes the vitality and practicality of intangible cultural heritage in contemporary society, illustrating how traditional practices can be reinterpreted, applied, and

innovated to meet the demands of today while preserving their core values and driving innovative progress.

### **3.3 Intangible Cultural Heritage: Fusion of Various Elements and Utilization of Technology Demonstrate the Splendor of Intangible Cultural Heritage**

Entering the digital age has significantly advanced media through technology. In the realm of communication, our country's cultural assets are experiencing a renaissance via digital media. The "Chinese Intangible Cultural Heritage" initiative combines intangible heritage's cultural importance with digital technology, utilizing the state-of-the-art "5G+4K/8K+AI" display method. By integrating diverse artistic forms and innovative approaches, a comprehensive exploration of presenting intangible cultural heritage is achieved. Techniques like miniature landscapes and MOCO multi-axis shooting intricately portray specific intangible heritage practices, guiding audiences to a deeper understanding of these traditions. This program not only sparks interest in intangible heritage but also conveys its unique value, promoting cultural pride. Collaborating with the China National Opera & Dance Drama Theater, the program introduces high-quality dance performances rooted in intangible heritage practices, providing viewers with an "Intangible Heritage Aesthetic Show" that integrates heritage aesthetics into daily life. Through elaborate visual compositions blending virtual and physical elements based on various intangible heritage motifs and artistic methods, viewers engage in a creative visual journey. For example, the "Tang Paradise" showcase creatively incorporates actual location filming, imagery depiction, and musical and dance displays to exhibit the intricate beauty of inlay artistry. The dancers embody the golden silk water sleeves, enhancing the storytelling of intangible cultural traditions with a rich Eastern aesthetic and multi-faceted audio-visual communication. This fusion of performers and intangible cultural skills adds a unique dimension to the holistic artistic representation of intangible cultural heritage.

## **4 Emotional Sentiments and Value Preservation: The Time Aspect of Intangible Cultural Heritage Program Cultural Promotion**

Cultural identity involves an individual's sense of belonging to a specific group or culture, or the sense of belonging and identification an individual develops towards that group or culture under its influence<sup>[6]</sup>. In the process of transmitting intangible cultural heritage, the transition from "memory" to "identity" is a necessary stage. "Rediscovering China's Intangible Cultural Heritage" shapes a collective memory of intangible cultural heritage through oral narratives and extended memories of inheritors, combined with symbolic landscapes and rituals, utilizing diverse communication strategies to enhance audience's cultural identity with intangible cultural heritage to a certain extent.

#### **4.1 Reshaping Craftsmanship Spirit: Multiple Emotional Practices Based on Cultural Identity**

Throughout Chinese civilization's evolution over millennia, artisans have diligently preserved the nation's memories, upholding traditions while pursuing innovation and excellence. Their commitment ensures that intangible cultural heritage continues to shine on the stage of history and culture today. At the heart of safeguarding this heritage are the inheritors who serve as witnesses to history, masters of craftsmanship, and innovators. By sharing their stories and passion, they attract more people to participate in heritage protection, emphasizing the vital role of inheritors in preserving cultural diversity. These narratives, exemplified by individuals like Ju Sufu interpreting the "Manas" epic and Xu Zhaoxing researching Longquan celadon, highlight the deep connections to intangible heritage and dedication to traditional arts. Stories like these, including Ma Zhao and Ling Yun's journey as a young Emei martial arts inheritor, contribute to a rich narrative of family, national identity, and Chinese civilization's continuity, offering profound insights into the values of heritage preservation and the complexities of cultural inheritance and innovation.

#### **4.2 Inheriting Memory: Eliminate Temporal Barriers to Showcase Cultural Confidence**

China highly values its vast cultural heritage, nurturing a diverse array of intangible cultural assets. To prevent the loss of traditional Chinese culture, our country is focused on protecting intangible cultural heritage at a national level. Currently, over 100,000 items from significant intangible cultural heritage projects at all levels have been recognized<sup>[7]</sup>. These projects serve as important platforms that represent China's identity and convey its message worldwide. As of December 2022, China proudly leads the world with 43 heritage projects listed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, infusing a distinct Chinese essence into global culture<sup>[8]</sup>. These cultural treasures are undergoing internationalization processes, spreading China's essence worldwide. For instance, the Yi historical epic narrative poem "Meige," performed in the ancient town of Guanglu in Yunnan, showcases cross-cultural exchange by blending traditional epics with international musical elements, revitalizing ancient art forms, and promoting multicultural harmony. The global dissemination of intangible cultural heritage not only boosts national pride but also presents a more captivating image of China. Reports from sources like "China Tourism News" reveal that content featuring Chinese intangible cultural heritage has garnered over 30 billion views on foreign short video platforms, serving as a vital channel for global audiences to understand China's essence.<sup>[9]</sup>

## **5 Conclusions**

The protection and inheritance of intangible cultural heritage require not only the respect and continuation of tradition but also the integration of innovative and pro-

gressive ideas. In the new era, with the empowerment of technology and cultural reproduction strategies, intangible cultural heritage has been infused with new vitality, ensuring its historical continuity and cultural depth. This initiative not only benefits the confidence in national culture and enhances international influence but also actively contributes to the maintenance and prosperity of global cultural diversity. Looking ahead, as an outstanding traditional Chinese culture, intangible cultural heritage should continue to promote creative transformation and innovative development, stimulating the intrinsic vitality of cultural heritage. This will bring to life artifacts in museums, heritage on vast lands, and words in ancient books, vividly presenting them in contemporary society and achieving the "revitalization" of cultural heritage.<sup>[10]</sup>

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