

# Research on the Protection Method of Intangible Cultural Heritage Based on Modern Technology and Marketing: Taking the Protection of Wangcang Palm Fiber Weaving as an Example

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**Abstract:** Palm fiber weaving is a traditional handicraft of Han nationality, and Wangcang palm fiber weaving is one of the important birthplaces and inheritance places of palm fiber weaving. Based on the analysis of the present situation of Wangcang brown knitting, combined with contemporary technology and modern marketing, this paper explores the inheritance and development method of modern brown knitting technology, so as to better protect traditional skills and carry forward brown knitting culture.

**Keywords:** Intangible Cultural Heritage, Inheritance and Development, Palm Fiber Weaving, Modern Science and Technology, Modern Marketing

## 1. Introduction

A superb skill, a traditional folk custom, a stunt, or competition, perhaps it is also a song... Intangible cultural heritage, such intangible cultural heritage, will always arouse the self-confidence in our blood in the hearts of Chinese people. From generation to generation, it shows the cultural imprint of Chinese children.

Palm fiber weaving technology is a practical weaving technique, which is developed with bamboo weaving and rattan weaving. Palm fiber weaving crafts carefully woven by craftsmen have great appreciation value [1]. Wangcang is one of the important birthplaces and heritages of palm weaving. Wangcang palm weaving is a handicraft made from palm leaf bark. Green environmental protection, and has strong ornamental. The artistic weaving of brown leaves can weave various interesting animals and objects, forming a unique brown art. Brown-knitted works of art, combined with the local mode of production, reflect strong local personality and aesthetic habits. With the rapid development of urbanization, intangible cultural heritage is facing both the threat of accelerated disappearance and the historical opportunity to continue. With the cultural spirit of contemporary value, personal practice, inheritance and re-creation rights have been respected. In 2018, Wangcang palm fiber weaving was selected as the municipal intangible cultural heritage.

The inheritance of brown knitting technology needs to be passed on to more people through learning, proficiency and promotion, meanwhile, time cost and energy are quite huge. This lost, lost is not only a skill, but also for grandparents, a city, a spiritual forgetting, that will be an irreparable regret. Although palm fiber weaving has been included in the intangible cultural heritage list, manual palm fiber weaving is complicated, time-consuming and laborious, and the income is meager. With the development of science and technology and the advent of the We-Media era, under the pressure of striving for living, many people's pursuit of material far exceeds the spiritual and cultural pursuit. People pay more attention to the timely satisfaction of the entertainment value of their targets, but ignore the connotation and value of intangible cultural heritage technology.

In the past 40 years, China's economy has developed rapidly and the pace has accelerated. Big data, cloud intelligence, blockchain, new energy, carbon neutralization... One after another keywords filled with life, intangible cultural heritage is less mentioned. The inheritance of brown knitting is even more difficult. Young people in the new era are rarely willing to inherit traditional crafts from the old craftsmen, resulting in the current traditional handicraft intangible cultural heritage products facing the problem of vanishing. This paper analyzes the development status of Wangcang brown knitting and analyzes the protection methods of Wangcang brown knitting from the perspectives of modern science

and technology and modern marketing, so as to provide suggestions for the protection and inheritance of Wangcang brown knitting, and provide reference for the protection of intangible cultural heritage.

## **2. The Present Situation of Wangcang Brown Braid**

### ***2.1 Age Aging of Handicraft Employees***

With the advancement of modernization, people are increasingly reluctant to spend a lot of time working on brown knitting with low input-output ratio. Through the Wangcang palm fiber weaving inheritance Li Zhonghui learned that a brown work often needs long-term understanding and technical precipitation to eventually show a vivid, lifelike masterpiece. Taking 'dragon' as an example, this paper briefly explains that if the intangible cultural heritage craftsmen want to do a 'dragon' brown edge handicraft, because the dragon is a mythical image that does not exist, they need to read a large number of classical myths at the beginning, watch related works, to continue to understand, feel the shape and appearance of the dragon, and then make it understandable and absorb it slowly to start production. In the production process, they will pay attention to the nine turns of the dragon, and the dragon claws of the dragon head will be carefully compiled and studied. Even the daily common items, animals and so on still need to spend a lot of time to observe, the most consumers are young people who are unwilling to accept.

Most people generally believe that the time cost and energy consumption are difficult to meet their self-realization compared with social work, so this inheritance is an urgent problem to be solved at this stage. Fundamentally, it is difficult for people to understand the cultural significance of intangible cultural heritage itself; it is the accelerated process of urbanization and the fast-paced lifestyle in big cities that makes it difficult for people to quietly learn boring brown knitting skills; it is the incomparable salary and working methods in the city. People's psychology of exclusion is not aimed at traditional cultural heritage, but a set of lifestyles behind it. It is difficult for them to identify with traditional crafts, and it is more difficult to learn and inherit.

### ***2.2 Lack of Brand Awareness***

Weak brand awareness is a common problem in the protection and inheritance of the existing intangible cultural heritages. Some intangible cultural heritages have been developed for a long time because of the emphasis on brand awareness and effective management [2] such as Tongrentang in Beijing and Nirenzhang in Tianjin. Establish brand awareness to effectively promote the establishment of 'intangible cultural heritage' cultural communication, brand is the power source of intangible cultural heritage creative products or all commodities [3]. At this stage, the domestic tourism industry development momentum is good, although the impact of the epidemic, but overall, the market has great prospects. At present, relevant departments and operators have not realized the importance of branding for intangible cultural heritage products. If intangible cultural heritage products have brand holding, they will have better and higher quality development.

Inheritance of intangible cultural heritage, it is necessary to consolidate the 'brand' foundation. In the past, due to the limitations of geographical conditions, most of the intangible cultural heritage projects were compared with the local audience. They were all relied on word-of-mouth and did not realize the importance of brands. However, now in the Internet era, with the rapid development of social economy, the products of non-negotiation should go to the market. Branding is essential. The development of intangible culture to heritage industrialization and branding has become an inevitable trend. Starting from the diversification of product types, according to the corresponding products induced by different target customers, it is also difficult to promote accurately. The overall design of brown art is not deep, and the brand awareness is not yet available, so it is difficult to complete the popularization in the customers of the public group.

### ***2.3 Serious Imbalance between Supply and Demand***

Taking Wangcang brown knitting as an example, the current brown knitting products in the market are made by craftsmen by hand, which cannot be produced massively and automatically. In addition, the output of a brown knitting product also needs to consume plenty of time and labor costs. The cycle of the overall product is long, and the inheritors are small. The art output under the team of hundreds of people cannot compare with the pipeline operation of the factory, and there is still a large gap. The

output value is a low set value. If the demand is relatively concentrated and the demand is too large in the peak season of tourism, there will be a shortage of supply.

From the perspective of demanding, in the cultural and creative industries and the sales of artworks, the market is still unsaturated, and there is still a certain market in the brown edge. Compared with the volume of shipments, the good marketing and branding of brown knitting cannot meet the demand in real time. Therefore, while expanding sales, we should also increase production to constantly improve the mode of production in order to change the current situation of serious imbalance between supply and demand.

#### ***2.4 A Bright Market Prospect and a New Opportunity for Artists***

With the accelerating pace of comprehensive deepening reform, people's living water is also increasing. While pursuing the maximization of interests, it gradually weakens or even ignores the inheritance and protection of Chinese intangible cultural heritage, which also leads to the extinction of many domestic folk arts. However, with the development of economy, people have the energy and ability to find business opportunities in the field of folk art, investment in the development of folk art and culture at the same time improve people's attention to intangible cultural heritage, improve the status quo of many folk crafts on the verge of extinction. As some Internet companies have gradually launched a non-genetic inheritance plan to broaden the channels of communication for national traditional culture, more and more intangible cultural heritage can enter the public's field of vision with the help of we-media platform. Many craftsmen have found new profit points through the Internet + mode. Some head craftsmen help themselves speak and sell through short videos, live broadcasts and other forms, so that income is greatly increased.

### **3. Design and Implementation of the Protection Method of Wangcang Brown Knitting Based on Modern Science And Technology**

#### ***3.1 Establishing a Digital Protection Platform***

In the era of 'Internet +', the protection and inheritance of intangible cultural heritage has been unprecedented 'vitality'. The rapid development of digital information technology provides a platform for the digital protection and inheritance of intangible cultural heritage, which is the inevitable requirement of the development of the times.

For the protection and inheritance of Wangcang brown knitting in Sichuan, we will establish a digital protection platform for the systematic, complete and visual protection and inheritance of Wangcang brown knitting. The protection forms include, but are not limited to, the museum of Wangcang brown knitting, and the characteristic venues for the protection, inheritance and development of intangible cultural heritage with Wangcang brown knitting as the core. We will widely hear the suggestions and requirements of Li Zhonghui, founder of Wangcang brown knitting, and promote the establishment of characteristic venues that can show the traditional and artistic nature of Wangcang brown knitting. Wangcang brown knitting digital comprehensive management system takes Wangcang brown knitting art works as the center, and takes the dynamic management of recording and sample audit as the main line to realize the comprehensive management and utilization of digital information, so that each brown knitting has its own digital archives. A large number of brown knitting art works will form a brown knitting database. In such venues or museums, visitors can understand the source, type, producer, production process and significance of each Wangcang brown.

In addition, we will digitally monitor the planting environment of the raw material palm tree of Wangcang palm weaving and cultivate it according to the most suitable environment for its growth, so as to ensure that each piece of palm weaving art is made of the best quality palm leaves.

#### ***3.2 Rational use of 3D Printing Technology***

3D printing technology can build accurate and complete 3D digital files for various vigorous brown weaves, and the digital model can be reproduced as objects with high fidelity anytime, anywhere by utilizing 3D printing technology. The main local selling brown art are mainly produced by nylon glass fiber, polylactic acid, ABS resin, durable nylon materials and so on. These materials have the characteristics of environmental-friendly and can be reused to produce and manufacture brown art on a large scale. For example, fine and complex brown art such as handicraft dragon and phoenix, the

inheritors are very laborious and time-consuming, so it is difficult to inherit them. If the existing model of brown artwork is obtained, 3D printing technology can be quickly printed, and the printed artwork has little difference with the hand feeling of manual production, and the shape is highly consistent. The reasonable use of 3D printing technology will bring new opportunities for the protection and inheritance of Wangcang brown artwork.

After reaching cooperation with non-genetic brown-knitting inheritors in different regions, we established our own brown-knitting design studios and factories, and could sell them online on several major domestic e-commerce platforms, so that Wangcang brown-knitting art works could be sold nationwide and even the whole world, which could not only maximize product interests, but also provide more jobs for local people. More importantly, it is of great significance to protection and inheritance of the intangible cultural heritage — Wangcang palm fiber weaving. In the future, people can control multiple 3D printers to produce brown art, which will greatly shorten the production cycle, reduce manpower and material resources, benefits the protection, inheritance and development of brown has epoch-making significance.

### ***3.3 Dissemination and Development of New Media***

In recent years, with the rapid development of the new media industry, the new media breaks the traditional communication concept, combines the modern communication concept with advanced science and technology, so that the intangible cultural heritage can be displayed dynamically through the establishment of we-media platforms such as micro-blog and WeChat public account, and the image communication of short videos such as quivering sound and fast-handed. The content is various, and the way is novel, which can realize the beauty of intangible cultural heritage in an all-round way. At the same time, it attracts people's attention, breaks the boundaries of time and space, conforms to the acceptance of modern people, and brings new hope for the dissemination and development of intangible cultural heritage.

#### ***3.3.1 Establishment of Microblogging and WeChat Public Number Platform***

Nowadays, many cultural and tourism propaganda departments establish micro-blog and WeChat public accounts with local intangible cultural heritage as the core, introduce local intangible cultural heritage and inheritors on platforms, and display intangible cultural heritage from different perspectives by combining popular elements with intangible cultural heritage. Professor Li Zhonghui 's animal series products are different in appearance and vivid. If we create an original cartoon about Wangcang palm fiber weaving, we will publish and disseminate Wangcang palm fiber weaving 's works of art through micro-blog and WeChat public number. The vivid and vivid 'walk ' of Wangcang palm fiber weaving 's works of art is introduced into the cartoon article, which is classical and modern, suitable for both old and young people, and contains profound meaning. It plays a effective communication and development for Wangcang's local brown.

#### ***3.3.2 Image Propagation of Short Video***

As of May 31, 2020, Douyin-related videos covered 96 % of national intangible cultural heritage projects, involving a total of 1318 items. Buffeting began to gradually let more people pay attention to intangible cultural heritage, love intangible cultural heritage. We have set up a Douyin account called "The Activation and Inheritance of the Finger Intangible Cultural Heritage – Palm Art" which has been handed over for thousands of years. We show the vigorous palm art in a three-dimensional and interesting way through short videos and live broadcasts. Through these media, we carry out some short videos, stimulate the enthusiasm of video creators, especially young people, and attract more people to discover the beauty and elegance of palm art. In addition, we will focus on the interaction and communication with people. Specifically,, we will invite the inheritors to show the production skills of palm fiber weaving and the inheritance stories of Wangcang palm fiber weaving in the form of videos for the public to enhance the interaction and communication between the public and the inheritors, so that the public can understand Wangcang palm fiber weaving more deeply, feel the wisdom and aesthetics of the ancients, and bring different freshness and experience. It makes people have a sense of participation[4], so as to narrow people 's sense of distance from the intangible cultural heritage, and further understand Wangcang palm fiber weaving Bian, a dying intangible cultural heritage.

## **4. Design and Implementation of Wangcang Browning Protection Method Based on Modern Marketing**

### **4.1 Online Star Marketing**

Online red marketing, also known as Influencer Marketing, is based on WeChat, micro-blog, short video and other private media as a carrier, through the influential online red products and brand information, and the use of a series of marketing means for targeted sales[5]. The data shows that the market size of China ' s online red economy in 2019 has exceeded 250 billion yuan, and it is expected to exceed 500 billion yuan by 2022. With the continuous development of online red economy, national cultural brands such as intangible cultural heritage have also brought many practical opportunities in business model innovation. By constructing the network red matrix, using the characteristics of large traffic of horizontal type of network red and the advantages of professional knowledge and skills of vertical type of network red, the content can be deeply and continuously output. At the same time, we should create brand endorsements belonging to Wangcang brown knitting and shoot intangible cultural heritage stories about brown knitting products. Therefore, we should publicize and promote the material on the Internet, bid farewell to the traditional mode of just taking physical photos and create different buyer shows.

### **4.2 Self-Media Marketing**

In this era of rapid development of the Internet, we media, as a new way of communication, has the characteristics of strong interaction and low cost. According to the demand positioning, product characteristics, personalized planning publicity to achieve better marketing results. To further protect and inherit the intangible cultural heritage and better inherit and carry forward the intangible cultural heritage of traditional skills such as brown, we must use the wave of today ' s we-media development era to root brown in the hearts of the public. With the development of short video platform, some professional MCN institutions came into being. On the one hand, these institutions help crafts such as intangible cultural heritage to create short video content, including the whole process from content planning, shooting, editing to uploading. On the other hand, institutions also conduct commercial operations by integrating intangible cultural heritage artists and products, such as providing services such as business performance, teaching, handicraft sales, cultural and creative customization, IP authorization and advertising. Increase marketing efforts to create a brown intangible cultural heritage products cluster effect.

### **4.3 Exhibition Marketing**

Exhibition marketing refers to a series of market promotion activities adopted by exhibition enterprises through exhibition services, image design, pricing, channels, promotion, publicity and other means to attract more target customers and tap more potential customers by using large-scale personnel flow of exhibitions[6]. Especially the visual attraction brought to customers by brown products online has a significant effect on the purchase intention of customers. At the same time, it can also play the role of brown propaganda and protection when attracting people to stay.

## **5. Conclusion**

At present, Wangcang brown knitting is still in an endangered state, facing the coexistence of opportunities and challenges. In the face of serious aging of beneficiaries, insufficient brand awareness, and serious imbalance between supply and demand, how to solve the difficulties faced by Wangcang brown knitting and put forward efficient protection of Wangcang brown knitting is a problem that needs attention in today' s society. In view of the current difficulties faced by Wangcang brown knitting industry, we put forward corresponding suggestions from the perspectives of modern science and technology and modern marketing to promote the development of Wangcang brown knitting industry.

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