

# Exploration of the Interaction Dynamics between Intangible Cultural Heritage Inheritance and Media Communication in Zhejiang Province

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**Abstract:** *This paper discusses the interactive relationship between Zhejiang's non-genetic heritage and media communication. Firstly, it introduces the characteristics of Zhejiang's non-genetic heritage, the current status of inheritance and media support. Secondly, it analyses the role of the media in promoting NGT and the challenges it faces, including publicity and promotion, education and communication, and the combination of cultural industries. Then, the role and shortcomings of the media in NGL inheritance are summarised through case studies of success and failure. Then, media strategies to promote inheritance are proposed, including the establishment of a diversified communication platform, the strengthening of cooperation between the media and NGT, and the promotion of training for NGT inheritors. Finally, for the sustainable development of NGT, policy support, talent cultivation, market expansion and international exchange are proposed. This paper aims to provide theoretical guidance and practical reference for the interaction between NGT and media in Zhejiang, and to promote the inheritance and protection of NGT culture.*

**Keywords:** *Intangible Cultural Heritage; Inheritance; Media Communication*

## 1. Introduction

### 1.1 Background

As one of the important bearers of Chinese traditional culture, Zhejiang Province possesses a rich and colourful intangible cultural heritage, which covers a wide range of fields such as folk crafts, traditional skills, folk music, theatre performances and so on. These intangible cultural heritage items carry rich history, folklore and cultural connotations, which are not only the symbol of cultural identity of the people of Zhejiang, but also an important part of the excellent traditional Chinese culture. However, with the change of time and economic development, many non-legacy projects are facing increasingly severe challenges of inheritance. The process of urbanisation, lifestyle changes and the impact of emerging recreational methods have made some of the non-heritage projects gradually lose their traditional survival soil and inheritance environment. Therefore, an in-depth study of the interactive relationship between non-heritage inheritance and media communication in Zhejiang not only helps to better understand and protect non-heritage projects, but also provides new ideas and strategies for cultural inheritance and development<sup>[1]</sup>.

### 1.2 Purpose and Significance of the Study

This study aims to explore in depth the interactive relationship between intangible cultural heritage and media communication in Zhejiang, and to specifically analyse the role, challenges and influencing factors of the media in the inheritance of intangible heritage. Firstly, by outlining and analysing the current situation of ICH in Zhejiang, we can have a more comprehensive understanding of the inheritance status of ICH projects, the challenges they face and the development trend. Secondly, exploring the role and influence of the media in the process of NGT can reveal the status and role of the media in traditional cultural inheritance, and provide theoretical support and practical guidance for the dissemination and protection of NGT projects. In addition, an in-depth analysis of the challenges faced by the media in the inheritance of NHM can help to identify the problems and deficiencies in media communication, and provide the relevant departments with suggestions for improvement and refinement. This study is of great

theoretical and practical significance for promoting the integration and development of non-genetic inheritance and media communication in Zhejiang, and promoting the prosperity and inheritance of local culture<sup>[2]</sup>.

## 2. Overview of Cultural Heritage and Intangible Heritage

### 2.1 Characteristics of Intangible Cultural Heritage in Zhejiang

As one of the important birthplaces of Chinese culture, Zhejiang has a rich and diverse intangible cultural heritage, whose characteristics are mainly reflected in the following aspects. Diversity and richness. Zhejiang ICH covers a wide and diverse range of traditional skills, folk arts and folk activities, including traditional crafts such as painting, carving, paper-cutting, embroidery, bamboo weaving, wood carving, brick carving and other traditional crafts, as well as folk traditions such as operas, dances, music, tea culture, festivals and other folk traditions. These non-legacy projects cover all aspects of daily life, demonstrating Zhejiang's rich cultural heritage and historical deposits. Inheritance and innovation are given equal importance. Zhejiang non-genetic inheritance focuses on the protection and inheritance of traditional skills, but also actively promotes innovation and development, so that traditional skills take on new vitality and vigour. Based on traditional skills, the integration of modern design concepts and production processes continually fosters the creation of new products and forms to meet the demands of the times, thereby promoting the renewal and development of non-material cultural heritage<sup>[3]</sup>. The promotion of the media on the inheritance of intangible heritage is shown in Figure 1.



Figure 1: Promotion of the media on the inheritance of intangible heritage

### 2.2 Current Situation and Challenges of Intangible Heritage Inheritance

Although Zhejiang intangible cultural heritage has a rich and diverse tradition, its inheritance faces a series of challenges and dilemmas. With the acceleration of modernisation, many ICH items are at risk of being lost and declining. The weakening interest of the younger generation in traditional culture has led to a gradual decrease in the number of inheritors, and traditional skills are facing the plight of the fault line. Changes in social structure brought about by economic development have reduced the market demand for traditional handicrafts and increased the pressure on the survival of the inheritors of traditional skills, which in turn affects the enthusiasm and continuity of the inheritance. In addition, changes in modern lifestyles have also exacerbated the difficulty of inheriting NGTs. The younger generation is more inclined to choose modern entertainment and lifestyles, whereas NGTs require a longer period of study and practice, which is in conflict with modern fast-paced life. It is necessary to take comprehensive measures to protect and pass on these valuable intangible cultural heritages from multiple levels, such as policy, education, society and economy, to ensure their effective inheritance and development, so that the rich intangible culture of Zhejiang can be passed on forever<sup>[4]</sup>.

### 2.3 Media's support and promotion of cultural heritage inheritance

The media plays a crucial role in the inheritance of cultural heritage and can effectively promote the inheritance and protection of cultural heritage through various forms of dissemination and publicity. The extensive communication channels of the media provide a powerful platform for the display and

promotion of cultural heritage. Television, radio, the Internet and other forms of media can transmit information on cultural heritage to a wider audience and enhance public awareness and understanding of non-heritage projects. The media's special reports and documentary production can deeply excavate and display the history, skills and values of cultural heritage, enhance the public's pride and sense of identity in cultural heritage, and stimulate the enthusiasm and motivation for inheritance. The media can also mobilise social forces to participate in the protection and inheritance of cultural heritage through their influence and appeal, forming a good situation of joint participation by the whole society<sup>[5]</sup>.

### 3. Interaction between media and non-genetic inheritance

#### 3.1 Promotion of the media on the inheritance of intangible heritage

##### (1) Publicity and promotion

The publicity and promotion role of the media in the inheritance of cultural heritage cannot be ignored. Through various media platforms, such as television, radio, newspapers, magazines and the Internet, the media can introduce and display the rich and colourful intangible cultural heritage items to the public. Through special programmes, special reports, art exhibitions and other forms, the media can deeply excavate and display the historical origin, technical inheritance and cultural connotation of ICH items, so as to enhance public awareness of and interest in ICH items, and to stimulate concern and enthusiasm for the protection and inheritance of ICH. By broadcasting advertisements of non-heritage projects on TV, the Internet and other media platforms, non-heritage projects can be promoted to a wider audience and the sales and market development of non-heritage products can be promoted<sup>[6]</sup>. The promotion of the media on the inheritance of intangible heritage is shown in Figure 2.



Figure 2: Promotion of the media on the inheritance of intangible heritage

##### (2) Education and dissemination

The role of education and dissemination of the media in the transmission of cultural heritage is crucial. Through education and dissemination, the media can convey to the public the history, techniques, values and inheritance methods of NH items, so as to enhance the public's awareness of NH items and inheritance consciousness. Through the production and broadcasting of special documentaries and educational programmes, the media can deeply interpret the cultural connotations and historical origins of NRH items, introduce the public to the traditional skills of NRH items and the stories of the inheritors, and stimulate the public's interest in and concern for NRH. The media can also make use of online and offline educational platforms, such as online courses, seminars and lectures, to carry out educational activities related to non-genetic inheritance, teach non-genetic skills and knowledge, cultivate more non-genetic talents and enthusiasts, and promote the in-depth development of non-genetic inheritance work<sup>[7]</sup>.

##### (3) Integration of cultural industries with NH heritage

The media plays an important role in the inheritance of cultural heritage, especially in the combination of cultural industry and non-heritage. With the development of the times and economic changes, the cultural industry has gradually become an important force to promote economic growth and social progress, and as an important part of cultural heritage, the integration of non-heritage into the development of cultural industry is of great significance. Through publicity and promotion, the media can combine the non-heritage projects with the cultural industry and enhance the market recognition and competitiveness of non-heritage products. For example, by means of special reports and programme promotion, they can introduce the characteristics and values of NH projects to the public, attract more market attention and consumer participation, and promote the sales of NH products and the development of the industry. The media can also play the advantages of information transmission and resource integration to promote the improvement of the non-heritage industry chain and the formation of industrial agglomeration effect. Through the construction and operation of the media platform, the docking and

integration of non-heritage projects with cultural creativity, tourism, handicrafts and other related industries can be realised, the extension of the industrial chain and the formation of industrial clusters can be promoted, and the win-win situation in terms of economic value and social benefits of non-heritage inheritance can be realised<sup>[8]</sup>.

### **3.2 Challenges and problems of the media in the inheritance of NHGs**

#### **(1) Balance between commercialisation and preservation of NHM**

Commercialisation is a major challenge to NH heritage, especially in today's context of rapid economic development and increasingly competitive markets. Commercialisation provides new development opportunities for NH heritage projects, enabling traditional skills and products to go to the market, increasing the source of income for NH heritage holders, and promoting the dissemination and preservation of NH culture. Commercialisation also helps to expand the popularity and influence of NH projects, and attracts more people to pay attention to and participate in NH inheritance work. Commercialisation also brings some problems and challenges, for example, excessive commercialisation may lead to the commodification and marketisation of NH projects, making them lose their original cultural connotation and inheritance significance, and become only a tool for making money, while neglecting the cultural value and social responsibility of NH inheritance<sup>[8]</sup>.

#### **(2) Choice and impact of communication channels**

In the process of non-genetic inheritance, it is crucial to choose appropriate communication channels, because different communication channels will have different impacts on the inheritance of non-heritage programmes. Traditional media, such as TV, radio, newspapers, etc., have strong communication power and influence, which can promote the NH projects to a wider audience and enhance the public's knowledge and understanding of NH projects. The communication effect of traditional media is limited by factors such as time and frequency, and the scope of communication is limited and not flexible enough to meet the diversified communication needs of modern society. Emerging media, such as the Internet and social media, have the characteristics of fast information dissemination, wide coverage and strong interactivity, which can achieve instant interaction and personalised customisation with the audience, and are more in line with the communication habits and needs of the younger generation.

#### **(3) Innovation and conservatism in the media**

In the inheritance of NHM, the innovative and conservative attitudes of the media will have an important impact on the communication effect and the protection of NHM. Media innovation can inject new vitality and impetus into NGT. Through innovative means and technologies, the media can break the traditional mode and form of communication and adopt more creative and attractive ways to display and publicise NH projects, so as to attract more audiences to participate in NH heritage work. For example, with the help of virtual reality technology, artificial intelligence and other emerging technologies, the digital display and interactive experience of non-heritage projects can be realised to improve the public's participation and sense of experience, and promote the innovation and development of non-heritage inheritance. The conservative attitude of the media should not be ignored. While conserving tradition, the media need to adhere to the principles and spirit of non-genetic inheritance, maintain respect for and protection of non-heritage culture, avoid excessive commercialisation and utilitarianism, and maintain the purity and orthodoxy of non-genetic inheritance work.

## **4. Case Studies**

### **4.1 Successful cases of non-genetic inheritance**

Hu Opera, a traditional opera in Zhejiang Province, is one of the national intangible cultural heritages. In the 1960s, television media began to rise. Hu Opera was once spread on television media. However, with the continuous development of television media, more and more viewers began to turn to other forms of entertainment. The number of viewers of Hu Opera gradually reduce. At the beginning of the 21st century, with the rise of online media, Hu dramas regained attention on the Internet. Some Hu Opera fans posted videos of Hu Opera performances on the Internet, which attracted widespread attention. Since then, more and more Hu Opera performing groups have begun to release performance videos on the Internet and interact with audiences, which has provided a broader platform for the dissemination of Hu Opera. With the popularity of social media, people's attention to traditional culture has gradually increased. Against this background, some social media platforms have begun to promote Hu opera culture,

attracting more and more young people to pay attention to and love Hu opera. Some Hu Opera performance groups also perform live broadcasts through social media platforms, allowing audiences to enjoy the wonderful performances of Hu Opera at home. At the same time, the television media also began to re-examine the value of Hu dramas. Some TV stations have begun to launch variety shows and documentaries related to Hu Opera, allowing audiences to have a deeper understanding of the history and artistic characteristics of Hu Opera. The broadcast of these programs not only increased the popularity of Hu Opera, but also attracted more people to pay attention to and participate in the inheritance and development of Hu Opera. In short, through the dissemination and promotion of various media, Hu Opera has regained its vitality and vitality in today's society. Although it still faces some challenges and difficulties, I believe that with the attention and efforts of more people, the ancient art form of Hu Opera will be better inherited and developed.

#### 4.2 Media Failure Cases in Non-Genetic Undertakings

There is an ancient Zhejiang handicraft workshop specializing in the traditional art of paper-cutting. The workshop has been passed down from generation to generation and has superb skills, but in recent years it has faced survival difficulties. Due to the lack of effective media publicity and promotion strategies, the workshop's paper-cutting art has gradually been marginalized by the market. The media failed to fully report the history and technology of this traditional art, and lacked in-depth exploration and display of traditional paper-cutting art, resulting in insufficient public understanding of it and low market demand. At the same time, due to the lack of innovative communication methods and forms, it is unable to attract the interest and participation of the younger generation, which hinders the inheritance and development of traditional paper-cutting art. Eventually, this handicraft workshop gradually lost its basis for survival and faced the risk of bankruptcy<sup>[9]</sup>.

### 5. Conclusion

This thesis focuses on the interactive relationship between Zhejiang's NGT inheritance and media communication, and analyses and summarizes the characteristics of Zhejiang's NGT, the current situation and challenges of inheritance, as well as the media's support and promotion in cultural heritage inheritance. When analysing the promotion role of media on NGLs, we find that media plays an important role in publicity and promotion, education and communication, as well as the combination of cultural industry and NGLs, which provides strong support for NGLs. However, when exploring the challenges and problems of the media in the inheritance of NHM, we also found the balance between commercialisation and NHM preservation, the choice and influence of communication channels, and the innovation and conservatism of the media, which need to be further considered and solved. Through case analyses, we found some successful cases of NHM preservation and media failures, which provide us with valuable experience and inspiration. Finally, in terms of proposing media strategies to promote interaction and the sustainable development of NHM, we have put forward some concrete suggestions and measures, including the establishment of diversified communication platforms, strengthening the cooperation between the media and NHM programmes, promoting the training and selection of NHM bearers, expanding the market space for NHM programmes, and strengthening international exchanges and cooperation. Through the implementation of these measures, we believe that we can better promote the interaction between the media and NHM, promote NHM to achieve better results, and realise the inheritance and protection of NHM culture<sup>[10]</sup>. To sum up, this thesis aims to provide some theoretical references and practical guidance on the interaction between non-genetic inheritance and media communication in Zhejiang, to provide useful reference for the development of non-genetic inheritance work, and to contribute to the inheritance and development of non-genetic culture.

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