

# The Educational Value and the Integration Path of Local Intangible Cultural Heritage Folk Culture

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**Abstract:** *Zhaoqing is abundant in intangible cultural heritage folk culture resources, which have significant educational value. In order to further exert the educational function of intangible cultural heritage folk culture and actively promote the integration of intangible cultural heritage folk culture into the ideological and political education of college students, it can be achieved through introducing the concept of family education, strengthening students' self-study mode, enhancing the charm of intangible cultural heritage folk culture education, establishing a multi-channel publicity platform, carrying out student activities with the theme of intangible cultural heritage folk culture, organizing Intangible Cultural Heritage Folk Culture Campus Celebration Day, integrating into regular classroom teaching, and developing the school-based curriculum of Zhaoqing intangible cultural heritage folk culture.*

**Keywords:** *intangible cultural heritage; folk culture; cultural inheritance; ideological and political education of college students*

## 1. Introduction

Intangible cultural heritage refers to the various social practices, conceptual expressions, expression forms, knowledge, skills and relevant tools, objects, handicrafts and cultural sites that are regarded by communities, groups and sometimes individuals as part of their cultural heritage<sup>[1-2]</sup>. Countries around the world have taken a positive attitude towards the protection of intangible cultural heritage and carried out active protection work, aiming to maintain the splendid civilization of mankind, protect the diverse world culture, and allow future generations to inherit and carry forward human civilization. Along with other countries in the world, our country has actively promoted the protection of intangible cultural heritage and promulgated corresponding laws and regulations, which has achieved sound protection results.

As a famous historical and cultural city, Zhaoqing reserves abundant intangible cultural heritage resources. These valuable resources have potential educational value and provide important educational materials for local undergraduate colleges to carry out ideological and political education for college students.

## 2. Overview of Zhaoqing Intangible Cultural Heritage Folk Culture

At present, there are methods, institutions and systems for the classification and protection of intangible cultural heritage. From the perspective of intangible cultural heritage classification, intangible cultural heritage can be divided into 10 types such as, traditional operas, and folk (traditional) dances<sup>[3]</sup>. From the perspective of the level of intangible cultural heritage protection, a four-level intangible cultural heritage list system has been established at the county, city, provincial and national levels<sup>[3]</sup>. Zhaoqing followed closely the pace of national cultural protection and carried out intangible cultural heritage protection work earlier, rolling out the *First Batch of Representative List of Municipal Intangible Cultural Heritage of Zhaoqing* in 2006.

Folk culture is a series of material and spiritual cultural phenomena formed in the production and life of the ordinary<sup>[4]</sup>. It is a preserved culture with a stable form and a spiritual home for the long-term development and prosperity of the Chinese nation, including festival customs, lifestyles, literature and art, etiquette systems, ideological values and other concrete and spiritual content<sup>[4]</sup>. According to the list of six batches of representative projects of Zhaoqing municipal intangible cultural heritage that

have been published, there are currently Sihui Baichima Temple Fair, Gaoyao Chunshe (an activity to worship the god of earth after the Beginning of Spring), Celebrating Mid-Autumn Festival and Burning Fan Pagoda, Wu Ding's Birthday Festival, Rock-playing Festival (also known as "Swallow Festival"), Crowning of Life Characters, Guangning Firecrackers Fair, Duanzhou Baogong's Birthday, Celebration of Lanterns, Gaoyao Wine Hall Regulations, Fengkai Qiushe (an activity to worship the god of earth after the Beginning of Autumn) and other intangible cultural heritage folk culture (see Table 1). Zhaoqing is rich in intangible cultural heritage folk culture resources. Taking Gaoyao Chunshe as an example, Hetai Town, Gaoyao District, Zhaoqing City holds the "Ploughing Festival" every year. The activities include the opening ceremony, Chunshe parade, banquets and other processes, indicating the official start of agricultural spring ploughing production<sup>[5]</sup>.

Table 1: Statistics of Intangible Cultural Heritage Folk Culture in Zhaoqing

NO.	Year	Batch	Name	Declaration Area/Department
1	2006	First	Hetai "Cultivation Festival"	Gaoyao District
2	2006	First	Song Long "Tea Fruit Festival"	Gaoyao District
3	2006	First	Dinghu Bao Gong's Birthday Festival	Dinghu District
4	2006	First	Zhenxian Festival	Sihui District
5	2013	Third	Gaoyao Chunshe	Gaoyao District
6	2013	Third	Sihui Baichima Temple Fair (firecrackers Fair)	Sihui District
7	2017	Fourth	Celebrating Mid-Autumn Festival and Burning Fan Pagoda	Dinghu District
8	2017	Fourth	Wu Ding's Birthday Festival	Duanzhou District
9	2017	Fourth	Rock-playing Festival	Huaiji County
10	2017	Fourth	Crowning of Life Characters	Gaoyao District
11	2017	Fourth	Guangning Firecrackers Fair	Guangning County
12	2021	Sixth	Duanzhou Baogong's Birthday	Zhaoqing Baogong Cultural Park Management Center
13	2021	Sixth	Celebration of Lanterns	Gaoyao District
14	2021	Sixth	Gaoyao Wine Hall Regulations	Gaoyao District
15	2021	Sixth	Fengkai Qiushe	Fengkai County

### 3. The survival situation of Zhaoqing intangible cultural heritage folk culture

#### 3.1 Protection policies and regulations have been promulgated successively

In terms of the protection of intangible cultural heritage, Zhaoqing has issued the *Administrative Measures for the Protection of Intangible Cultural Heritage in Zhaoqing (Draft for Comment)*, and the *Measures for the Recognition and Management of Representative Inheritors of Intangible Cultural Heritage at the Municipal Level in Zhaoqing (Draft for Comments)* and other related policies and documents. It can be seen that Zhaoqing conscientiously implements the spirit of the relevant documents of state and province, and combines with the actual situation of Zhaoqing, constantly improves policies and regulations, and formulates feasible management methods, which is conducive to actively promoting the protection of intangible cultural heritage, better protecting and passing on valuable intangible cultural heritage.

#### 3.2 The three-level protection system of "city-county-district" has been continuously improved

Zhaoqing's intangible cultural heritage folk culture is typical and representative, and many

intangible cultural heritage folk culture have been selected into the national and provincial representative list of intangible cultural heritage projects. Among them, in terms of national protection list, Yuecheng Dragon Mother's Birthday was selected into the third batch of national intangible cultural heritage expanded project list in 2011. In 2021, Gaoyao Chunshe was selected into the folk culture category of the extended project list of the fifth batch of national intangible cultural heritage representative projects. In terms of the provincial protection list, Burning Fan Pagoda was selected into the seventh batch of provincial intangible cultural heritage representative projects in Guangdong Province in 2018, and Gaoyao Wine Hall Regulations and Wuding's Birthday Festival were selected into the eighth batch of Guangdong Province's intangible cultural heritage representative projects in 2022. In addition to the national and provincial protection lists, Zhaoqing has established a three-level intangible cultural heritage protection system of "city-county-district", which has recorded a number of representative intangible cultural heritage folk culture. For instance, Dinghu Baogong's Birthday was selected into the first batch of representative lists of municipal-level intangible cultural heritage, Fengkai Qiushe (Taotan Festival) was selected into the fourth batch of county-level intangible cultural heritage lists in Fengkai County, and Gaoyao's marriage customs were selected the sixth batch of representative projects of district-level intangible cultural heritage in Gaoyao District.

### ***3.3 The inheritance area of intangible cultural heritage folk culture has regional characteristics***

In actual situation, intangible cultural heritage folk activities are often quite popular in their birthplaces, and celebrations or ceremonies are held regularly. Young people in the birthplace have gradually become the main inheritors and spreaders of intangible cultural heritage folk culture. However, in other areas outside the prevailing area, there are few corresponding intangible cultural heritage education activities, and local young people rarely understand the intangible cultural heritage folk culture in other areas. It can be seen that the inheritance scope of intangible cultural heritage folk culture has certain regional characteristics.

## **4. The educational value of Zhaoqing intangible cultural heritage folk culture**

### ***4.1 Deeply understand the history of national development and establish a correct view of history***

Zhaoqing intangible cultural heritage folk culture is a unique culture formed by the people's long-term work, production and life, which embodies the local characteristics. These local characteristic cultures are the past of Zhaoqing's development, with ancient life memories and rich historical and cultural information. Carrying out intangible cultural heritage education in Zhaoqing can help college students better understand history, learn development history, enrich historical knowledge, grasp the context of historical development, deeply understand the history of national development, and establish a correct historical view.

### ***4.2 Enhance the sense of cultural identity and improve the cultural self-confidence of college students***

Cultural self-confidence refers to the recognition, affirmation and adherence of cultural subjects to their own culture<sup>[6]</sup>. It is the full affirmation and active practice of their own cultural values, and a firm confidence on the vitality of their culture by a nation, a country (region) and a political party<sup>[6]</sup>. The intangible cultural heritage folk culture of Zhaoqing fully demonstrates the colorful national life in Zhaoqing area and the profound historical civilization, which can help college students to better understand the excellent cultural traditions of the Chinese nation and the profoundness of Chinese culture. And therefore it helps to strengthen college students cultural identity, improve cultural awareness and cultural self-confidence.

### ***4.3 Containing hidden elements of ideological and political education, strengthening infiltration education***

Zhaoqing is rich in intangible cultural heritage folk culture resources, and different types of folk culture contain unique elements of ideological and political education. Wu Ding's Birthday Festival is a folk activity held by Zhaoqing Duan Inkstone Industry for Wu Ding to pay tribute to the ancestors<sup>[7-8]</sup>, which reflects the traditional Chinese virtue of respecting teachers and valuing Taoism. Celebrating the Mid-Autumn Festival and Burning Fan Pagoda is a characteristic folk activity for the people of Dinghu

District, Zhaoqing City to celebrate the Mid-Autumn Festival, which carries the Chinese nation's pursuit of reunion and happiness, and displays a strong sense of family and country. The firecrackers Fair in Guangning includes burning firecrackers, grabbing firecrackers and other activities. Villagers will gather and chat in firecrackers fair, which enhances the relationship of the villagers and creates an atmosphere of national unity and harmonious development. Baogong's Birthday Festival has a history of 550 years<sup>[9]</sup>. Its modern activities include sacrificial ceremonies, Baogong's parade, Baogong's blessing and other forms<sup>[9]</sup>, which carries the cultural connotation of honoring morality and probity, and serving the public with integrity.

#### ***4.4 Stimulate the vitality of intangible cultural heritage and inherit excellent traditional culture***

The success of passing down intangible cultural heritage is directly related to the survival, development and growth of intangible cultural heritage. The intangible cultural heritage folk culture of Zhaoqing is rich in artistic appeal, cultural presentation and unique local cultural characteristics. By displaying Zhaoqing's rich intangible cultural heritage folk culture, more young people can stimulate the inheritance initiative under the relatively attractive educational content and relatively interesting educational form, take the initiative to become the "civilization messenger" of the intangible cultural heritage folk culture inheritance and inherit the excellent traditional Chinese culture.

### **5. The current situation and problems of integrating Zhaoqing intangible cultural heritage folk culture into the ideological and political education of college students**

#### ***5.1 Attach importance to the educational role of intangible cultural heritage and hold various forms of intangible cultural heritage activities***

With the mission of protecting the spiritual home of the Chinese nation, all regions in Zhaoqing attach importance to the construction of local characteristic brands, create intangible cultural heritage brand activities, and widely publicize Zhaoqing's local intangible cultural heritage. Taking 2022 as an instance, various places in Zhaoqing have set up branch venues for the 2022 Zhaoqing "Cultural and Natural Heritage Day" series of activities, successively held innovative teaching activities for Yuecheng Dragon Mother's Birthday picture book, and launched the first Intangible Cultural Heritage Dream Cup Speech Contest and other activities, which has create a trend of paying attention to and attaching importance to intangible cultural heritage among the whole society.

#### ***5.2 Fewer intangible cultural heritage folk culture enter college campuses, and the educational methods need to be changed***

The campus is a place where talents gather, and an important base for cultivating students' noble sentiments and cultivating students' all-round development of morality, intelligence, physique, beauty and labor. At present, the trend of intangible cultural heritage folk culture entering the campus becomes popular increasingly. By introducing intangible cultural heritage folk culture into the campus, students can sense the charm of intangible cultural heritage folk culture, allowing the educational seeds of intangible cultural heritage folk culture root and spread on campus, and promoting the inheritance and development of intangible cultural heritage folk culture on campus. However, the current Zhaoqing intangible cultural heritage folk culture activities held in various places are more aimed at community groups and primary and secondary school students. There are very few intangible cultural heritage folk culture education activities for college students in colleges and universities, and the educational methods need to be changed.

#### ***5.3 The education of intangible cultural heritage folk culture cognition needs to be improved, and the education model needs to be enhanced***

With the increasing importance of traditional culture and the increasing attention to traditional culture, college students in Zhaoqing area have strengthened their understanding of traditional culture, college students have a certain knowledge of traditional culture, and traditional culture education has shown some sound results. Due to various reasons such as insufficient publicity, deficient coverage of education, lacking targeted education, and the need to strengthen the educational model, college students in Zhaoqing areas still have limited understanding of Zhaoqing intangible cultural heritage folk culture, and have not fully grasped the basic knowledge of Zhaoqing intangible cultural heritage

folk culture, and their understanding and comprehension is not enough.

## **6. The optimal path for integrating Zhaoqing's intangible cultural heritage folk culture into the ideological and political education of college students**

### ***6.1 Introduce the concept of family education and root the awareness of inheritance***

As the first step of students' cultural education, family education plays an important role in the formation of students' values and cultural awareness. Therefore, it is necessary to introduce the concept of family education, attach importance to family education, enhance the status of family education, strengthen family education of intangible cultural heritage folk culture, so that parents become the first responsible person for intangible cultural heritage folk culture education, and shoulder the important responsibility of intangible cultural heritage folk culture education for their children. It is expected to instill knowledge of intangible cultural heritage folk culture to children from an early age, educate children to actively participate in folk activities in various places, experience traditional intangible cultural heritage folk culture, and guide students to establish the awareness of learning, protection and inheritance of intangible cultural heritage folk culture at their early age.

### ***6.2 Strengthen the self-study mode and actively master the knowledge of local intangible cultural heritage folk culture***

As a group of college students with strong learning consciousness and self-learning ability, they should be fully aware of their important role and position in cultural inheritance, take the initiative to undertake the important task of cultural inheritance and cultural transmission, and strengthen the self-learning mode, arrange sufficient study time, take Zhaoqing local intangible cultural heritage folk culture as an important part of the second classroom learning, actively read a large number of related books and documents, actively understand and master the knowledge of Zhaoqing intangible cultural heritage folk culture, actively carry out intangible cultural heritage folk culture research, and dig into the modern educational value of intangible cultural heritage folk culture.

### ***6.3 Enhance the charm of intangible cultural heritage folk culture education and meet the educational requirements of the new era***

College students in the new era are full of curiosity and interest in new things, and traditional educational models such as preaching are often difficult to achieve good results. When carrying out intangible cultural heritage folk culture education, we must not only respect the history of intangible cultural heritage folk culture, but also consider the reasonable demands of college students in the new era in light of the actual situation and reality, and optimize and adjust a more sensible education model. Therefore, on the basis of retaining the tradition of intangible cultural heritage folk culture, we can combine the educational methods of the new era to actively explore the modern charm of intangible cultural heritage folk culture and guide college students to be long for learning, like learning, and willing to learn intangible cultural heritage folk culture. For example, when displaying intangible cultural heritage folk culture, we can combine lamplight art and scientific and technological elements to create a highly contagious intangible cultural heritage folk culture presentation mode, and fully display the charm of intangible cultural heritage folk culture with the new era and the mode that college students love.

### ***6.4 Establish a multi-channel publicity platform and strengthen publicity and popularization***

Colleges and universities should strengthen cooperation with government departments, with the strong support of local intangible cultural heritage inheritors, produce Zhaoqing intangible cultural heritage TV documentaries, introduce detailedly the history of intangible cultural heritage and popularize its development history, introduce the inheritors and inheritance status, etc. to strengthen students' knowledge of the intangible cultural heritage folk culture. Besides, colleges and universities should combine the characteristics of the development of the times and use the short video platforms often used by college students to produce a series of short videos on Zhaoqing's intangible cultural heritage folk culture, and create short publicity videos with good publicity effect, suitable duration and strong appeal, so as to attract college students to actively pay attention to intangible cultural heritage folk culture. Colleges and universities can fully utilize the strength of the high-quality teaching staff of

colleges and universities, make a set of interesting and characteristic Zhaoqing intangible cultural heritage folk Internet meme, using the power of the Internet to expand the influence of intangible cultural heritage folk cultures. Colleges and universities can use the professional resources of the animation major of the Academy of Arts to create animation works of Zhaoqing intangible cultural heritage folk culture, so that college students can deepen their understanding with the interesting animation works.

#### ***6.5 Carry out student activities with the theme of Zhaoqing intangible cultural heritage folk culture, and stimulate subjective initiative of college students***

Colleges and universities can deeply integrate Zhaoqing intangible cultural heritage and extracurricular activities of college students, and organize a series of student activities with the theme of Zhaoqing intangible cultural heritage folk culture, giving full play to the subjective initiative of college students, and promoting the education of intangible cultural heritage folk culture into from the heart. For example, the Zhaoqing Intangible Cultural Heritage folk culture Keynote Speech Contest is held to allow college students to check the background information of intangible cultural heritage folk culture in detail before preparing their speeches, display the "beauty" of Zhaoqing intangible cultural heritage folk culture with language during the speeches, and act as the spreader of Zhaoqing intangible cultural heritage after the speeches. The Zhaoqing Intangible Cultural Heritage Folk Culture Works Exhibition Competition will be held to allow college students to give full play to their artistic performance, creativity and appeal, and use rich emotions, detailed plots, and touching language to restore the history of intangible cultural heritage folk culture, display the development process of intangible folk culture, and deepen the understanding of Zhaoqing intangible cultural heritage folk culture.

#### ***6.6 Organize Zhaoqing Intangible Cultural Heritage folk culture Campus Celebration Day to create a strong atmosphere of intangible cultural heritage***

Colleges and universities are gathering places for college students with high quality, strong ability and positive attitude. They have a good academic atmosphere, artistic atmosphere and educational atmosphere, and are important bases for cultural inheritance. Colleges and universities should introduce the celebration of intangible cultural heritage folk culture into the campus, and hold Zhaoqing intangible cultural heritage folk culture Publicity Day on a regular basis every year, blowing a wave of intangible cultural heritage folk culture on the campus. On the day of the celebration, colleges and universities can invite non-government organizations to enter the campus to display authentic folk activities, so that college students can experience Zhaoqing folk culture and sense the charm of folk culture. Besides, colleges and universities can invite intangible inheritors to lecture on folk culture, communicate with college students face-to-face, teach intangible cultural heritage knowledge, and answer questions of interest to college students. Furthermore, colleges and universities can stick giant propaganda posters in prominent places on campus to remind college students to pay attention to local cultural characteristics. In addition, colleges and universities can launch a series of tweets on the theme of intangible cultural heritage folk culture before the celebration and on the day of the celebration, strengthening media coverage and publicity coverage, widely publicizing Zhaoqing's intangible cultural heritage folk culture, and creating a strong campus atmosphere.

#### ***6.7 Integrate into regular classroom teaching to improve the coverage of intangible cultural heritage folk culture***

Zhaoqing intangible cultural heritage folk culture research scholars in colleges and universities can make full use of their knowledge in intangible cultural heritage folk culture research to launch Zhaoqing intangible cultural heritage folk culture optional courses for all college students, allowing interested college students choose the courses, listen to them, and systematically introduce the intangible cultural heritage of Zhaoqing. It is expected to integrate the intangible cultural heritage folk culture with professional education, allowing art students to describe the artistic beauty of intangible cultural heritage folk culture, students majored in computer to build a digital library of intangible cultural heritage folk culture, students majored in history to enhance their understanding in fieldwork, students majored in economics to explore the economic value of intangible cultural heritage folk culture, students majored in literature to write intangible cultural heritage folk culture poems, and students majored in tourism to design intangible cultural heritage folk culture theme tourism routes. By integrating intangible cultural heritage folk culture into regular classroom teaching, more college

students will be exposed to intangible cultural heritage folk culture in their daily education and teaching, and stimulate their interest in learning.

### **6.8 Develop the school-based curriculum of Zhaoqing intangible cultural heritage folk culture and create characteristic courses**

Colleges and universities should make full use of the rich talent resource platforms of colleges and universities, and establish school-based curriculum development teams composed of historical researchers, folk intangible cultural heritage experts, education and teaching experts, and student representatives, giving full play to the collective wisdom of many experts and scholars to explore and develop the Zhaoqing intangible cultural heritage folk culture school-based curriculum for colleges, high schools, junior high schools, primary schools, and kindergartens, and creating distinctive intangible cultural heritage folk culture courses. Different age groups and different versions of school-based curriculum should have certain curriculum focus to adapt to the learning characteristics of different age groups and different students. In the college version of Zhaoqing intangible cultural heritage folk culture courses, it is necessary to fully combine the learning needs and study habits of college students, focus on popularizing the origin and development knowledge of folk culture to college students, systematically and comprehensively introduce Zhaoqing intangible cultural heritage folk culture, and guide college students to engage in profound research.

## **7. Conclusion**

With the background of the new era, the ideological and political education of college students is facing new challenges. In order to better cope with new challenges, we must make full use of various resources, especially the resources around us, to strengthen the ideological and political education of college students. Zhaoqing is rich in intangible cultural heritage folk culture resources, which is a cultural feature of Zhaoqing area and has strong educational value. It can help college students establish a correct view of history, enhance the sense of cultural identity, strengthen the hidden education of ideological and political education, and stimulate the vitality of intangible cultural heritage. Combining Zhaoqing's intangible cultural heritage folk culture with the ideological and political education of college students, and innovating the ideological and political education model for college students will help to improve the effectiveness of college students' ideological and political education, strengthen the ideological and moral construction of college students and guide college students to grow into talents.

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