

Research Introduction in the Field of Communication of Intangible Cultural Heritage—Bibliometric and Visualisation Analysis Based on the Core Journals of the CSSCI

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Abstract: In recent years, intangible cultural heritage has become a hotspot of cultural communication, and the key to reflecting the value of intangible cultural heritage lies in its dissemination. Tracking research and prospecting the future in the field of intangible cultural heritage dissemination can help provide a reference for its continuous development in a deeper direction. Using COOC and VOSviewer software, bibliometric and visual analyses are conducted on 544 papers published in CSSCI core journals from 2007 to 2022, in order to systematically and comprehensively sort out the research context of intangible cultural heritage transmission.

Keywords: dissemination of intangible cultural heritage; bibliometrics; visualisation; COOC; VOSviewer

1. Introduction

Intangible cultural heritage is an important part of China's outstanding traditional culture, a vivid testimony to the continuous inheritance of Chinese civilisation, and of significance to all humanity, representing the unique contribution of the Chinese nation to human civilisation. The Report of the Twentieth National Congress of the Communist Party of China stresses the need to strengthen the protection of cultural relics and heritage, and to strengthen the protection and transmission of history and culture in urban and rural construction. The intangible cultural heritage is a cultural asset transmitted from generation to generation by human beings as vectors of transmission, which is inherently transmissible^[1]. The vitality of intangible cultural heritage is first of all the dissemination, the dissemination dimension is the necessary means to achieve the protection dimension and development dimension, and the size of the dissemination power determines the strength of the viability of the intangible heritage in the new era. In recent years, intangible cultural heritage has become a hot spot of cultural communication, and the communication of intangible heritage helps to enhance the social awareness of intangible heritage protection and inheritance, and it is the process of socialisation and identification of the value of intangible heritage^[2]. This paper mainly adopts the methods of bibliometric and disciplinary knowledge visualisation analysis to analyse the research on intangible cultural heritage communication, which helps to understand and grasp the current research status, research hotspots and developing trends in the field, and provides new ideas for the research on intangible cultural heritage communication, and draws from it reference for its continuous development in a deeper direction.

2. Research design and data used

2.1. Research design

Visual knowledge mapping display using COOC metrology software as well as VOSviewer. In order to fully understand the current status of research in the field of intangible cultural heritage

communication, this paper selects representative authoritative research literature and applies bibliometric methods to grasp the basic characteristics of research in general.

2.2. Data sources

To ensure the quality of the original literature and the authority of the data, this paper uses the China National Knowledge Infrastructure (CNKI) full-text literature database as the search platform, and the selected papers are from journals in the "Chinese Social Sciences Citation Index (CSSCI).

To comprehensively analyze the current research status and evolutionary trends of the dissemination of intangible cultural heritage, following the approach of Yao Xi and Li Na^[3], a literature search was conducted in CNKI using the topic search function. The search formula was $SU\% = (\text{'Intangible Cultural Heritage'} + \text{'Non-material'}) * \text{'Dissemination'}$, with a time range from the starting year to 2022, and the literature source was CSSCI. The search scope was academic journals, and other search conditions were set to default. The search results included 560 literature records, downloaded in Refworks format. The search was conducted on January 26, 2023. To present data with scientific credibility, literature duplicates were removed and data cleaning was conducted, including merging synonyms and deleting meaningless words. Through manual screening, literature without authors, abstracts, keywords, book reviews, reports, and other documents that did not meet the research design requirements were removed, resulting in 544 valid documents from 2007 to 2022.

3. Background to the analysis of the number of articles published on the dissemination of research on intangible cultural heritage

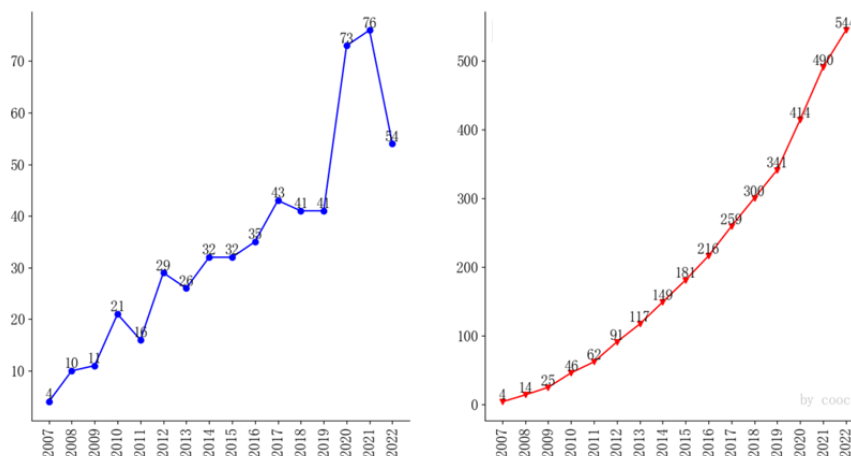


Figure 1: Number of publications per year and cumulative number of publications in the field of communication research on intangible cultural heritage, 2007-2022

As shown in Figure 1, the number of articles published in the field of intangible cultural heritage communication from 2007 to 2022 showed a steady upward trend. 2007 was an important year for the transformation of China's cultural construction from initial development to rapid development, and the research of communication theory in 2007-2008 showed a diversified and open situation, with media economics and management becoming the focus of communication research. In 2012, the study of intangible cultural heritage from the perspective of communication studies began to become a new research cluster for the study of "intangible cultural heritage" in China^[4]. 2017 is a year for intangible cultural heritage research, and the Department of Intangible Cultural Heritage of the Ministry of Culture and Tourism has added a Communication Division, signaling that China's intangible cultural heritage research will enter a new phase of communication development. 2020 is the year when the Ministry of Culture and Tourism and the State Council's Office of Poverty Alleviation will vigorously push forward the construction of intangible cultural heritage workshops, with one of the paths to be followed being to carry out media dissemination and to broaden the social impact. 2020 is also the year of transition for the development of short videos in China. The year 2020 is also a transition year for the development of short videos in China. Sorting out the actual development of the communication of intangible cultural heritage and referring to the existing criteria for the division of phases, the research in the field of communication of intangible cultural heritage is divided into four phases according to the

order of time: The budding phase (2007-2011) has 62 articles, averaging 12.4 per year; the exploratory phase (2012-2016) has 154 articles, averaging 30.8 per year; the deepening phase (2017-2019) has 125 articles, averaging 41.7 per year; and the innovating phase (2020-2022) has 203 (with a higher number of articles actually expected), averaging 67.7 articles. The first two phases span five years and the last two span three years, with an increasing trend in the average number of articles per year.

4. Keyword analysis of intangible heritage communication research

4.1. Keyword co-occurrence

Keywords are a high degree of summary and condensation of the topic of the literature, which is the core and essence of the paper, and the analysis of high-frequency keywords is usually used to identify the hot issues in the research field^[5]. Co-occurrence analysis, also known as keyword co-occurrence analysis, is one of the content analysis methods in bibliometrics, which can reflect the affinity and closeness between the keywords under study by counting the number of co-occurrences of two keywords, constructing the keyword co-occurrence matrix and co-occurrence network, and clustering them using relevant software. The frequency of keywords reflects to a certain extent the main focus of the academic community on the field of intangible cultural heritage communication research. If the selected keywords are high-frequency keywords, it can help to present the structure and change of the theme, identify the hot topics, and reveal the research status, hotspots and development trends in the field.

This paper used COOC13.4 software to construct a keyword co-occurrence frequency matrix and co-occurrence network map, extracted 1330 keywords from 544 papers in the data source, selected 39 keywords that appeared at least five times for co-occurrence analysis, formed a keyword co-occurrence matrix, and found that these keywords constituted the basic research direction of intangible cultural heritage dissemination, closely connecting with the research content itself.

4.2. Keyword clustering

This paper used VOSviewer1.6.13, a literature visualization tool, to generate a clustering map. VOSviewer is widely used to explore hot topics in research fields and summarize relevant research progress, and to identify research priorities. Based on VOSviewer1.6.13 software, 39 keywords with a frequency of at least 5 were clustered. Nodes of the same color form a cluster, where each node represents a keyword. The larger the node, the higher the weight of the keyword. The specific keywords and their weights within the cluster are automatically generated by the correlation strength algorithm embedded in the VOSviewer software. Node connections represent keyword co-occurrences, roughly indicating the relevance between keywords, and the shorter the connection, the stronger the relevance.

4.2.1 Intangible cultural heritage communication in the new media environment

New media have changed the living context of intangible cultural heritage, and at the same time, they continue to create new contexts and form new communication characteristics, becoming an important carrier for the dissemination and transformation of the value of intangible cultural heritage. Relevant researches by scholars mainly include three aspects; The first is the media communication and cultural inheritance of intangible cultural heritage, documentaries in the new media environment, the documentary communication based on the construction of national image, as well as the international communication strategy and the innovative path of international communication of Chinese intangible cultural heritage, documentaries; The second is the impact of new media on brand communication, social media, self-media and brand communication, and word-of-mouth communication, etc. The third is the research on short videos of intangible cultural heritage in the new media environment, including exploring the communication strategy and living inheritance with the examples of short videos of traditional crafts documentary, folk music and art, opera and theatre, and intangible cultural heritage, etc., and discussing the creation and dissemination of short video images with the example of TikTok and Kwai.

4.2.2 Dissemination of intangible cultural heritage in public cultural institutions

The scholars took various libraries (national libraries, public libraries) and museums (folklore museums, language museums) as the objects of study, pointing out that libraries and museums, as national cultural institutions, play an important role in the protection, transmission and dissemination of

the intangible cultural heritage and have an important responsibility, explored the problems that exist in the protection and transmission of the intangible cultural heritage and made a preliminary study of the synergetic development of national cultural institutions, pointing out the need to re-examine their own functions, clarify their own positioning, keep up with the times and better assume the mission of protecting and transmitting the intangible cultural heritage.

4.2.3 Dissemination of intangible heritage in the context of the development of cultural industries

Scholars' research include exploring the research on the development path of intangible cultural heritage cultural industry under the perspective of cultural communication, traditional cultural innovation under the vision of digital cultural industry, digital protection and inheritance strategy of intangible cultural heritage under the vision of cultural industry, and exploring the model of construction of cultural industry chain of tourism commodities oriented to cultural communication. Xiaoguang Qiao and other^[6] proposed that the inheritance in the Internet era should consider how to shift from cultural spontaneity to cultural consciousness, and take cultural inheritance as the primary criterion for evaluating the quality of industrialised development, and Xinglin Cai^[7] explored the theory of traditional Chinese sports culture inheritance and innovation path in the new era from the four aspects of the inheritance of the inheritor, inheritance field, inheritance objects and inheritance mechanism. There are other scholars from the educational perspective of cultural inheritance, cultural geography perspective to explore the influence factors of intangible cultural heritage cultural inheritance, dilemmas, innovation paths, inheritance mode and so on.

4.2.4 Digital dissemination of intangible cultural heritage

The rapid development of digital technology has made digitalisation an inevitable choice for the continuation and vitality of intangible cultural heritage. Scholars' research includes dissemination and inheritance of intangible cultural heritage in the context of digitalisation, writing and adaptive dissemination of intangible cultural heritage images, digital preservation and inheritance of intangible cultural heritage, and construction of digital scenes and digital platforms of intangible cultural heritage. Digital communication has the characteristics of wide range, high efficiency, two-way communication, etc. Wen Wen et al. pointed out that the digitisation of intangible cultural heritage is mainly embodied in the digitisation of form, communication and experience. The digitalisation of form is the basic feature, which gives rise to the digitalisation of communication and experience, and promotes and develops together with the digitalisation of form. The digital communication of intangible cultural heritage presents four major trends: diversification of communication subjects, diversification of communication channels, enrichment of communication content, and precision of communication audience. Digital communication technology expands and enriches the paths and ways of cultural communication, and with the rapid development of 5G technology and the popularisation of big data and AI technology, the digital preservation and communication paths of intangible cultural heritage will present more patterns and fields.

4.2.5 External communication and practice of intangible cultural heritage

External communication is a communication activity relative to one's own countrymen, exporting one's own outstanding culture and symbols to foreign countries, focusing on the export of culture and ideology. In fact, the essence of external communication is intercultural communication, and it is generally believed that the greater the cultural differences, the greater the difficulties and misunderstandings in communication. The general criterion for dividing intercultural communication from homocultural communication is whether the overlap of information between the two sides of communication reaches 70%; if it is higher than that, it is homocultural communication, and if it is lower than that, it is intercultural communication. Scholars' research on the external communication and practice of intangible cultural heritage mainly focuses on three aspects: firstly, the dimensions, content, form, method, path, discourse system, and online communication media of the external dissemination of intangible cultural heritage. Liu Ying^[8] explored the research scope and methods of China's discourse system for external dissemination of intangible cultural heritage, and pointed out that the construction of China's discourse system for external dissemination of intangible cultural heritage needs to deeply explore the local value of China's intangible cultural heritage; The second is the constraints, necessity, and trends of cross-cultural communication, Some scholars pointed out that the cross-cultural communication of intangible cultural heritage is a new starting point and a new direction combining the theoretical construction of folklore and empirical evidence. Mengmeng Fan took Suixi Lion Dance as the research object, used the "5W" communication model to analyse the cross-cultural communication factors of Suixi Lion Dance, and put forward the corresponding cross-cultural communication strategies; The third is the case study and practical application of external

communication and cross-cultural communication, including strategies for improving the external communication ability of festival cultural programs, difficulties and countermeasures for the external dissemination of sports intangible cultural heritage, improving the level of "going global" sports intangible cultural heritage, and promoting international three-dimensional dissemination. Chang Liu and others take shadow puppetry as an example to explore the characteristics and motives of cross-cultural communication of intangible cultural heritage, and find out the effective measures on the path of external communication of shadow puppetry while digging into the artistic characteristics and origin of shadow puppetry.

4.2.6 Communication strategies for intangible cultural heritage

The relevant research includes: firstly, exploring the overall communication strategies of intangible cultural heritage, the shaping and dissemination strategies of intangible cultural heritage brands, and the communication strategies of specific intangible cultural heritage projects (such as Jun Porcelain Culture, Liu Sanjie's Ballads, Satisfying Speech, Literature, etc.); The second is the dissemination strategy of intangible cultural heritage short videos and documentaries; The third is to explore the protection and dissemination strategies of intangible cultural heritage in different regions (Heilongjiang and Hebei provinces) based on the perspective of cultural soft power and cultural confidence, combined with specific intangible cultural heritage content, such as traditional cuju, variety shows, Hebei dialects, etc.

4.2.7 Transmission and safeguarding of intangible cultural heritage

Inheritance in protection and innovation in inheritance are the basic concepts and working directions for the flourishing of the cause of intangible cultural heritage. Debray pointed out that communication emphasises sharing information, inheritance emphasises sharing history, inheritance must have communication, and it is impossible to ensure cultural inheritance only through communication technology^[9]. Scholars believe that the protection, inheritance and dissemination of intangible cultural heritage in the context of new media are facing new opportunities and challenges, and they have made certain explorations on the innovative practice of the protection, inheritance and dissemination of intangible cultural heritage under the new situation by combining different geographical regions, different nationalities and different kinds of intangible cultural heritage. Scholars explore innovative paths for protection, inheritance, and dissemination from multiple perspectives such as media, content, target audience, and disseminators, the integration of digital technology and intangible cultural heritage, the innovation and improvement of dissemination forms, the innovation and iteration of dissemination content, and the construction of three-dimensional dissemination paths and protection systems; Optimize the mechanism for cultivating inheritors and leverage the nurturing power of universities; Building a "brand+IP", "platform+cloud", "traditional+modern" cultural industry chain, communication paths, and coordinated development of economic development, creative design and dissemination of intangible cultural heritage derivatives, and communication strategies for intangible cultural heritage brands; Ethnic minorities such as Qiang, Manchu, and Oroqen explore new forms of traditional cultural dissemination through specific television programs, documentaries, etc. Xiaokang Gao^[10] points out that the education of intangible cultural heritage as the content of protection should pay attention to the relationship between the content of education and cultural inheritance, and avoid turning traditional culture education into general skills education. Xiaoqing Fan pointed out that we should pay full attention to the important role of the network community, make full use of new media, mobilise the masses to participate in the inheritance of the cultural brand of the ethnic minority areas, and promote the development of ethnic minority cultural and creative industries with the help of the new media platform.

5. Conclusion

Through the above analyses, we find that research in the field of intangible cultural heritage dissemination has received attention from scholars and has been influenced to some extent by national macro policies as well as technological progress. With the development of digitalisation and technology, the dissemination of intangible cultural heritage has become broader in scope and faster in effective dissemination, and the new industry has promoted the dissemination and transformation of the value of intangible cultural heritage, and it is expected that the research on the dissemination of intangible cultural heritage will continue to produce new ideas and applications, and the research on the dissemination of intangible cultural heritage still has a large space for development, and in-depth research can be carried out on the basis of the following contents. Young groups will play a more

important role in the dissemination of intangible cultural heritage, for example, a high school students as the main cultural society - Shanghai intangible cultural heritage youth in the dissemination of intangible cultural heritage plays a special role in the intangible cultural heritage, the "TikTok Cultural Heritage Data Report 2022" data show that the young people after 80, 90 known as intangible cultural heritage transmission of the main force, the age of creators distribution, 35% for post-80s and 26% for post-90s. 00s have the highest enthusiasm for buying intangible cultural heritage products, with a year-on-year increase of 959%, 578% for post-90s and 506% for post-70s^[11]. As a new force in the international community, the global influence of "Generation Z", born between 1995 and 2009, cannot be ignored. It is worthwhile to continue in-depth research on how to fully play the role of young people in the international dissemination of intangible cultural heritage and cross-cultural dissemination, how to create a favorable ecological environment for the dissemination of intangible cultural heritage, how to support rural revitalization, and how to build an "intangible cultural heritage plus" model to continuously support traditional culture in achieving creative transformation and innovative development.

Acknowledgement

Fund projects: 1) Talent Cultivation Project of Central Support Fund for Reform and Development of Local Universities "Research on Branding and Communication Innovation of Intangible Cultural Heritage Traditional Embroidery".

2) Undergraduate Basic Research Operating Costs Project of Heilongjiang Provincial Universities "Creative Research on Heilongjiang Province's Intangible Heritages Against the Background of Digital Economy (Project No.:2022-KYYWF-E009)

3) Institute-level Scientific Research Project of Harbin Finance University (Project No.: E032021015)

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