

Research on public digital Cultural System of Huizhou Folk Music from the perspective of cultural identity

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Abstract: *In the transformation of informatization and globalization society, the crisis of group "cultural identity" and "spirit of place" also causes the realistic predicament of "limited understanding, low identity and difficult promotion" in the inheritance of Huizhou folk music. From the perspective of cultural identity, this paper integrates intangible cultural heritage into the construction of public cultural service system. From the perspectives of design and communication, this paper reconstructs the cultural content of Huizhou folk music, integrates the public service system, and expands the transmission channels of cultural identity. Put forward by digital technology as the medium of the spread of "catalyst, diffusion, community" model, from the micro scale of the construction of the public cultural activities (catalytic effect), medium scale (diffusion to guide the construction of public cultural service system), as well as a large scale effect of the construction of the cultural community (community), through the public cultural service policy institution transference to realize community cultural identity.*

Keywords: *Huizhou folk songs; cultural identity; music anthropology; art design*

1. Quote

Cultural identity is a sign that an individual or a group defines themselves, distinguishes others, shares a common culture, and follows common values[1]. Under the impact of globalization, informatization and cultural hegemonism, the traditional national cultural identity is "deconstructed" in different forms, which leads to a general crisis of cultural identity. In this paper, intangible cultural heritage is incorporated into the construction of public cultural service system, huizhou folk music is taken as the creative content, and digital technology is adopted as the media to plan and reconstruct the dissemination subject, dissemination content, dissemination channels and other aspects. It is an effective way to enhance the "vitality" of intangible cultural heritage and build national cultural soft power to enhance people's cultural identity from point to point by means of "catalyst, diffusion and identity".

2. China's public cultural service system research status

The public cultural service system takes the realization of citizens' cultural rights as the logical starting point, meets the public cultural needs of the society, and provides public cultural products and services to the public through taxation and financial input under the guidance of the government. Its basic connotation is the publicity, openness and public welfare of the cultural service. As the role of The Chinese government is changing from a development-oriented to a service-oriented government, the public cultural service system also presents a people-oriented and society-oriented trend[2]. The main perspectives and viewpoints focus on (1) the conceptual connotation, construction significance, and conceptual and macroscopic research of the public cultural service system. (2) Practical exploration of the experience or mode, infrastructure construction or physical carrier, management system or operation mechanism and performance evaluation of the public cultural service system. Therefore, in the future development of public cultural service system, it not only takes public cultural infrastructure as the material support, but also needs to have the corresponding cultural value system as the foundation, which is inseparable from the construction of public cultural service system.

3. Research on the elements of huizhou Folk Public digital culture System

Huizhou folk song is a folk art created by Huizhou people, recited in dialects and memorized orally.

It carries huizhou people's emotional and cultural identity to their hometown. Jiao Husan, a Chinese folklorists, believes that: "Every kind of music culture, like to and cannot leave the survival of its cultural environment and humane environment, out of it, may be meaningless, no hay of vitality.[3]"so the huizhou folk heritage depends on which is based on cultural context of the public to establish the system of digital culture, which contains two aspects of content, is a public service, One is cultural construction.

In the aspect of cultural construction, the author believes that intangible cultural heritage should not only be protected, but also be reinterpreted and interpreted with modern technology and discourse system, so as to give it new cultural meaning and make it related to modern life. So in the design optimization, reconstruct the cultural content of huizhou ballads, activate its inherent cultural factor, break the huizhou ballads "limited understanding and experience, the promotion of difficulty" dilemma, applying the design refactoring huizhou ballads in the context of the new forms of expression, and by using digital technology brings visualization, interactivity, multi-sensory experience new features such as, Design a set of digital technology under the huizhou folk cultural content.

At the level of public service, the public cultural service system provides an effective platform for the inheritance and development of intangible cultural heritage, and intangible cultural heritage also provides an appropriate soft environment for the cultivation of national spirit through public cultural services. Therefore, the combination of the two fields, formed a strong complementary, complementary characteristics. Therefore, in the design optimization, through the integration of public cultural facilities resource network, community cultural facilities network and cultural information resource network, the digital public cultural service system with full coverage of Huizhou folk music is constructed. It provides contents for the promotion of Huizhou culture and Huizhou dialect. Widely in attracting society at all levels to participate in the process of experience, let the audience more active participation and pass excellent culture idea, promote the different public for intercultural dialogue, and guide the new generation of the traditional culture of huizhou ballads as the example of love and learning, the ascension of institution transference its sense of responsibility of public cultural services construction and cultural identity.

4. A practical study of huizhou Folk Public digital cultural System from the perspective of cultural identity

From the perspective of cultural identity, this paper integrates intangible cultural heritage into the construction of public cultural service system. From the perspectives of design and communication, this paper reconstructs the cultural content of Huizhou folk music, integrates the public service system, and expands the transmission channels of cultural identity. Put forward by digital technology as the medium of the spread of "catalyst, diffusion, community" model, from the micro scale of the construction of the public cultural activities (catalytic effect), medium scale (diffusion to guide the construction of public cultural service system), as well as a large scale effect of the construction of the cultural community (community), through the public cultural service policy institution transference to realize community cultural identity.

4.1. Reconstruct the cultural content system of Huizhou folk music

Huizhou folk song is an oral folk art created, recited in dialect and memorized orally by huizhou people in the geographical area of ancient Huizhou. Its content reflects a large amount of information about production, life and spiritual activities of Huizhou people[4]. It has the artistic characteristics of good original ecology, obvious dialect characteristics, diverse artistic expressions, bright rhythm and catchy, which carries the emotional and cultural identity of huizhou people to their hometown. However, under the impact of modern digital technology, information technology and network technology, Huizhou folk music, which relies on the unique cultural space to be inherited by memory and technique, is faced with the realistic dilemma of "limited understanding, low identity and difficult promotion". This subject starts from the cultural identity theory, and combines digital technology with visual design. Specific research steps are as follows:

(1) Firstly, the digital collection, classification and processing of Huizhou folk songs are carried out, and the digital resource database of Huizhou folk songs is constructed from two aspects of region and content. (2) to select high public cultural identity, contains the excellent traditional culture, a representative of folk songs in narration, visual and situational design, relative to the music voice tone, add more artistic conception convey image symbols, the huizhou traditional folk forms "listening," and "touch," fusion, form can spread, easy to understand the cultural content and artistic form. It is a necessary

means to realize cultural innovation and maintain cultural tension to show our excellent traditional culture and label with strong local characteristics to the audience through novel content and form.

4.2. Integrate the public service platform of huizhou folk music communication

Traditional public cultural communication relies on the planning and construction of physical facilities, such as public libraries, exhibition halls, museums, etc. However, with the development of technology, the public attraction is low and the maintenance cost is huge, and the public cultural services are not satisfactory. Therefore, the public cultural service system should use the latest technological means to express and spread culture, so that culture can be approached, appreciated and accepted by people in the most convenient way. Specific research steps are as follows:

(1) the entity's public cultural facilities and incorporeal cultural information of digital network, the combination of digital meet the accessibility of public service platform and the universality, through the development of huizhou ballads H5 page with the construction of a small program, intangible virtual museum, to the public through mobile applications, more intuitive and thorough understanding of huizhou ballads "touch", Form the "digital field" of multi-sensory interactive experience; (2) to explore diversified open public cultural services organization mode, through to the public service system of network resources, community cultural facilities as well as cultural information resource network to integrate, in order to form the social "whole" and "three-dimensional" cultural resources network, digital technology under the government as the main body of the "authority" + "multi-center" type of public cultural patterns.

4.3. Expand the transmission path of huizhou folk cultural identity

Based on participatory design theory and urban catalyst theory, the communication path of Huizhou folk music is integrated from micro, meso and macro perspectives. Through digital applications, experience workshops and other forms, it will form a multi-dimensional, multi-domain and participatory cultural community, allowing the public to build cultural identity and confidence subtly in the process of experience. Specific research steps are as follows:

Construct public cultural activities with catalytic effect from the micro scale, organize huizhou folk music experience workshop, Huizhou folk music listening group and other public cultural activities, so as to enhance the cultural identity of the public through singing, listening and observing folk music; (2) the medium scale of diffusion to guide the construction of public service system, establish a three-dimensional system of public service to lead to the spread of the traditional culture of huizhou ballads paradigm validity, through various forms, open the spread of the spread of the spread of the main body, the high quality content constitute the cultural facilities and services network platform, three-dimensional and comprehensive spread huizhou ballads, Stimulate the enthusiasm of public subjects to participate in the communication, so that the public can enhance their cultural identity in the communication; (3) The construction of the cultural community of the macro-scale effect on the community, and the construction of the cultural community through the three carriers of "people, things and things" to establish the urban cultural ecosystem. To foster a creative class that loves and spreads intangible cultural heritage, to provide cultural service infrastructure that stimulates participation, and to provide objective conditions for the generation of creativity. And provide the overall background and atmosphere of cultural identity, so that the public can enhance their cultural identity and social sense of belonging in the environment. In order to enhance the national cohesion and the sense of identity and belonging to Chinese civilization through the cultural force to build a harmonious socialist society.

5. Conclusion

This paper takes Huizhou folk music as the guide, activates its internal cultural factors, and uses the public cultural service system as the platform to provide the dissemination content for the promotion of Huizhou culture and Huizhou dialect. Let more audience groups take the initiative to participate in and pass on excellent cultural ideas, promote different publics to carry out cross-cultural dialogue, guide the new generation to love and learn the traditional culture with huizhou folk music as the example, which provides a model and beneficial inspiration for huizhou culture to integrate into the public cultural service system. At the same time, it is beneficial to enhance the cultural confidence and identity of Huizhou people. Realize the development of cultural globalization.

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