

Study on the Significance and Path of Digital Dissemination of National Intangible Cultural Heritage Shandong Bangzi

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Abstract: Because of its ancient art form, Shandong Bangzi, a national intangible cultural heritage, is facing many challenges in its inheritance and development. Against the background of the era of intelligent media, how to better promote and develop the culture of Shandong Bangzi Opera, thoroughly organize and excavate the artistic connotation of Shandong Bangzi Opera, and record the splendid artistic achievements of Shandong Bangzi Opera in a protective way have become the practical issues facing the inheritance and development of Shandong Bangzi Opera. This paper discusses the significance, purpose and path of digital protection of national intangible cultural heritage Shandong Bangzi.

Keywords: Shandong Bangzi; Significance; Path; Digital Dissemination

1. Introduction

Shandong Wooden Clappers carries the excellent opera culture of the Chinese nation. The Wooden Clappers Opera troupe of our province has made remarkable contributions to the propagation of the Party's line, principles and policies and to the propagation of advanced socialist culture in various historical periods. In the context of the era of intelligent media, how to better promote the promotion and development of Shandong Wooden Clappers Opera culture, further collate and excavate the artistic connotation of Shandong Wooden Clappers, and record the glorious artistic achievements of Shandong Wooden Clappers in a protective way, has become the research direction of this paper. On August 12, 2021, the General Office of the CPC Central Committee and The General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which clearly pointed out that "intangible cultural heritage should be recorded in a real, systematic and comprehensive way and archives and databases should be established by various means such as text, audio, video and digital multimedia."^[1] It can be said that in the top-level design of the government, digitalization is an important means of intangible cultural heritage protection. Under the guidance of this guideline, digital protection of intangible cultural heritage has been carried out in various regions, but the progress is uneven in different regions, and the effective path of digital protection of opera intangible cultural heritage is also being actively explored. ^[2] At present, the tracking digital protection of Shandong Wooden Clappers has not been fully carried out, and the practical problems such as the gradual aging of the inheritors make the inheritance and protection of Shandong Wooden Clappers urgent. Therefore, the digital protection of Shandong Bangzi is imperative.

2. Significance of digital protection of national Intangible Cultural Heritage Shandong Bangzi

2.1 Preserve the roots of Chinese civilization and inherit the national spirit

China's intangible cultural heritage is an important carrier of the spirit and emotion of the Chinese nation, the basis for maintaining national unity and ethnic unity, and the embodiment of human wisdom. Shandong Wooden Clappers embodies the excellent opera culture of the Chinese nation. The Wooden Clappers troupe of our province has made remarkable contributions to the propaganda of the Party's line, principles and policies and advanced socialist culture in various historical periods, highlighting the spiritual characteristics of the intangible cultural heritage.

Traditional opera culture is a kind of culture based on human carrier and human subject, which is

passed down from generation to generation. When people die, their skills and skills are lost, so inheritance becomes an important matter for the survival of intangible cultural heritage. Therefore, it is one of the most effective ways to protect intangible cultural heritage through digital means and ensure the effective inheritance, contemporary inheritance and generation inheritance of the national intangible cultural heritage of Shandong Bangzi.

2.2 Attach importance to the principal position of the people, enhance cultural confidence, and enhance national cultural identity

Intangible cultural heritage attaches great importance to the whole of Chinese culture, attaches great importance to the cultural creation of the people, and insists on the people-centered protection of intangible cultural heritage, which has special significance to enhance cultural confidence and enhance cultural identity. As an intangible cultural heritage with a long history and cultural heritage, Shandong Wooden Clappers is still shouldering the important task of enhancing cultural confidence and national cultural identity. A series of cultural activities benefiting the people, such as entering schools and communities, have gathered the hearts and minds of the people and received a good social response.

2.3 Inherit national wisdom and stimulate national creativity

Intangible cultural heritage is the crystallization of national wisdom and an important embodiment of national creativity. It is the wisdom of production and life that people have gradually accumulated in the process of survival and development for thousands of years or invented and discovered in breakthrough changes. It is passed on collectively by village communities, families and professional groups or created by individuals and then passed on by society. In ancient times, there was a lack of full recognition of the value of crafts and artisans, and a lack of social environment and incentive measures that paid attention to the culture of craftsmanship. Our intangible cultural heritage should be given a proper name, establish the social status of the inheritors of skills, and encourage the artisans to create skills. Folk skill wisdom provides the driving force for today's creative transformation and innovative development.

2.4 Enrich people's lives and meet their daily needs

The protection and inheritance of intangible cultural heritage is not to protect life antiques or relics, but to protect people's excellent cultural traditions formed in the historical society, people's creativity to adapt to environmental changes, and people's healthy lifestyle to cope with nature and society and adjust their body and mind. The social connection, emotion and spiritual satisfaction created by the people through the heritage activities of intangible cultural heritage, as well as the exhibition of intangible cultural heritage techniques and the enjoyment of intangible cultural heritage products, have enriched and satisfied the growing demands for life, and enabled the contemporary Chinese people to gain a stronger sense of participation, gain, happiness and identity in economic, social and spiritual life.

3. The purpose of digital protection of national intangible cultural heritage Shandong Bangzi

3.1 Inherit Shandong Wooden Clappers culture and promote standardized management of intangible cultural heritage

Because of its oral, physical and behavioral nature, Shandong Bangzi has long been unrecorded systematically, and its successors are often ignored. Excellent and outstanding cultural inheritors are a cultural museum with rich and precious collections. The digital record and research of the inheritors and their works can promote the standardized management of the inheritance and protection of Shandong Wooden Clappers, and it is of practical significance to explore a set of scientific methods and principles for the in-depth protection of intangible cultural heritage.^[3]

3.2 Enrich local cultural resources and realize the contemporary value of intangible cultural heritage

Shandong Wooden Clappers itself is also a cultural resource and the survival and development of people. Intangible cultural heritage is integrated into major national strategies, it contributes to the revitalization of rural areas, it promotes the integration of rural culture and tourism, effectively

connects with the construction of national cultural parks, improves the quality and connotation of cultural creation and creative design, and promotes social harmony and social unity through festivals. These are the contemporary values and social significance of Shandong Wooden Clappers as a national intangible cultural heritage. The establishment of a database of Shandong Wooden Clappers can achieve efficient transmission of Shandong Wooden Clappers culture and reduce costs, thus contributing to modern and contemporary values.

3.3 Passing on the fine national spirit of Shandong Wooden Clappers and contributing to the great cause of national rejuvenation

Shandong Wooden Clappers embodies the excellent opera culture of the Chinese nation and shows its cultural confidence. The preservation of Shandong Wooden Clappers is a solid work related to the cultivation of the values of the motherland, the nation, culture and history. It is also an important manifestation of the Chinese nation's sense of community and the people-centered philosophy.

4. The path of digital protection of national intangible cultural heritage Shandong Bangzi

4.1 Due to similar measures, efficient communication

There are many kinds of intangible cultural heritage. The intangible cultural heritage List divides intangible cultural heritage items into 10 categories, including folk literature, traditional music, traditional dance, traditional drama, folk art, traditional art, traditional sports, entertainment and acrobatics, traditional arts, traditional medicine and folk customs, with diverse contents and rich forms of expression. Since different categories of intangible cultural heritage have different cultural connotations and characteristics, it is necessary to understand and master the characteristics of different categories of intangible cultural heritage in order to realize the digital dissemination. Different ways of presentation should be adopted according to the corresponding conditions to achieve efficient digital dissemination.

The singing music of Shandong Bangzi belongs to the plate variation. All kinds of plates are mainly seven-character sentences and ten-character sentences. Shandong Wooden Clappers has an impassive, high-pitched and robust tone, rich with strong local characteristics. The tone is impassive, high-pitched and vigorous, the movements are rough and the posture is exaggerated, and the stage is filled with a strong and unbridled beauty of masculinity. The pronunciation of the clean line is with sand and fried sound, so that the singing is bold and unrestrained. Female voice in various professions, all use a combination of true falsetto singing method, pronunciation of oral resonance, sound round, wide range. The characteristics of Shandong Wooden Clappers decide that the content of digital transmission should be combined with the audio and video performances of opera passages and the teaching of skills by the inheritors of intangible cultural heritage.

4.2 Deepen integration across disciplines.

Centering on Shandong Wooden Clappers, the university has integrated communication studies, economics, computer science and other disciplines to help promote the protection of intangible cultural heritage. Focus on the development and application of technology, explore the application of artificial intelligence, blockchain and big data technology in the protection of intangible cultural heritage. This paper discusses the multiple influences of digital technology on the preservation, inheritance and development of Shandong Wooden Clappers.

4.3 Digital protection, property rights first

Shandong Bangzi is a kind of cultural property, it is not a single cultural property, but the embodiment of the value of cultural diversity. The digital protection of intangible cultural heritage not only enhances the convenience of cultural transmission, but also brings the possibility of intellectual property infringement and the difficulty of identifying infringement acts. Therefore, in the study of digital protection of intangible cultural heritage, the protection of intellectual property rights should be done well. Build a fortress from technical, legal and other aspects.

5. Conclusions

Different types of intangible cultural heritage should have different forms of digital transmission. For example, the inheritance of opera culture like Shandong Wooden Clappers mainly relies on oral transmission, oral creation and oral transmission, which should be different from the digital transmission forms of other intangible cultural heritage projects with material carriers, and multiple digital protection means should be explored. In order to make digital communication more effective, the characteristics of intangible cultural heritage transmission must be fully taken into account. In the context of integrated media, it is necessary to use digital technology to show the artistic charm of Shandong Wooden Clappers in an all-round and three-dimensional manner.

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