

# Analysis on the Innovation Strategy of the Living Inheritance of Intangible Cultural Heritage in Shaanxi Province

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**Abstract:** *The inheritance and innovation of intangible cultural heritage is a very important practical path in the process of building cultural confidence. The intangible cultural heritage in different regions has typical characteristics of diverse forms and rich connotations. In the process of inheritance and innovation of intangible cultural heritage, living inheritance is an important way to maintain the vitality of intangible cultural heritage and reflect its cultural heritage and value. Taking the living inheritance of intangible cultural heritage in Shaanxi Province as an example, this paper analyzes the innovative inheritance and communication strategies of intangible cultural heritage. Through the analysis of this paper, we can see that in order to realize the living inheritance of intangible cultural heritage, we need to start with the promotion of intangible cultural heritage, the thematic cultural practice activities of intangible cultural heritage inheritance, and the development and utilization of the connotation and value of intangible cultural heritage, relying on advanced technologies and auxiliary tools, and based on innovative ideas and methods, to implement specific living inheritance work.*

**Keywords:** *Shaanxi Region, Intangible Cultural Heritage, Living Inheritance, Digital Image, Innovation Path*

## 1. Introduction

As a large province of intangible cultural heritage with a long history of development and profound cultural heritage, Shaanxi has accumulated many experiences in the process of intangible cultural heritage inheritance and dissemination, and also bears the important responsibility of intangible cultural heritage inheritance and dissemination. Living inheritance is an innovative attempt to realize the inheritance and dissemination of intangible cultural heritage through innovative inheritance mode and advanced technology. It is necessary to reasonably select the corresponding inheritance and innovation path in combination with different intangible cultural contents and actual publicity and promotion needs, so as to provide help for achieving better intangible cultural live inheritance effect.

## 2. Advantages of living inheritance of intangible cultural heritage in Shaanxi

### 2.1. It is rich in intangible cultural resources

Shaanxi has a very rich cultural heritage. At the same time, its intangible cultural reserves are also very rich. This provides important basic conditions for the living inheritance of intangible cultural heritage. Different types of intangible cultural heritage can also provide certain support for the innovation of living inheritance methods and channels. Specifically, Shaanxi intangible cultural heritage mainly includes the following types. ① Folk songs of Northern Shaanxi. ② Fengxiang Wood New Year pictures. ③ Qin opera. ④ The Yellow Emperor's Mausoleum. ⑤ Shadow play. ⑥ Paper cutting. The above-mentioned intangible cultural heritage not only has a very long history of development, but also reflects a very significant vitality in the modern social environment [1]. For example, the Yellow Emperor's Mausoleum Festival is a large-scale event that needs to be held twice a year in Shaanxi. Large scale festivals are held on the Qingming Festival and the Chongyang Festival, respectively, to preserve the form of this intangible cultural heritage. While the intangible cultural heritage of Northern Shaanxi folk songs, Qin opera and other intangible cultural heritage have been integrated with a variety of different types of film and television works or cultural and artistic works in modern society. It is still active on the stage of various art fields in the modern social environment. This rich cultural resource base

support can provide important basic conditions for the living inheritance of intangible cultural heritage, and is an important driving force for achieving better living inheritance effect of intangible cultural heritage [2].

## ***2.2. It has rich living inheritance carriers and platforms***

The intangible cultural heritage in Shaanxi Province has formed diversified forms of communication based on its rich reserves. In addition, the development and utilization of some tourist attractions and the organization and implementation of thematic cultural activities have also penetrated some elements and forms of intangible cultural heritage. This means that Shaanxi has already possessed rich carriers and objective conditions for the inheritance and dissemination of intangible cultural heritage. As long as we further make full use of digital and information-based communication tools and auxiliary platforms to improve communication efficiency and innovate communication methods in the process of practical communication, it can further realize the living inheritance and transmission of intangible cultural heritage in Shaanxi, and provide important support for obtaining a wider range of communication effects and a more accurate and effective cultural transmission path.

## **3. Innovation path analysis of the living inheritance of intangible cultural heritage in Shaanxi**

### ***3.1. In the early stage of publicity and promotion, using advanced living inheritance technology to optimize the publicity effect***

The so-called living inheritance refers to the dissemination and promotion of fixed intangible cultural heritage and related main contents through advanced dynamic carriers. Therefore, in the early stage of publicity and promotion, the integration of advanced image technology or network platform to support the publicity and promotion work is an important condition for achieving better living inheritance effect. Relevant staff should combine the actual advantages of the continuous development and optimization of the current network platform and information technology to complete the publicity and promotion work in the preliminary publicity and promotion of the thematic intangible cultural heritage culture, using the social software and network platform more familiar to modern people. We can break the limitations of fixed publicity and promotion forms, and reflect the vitality and value of intangible cultural heritage in the new era [3]. For example, in the initial promotion of paper-cut intangible cultural heritage in Northern Shaanxi, it is possible to make film and television publicity films or documentaries to promote the culture in the advertisements of rail transit car bodies in the urban environment, so as to achieve a good effect of popularization and publicity. Or the documentaries of National Wood New Year pictures and other production methods in Shaanxi Province can be set as the publicity content of vehicle video advertisements. We should provide effective technical support for the initial publicity and promotion of intangible cultural heritage through the live inheritance and communication integrated into daily life. This is also an effective way to help the masses understand and grasp the intangible cultural heritage of the region.

### ***3.2. Making thematic performance programs with the help of advanced image technology to achieve the goal of living inheritance of intangible cultural heritage***

The production of thematic deductive programs is a kind of publicity and promotion way to present the fixed intangible cultural heritage with vivid deductive programs. For the inheritance of intangible cultural heritage, this way is more contemporary and technical. It can also bring an all-round audio-visual experience to the audience from the visual, auditory and sensory perspectives. It is a living inheritance method of intangible cultural heritage that activates the vitality and details of intangible cultural heritage through advanced technology in a real sense. For example, the famous Bailuyuan tourist attraction in Shaanxi Province has established a corresponding film and television base with the help of the shooting of the TV drama Bailuyuan. The intangible cultural heritage such as Qin opera and Huayin opera described in Bailuyuan literary works are also effectively displayed through the thematic Bailuyuan film and television performance programs. This more authentic and vivid display will certainly leave a deep impression on the audience. Moreover, when an intangible cultural heritage becomes a local characteristic performing activity, it can not only bring certain cultural transmission effect and value, but also help to play a certain role in driving and promoting the local economic development. The excavation of this potential is also an important aspect to reflect the value of intangible cultural heritage.

### ***3.3. Paying attention to the use of advanced technologies and platforms to support the excavation and utilization of intangible cultural heritage***

The excavation and utilization of the connotation of intangible cultural heritage is a way to further excavate and utilize the fixed intangible cultural heritage with advanced technologies and methods from the perspective of expansion and development. At the same time, it can also realize the practical value of intangible cultural heritage. This way can also provide support for maintaining the vitality of intangible cultural heritage in the process of its dissemination by excavating the expansionary value of intangible cultural heritage. In the process of excavating cultural connotation and cultural details, relevant workers should systematically understand the historical background and cultural connotation of intangible cultural heritage culture, and on this basis, find the entry point of excavation. With the help and support of various resources and conditions, we will provide support to reflect the practical value of intangible cultural heritage. For example, in Shaanxi Province, Fengxiang Wood New Year pictures of intangible cultural heritage culture can be integrated with advanced technologies and auxiliary platforms to form an intelligent and electronic presentation effect [4]. Using VR technology, a combination of virtual and reality, Fengxiang Wood New Year pictures will be more vividly presented to the audience through the integration of light and shadow technology. The local people can also take advantage of the characteristics and highlights of the tourist attractions in Fengxiang area to use the wood New Year pictures as the reference carrier for the production of the surrounding cultural products. We should make cultural and creative products around intangible cultural heritage in the basic form of key chain or memorial puzzle. With the support of advanced technologies and platforms, this part of intangible cultural heritage has achieved more full and innovative presentation effects. In addition, the development and sales of surrounding cultural and creative products are also conducive to promoting the more stable and orderly development of the local tourism industry. This is an effective development and utilization of the practical value of intangible cultural heritage, and also an important method to reflect the connotation of intangible cultural heritage. As the relevant propaganda and promotion personnel and the inheritors of Fengxiang Wood New Year pictures, we should actively use advanced technologies and platforms to constantly improve the forms of propaganda and promotion and cultural value mining, so as to promote the wider and more effective inheritance and dissemination of this part of intangible cultural heritage.

## **4. The key requirements of the active inheritance and innovation work of the intangible cultural heritage in Shaanxi province in the future**

### ***4.1. On the basis of protection, inheritance and innovation will be realized***

The value of intangible cultural heritage is rich and diversified, so the protection should be taken as the benchmark task, and the inheritance and innovation tasks should be further implemented. With the increase of the publicity and promotion of traditional culture and the continuous excavation of the intangible cultural heritage, this protection work has gradually received full attention. From the perspective of practical work, the protection and inheritance of intangible cultural heritage should be two important aspects. However, in terms of the order and importance, the protection of the intangible cultural heritage is an important condition to further complete the requirements of the inheritance and innovation work. According to the actual situation of Shaanxi province, it can be seen that the intangible cultural heritage in Shaanxi province is not only rich in types, but also relatively more profound in its cultural connotation. Therefore, it is more necessary to balance the relationship between inheritance and protection in combination with the actual situation, and based on the goal of living inheritance, the relatively fixed intangible cultural heritage, supported by personnel, technology and resource utilization, so as to realize the optimization and improvement of the flexibility of presentation effect and presentation. From the perspective of future development, innovation is an important driving force for development. As a fixed intangible cultural heritage with a sense of historical heritage, it is an important condition to highlight the modern value of intangible cultural heritage and provide a guarantee for the inheritance and transmission of intangible cultural heritage in combination with the actual situation. Only by finding innovative protection methods in the process of inheritance and innovation, and simultaneously realizing the implementation of inheritance and innovation work, can we fundamentally play the role of mutual connection and mutual promotion of inheritance and innovation. For grassroots workers, protection and inheritance are the two key points of their daily work.

#### **4.2. Pay attention to the support of resource conditions, and improve the continuity of the inheritance work**

The full guarantee of resource conditions mainly emphasizes that whether it is the application of advanced technology, or the practice of inheritance and innovation work, to promote the implementation, we need to use some environmental resource conditions and technical resource conditions in the implementation of specific work. Therefore, in order to achieve a more stable and quality assurance inheritance effect, we should constantly seek the support and guarantee of financial resources for the inheritance and innovation of intangible cultural heritage. Through strengthening external publicity and promotion, to attract resource support from the social dimension. In addition, in order to ensure that the protection of intangible cultural heritage obtains long-term and stable resource conditions to support, the cultural relics protection units of the local government departments should also actively set up special fund guarantee and support projects for the protection of intangible cultural heritage through macro-control. To ensure that the intangible cultural heritage is fully and effectively protected in a regional environment. In addition, in the process of protection and inheritance, advanced technical resources should also be fully valued, and constantly developed and utilized.

#### **5. Conclusion**

According to the analysis of this paper, in the process of the living inheritance of intangible cultural heritage in Shaanxi, the advanced technology platform and the network inheritance and communication platform can be applied to the inheritance of relevant intangible cultural heritage. In the process of dissemination, as long as relevant workers organize and plan the promotion of intangible cultural heritage in combination with the specific types of intangible cultural heritage in the region and the support of advanced technologies and platforms, they can make full use of advanced technologies and platforms to achieve the objective of live transmission and dissemination of intangible cultural heritage

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