

The Research of the Non-Material Cultural Heritage Live Better in the Present

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ABSTRACT. *The non-material cultural heritage has always been a hot topic. As socialism with Chinese characteristics enters a new era, people's demand for a better culture is increasing day by day, creating conditions for non-material cultural heritage to live in the present. However, there are still shortcomings in the innovation of non-material cultural heritage inheritance, in order to promote the creative transformation of non-material cultural heritage, innovative development, and promote non-material cultural heritage living better in the present needs two aspects of force: living heritage to stimulate the vitality of intangible cultural heritage, cultural consciousness awakens the vitality of non-material cultural heritage.*

KEYWORDS: *non-material culture, heritage, protection, cultural consciousness*

1. Introduction

Xi Jinping pointed out that "we are born in China, the most fundamental thing is that we have a unique spiritual world of Chinese, with values that the people use and do not realize." [1] As a major country of non-material cultural heritage, our country is a great country. non-material cultural heritage contains the unique cultural consciousness and spiritual value of the Chinese nation, which is not only an important part of the excellent traditional culture of China, but also the spiritual wealth of the Chinese people of all ethnic groups. However, with the rapid development of modernization process, China's non-material cultural heritage is facing unprecedented challenges, many traditional skills are on the verge of extinction. Therefore, how to strengthen the protection of non-material cultural heritage, so that it *live better in the present*, this is a new era before us a major issue.

2. Methodology

2.1 The heritage and innovation dilemma of non-material cultural heritage

In recent years, the protection of non-material cultural heritage has long been a hot topic, government investment and various protection policies have been promulgated, and people are also committed to the protection of non-material cultural heritage. However, due to the impact of cultural diversity, China's non-material cultural heritage is facing the problem of "redevelopment and light protection" declared by the government and society in non-material cultural heritage, and some of the precious non-material cultural heritage projects are in danger of being lost.

1) China's non-material cultural heritage presents the phenomenon of aging of the inheritors, the concrete performance of the "green and yellow do not connect, no one after it." As most of China's non-material cultural heritage inheritance in the form of families, teachers and students, some restrictions only pass on men and women, and on the contrary, many people willing to learn non-material cultural heritage can not get the opportunity, dampening the enthusiasm of the people for the non-material cultural heritage inheritance. Coupled with the change of values and other factors, young people gradually lose interest in national traditions, more advocating modern civilization [2], Unwilling to spend time learning inheritance and innovation, most non-material cultural heritage is unsustainable, which is also the lack of cultural innovation heritage.

2) At present, many of China's non-material cultural heritage has no market, no market, valuable skills face loss. The reason for this is that we have long focused only on the protection of the non-material cultural heritage of "original" without any "innovation". non-material cultural heritage has a rich cultural connotation, once lost the value of the times, will be reduced to "death in temples, away from the folk fireworks smell of antiques", facing the risk of erasing the cultural imprint. In the era, the protection of non-material cultural heritage must be integrated into the aesthetic concept and practical life elements of the people in the new era, not only to meet people's pursuit of a better life, but also to lead the contemporary style of life, to its creative transformation, innovative development, to give non-material cultural heritage a living source and vitality, into the hearts of contemporary people.

2.2 The living transmission arouses the vitality of non-material cultural heritage

1) The non-material heritage is based on the inheritance of the inheritors. The non-material cultural heritage protection is the key to inheritance, and inheritance needs to rely on the inheritors to carry out, a high degree of cultural consciousness is the intrinsic driving force of non-material cultural heritage inheritance. Unlike other cultural heritages, non-material cultural heritage is a living cultural heritage, a systematic cultural knowledge system, but also a national blood continuation of the spiritual food. At present, productive protection, as an important form of protection

of non-material cultural heritage, insists on protection in production and protection in improvement, not only to protect the cultural carrier, but also to protect the cultural elements behind the material carrier, and to increase the cultural value of non-material cultural heritage products. The inheritor is an important bearer of cultural elements, with a unique cultural perspective, to create an extraordinary non-material cultural heritage. This individual cultural creation seems small, but the reality is gathered into a body, through the many inheritors of the appeal and demonstration effect, so that the Chinese traditional culture spirit can be sublimated declaration. At the same time, the protection of non-material cultural heritage is the external manifestation of our national culture consciousness, through cultural self-conscious mobilization of the enthusiasm of the inheritors, so that the inheritors fully realize the charm of national culture, in order to stimulate the heritage of the initiative of non-material cultural heritage.

2) The non-material cultural heritage becomes a treasure of cultural skills. The non-material cultural heritage is known as the "archive of memory" and carries cultural messages that are not available in other cultural matters. The non-material cultural heritage categories, such as "music, oral stories, traditional crafts" are the treasures of cultural skills, bearing the traditional Chinese culture of the millennium, condensing the feelings of the inheritors. Among them, the traditional craft class occupies an important seat in the non-material cultural heritage, usually the craftsmen use certain tools to create practical and both ornamental and creative products, or is regarded as cultural skills, which embodies the high skills and rich creative talents of the non-material cultural heritage. Represents the spirit of people advocating a better life. Only when the culture of our nation has a clear understanding, constantly enhances cultural consciousness, and protects, develops and innovates the art of non-material cultural heritage, can the non-material cultural heritage glow with new vitality.

3) The non-material cultural heritage has become the link of human material spiritual civilization. The non-material cultural heritage is not only a carrier of the skill of artisans, but also a part of people's daily life. The non-material cultural heritage is not only the link of the people, but also to meet the people's spiritual and cultural life needs of the important content, it by virtue of the display of beauty and practical value, service and warm up for generations, such as the masses of broad-based paper-cut, Liao cuisine cooking skills and listed as the national and even world-class intangible cultural heritage list of lion dance. The above-mentioned intangible cultural heritage is close to life, both national and popular characteristics, enrich the people's spiritual and cultural life, and the construction of advanced culture is closely related, manifested in our national characteristics and the aesthetic habits of the nation, and in today's society has formed a new meaning and connotation. It can be said that the non-material cultural heritage is the concreteization of "human fireworks", which is formed in the long-term labor and life practice of the people, and at the same time closely linked to the people's production and life, with close to reality, close to life, close to the masses and so on.

3. Results and discussion

3.1 *Culture consciously awakens the vitality of non-material cultural heritage*

1) To enhance cultural consciousness and stimulate the endogenous power of inheritors. In fact, the protection of non-material cultural heritage is the beginning of "cultural consciousness", and further strengthening is the expression of recognition and self-confidence of the national culture. The "humanity nutrient" of non-material cultural heritage protection is the cultural consciousness of the masses, so we should cultivate the people's sense of cultural consciousness and self-confidence, rely on the masses to identify with the national indigenous culture, support participation in the protection of non-material cultural heritage, and maintain the vitality of non-material cultural heritage by encouraging generations to pass on. In view of the unsustainable situation of the inheritors, it is necessary to strengthen their endogenous power: First, the inheritors actively and actively carry out the heritage activities of the original ecology under the condition of strengthening the protection and cultivating the inheritors, enhance their own cultural consciousness, and build the heritage groups of non-material cultural heritage protection. Second, the inheritors, with the support of the government in the form of subsidies, implement the relevant protection of intellectual property rights of non-material cultural heritage and protect their legitimate rights and interests. Third, the inheritors continue to transmit the beauty of non-material cultural heritage with the help of the basic population, and the living power of creative protection of non-material cultural heritage. In the form of entering the community and school, let the young groups take an interest in non-material cultural heritage and enhance cultural awareness. In addition, in the form of audio and video and text photos, to record the skills of the inheritors, the non-material cultural heritage to carry out salvage protection.

2) Consciously create space to strengthen the protection and development of non-material cultural heritage. The protection of non-material cultural heritage should not only start from people, but also combine the actual situation of various places to systematically study, to create the non-material cultural heritage survival and development of cultural space. First, strengthen the hardware construction. The inheritors should establish museums or productive protection bases with the support of the government, do a good job in the display of positions, set up special performance display spaces, and actively lead the villagers to repair non-material cultural heritage. Second, attach importance to the industrialization and development of non-material cultural heritage. With the use of non-material cultural heritage of technical resources to form commodities, further excavate the multiple value of non-material cultural heritage, its resource advantages into product advantages and market advantages, to meet the masses of material spirit of dual consumption of products or services, at the same time in the breadth, In-depth expansion of non-material cultural heritage products and the close relationship between the lives of the masses, enhance the power of inheritance practice, moderate control of the scale of non-material cultural heritage list, the adoption of scientific assessment of non-material cultural heritage protection, improve the non-material cultural heritage

declaration and evaluation mechanism, for the failure to carry out living inheritance, change the core content of the project, We should strictly implement the grading warning and de-listing methods to break the "life-long system" of the non-material cultural heritage protection list.

3) Innovation and into life to enhance recognition of non-material cultural heritage. The non-material cultural heritage, the best protection is innovative use and close to life. First, in the productive protection of non-material cultural heritage at the same time, but also implanted "use good, protect good" ideas, with more creative, younger forms of expression constantly to promote new, into the daily life of the people, to form everyone involved, the people gather firewood flame high good atmosphere. Second, through modern design, the non-material cultural heritage commodities should be activated and transformed, and cultural values, practical values and educational functions should be truly brought into play, playing an important role in enhancing national pride and cultural identity, and promoting the inheritance and development of non-material cultural heritage with maximum efficiency.

4. Conclusion

In order to make non-material cultural heritage glow and vitality, it must be protected and innovated, and truly into modern life, so as to strengthen our national cultural identity, in order to never forget our nation's cultural character. It is necessary to make self-conscious innovation on the basis of combining traditional and new era aesthetic elements, conform to the living habits of contemporary people, and finally realize the creative transformation and innovative development of non-material cultural heritage.

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