

Research on the Cultural Inheritance and Information Protection of Qinhuai Lanterns from the Perspective of Intangible Cultural Heritage

Linsong Guan

Communication University of China, Nanjing, Nanjing, Jiangsu 211172

Abstract: Qinhuai lanterns are a characteristic cultural activity in Nanjing and a well-known intangible cultural heritage in China, this study deeply analyzes the cultural value of Qinhuai lanterns from the perspective of intangible cultural heritage, and discusses its cultural inheritance and information protection strategy in the context of the new era. Through a detailed analysis of the historical, artistic, social, and educational values of Qinhuai lanterns, this paper proposes protection measures such as the development of inheritance and promotion platforms, the production of film and television media works, the establishment of digital resource libraries, and the strengthening of international cultural exchanges. As a treasure of traditional Chinese culture, the inheritance and protection of Qinhuai lanterns are of great significance for maintaining cultural diversity, promoting social development and enhancing national self-confidence. The purpose of this paper is to provide theoretical support and practical guidance for the protection and development of Qinhuai lanterns, and to promote their new vitality and vitality in the context of the new era.

Keywords: Intangible cultural heritage; Qinhuai lanterns; Cultural inheritance; Information protection

Introduction

Qinhuai lantern is one of the traditional folk arts in Nanjing, its long history is long, indiscriminate in the Tang Dynasty, flourished in the Song Dynasty, reached its peak in the Ming and Qing dynasties with the help of the development of commodity economy, and at the same time, it is also an important folk activity of the Spring Festival in Nanjing. The production process of Qinhuai lanterns is complex, with multiple processes such as cutting, carving, pasting, and tying, and the materials are also very diverse, including bamboo, paper, silk, porcelain, etc. Lantern works are also rich and varied, such as lotus lanterns, rabbit lanterns, etc., lanterns carry people's yearning for a better life and the inheritance of traditional culture. Qinhuai lanterns have become an important part of Nanjing's citizen culture, with profound historical and cultural heritage and folk art charm, and have been included in the list of China's intangible cultural heritage, becoming an important carrier for the protection and inheritance of Chinese traditional culture.

1. Analysis of the cultural value of Qinhuai lanterns from the perspective of intangible cultural heritage

Qinhuai lanterns have been inherited since ancient times and have multicultural value. First of all, as a folk art that has been inherited for thousands of years, lanterns itself has profound historical and cultural connotations, which can reflect the historical changes and cultural development of Nanjing, reflect the social features, folk customs and aesthetic tastes of different periods, and is an important material for the study of ancient Chinese social life, with historical value. Secondly, the lantern production process is exquisite, the work is exquisite, and there is a high degree of ornamental and artistic beauty, which is the embodiment of the artistic value of lanterns. Qinhuai lanterns are a cultural symbol of Nanjing, and with the development and progress of society, they also integrate a variety of regional cultural characteristics of neighboring regions, and have certain cultural diversity value^[1]. Qinhuai lanterns are important Nanjing folk festivals, can enhance the cohesion of citizens, promote the development of a harmonious society, the regular lantern festival can provide citizens with leisure and entertainment places and activities, not only to meet the needs of citizens' life, but also to provide a platform for the development of traditional culture, so Qinhuai lanterns have social value. In addition, Qinhuai lanterns also have certain educational value and economic value, and the production process of lanterns can be used as a cultural education method to cultivate participants' aesthetic taste, hands-on ability, cultural self-confidence and national feelings. The development of tourism has made Qinhuai lanterns an important attraction element of Nanjing's tourism, which has a

positive effect on promoting local economic development, and the production and sales of lanterns have also led to the development of related industries, providing more jobs and employment opportunities.

2. Cultural inheritance and information protection strategy of Qinhuai lanterns

2.1 Develop a platform for the inheritance and promotion of Qinhuai lanterns

With the development of information technology, more and more activities are inseparable from information and communication equipment such as smart phones and networks, and the development of intangible cultural heritage is also facing the dilemma of lack of latecomers. The development of this platform can attract more young people to understand and learn the production process of Qinhuai lanterns, and ensure the effective inheritance of intangible cultural heritage. As a cultural symbol of Nanjing and an important part of traditional Chinese culture, promotion through the platform can enhance the public's awareness of Qinhuai lanterns and enhance the popularity and influence of Qinhuai lanterns. The construction of the platform can also highly integrate the scattered Qinhuai lantern resources to realize the effective allocation and utilization of cultural resources. In addition, the construction of the platform is also conducive to promoting the modern innovation of Qinhuai lanterns and bursting out the new vitality of intangible cultural heritage.

The construction of the platform should integrate multiple functions such as education, display, communication, and trading, and the educational functions can be designed from online courses, lectures by famous teachers, virtual workshop visits, etc., to attract the public's in-depth understanding and learning. Provide a VR exhibition hall to enable platform users to watch the history, production process and excellent works of Qinhuai lanterns online, the interactive function provides an active atmosphere for the inheritance of Qinhuai lanterns, and the e-commerce function is mainly to sell Qinhuai lantern works to broaden the income channels of Qinhuai lantern craftsmen. The construction of the platform can start from the mobile application software, and refer to the daily Forbidden City, the Chinese Treasure Museum and other APPs for design, to create an exclusive platform for Qinhuai lanterns. Establish cooperative relations with schools, enterprises, cultural institutions, etc., integrate relevant resources to promote the development of the platform, and can also co-brand with other IPs and merchants to launch special products, such as catering brand co-branding, production of related cultural and creative products, sales of linkage packages, etc.

2.2 Production of media works related to intangible cultural heritage Qinhuai lanterns

Intangible cultural heritage media works include animated films, short plays, music, etc. At present, there are a series of excellent intangible cultural heritage animated films in China, such as "Peking Opera Cat", "Pink Ink Baby" and "Flower Drum Legend", and with the technological development of animation, film and television, music and other industries, such media works can often receive high attention. Taking animated films as an example, as a digital technology, it can record and preserve the essence of intangible cultural heritage for a long time, promote its promotion and dissemination, connect with the cultural and creative industries, improve the economic benefits of intangible cultural heritage, and is a way of aesthetic education. The creation of intangible cultural heritage media works with the theme of Qinhuai lanterns can effectively increase the public's awareness and interest in the intangible cultural heritage of Qinhuai lanterns, transcend the geographical restrictions of the lantern festival, and promote the integration of traditional culture and modern art. In terms of subject matter, you can choose documentaries, such as referring to "I Repair Cultural Relics in the Forbidden City" to create, excavating the historical background, production process and inheritance story of Qinhuai lanterns, or it can be animated films, micro-films, short videos, music songs and other forms. In addition, you can also choose to link with a number of media industries, such as linkage with games, which can effectively expand the popularity of Qinhuai lanterns, such as the Chongqing Baiheliang Underwater Museum and the game to launch game skins, attracting a large number of tourists to visit.

2.3 Establish a digital resource library of Qinhuai lanterns

With the help of the development of information technology, the inheritance and protection of Qinhuai lanterns can be achieved by building a digital resource library, and recording and preserving them through modern means can prevent the loss of skills caused by the passage of time or the reduction of inheritors. The construction of the digital resource library also provides a convenient learning and research platform for researchers and enthusiasts, and completes the integration and improvement of related resources. The digital resource library can also break the limitations of time and space, realize the sharing of Qinhuai lantern resources, and improve the cultural influence of Qinhuai lanterns. The materials and knowledge in the digital resource library can provide inspiration for professionals such as designers, and promote the innovative application of Qinhuai lanterns in modern design, artistic creation and other fields. The construction of the resource library should be based on the content, comprehensively collect the relevant information of Qinhuai lanterns, and rationalize and classify them, so as to form a resource system with an appropriate framework to facilitate retrieval and use. It is necessary to use high-precision scanning, photography and other technologies to ensure the digital quality of resources. Establish a stable and efficient database management system to ensure the

long-term preservation and rapid retrieval of resources. Finally, it is necessary to cooperate with educational institutions, cultural institutions, tourism departments, etc., to promote the use of resource banks.

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Participate in international art festivals, cultural festivals and other activities, and promote lantern festivals to other countries, and jointly hold theme exhibitions or lantern festivals with other countries. Set up a special Qinhuai lantern cultural exchange project, and regularly hold cultural exchange activities. It is also possible to cooperate with tourism companies to develop cultural tourism packages that include Qinhuai lanterns.

3. Conclusion

As an intangible cultural heritage, Qinhuai lanterns need to be digitally protected and inherited with the help of the development of modern information technology, give full play to their cultural value, and be guided by relevant government departments and personnel, through the development of inheritance platforms, the production of film and television works, the establishment of digital resource libraries and the strengthening of international exchanges and other multi-dimensional protection strategies to achieve the effective inheritance and protection of Qinhuai lanterns, and inject new vitality into its development. In order to promote the sustainable development of Qinhuai lanterns, and promote the development of related cultural undertakings and cultural industries.

References

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