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Survey and Analysis of University Students' Awareness and Willingness to Disseminate Local Intangible Cultural Heritage

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Abstract: Intangible cultural heritage is the living presentation of the excellent traditional Chinese culture in the contemporary era, and is a vivid witness to the continuous inheritance of Chinese civilization. In recent years, both all sectors of society and favorable policies have attached great importance to cultural self-confidence and the protection of intangible cultural heritage. This paper sorts out the literature, analyzes the data from the aspects of cognition, limitations, transmission channels and communication effects of intangible culture in colleges and universities, and gives countermeasures and suggestions.

Keywords: Intangible cultural heritage; Indigenous culture; Inheritance

1. Research background of University students' cognition of local intangible cultural heritage

In March this year, universities in Hunan Province and scholars from different specializations proposed to fully tap intangible cultural heritage resources and integrate them into talent training, so as to give full play to the important role of intangible cultural heritage in enhancing cultural self-confidence and cultivating new talents of the times. Let more cultural relics and cultural heritage come alive, cultural relics and cultural heritage carry the genes and blood of the Chinese nation, and are non-renewable and irreplaceable resources of Chinese civilization. When sorting out the dissemination of intangible cultural heritage in universities, the author found that most scholars focused on the development of intangible cultural heritage, the industrialization of intangible cultural heritage, the protection methods, the means of inheritance, and intangible cultural heritage tourism, and the understanding of intangible cultural heritage from the generation, origin, function, and evolution process of intangible cultural heritage was relatively lacking, and there were few relevant literatures^[1]. As the main body of higher education, University students have a richer cultural accumulation, while maintaining their enthusiasm for fresh culture, showing strong cultural tolerance and innovation. Therefore, the dissemination of traditional culture in colleges and universities has good advantages, and the inheritance of college education can ensure the good survival of intangible cultural heritage, expand the ways of intangible cultural heritage protection, and improve the humanistic quality of college students^[2]. Similarly, the intangible cultural heritage education in colleges and universities has also received great attention, and the author has conducted research on the types, functions, names, and origins of intangible cultural heritage from students, and collected data in the form of questionnaires and interviews, but the empirical research on intangible cultural heritage education is not deep enough, leaving room for follow-up research.

2. The specific situation of the research object and the research content

This study takes the local universities in Chengdu as the research object, involving a total of five universities, including Xihua University, Gingko College of Hospitality Management, Chengdu College of University of Electronic Science and Technology of China, Sichuan University of Media and Communication, and Southwest Petroleum University covers liberal arts, engineering, art and other professional fields, and the majors involved include economics, education, tourism and hospitality, computer, minor languages, visual communication and other majors. Due to the randomness of the object, it covers a wide range, and the data is first-hand information with strong objectivity. The questionnaire consists of five parts, the first part includes the demographic characteristics of the participants, such as gender, profession and growth environment; the second part is the cognition of the origin and function of intangible cultural heritage culture and products; The third part is the comparison between intangible cultural heritage and foreign culture, which is carried out from the aspects of transmission channels and communication effects; The fourth part is the knowledge of indigenous intangible cultural heritage; The fifth part is the understanding of intangible cultural heritage protection among young people today, and more about the transmission channels and willingness to pass it on. The

three groups of students who participated in the interview are all students who participated in the "Jinjiang Cup" intangible cultural heritage marketing planning competition held in Shanghai in 2024, a total of 15 students, 11 students from the Ginkgo College of Hospitality Management (undergraduate), the interview content involves the origin of intangible cultural heritage, measures for the protection of intangible cultural heritage, The role of the competition in improving the comprehensive ability of college students, as well as the willingness to inherit the local intangible cultural heritage from their own point of view.

3. Analysis of questionnaire and interview data

A total of 186 questionnaires were distributed, 160 were recovered, and the recovery rate was 86%, of which 150 were valid, with an effective rate of 93%, and the proportion of women in the sample was higher than that of men, and the proportion of social science and literature majors was higher than that of science and engineering, and nearly 80% of the population growth areas involved came from the surrounding and local areas of Sichuan. From the questionnaire, it can be found that most of the local students are familiar with the intangible cultural heritage and protection, more than 90% of the respondents choose to hear, but only 35% of them choose yes whether they have come into contact with intangible cultural heritage, which is enough to see that the protection and inheritance of intangible cultural heritage has a general understanding in universities, but fewer people have really understood and contacted, and fewer people are not clear about the existing world-class intangible cultural heritage in Sichuan, and only less than 20% of the respondents can say several intangible cultural heritage in Sichuan. When asked about the way to obtain it, most of them said that they knew it from celebrities' variety shows, saw it in short video software, or were related to some celebrities, indicating that Sichuan's local intangible cultural heritage culture is not popular enough in colleges and universities, and the dissemination method is not smooth enough, and it is basically unknown to the inheritors of intangible cultural heritage, and it is necessary to rely on the power of the media. Regarding the origin and function of intangible cultural heritage, less than 5% of people can say that it is related to the history of farming, architecture, and food evolution in Sichuan, indicating that universities lack awareness of the origin and application scope of intangible cultural heritage at this stage. In addition to the traditional Chinese large-scale festivals, less than 5% of them can say that they are exclusive to the local intangible cultural heritage festival, and most of the majors are tourism students, indicating that the local intangible cultural heritage culture is relatively lacking in local publicity and popularization, and local college students have a vague understanding of it, and not many have really seen it.

Finally, the understanding of intangible cultural heritage is based on the different channels through which most students obtain intangible cultural heritage, which is related to the frequency of short video use by college students, which can show that most people's understanding of intangible cultural heritage is not comprehensive enough, and only pays attention to the works of intangible cultural heritage, and the evolution process and source of this culture cannot be fully displayed. For example, in 2024, Kuaishou will release the "2024 Kuaishou App Intangible Cultural Heritage Ecological Report", which shows that a large number of niche, scarce, and local intangible cultural heritage skills can be seen by more people. The top five most popular intangible cultural heritage items among users are: two-person turn, suona, Qin dialect, embroidery, and Peking Opera. In 2023, the number of views of Kuaishou's app intangible cultural heritage-related videos will increase by 40% year-on-year, with a playback time of about 5 minutes, gathering more than 11 million intangible cultural heritage creators with more than 10, 000 fans, and a cumulative number of views exceeding 37 billion. More than 90% of the respondents believe that the traditional culture should be more completely preserved to the next generation, and 83% of the respondents believe that it is necessary to use the fame of celebrities to spread the intangible cultural heritage through social media and variety shows. 32% of the respondents believe that they can attract the attention and participation of people from all walks of life through the competition, so as to achieve the purpose of communication.

The interviews were conducted by telephone interviews and paper questionnaires, with two groups of students from Chengdu Ginkgo Hotel Management College using paper questionnaires and students from Southwest Petroleum University using telephone interviews. All three groups of students were involved in the same topics. The three groups of students all strongly expressed that they really began to understand the intangible cultural heritage of Sichuan through the competition, and only learned about 1-2 of them due to the limited time of the competition, and some students said that they took the opportunity of the competition to fall in love with the intangible cultural heritage and fall in love with the traditional culture more deeply. For example, Southwest Petroleum University took the opportunity of this competition to have a deep understanding of the traditional Sichuan drama, "shadow puppetry", and the group members personally went to understand the culture, origin, evolution and role of "shadow puppetry", interviewed the inheritors of shadow puppetry, made shadow puppet utensils, and distributed them to teachers and students in the form of small gifts, so as to bring this intangible cultural heritage to people from all walks of life in the way of personal teaching. Two groups of students from Ginkgo College of Hospitality Management also said that through the competition, they can fully understand 1-2 intangible cultural heritage cultures, and at the same time, because of participating in the competition, they have a great test of their comprehensive ability, and have been greatly improved through the competition. Another group did a survey on

intangible cultural heritage among middle-aged and elderly people, and found that more than 60% of the middle-aged and elderly people were extremely interested, and were even willing to spend 1,000 yuan per month to participate in intangible cultural heritage activities, and some respondents could even tell the complete evolution process, indicating that the enthusiasm of the older generation for traditional culture was higher than that of young people.

4. Students' awareness and dissemination of local intangible cultural heritage are limited

Through the above two ways of investigation, it is found that the overall understanding of the local intangible cultural heritage is low, and the understanding of the source, role and historical significance of most of the intangible cultural heritage is vague, in terms of intangible cultural heritage attention, the attention of traditional festivals is much higher than that of intangible cultural heritage festivals, most students do not even know that there are local intangible cultural heritage festivals and activities, the awareness of intangible cultural heritage protection and exploration is weak, and there is no willingness to actively explore the local intangible cultural heritage. However, compared to a large group, only a small number of students participated in the competition, so the popularity was low. At the same time, there are very few projects involving intangible cultural heritage courses in campus learning, and through interviews and questionnaires, it is found that college students have a high degree of respect for art and clubs, but have a low willingness to take intangible cultural heritage courses.

In recent years, Sichuan has put the protection of cultural heritage in the first place, and protected cultural heritage like life. In the process of modernization, it is necessary to deal with the relationship between urban transformation and development and the protection and utilization of historical and cultural heritage, which is a problem that must be faced by the protection of cultural heritage. At present, Sichuan Province has been selected as 8 UNESCO intangible cultural heritage items, 153 national intangible cultural heritage items, 1,132 provincial intangible cultural heritage items, and some municipal and state-level representative projects. In recent years, the Sichuan Provincial Intangible Cultural Heritage Museum has opened a normalized and active exhibition mode, focusing on building a cultural palace for citizens and tourists to watch the intangible cultural heritage physical exhibition, static display, and live performance, and also provides a place for students to deeply participate in intangible cultural heritage experience activities, learn intangible cultural heritage skills, and understand intangible cultural heritage knowledge. At the same time, Sichuan has set up a number of intangible cultural heritage experience bases, such as Liu's bamboo weaving skills experience base in Quxian County, Dazhou, Chengdu Shu Jinshu embroidery skills experience Ground, osmanthus clay pottery skills experience Gound, etc. In addition, there are few protection centers or post stations on campuses in China, and few student associations disseminate intangible cultural heritage in the name of inheritance.

References

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