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Dissemination, Transmission and Preservation of Cultural Heritage

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Abstract: Cultural heritage is an important carrier of Chinese traditional culture and a treasure left by history to mankind. From the Universiade in Chengdu to the Asian Games in Hangzhou, the “Chinese romance” of the collision and fusion of tradition and modernity has attracted the attention of the world, and the number of visitors to museums has increased in a “concurrent” manner, with a wide range of digital exhibitions... In recent years, the Chinese civilization exploration project continues to promote the development of Chinese outstanding traditional culture heritage project in-depth implementation of the multiple values of cultural heritage has been fully explored, the ancient cultural heritage in the Chinese land glow in the new era. However, the dissemination, inheritance and protection of culture and art are also facing unprecedented difficulties. How to learn from successful cases and revitalize cultural heritage is what we need to think about.

Keywords: Cultural heritage; Preservation; Transmission; Dissemination; Digitization

1. Overview of cultural heritage

In terms of the form of existence, it is divided into tangible cultural heritage (tangible cultural heritage) and intangible cultural heritage (intangible cultural heritage). Tangible cultural heritage includes immovable cultural relics such as ancient ruins, ancient tombs, ancient buildings, grottoes and temples, stone carvings, murals, important historical sites and representative buildings of modern times, and movable cultural relics such as important objects, works of art, documents, manuscripts, library materials of various eras in history; as well as historical and cultural cities (neighborhoods, villages and towns) with outstanding universal value in terms of architectural styles, uniformity of distribution, or combination with the environment and scenery. Intangible cultural heritage refers to those knowledge, concepts, beliefs, customs, skills and experiences, etc., such as traditional folk arts, languages and dialects, traditional festivals and customs, which are created by people and transmitted in social, cultural and economic ways.

2. Difficulties facing the dissemination, transmission and protection of cultural heritage

2.1 Status of dissemination, transmission and protection of cultural heritage

Cultural relics and cultural heritage carry the genes and bloodline of the Chinese nation, and are non-renewable and irreplaceable resources of China's excellent civilization. However, with the development of modern technology and concepts, some traditional skills have gradually been replaced by modern science and technology, and with the increasing pressure of social competition, fewer and fewer people can sink their teeth into learning the relevant skills, and cultural heritage is gradually fading out of people's sight.

2.2 Major dilemmas facing the dissemination, transmission and protection of cultural heritage

2.2.1 Insufficient new generation of inheritors

The inheritors of cultural heritage, especially intangible cultural heritage, are mainly middle-aged and old people, who often find it difficult to take up the responsibility of passing on and developing their cultural heritage in the future due to the constraints of age and energy, while some young people are resistant to traditional culture due to the continuous development of modern crafts and concepts, and in order to be engaged in the inheritance of cultural heredity, they must first undergo a rigorous and lengthy training program, but the period of training is long since the beginning of their lives. The training period is less rewarding, so that some young people are reluctant to learn this craft.

2.2.2 Lack of protection and transmission mechanisms

Nowadays, the tangible cultural heritage that has been preserved suffers from problems such as erosion, natural collapse and human damage. Coupled with the high technical requirements for the maintenance of ancient buildings and the yearly increase in repair and maintenance costs, it is sometimes difficult for the relevant work to achieve the desired results. The main inheritance methods of intangible cultural heritage are teacher and apprentice, and family inheritance, which often focuses only on the teaching of skills, and does not aim at cultivat-

ing cultural heritage inheritors as the ultimate goal. Due to the constraints of time and space, it is sometimes difficult for the world to know. Although this "passing on by word of mouth" method maintains the original technical content and spiritual connotations, it also tends to cause the transmission of the heritage to fall into a closed loop, making it difficult for the creators to communicate effectively with the outside world and to keep pace with the times.

2.2.3 Lack of creativity and loss of young markets

The survival of cultural heritage has been challenged by the accelerated urbanization of modern society and the diversification of culture. The lack of creativity of some cultural heritage and the difficulty of attracting the attention of youth-oriented consumer groups to outdated themes and content have made it difficult for cultural heritage works to gain a foothold in the marketplace.

2.2.4 Impact of science and technology

Traditional skills have been replaced by technology, and the mechanical and quantitative production of works of art by some enterprises has caused confusion in the market for tangible cultural heritage products, which has had a certain impact on cultural heritage.

Since the 18th CPC National Congress, General Secretary Xi Jinping has attached great importance to the protection and inheritance of cultural heritage, "let the cultural relics collected in museums, the heritage displayed on the vast land, and the words written in ancient books come to life", and it is Xi Jinping's important instruction to promote the creative transformation and innovative development of the excellent traditional Chinese culture, and to strengthen the protection and inheritance of cultural heritage in an all-round way. General Secretary's important instructions.

3. Strategies for the dissemination, transmission and preservation of cultural heritage

3.1 Raising the awareness of the entire population about protection

Cultural heritage demonstrates great artistic creativity and life expression, and the protection of cultural heritage is the root culture of the whole of China. In order to effectively protect cultural heritage, the most important thing is to raise people's awareness of the need for universal protection. Therefore, the relevant personnel should take various measures to protect not only the cultural heritage, but also the creative environment of the cultural heritage, so as to make the cultural heritage "alive". Relevant departments should widely publicize the significance of protecting cultural heritage, and at the same time speed up the construction of infrastructure for protecting cultural heritage. Relevant personnel can use the power of new media to publicize the importance of protecting cultural heritage, set up a positive public opinion in the society, and subconsciously raise the awareness of all people. At the same time, it is necessary to improve the relevant protection system, in order to help raise the awareness of the whole society.

3.2 Protecting digitization

The greatest contribution of digital technology to cultural heritage is the ability to "replicate" artifacts, allowing people to see many artifacts that were not readily available to the public in the past. Using digital technology, people can better understand cultural relics from multiple perspectives. The teaching of intangible cultural heritage items is to rearrange, classify and produce the content of intangible cultural heritage through digital technology, and to establish a database of storage data in the form of graphic, audio and video, etc., and to realize the process of interactive reproduction function of teaching and characterization through the process of collecting and arranging the existing cultural heritage materials, and to establish a database of cultural heritage teaching and characterization resources in a systematic, complete and scientific way. Through the network to display, is conducive to enhancing people's understanding of cultural heritage, such as, the relevant personnel can use virtual reality technology, the use of computers to create a virtual scene, so that people are immersed in this scene to feel the cultural heritage to realize the process, some exhibition halls use virtual reality technology, so that users do not have to go out to enjoy the traditional Chinese culture and works of art, to feel the charm of the different skills, experience the the creation process of traditional art. In this way, people can have a better understanding of cultural heritage and a deeper understanding of cultural heritage works, thus creating more emotional resonance. Digital technology can not only break the limitations of time and space, but also improve cultural heritage, thus helping people to better protect and inherit cultural heritage. Nowadays, with the rapid development of digital technology, it is of high value to vigorously promote cultural heritage and digitally protect it. In the process of protection, the relevant personnel should pay attention to the transformation of pattern elements into data information, which is its "rebirth" in the digital era, and also represents the transformation of cultural heritage from temporary regeneration to permanent inheritance.

3.3 Improvement of mechanisms for the protection and transmission of cultural heritage

To strengthen the protection of cultural heritage, firstly, it is necessary to popularize the knowledge of cultural relics among the public and enhance their awareness of heritage protection, both in terms of protecting ancient buildings and the historical and cultural significance they contain. Secondly, the protection of ancient buildings should take into account the interests of the people who live there, so that they can

become the main body of protection, without their participation, it will be difficult to implement various protection measures. Relevant departments should provide certain financial support to repair and sell cultural heritage buildings and restore the patterns on the buildings so that they can play a straight role in cultural inheritance. Third, the protection of cultural heritage art, Huizhou brick carving as an example, first of all, we should carry out reasonable protection and scientific identification of cultural relics dependent on the ancient architecture at the same time, there should be a clear responsibility and requirements for the protection of the development of specific protection measures for those difficult to repair, can be removed from the ancient buildings, the relevant departments can be purchased in which has the value of use of the brick carving materials and components for the restoration of other ancient buildings, and fourthly, the When restoring cultural heritage, the principle of preserving the original appearance should be adhered to, and its original craftsmanship should be retained so that it can be preserved intact, thus providing valuable physical data for subsequent research and development.

To strengthen the inheritance mechanism, the first is to utilize modern media to promote the inheritance, the popularity of the Internet has made the cultural heritage have a wider audience, through digital magazines, media film and television, network museums and other new types of media, so that the originally closed and original cultural heritage to the public, the second is that the relevant departments and enterprises should improve the protection and inheritance mechanism, and vigorously strengthen the cultivation of cultural heritage heirs, the third is to improve the universities and vocational and technical education and inheritance platforms. The third is to improve the inheritance platform of colleges and universities and vocational and technical education.

3.4 Innovative Brick Sculpture Application: IP-based Cultural Heritage

With the continuous improvement of people's cultural level and aesthetic consciousness, the practicality of goods is no longer the only factor leading consumption, and people are more and more concerned about their exquisite degree and cultural connotation. The opening of online shopping channels can provide a new way to market and promote cultural heritage. IP (Intellectual Property Rights) of cultural heritage to create IP images with characteristics of cultural heritage, from which a series of cultural and creative products can be created. In today's consumer market, relevant personnel can launch cultural heritage cultural and creative products to satisfy consumers' curiosity and stimulate their desire to buy. Aiming at the characteristics of today's consumer market and consumers' curiosity, the relevant personnel can launch blind boxes of cultural heritage, which is conducive to making cultural heritage really enter people's daily life and become a form of art that can be touched, thus enhancing people's sense of cultural identity and the interactivity of the products.

In the process of inheriting and protecting cultural heritage, it is necessary to combine it with contemporary art and cultural forms, as well as with modern science and technology, aesthetic requirements and aesthetic concepts, and to utilize network technology and digital technology, and give full play to creative thinking, so as to find a road of reinvention and vitality suitable for the inheritance and development of cultural heritage, so as to make it truly integrated into the modern society, and to give life to the traditional culture, and to revitalize and reinvent its vitality. At the same time, the relevant personnel need to seriously study, in-depth discussion, and actively explore the main intangible cultural heritage projects in various regions of China, to promote its protection and inheritance, and to realize comprehensive enhancement and promotion according to its development needs.

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