

Research on the Promotion of Nanchang Intangible Cultural Heritage from the Perspective of Internet plus

Tian Wang^{1,a,*}

¹*School of Art and Design, Jiangxi Institute of Fashion Technology, Nanchang, China*

^a*tianwang85@163.com*

^{*}*Corresponding author*

Keywords: Internet plus perspective; Nanchang intangible cultural heritage; Promotion of research

Abstract: From the perspective of internet plus, the research on the promotion of intangible cultural heritage in Nanchang should make full use of the advantages of the Internet to improve the inheritance, innovation and development of intangible cultural heritage. Nanchang Municipal Government should strengthen the use of internet plus platform, publish relevant information by establishing the official website of intangible cultural heritage, Weibo, WeChat WeChat official account, etc., and use big data technology to mine and analyze user data, so as to accurately understand user needs and formulate accurate promotion strategies.

1. Introduction

Promoting intangible cultural heritage is of great significance in protecting and inheriting human cultural heritage, promoting cultural diversity, promoting economic development, improving public cultural literacy, promoting international exchanges and cooperation, promoting sustainable development, and enhancing national cultural soft power.

With the help of the Internet platform, we will strengthen the identification and support of intangible cultural heritage inheritors, stimulate the enthusiasm of the younger generation for the inheritance and development of intangible cultural heritage through activities such as the intangible cultural heritage skill competition, and at the same time combine traditional elements with modern elements to promote the innovation and development of intangible cultural heritage[1].

2. The significance of the promotion of intangible cultural heritage

Intangible cultural heritage refers to all kinds of social practices, concept expressions, forms of expression, knowledge, skills and related tools, objects, handicrafts and cultural sites that are regarded as part of their cultural heritage by various communities and groups[2]. These intangible cultural heritages are very important for maintaining cultural diversity and biodiversity, and they are also important carriers of our national history and cultural heritage. Promoting intangible cultural heritage has the following significance[3]:

Promote cultural diversity: Intangible cultural heritage is a unique cultural expression of a specific

community, group or individual, reflecting the diversity of human culture. Promoting intangible cultural heritage can promote exchanges and understanding between different cultures and enhance cultural self-confidence and national pride[4].

Protection and inheritance of cultural heritage: With the acceleration of globalization and modernization, many intangible cultural heritages are in danger of disappearing. Popularizing intangible cultural heritage is helpful to protect and inherit these cultural heritages and maintain cultural diversity and integrity.

Promote economic development: Intangible cultural heritage can not only bring cultural satisfaction, but also be transformed into economic value. Popularizing intangible cultural heritage can promote the development of cultural tourism, cultural industry and other related industries and bring new growth points to the local economy[5].

Improve cultural literacy: Promoting intangible cultural heritage can stimulate people's interest and love for traditional culture and improve the cultural literacy of the public. By participating in the promotion activities of intangible cultural heritage, people can understand and know their own cultural roots and enhance their cultural consciousness and self-confidence.

Enhance international exchanges and cooperation: Intangible cultural heritage has universal cross-cultural value and is an important link for people of all countries to exchange and cooperate. Promoting intangible cultural heritage can promote international cultural exchanges and cooperation and enhance mutual understanding and friendship (Figure 1).

Promote sustainable development: Protecting and inheriting intangible cultural heritage helps to maintain ecological balance, promote social harmony and promote sustainable economic, social and environmental development [6].



Figure 1: Intangible Cultural Heritage of Nanchang City

3. Present situation and development of intangible cultural heritage in Nanchang.

3.1. Nanchang intangible cultural heritage status quo

As the capital city of Jiangxi Province in China, Nanchang is rich in intangible cultural heritage. These intangible cultural heritages are an important part of Nanchang's historical and cultural heritage and an important carrier of China's traditional culture. In recent years, Nanchang Municipal Government attaches great importance to the protection and inheritance of intangible cultural heritage and has taken a series of measures to promote the inheritance and development of intangible cultural heritage [7].

At present, Nanchang has a large number of intangible cultural heritages, including traditional

performing arts, oral legends, folk activities, folk traditional knowledge and practice, knowledge and practice related to nature and the universe, and traditional handicraft skills. Among them, the most representative intangible cultural heritage includes Nanchang porcelain painting (Figure 2), Yuzhang paper-cut (Figure 3), Nanchang dialect and so on.



Figure 2: Nanchang porcelain painting

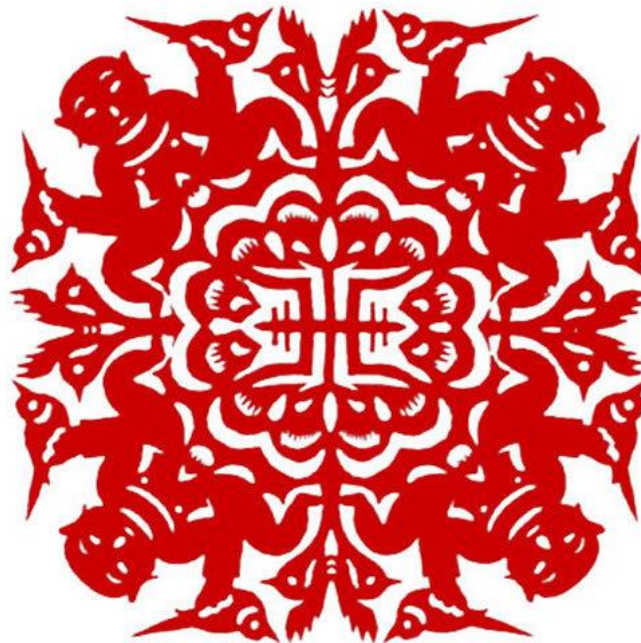


Figure 3: Yuzhang Paper-cut

Nanchang Municipal Government has taken a series of measures to protect and inherit intangible cultural heritage. First of all, the intangible cultural heritage protection institutions have been established, and the general survey, collection and arrangement of intangible cultural heritage have been strengthened. Secondly, the protection of intangible cultural heritage inheritors has been strengthened, and the quality and level of intangible cultural heritage inheritance have been improved by identifying and cultivating inheritors. In addition, the Nanchang Municipal Government has actively promoted live transmission, an intangible cultural heritage, so that more people can know and understand the intangible cultural heritage and participate in its inheritance by entering the

campus and carrying out cultural activities[8].

Nanchang municipal government also pays attention to promoting the innovation and development of intangible cultural heritage. On the one hand, the authors encourage and support non-genetic inheritors to innovate and improve traditional crafts in combination with modern aesthetics and market demand, so as to improve their market competitiveness; On the other hand, through holding intangible cultural festivals, launching intangible cultural skills competitions and other activities, we will build a display and exchange platform for the inheritance of intangible cultural heritage, attracting more people to pay attention to and love intangible cultural heritage.

Actively promote the dissemination and promotion of intangible cultural heritage. On the one hand, the intangible cultural heritage is recorded, sorted out and protected by means of digital technology, and the intangible cultural heritage database and digital museum are established, so that more people can understand and appreciate intangible culture through network and multimedia channels; On the other hand, relevant departments need to strengthen cooperation and exchanges with relevant institutions at home and abroad, hold intangible cultural exhibitions, participate in international intangible cultural activities, and improve the visibility and influence of Nanchang's intangible cultural heritage[9].

In a word, Nanchang municipal government has taken a series of measures to protect and inherit intangible cultural heritage and achieved remarkable results. However, due to the rapid development of modern society and the influence of globalization, the inheritance and development of intangible cultural heritage still faces many challenges. Therefore, we need to continue to strengthen the protection and inheritance work, and promote the sustainable development of intangible cultural heritage by formulating more scientific and reasonable protection policies and raising the public's awareness and attention to intangible culture.

3.2. Nanchang intangible cultural heritage development

As the capital city of Jiangxi Province, Nanchang has rich intangible cultural heritage. These intangible cultural heritages are an important part of Nanchang's historical and cultural heritage and an important carrier of China's traditional culture. In recent years, Nanchang Municipal Government has taken a series of measures to protect and inherit these intangible cultural heritages, and achieved some remarkable results[10].

Nanchang Municipal Government has established a perfect protection mechanism for intangible cultural heritage. In terms of policies, the Nanchang Municipal Government issued a series of documents and regulations, such as the Regulations on the Protection of Intangible Cultural Heritage in Nanchang, which provided policy and institutional guarantee for the protection and inheritance of intangible cultural heritage. At the same time, the Nanchang Municipal Government has also established the Intangible Cultural Heritage Protection Center, which is responsible for organizing the general survey, collection, collation and protection of intangible cultural heritage.

We have strengthened the protection of the inheritors of intangible cultural heritage. By identifying and cultivating inheritors, the quality and level of intangible cultural heritage inheritance have been improved. Nanchang Municipal Government has also provided some financial support for inheritors, encouraged them to carry out inheritance work, and encouraged social forces to participate in the inheritance and protection of intangible cultural heritage[11].

Live transmission actively promoting intangible cultural heritage. By entering the campus, carrying out cultural activities and holding exhibitions, more people can understand and understand the intangible cultural heritage and participate in its inheritance. Nanchang municipal government also supports non-genetic inheritors to carry out innovation, combine traditional crafts with modern elements, and improve the market competitiveness of intangible cultural heritage.

Actively promote the innovative development of intangible cultural heritage. Through activities such as holding intangible cultural heritage competitions and holding intangible cultural heritage festivals, we encourage and support the vast number of non-genetic inheritors to innovate and develop, and a number of intangible cultural heritage projects with the characteristics of the times stand out. For example, on the basis of maintaining traditional characteristics, Yuzhang paper-cut art integrates modern elements and creativity, realizing the perfect combination of tradition and modernity; Nanchang porcelain plate painting is also constantly innovating in its inheritance and becoming a cultural work of art with international influence[12].

Increase the promotion and dissemination of intangible cultural heritage. Through cultural exchange activities and participation in international intangible cultural activities, the visibility and influence of Nanchang's intangible cultural heritage have been improved. At the same time, Nanchang Municipal Government has also established intangible cultural heritage database and digital museum by means of digital technology, so that more people can understand and appreciate intangible cultural heritage through network and multimedia channels.

The development of intangible cultural heritage in Nanchang presents a positive trend, but it still faces some challenges. Under the background of globalization and modernization, the living environment of intangible culture is threatened to some extent, and some projects are in danger of being lost. At the same time, the inheritance and development of intangible culture need more financial, human and material support and extensive participation and joint efforts from all walks of life.

In a word, the development of intangible cultural heritage in Nanchang presents a trend of sustained prosperity and innovation. By improving the protection mechanism, strengthening the protection of inheritors, promoting live transmission, promoting innovation and development, and strengthening the dissemination, the Nanchang Municipal Government and relevant institutions have actively promoted the inheritance and development of intangible cultural heritage and achieved a series of results. However, in the face of new challenges and opportunities, it is necessary to continue to strengthen the protection and inheritance work, and actively seek innovative development paths to contribute to the sustainable development of intangible cultural heritage[13].

4. Problems existing in Nanchang's intangible cultural heritage

Nanchang intangible cultural heritage has some problems, such as inheritance fault, lack of innovation, insufficient funds, imperfect laws and regulations and insufficient social awareness. These problems need the joint efforts of the government, all walks of life and inheritors to promote the sustainable development of intangible cultural heritage.

Inheritance fault: There is a fault phenomenon in the inheritance of intangible cultural heritage in Nanchang. Due to the process of modernization and the impact of globalization, many traditional intangible cultural heritages are unattractive among young people, resulting in fewer and fewer inheritors and broken inheritance chains. Some traditional intangible cultural heritage projects are facing the dilemma of no successor, which makes it difficult to effectively inherit and protect these cultural heritages.

Lack of innovation: Although some achievements have been made in the inheritance and development of Nanchang's intangible cultural heritage, there are still shortcomings in innovation. Many intangible cultural heritage projects lack the combination of modern elements, the characteristics of the times and creativity, and cannot meet the needs of the modern market. At the same time, some inheritors lack innovation consciousness and fail to combine traditional crafts with modern scientific and technological means, which restricts the inheritance and development of intangible cultural heritage[14].

Lack of funds: The inheritance and development of intangible cultural heritage in Nanchang need a lot of financial support. However, at present, the government's investment in the protection of intangible cultural heritage is limited and the participation of social funds is not high. The lack of funds leads to some intangible cultural heritage projects cannot be effectively protected and passed down, and even face the danger of being lost.

Imperfect laws and regulations: Although Nanchang Municipal Government has issued some policies and regulations on the protection of intangible cultural heritage, there are still some problems and deficiencies in actual operation. For example, the enforcement of laws and regulations is insufficient, there is a lack of effective supervision mechanism, and there are still defects in the protection of property rights of intangible cultural heritage and the identification and support of inheritors.

Insufficient social awareness: Although some achievements have been made in the inheritance and development of intangible cultural heritage in Nanchang, the social awareness of intangible cultural heritage is still insufficient. Many people lack understanding of the value and importance of intangible cultural heritage, and they are not aware of the importance of protecting and inheriting intangible cultural heritage. This has led some people to pay insufficient attention to intangible cultural heritage and lack awareness of participation and protection.

5. Research on the promotion of Nanchang intangible cultural heritage from the perspective of internet plus and its countermeasures and suggestions

5.1. Research on the Promotion of Nanchang Intangible Cultural Heritage from the Perspective of internet plus

From the perspective of internet plus, it is particularly important to study the promotion of Nanchang's intangible cultural heritage. Internet plus represents a new social form, that is, the deep integration of the Internet in various fields of society, thus driving the development of social productive forces and the transformation of production relations. Under the influence of internet plus, the promotion of intangible cultural heritage can be carried out more effectively, which is mainly manifested in the following aspects:

Broaden promotion channels: In internet plus era, information dissemination channels became richer and more convenient. The promotion of intangible cultural heritage in Nanchang can be carried out by using multiple platforms and channels of the Internet. For example, through social media, online video, webcast, virtual reality technology and other means, the unique charm and value of intangible cultural heritage will be passed on to a wider audience. In addition, we can also use e-commerce platforms, such as Taobao and JD.COM, to push intangible cultural heritage products to a broader market.

Improve the promotion efficiency: internet plus can transmit information quickly and accurately, thus improving the promotion efficiency of intangible cultural heritage. Through big data analysis, we can accurately understand the needs and preferences of the audience, and formulate more scientific promotion strategies accordingly. At the same time, with the help of cloud computing technology, intangible cultural heritage resources can be digitally stored and shared, so as to maximize the utilization and sharing of resources and further promote the promotion of intangible cultural heritage [15].

Enhance the interaction and participation of receivers and senders: The Internet plus has broken the traditional mode of information dissemination, making the receiver of information become both the producer and disseminator of information. In the process of promoting intangible cultural heritage, online interaction, topic discussion, user sharing and other activities can be organized through the Internet platform, so that the audience can participate in the promotion of intangible cultural heritage

more deeply. This can not only enhance the stickiness of the audience, but also enhance the visibility and influence of intangible cultural heritage.

Promoting innovation and development: In the internet plus era, people's innovative consciousness and creativity were greatly stimulated. In the process of promoting intangible cultural heritage, we can use the Internet platform to collect users' ideas and opinions, organically combine traditional elements with modern elements, and promote the innovation and development of intangible cultural heritage. At the same time, with the help of internet plus's powerful functions, it can provide technical support and services for all links in the industrial chain of intangible cultural heritage, and promote the development and growth of intangible cultural heritage industry.

However, although internet plus has brought many opportunities for the promotion of intangible cultural heritage, there are also some challenges. Problems such as online piracy and infringement may pose a threat to the intellectual property rights of intangible cultural heritage; The fragmentation and rapid update of internet information may affect the depth and breadth of the spread of intangible cultural heritage. Therefore, in the perspective of internet plus, we need to adopt the following strategies to promote the intangible cultural heritage in Nanchang(table 1):

Table 1: Research on the Promotion of Nanchang Intangible Cultural Heritage from the Perspective of internet plus

Research Methods of Nanchang Intangible Cultural Heritage Promotion	Specific content
Strengthen policy support	The government should formulate relevant policies to encourage and support the promotion of intangible cultural heritage on the Internet platform. For example, reward institutions and individuals who have made outstanding achievements in Internet promotion activities; Strengthen the protection of intellectual property rights of intangible cultural heritage; Guide and support the combination and innovation of intangible cultural heritage and modern elements.
Strengthen personnel training	It is the key to cultivate professional intangible cultural heritage promotion talents. On the one hand, it is necessary to strengthen the training of internet skills for staff engaged in intangible cultural heritage and improve their awareness and ability of promotion in the internet plus era; On the other hand, we should guide young people to pay attention to intangible cultural heritage, encourage them to participate in the innovation and promotion of intangible cultural heritage, and provide continuous talent support for the promotion of intangible cultural heritage.
Establish a perfect evaluation system	To better measure the effect of internet plus in the promotion of intangible cultural heritage, it is necessary to establish a perfect evaluation system. The evaluation system should include evaluation subject, evaluation content, evaluation method and so on. Through regular evaluation and feedback on the evaluation system, we can find problems in time and adjust the promotion strategy to ensure the promotion effect of intangible cultural heritage in internet plus era.

In a word, it is of far-reaching significance to study the intangible cultural heritage in Nanchang from the perspective of internet plus. With the help of the multiple advantages and platforms of the Internet, we can broaden the promotion channels, improve promotion efficiency, enhance interaction and participation, and promote innovation and development. However, we also need to pay attention

to the challenges brought by internet plus and adopt effective strategies to promote the sustainable development of intangible cultural heritage in the Internet age.

5.2. Countermeasures and Suggestions of Nanchang Intangible Cultural Heritage from the Perspective of internet plus

From the perspective of internet plus, the development of Nanchang's intangible cultural heritage faces numerous opportunities and challenges. In order to better promote the development of intangible cultural heritage, the specific countermeasures are as follows:

Strengthen the application of internet plus platform: The promotion of Nanchang intangible cultural heritage should make full use of the advantages of internet plus platform. First of all, we should establish a perfect Internet platform for intangible cultural heritage, such as the official website, Weibo, WeChat WeChat official account, etc., and publish relevant information through these platforms to improve the public's awareness of intangible cultural heritage. Secondly, internet plus's technical means, such as big data and cloud computing, can be used to mine and analyze the data of intangible cultural heritage, so as to better understand the needs and preferences of the public and formulate more accurate promotion strategies.

Promote the innovation of intangible cultural heritage: Under the influence of internet plus, the innovation of intangible cultural heritage has become more convenient and efficient. On the one hand, we can use the Internet platform to collect users' ideas and opinions, organically combine traditional elements with modern elements, and promote the innovation and development of intangible cultural heritage. On the other hand, with the help of Internet technology, such as virtual reality and augmented reality, we can provide technical support for the inheritors of intangible cultural heritage and help them better realize the innovation and upgrading of traditional crafts.

Strengthen the inheritance of intangible cultural heritage: the inheritance of intangible cultural heritage is an important link in protection and development. In the era of internet plus, the inheritance of intangible cultural heritage can be promoted in various forms. For example, communicators and educators use the Internet platform to carry out online education on intangible cultural heritage, so that more people can learn relevant knowledge and skills through Xi Internet ; At the same time, we can also use the technical means of the Internet to record and preserve the inheritance process of intangible cultural heritage, leaving precious cultural heritage for future generations.

Strengthen the protection of intangible cultural heritage: Internet plus can provide more opportunities and means for the protection and inheritance of intangible cultural heritage. By utilizing internet technology, more people can understand, pay attention to, and participate in the protection of intangible cultural heritage, thereby promoting its inheritance and development. For example, through the Internet+platform, providing an interactive experience platform, the public can participate in traditional activities of intangible cultural heritage. For example, through online live streaming or virtual reality technology, the public can remotely participate in traditional festivals, handicraft production and other activities; Alternatively, in the form of digital records, relevant information, photos, audio, video, and other digital records of intangible cultural heritage can be saved using the Internet+platform. This can ensure the long-term preservation and inheritance of these materials, while also facilitating public access.

Strengthening international cooperation and exchange: By strengthening international cooperation and exchange, Nanchang's intangible cultural heritage can be promoted to the world. For example, utilizing various social media platforms such as the Internet+to promote and promote intangible cultural heritage. By publishing relevant content and participating in discussions, we aim to attract more people to participate in the protection and inheritance of intangible cultural heritage. We can cooperate with relevant foreign institutions to hold exhibitions, cultural exchange activities, etc., so

that more foreigners can understand and understand the value and charm of Nanchang's intangible cultural heritage; At the same time, you can also participate in international intangible cultural heritage activities, intangible cultural heritage skills competitions, and other activities to enhance the international visibility and influence of Nanchang's intangible cultural heritage(table 2).

Table 2: Countermeasures and Suggestions on Nanchang Intangible Cultural Heritage from the Perspective of internet plus

Specific countermeasures		Specific content
Strengthen the application of internet plus platform.	the of plus	Reward institutions and individuals who have achieved outstanding results in internet promotion activities; Strengthen the protection of intangible cultural heritage intellectual property rights; Guide and support the integration and innovation of intangible cultural heritage and modern elements.
Promote innovation of intangible heritage	the of cultural	It is necessary to strengthen the Internet skills training for staff engaged in intangible cultural heritage, and improve their awareness and ability to promote in the Internet plus era; We should guide young people to pay attention to intangible cultural heritage and encourage them to participate in the innovation and promotion of intangible cultural heritage.
Strengthen inheritance of intangible heritage	the of cultural	To better measure the effect of Internet plus in the promotion of intangible cultural heritage, it is necessary to establish a complete set of Internet+evaluation system.
Strengthen protection of intangible heritage.	the of cultural	By using online live streaming or virtual reality technology, the public can remotely participate in traditional festivals, handicraft production and other activities; By adopting the form of digital recording and utilizing the Internet+platform, relevant information, photos, audio, video, and other digital records of intangible cultural heritage will be saved.
Strengthen international cooperation and exchanges.	and	By using online live streaming or virtual reality technology, the public can remotely participate in traditional festivals, handicraft production and other activities; By adopting the form of digital recording and utilizing the Internet+platform, relevant information, photos, audio, video, and other digital records of intangible cultural heritage will be saved. Participate in international intangible cultural heritage activities, intangible cultural heritage skills competitions, and other activities to enhance the international visibility and influence of Nanchang's intangible cultural heritage.

In a word, internet plus has brought many opportunities and challenges to the development of Nanchang's intangible cultural heritage. By strengthening the application of internet plus platform, promoting the innovation of intangible cultural heritage, strengthening the inheritance of intangible cultural heritage, strengthening the protection of intangible cultural heritage and strengthening international cooperation and exchange, the sustainable development of intangible cultural heritage in Nanchang can be promoted.

References

- [1] Orr J. *Practitioner Perspectives on Intangible Cultural Heritage*[M].Taylor and Francis:2023-08-23.
 [2] Bortolotto C,Skounti A. *Intangible Cultural Heritage and Sustainable Development:Inside a UNESCO Convention* [M]. Taylor and Francis:2023-08-23.
 [3] Ge S,Jin Z. *Research on the Application of Digital Design of Jinzuo Furniture Cultural Tourism Display Platform*

- Based on Intangible Cultural Heritage*[J]. *International Journal of Communication Networks and Information Security*, 2023,15(2).
- [4] Qihang Q, Yifan Z. “Intangible cultural heritage” label in destination marketing toolkits: Does it work and how?[J]. *Journal of Hospitality and Tourism Management*, 2023, 56.
- [5] Chen M, Wang J, Sun J, et al. Spatio-Temporal Distribution Characteristics of Intangible Cultural Heritage and Tourism Response in the Beijing–Hangzhou Grand Canal Basin in China[J]. *Sustainability*, 2023, 15(13).
- [6] Ma L. Forms of Safeguard of the National Chinese Costume as an Intangible Cultural Heritage[J]. *Journal of Humanities, Arts and Social Science*, 2023, 7(5).
- [7] Zhang H. Research on the History, Dilemma and Optimization Strategies for the Preservation of Intangible Cultural Heritage of Sports in China[J]. *Journal of Humanities, Arts and Social Science*, 2023, 7(4).
- [8] Sun M. Research on Packaging Design of Cultural and Creative Products Derived from the Intangible Cultural Heritage of Gold Foil[J]. *Frontiers in Art Research*, 2023, 5(7).
- [9] Yang L, Zeng H. Research on the Living Heritage and Contemporary Development of Intangible Cultural Heritage in Anhui Province[J]. *Art and Performance Letters*, 2023, 4(4).
- [10] Wang S, Bi D. Marginal Diminishing Effects in Intangible Cultural Heritage Experience—Case Study on Guangzhou Qixi Natural Resort[J]. *Academic Journal of Humanities & Social Sciences*, 2023, 6(7).
- [11] Xin N, Ming Zhao M, Jia Qing J, et al. The spatial distribution of traditional intangible cultural heritage medicine of China and its influencing factors[J]. *Heritage Science*, 2023, 11(1).
- [12] Liao X. Construction of Intelligent Recommendation Retrieval Model of Fujian Intangible Cultural Heritage Digital Archives Resources[J]. *Intelligent Automation & Soft Computing*, 2023, 37(1).
- [13] Lin L. Cultural communication and diversity along the Grand Canal of China: a case study of folk songs in intangible cultural heritage[J]. *Heritage Science*, 2023, 11(1).
- [14] Li Z, Xie L. A Probe into the Mutual Enhancement between Tertiary Education of Art and Intangible Cultural Heritage in China: A Case Study of Xiamen Bead Embroidery Course by Xiamen Academy of Arts and Design, Fuzhou University [J]. *Sustainability*, 2023, 15(8).
- [15] S. C C. The Future Will Remember: A Historical Approach to Restoring Muffled Voices in Intangible Cultural Heritage Inventory: The Macau Experience[J]. *Heritage*, 2023, 6(3).