Digital Rescue Protection of Representative Inheritors of Intangible Cultural Heritage in the Information Age

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Abstract. The representative inheritors of intangible cultural heritage are faced with the problems of aging and the impact of modern information society in China. It is an effective means to carry out rescue records and oral history for the representative inheritors of intangible cultural heritage in the information age. In this regard, we should establish rescue protection mechanism, establish representative inheritor database of intangible cultural heritage, formulate digital rescue protection standards and specifications, establish information platform for representative inheritors of intangible cultural heritage, increase financial investment and cultivate digital rescue protection team to organize and implement digital protection work such as rescue records and oral history of representative inheritors of intangible cultural heritage.

Keywords: Representative Inheritor of Intangible Cultural Heritage, Digital Technology, Rescue Record

1. Introduction

Feng Jica who is professor of oral history once pointed out: "the inheritors of folk culture are the living treasure house of Chinese excellent traditional culture. These inheritors are responsible for the labor of past dynasties. Oral transmission is the most important way of folk culture inheritance, and the inheritor is the core of folk culture transmission from generation to generation." In this sense, the representative inheritor of intangible cultural heritage is an important part of inheriting and protecting the representative projects of intangible cultural heritage, and is the key to the protection of intangible cultural heritage. In reality, most of the representative inheritors of intangible cultural heritage in China are old, and the aging of the representative inheritors of intangible cultural heritage has become the biggest killer of "national treasure on earth"[1-2]. The information age represented by digital technology has come, and the channels and means of human access to information have undergone profound changes. At the same time, it has brought new challenges and opportunities to the protection of Intangible Cultural Heritage Representative inheritors. At the same time, the representative inheritors of intangible cultural heritage have been drawn into the context of social development. Paying attention to the protection of Intangible Cultural Heritage Representative inheritors will be conducive to promoting the collection of intangible cultural heritage work materials and promoting the development of Intangible Cultural Heritage Inheritance industry[3-5]. It is in this context, this paper takes the rescue protection of representative inheritors of intangible cultural heritage (hereinafter referred to as "rescue
protection") in the information age by means of rescue records, oral history and other representative ways. Through combing and analyzing, it tries to show the seriousness and necessity of rescue protection of intangible Cultural Heritage Representative inheritors, and the specific digital protection of Intangible Cultural Heritage Representative inheritors The implementation path is discussed.

2. Rescue protection and digitization of representative inheritors of intangible cultural heritage

2.1. The seriousness of the rescue protection of the representative inheritors of intangible cultural heritage

Intangible cultural heritage is a living culture rooted in the folk production and life of all ethnic groups. It is the production and life experience wisdom of the endless working people. It can not be separated from the folk owners and inheritors, and it relies on the oral and heart-to-heart instruction of the inheritors and handed down from generation to generation. Therefore, it is important to strengthen the protection of the representative inheritors of intangible cultural heritage to continue the intangible cultural heritage Guarantee is also to express respect and respect for the "living culture" of the representative inheritors of intangible cultural heritage. At present, with the increasing aging of China's population, the representative inheritors of intangible cultural heritage at all levels have entered the aging period. Many national treasure level Intangible Cultural Heritage Representative inheritors are already in their old age, and some of them have died before passing on the intangible cultural heritage culture to their successors, causing irreparable losses and regrets.

2.2. Necessity of rescue protection of representative inheritors of Intangible Cultural Heritage Based on digital technology

In the global economic integration, the abnormal development of mechanical reproduction of cultural works and the rapid development of digital technology, strengthening the digital rescue protection of representative inheritors of intangible cultural heritage is the inherent requirement of the development of the times. The so-called digital protection of representative inheritors of intangible cultural heritage, such as rescue records and oral history, is to interview, record and sort out the representative inheritors of intangible cultural heritage and their inheriting representative projects by means of image, audio, video and other modern technical means, and catalog and record the collected information according to the digital technical standards and specifications formulated in advance Digital collection, digital editing and database guidance can realize the digital storage of intangible cultural heritage inheritor information, and ultimately achieve the purpose of digital management and utilization of inheritor information through the database. Therefore, the core of rescue protection is to preserve and continue the cultural life of inheritors. At the same time, the particularity of Intangible Cultural Heritage Inheritance determines that its inheritors often lack appropriate physical carrier to express the source, development, expansion and evolution of Intangible Cultural Heritage Inheritance work. From another point of view, the protection of intangible cultural heritage in the past paid more attention to the representative projects of intangible cultural heritage. The inheritors are mostly in the object status of being studied, and seldom have the opportunity to fully express their cultural cognition and evaluation of the inherited intangible cultural heritage projects. Therefore, rescue protection can strengthen the identity and subjective consciousness of the representative inheritors of intangible cultural heritage. In fact, the inheritor is the key person in the inheritance and development of intangible cultural heritage projects, is the real owner and enjoyment of intangible cultural heritage, and maintains the close contact between Chinese excellent traditional culture and folk production and life, and is the core of Intangible Cultural Heritage Inheritance vitality. The representative inheritors of intangible cultural heritage become passive rescue protection objects. In this regard, the digital rescue protection of representative inheritors of intangible cultural heritage should highlight the in-depth participation of inheritors, fully respect the local knowledge and cultural skills they understand and master, stimulate their enthusiasm and initiative, and give them the right to directly participate in digital construction and express their own cultural attitude. This is conducive to the formation of the main body
consciousness of the inheritors of the intangible cultural heritage, to strengthen the representative
inheritors' high recognition of the inherited culture, and to enhance the consciousness of protection and
inheritance.

3. The contents of digital rescue protection of representative inheritors of intangible cultural
heritage
The rescue protection work of representative inheritors of Intangible Cultural Heritage Based on
digital technology should be more abundant and detailed; from the form, it should not only include
traditional paper documents and physical data, but also digital documents of representative inheritors
of intangible cultural heritage. The contents of the project shall include:

- Basic information. The name, gender, age, family status, education level, language used, work
  unit and other information of the representative inheritors of intangible cultural heritage. The
  record of basic information can comprehensively grasp the living status of the representative
  inheritors of intangible cultural heritage, which is conducive to the protection of inheritors.

- Project information. Inheritors master the characteristics and description of intangible cultural
  heritage projects, the time and place of Intangible Cultural Heritage Inheritance activities,
cultural connotation, historical value, etc.

- Art works. Representative inheritors of intangible cultural heritage make or use cultural objects
  in Intangible Cultural Heritage Inheritance activities. These objects can be all kinds of technical
  works made by inheritors, or they can be articles with important cultural value used in the
  inheritance. Through these works or supplies, we can better record and understand the real face
  of Intangible Cultural Heritage Inheritance work.

- Art information. The process of learning from teachers, the main contents of skills and skills
  learned by the representative inheritors of intangible cultural heritage, the figures and events that
  have had an important impact on the inheritance of intangible cultural heritage, the specific role
  of the representative inheritors of intangible cultural heritage in the inheritance work, the
  situation of intangible cultural heritage inheritance work carried out and the establishment of
  intangible cultural heritage studio (Training Institute), etc.

- Background information. The time, place, frequency and duration of interviews with the
  representative inheritors of intangible cultural heritage, as well as the image and image data
  recorded in the interview, as well as the specific information of the collector should be recorded,
  so as to serve as the background information for the information collection of the inheritor, the
  certificate and prize obtained by the inheritor.

4. Implementation path of digital rescue protection for representative inheritors of intangible
cultural heritage

4.1. Establishment of digital rescue protection mechanism
The rescue protection of representative inheritors of intangible cultural heritage is the basic work in
the transformation, utilization and transmission of intangible cultural heritage in the information age.
However, the protection of relevant policies and regulations on intangible cultural heritage protection
issued and implemented in China is still insufficient. Affected by the traditional thinking mode of
"cultural setting up stage and economic singing", relevant cultural departments pay far attention to the
representative projects of intangible cultural heritage It is far beyond the concern of the representative
inheritors of intangible cultural heritage. Although the Ministry of culture has launched the rescue
record work for the representative inheritors of national intangible cultural heritage, it has carried out
rescue records on the national level representative inheritors and their knowledge, talents and skills,
etc., and has adopted modern information technology means such as multimedia to collect and record
the inheritor's oral statement, project practice, inheritance teaching and other contents, and investigate
and collect inheritors' information However, in the process of implementation, there are some
difficulties, such as different standards, too short collection time, low initiative of inheritors and
insufficient funds. In this regard, we should fully integrate the relevant laws and regulations and policy documents in the field of intangible cultural heritage protection, formulate the working mechanism and collection standards for digital rescue protection of Intangible Cultural Heritage Representative inheritors, realize the complete and detailed collection at one time, and promote the rescue protection work in the form of subsidies or purchasing materials with the provincial cultural authorities as the general leader. (see figure1).

Figure 1. (Color on line) Analysis of the digitization process of intangible cultural heritage.

4.2. Establishment of the representative inheritor database of intangible cultural heritage
The inheritance of intangible cultural heritage relies on the oral and psychological instruction of the inheritors. Without the inheritors, the inheritance work is difficult to continue. Therefore, it is one of the most urgent ways to realize and record the information of representative inheritors of intangible cultural heritage at all levels by using modern digital technology such as recording, photographing and photographing. The advantage of using digital technology for rescue protection lies in that it is conducive to quickly, comprehensively and stereoscopically record the personal status of the representative inheritors of intangible cultural heritage and their information of intangible cultural heritage projects, so as to record, excavate and sort out the first-hand information of "original ecology", on this basis, establish a flexible, expandable and shared four-level interconnection of non-agricultural heritage Database of representative inheritors. After the completion of the database, we should also establish a scientific and effective database management mechanism for the representative inheritors of the intangible cultural heritage, implement dynamic tracking management for the representative inheritors of the intangible cultural heritage, and always pay attention to the physical health status of the inheritors of the intangible cultural heritage and the inheritance of the project, so that problems can be found and handled in time. (see table1).
### Table1. The digital way of demonstrating intangible cultural heritage.

| Presentation modes           | Presentation means                                                                 | Characteristics                                      |
|-----------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------|
| Traditional information     | Graphic design and printing of pictures and texts, and on-screen display of videos and models. | Low presentation cost and technology requirements.   |
| presentation                | Visualization the “formless” contents of intangible cultural heritage via mechanical devices and displays. | Strong user experience, and high maintenance cost for software and hardware. |
| Mechanically controlled     | Integration of information, software, users and a screen, where users interact with the screen. | Strong immersive feeling, and relatively low development cost. |
| presentation                | Interaction between users and sensors, and processing and feedback of interactive information by computers | Relatively mature technologies, and a wide range of applications |
| Interactive touchscreen     | Computer-generated highly realistic sensory world of three-dimensional vision, hearing, touch and smell | Strong sense of reality, high requirements for hardware and sites, and high maintenance cost. |
| presentation                |                                                                                   |                                                      |
| Sensor-based interactive    |                                                                                   |                                                      |
| presentation                |                                                                                   |                                                      |
| Virtual-reality-based       |                                                                                   |                                                      |
| experiential presentation    |                                                                                   |                                                      |

#### 4.3. Formulate national unified digital rescue protection standards and norms
The standard specification is an important premise for the digital rescue protection of the representative inheritors of intangible cultural heritage, and is the basic work to ensure the quality of digital rescue protection information. It mainly includes the following two aspects: the first is the collection standards in the process of recording the relevant information of the representative inheritors of intangible cultural heritage by means of interview, recording and video recording. The digital rescue protection of representative inheritors of intangible cultural heritage is not only a simple process of information interview, collection and recording, but also involves the representative inheritors of intangible cultural heritage and their multiple dimensions of representative projects, such as growth environment, family situation, personal information, cultural value, skills and skills, etc., which need to be understood and mastered by the collectors in advance. Formulate unified interview and recording standards and norms. The second is the information digitization technology standards and specifications for the representative inheritors of intangible cultural heritage.

#### 4.4. Increase investment in digital rescue protection
According to the arrangement of the Ministry of culture, the rescue record of national inheritors is 400000 yuan per person, and the provincial intangible cultural heritage protection centers are the implementation units. However, due to the lack of personnel and financial expenditure restrictions, most provinces have the phenomenon of outsourcing to cultural companies after receiving the state funds. The advantages of this method are that the cultural companies are relatively professional and have special shooting, editing and editing. The disadvantage is that most companies put the maximization of economic benefits in the first place. With the continuous promotion and acceleration of the digital rescue protection of the representative inheritors of the intangible cultural heritage, it is necessary to gradually increase the fund investment for the digital rescue protection of the representative inheritors of the intangible cultural heritage. In this regard, the first is to establish a "national, provincial, city, county" special support fund for digital rescue protection of representative inheritors of intangible cultural heritage, which will be included in the financial budget of
governments at all levels, which will increase with the increase of financial revenue; the second is to establish and improve the economic support related to digital rescue protection of Intangible Cultural Heritage Representative inheritors; the third is to selectively attract social forces to add representatives of intangible cultural heritage Digital rescue protection of sex inheritors. Relevant enterprises and institutions, social organizations or individuals are encouraged to participate in the digital rescue protection of representative inheritors of intangible cultural heritage through donation, establishment of special funds or protection funds. In addition, in some remote and underdeveloped areas in central and Western China, the level of regional economic and social development is low. The local government should adhere to the concept of "mutual benefit and win-win" and attract relevant cultural enterprises and other social forces to participate in the digital rescue protection of Intangible Cultural Heritage Representative inheritors by means of preferential policies and tax relief

5. Conclusion
Intangible cultural heritage can not be separated from the inheritors and exists alone, which depends on the oral and mental instruction of the inheritors and handed down from generation to generation. At present, the representative inheritors of intangible cultural heritage in China are facing the problems of aging, the living environment is not optimistic, and the impact and challenges brought by the modern information society. It is urgent to strengthen the digital rescue protection of the representative inheritors of intangible cultural heritage. The digital rescue protection of the representative inheritors of intangible cultural heritage, which is characterized by effective protection and efficient sharing, conforms to the development requirements of the information society, and is conducive to the realization of the inheritance function of the representative inheritors of the intangible cultural heritage, and is conducive to the inheritance of the intangible cultural heritage for a longer time, wider and further transmission. It should be said that in the information age, the digital rescue protection of representative inheritors of intangible cultural heritage has become an irreversible trend. It is of great significance to promote the digital rescue protection of representative inheritors of intangible cultural heritage at all levels in China.

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