

# Research on the External Communication of Intangible Cultural Heritage Guided by Cultural Confidence

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**Abstract:** Liaoning is rich in intangible cultural heritage. Cultural confidence leads the external communication of Liaoning's intangible cultural heritage, points to the aesthetic pursuit and cultural communication in a deeper cross-cultural context, and is conducive to the common development and prosperity of different civilizations. Aiming at the problems existing in the external communication of Liaoning intangible cultural heritage, this paper puts forward the strategy of cultural confidence leading the external communication of Liaoning intangible cultural heritage. Understand the significance of cultural self-confidence leading the external communication of intangible cultural heritage, give play to the leading role of the government in the communication of intangible cultural heritage, realize the effective connection between intangible cultural heritage and local tourism, further enhance the era appeal of intangible cultural heritage, meet the audience needs of intangible cultural heritage in the new media era, improve the translation level, and break the language barriers of intangible cultural heritage communication.

**Keywords:** Cultural Confidence; Intangible Cultural Heritage; External Communication; Communication Strategy

## 1. Introduction

Intangible cultural heritage refers to the cultural expressions inherited from generation to generation by various ethnic groups and existing in intangible form, including oral traditions, performing arts, social customs, rituals, festivals and traditional crafts, which reflect different national personalities and aesthetic habits. Together with the material cultural heritage, it carries the development history of human civilization and reflects the diversity and creativity of culture. According to statistics, the number of intangible cultural heritages in China currently ranks first in the world. These cultural heritages reflect the long history of the Chinese nation and the rich and colorful history and culture of the Chinese nation [1]. Liaohe River Basin is one of the birthplaces of the splendid culture of the Chinese nation. It has significant regional cultural characteristics and is also the intersection of multi-ethnic and multi-cultural areas. The intangible cultural heritage has a long history. Liaoning is a multi-ethnic province with rich and colorful intangible cultural heritages. It is a carrier of Liaoning's profound historical and cultural heritage and reflects the creativity, cultural value and aesthetic interest of the people of all ethnic groups.

The prosperity of culture means the prosperity of the country, and the strength of culture means the strength of the nation. As the spiritual memory, soul and blood of the country and the nation, culture is of great significance to enhance the sense of belonging, identity and cohesion of the people. Cultural confidence is a country or nation's full affirmation of its own cultural value, and is the cultural foundation for China to adhere to and develop socialism with Chinese characteristics. Without cultural confidence, it is impossible to respect the history and culture of the nation, and it is impossible to enjoy autonomy and discourse power in global cultural exchanges. The value of the times in the Chinese national culture is the core value of building cultural confidence, which is conducive to stimulating the cohesion and creativity of the national tradition; The innovative advantage of cultural confidence can continuously absorb and learn from the essence of national culture of other countries and regions, and then form an open and diversified cultural development system of the Chinese nation [2].

Liaoning Province has a profound cultural heritage, distinct regional characteristics, and multi-ethnic culture [3]. Since the beginning of the new century, due to various complex historical and social reasons, Liaoning's intangible cultural heritage has been in trouble to a large extent, and its profound cultural connotation has not been respected. It is urgent to rescue, protect and explore the best way to carry forward and inherit Liaoning's intangible cultural heritage, and let the world feel the Chinese traditional culture that is more three-dimensional, fresh, full of historical details and synchronized with the times [4]. We will enhance our recognition of China's excellent traditional culture and enhance our national and cultural self-confidence.

## **2. Characteristics of Intangible Cultural Heritage**

### ***2.1. Uniqueness***

Intangible cultural heritage reflects the unique creativity of the people in a specific nation, country or region, either as material achievements, or as specific ways of behavior, etiquette and customs. With profound cultural heritage, it is the symbol of the wisdom of the working people, the crystallization of their ancestors' sweat, the witness of history, and the lifeline and source of social continuity.

### ***2.2. Liveness***

Intangible cultural heritage attaches importance to dynamic and spiritual factors, the originality of technology and skills, and human creativity. Some of its values need to be displayed by action, and some need to be created and passed down through some exquisite skills, which is rarely passed down in written form.

### ***2.3. Inheritance***

Intangible cultural heritage is preserved from generation to generation. Once the inheritance activities are stopped, it means that it will disappear. Intangible cultural heritage is handed down from the previous generation to the next generation, and it is this inheritance that makes it possible to preserve and continue. The heritability of intangible cultural heritage is determined by its nature, most of which are taught by word of mouth or heart.

### ***2.4. Rheology***

The dissemination of intangible cultural heritage is a dynamic change, a dialectical combination of inheritance and variation, consistency and difference. In the process of communication, it often merges with the local history, culture and national characteristics, thus showing the coexistence of inheritance and development, and some die out with the death of old artists.

### ***2.5. Synthesis***

Intangible cultural heritage is an organic part of life in each era, and is the product of a certain era, environment, culture and spirit of the times. From the perspective of constituent factors, intangible cultural heritage is often the synthesis of various forms of expression. It is the living fossil of the history and culture of a region or nation, and has multiple values such as entertainment, history, economy, appreciation and education.

## **3. Value of Intangible Cultural Heritage**

### ***3.1. Historical Value***

Intangible cultural heritage is human cultural activities and achievements that reflect the collective life of the people and spread for a long time. It has historical value that cannot be ignored. Intangible cultural heritage is a folk, oral, unofficial and living historical culture, which can make up for the shortcomings, omissions or concealments of historical books and help to understand the past history and culture more truly and comprehensively. At the same time, intangible cultural heritage contains national cultural genes and spiritual characteristics. These national spirits accumulated in the long-term

production, labor and life practice are the ideological essence and cultural concepts accumulated from generation to generation. It includes the national values, psychological structure, temperament and emotion, including collective consciousness and group spirit, and is the core of the national soul and culture.

### 3.2. Scientific Value

Scientific value is the value norm of intangible cultural heritage value system. As a historical product, intangible cultural heritage is the preservation and reflection of the original ecology of the development of productive forces, the degree of scientific and technological development, human creative ability and understanding level in different times in history. There are more or less unscientific contents and various bad customs in the intangible cultural heritage of each nation. These contents should be banned, and some of them have been created and discarded with the development of human civilization. However, these contents may retain social, historical and cultural contents such as people's ideological and understanding level, life emotion and attitude, scientific development, customs, beliefs and taboos at that time, and have certain scientific understanding and academic research value.

### 3.3. Artistic Value

Intangible cultural heritage is a kind of artistic creation. Through its unique artistic form, it touches human hearts and emotions. Through the works of art, we can see historical events, people's living conditions and lifestyles, the life customs of different people, as well as thoughts and feelings, artistic creation methods, artistic characteristics and artistic achievements. At the same time, it contains a large number of cultural and artistic creation prototypes and materials, which can provide an inexhaustible source for new literary and artistic creation. Many contemporary excellent literary and artistic works, such as movies, novels, dramas and dances, have taken advantage of the artistic value of intangible cultural heritage. Not only oral literature, folk literature and performing arts have artistic value, but also folk culture and social customs have artistic value.

### 3.4. Economic Value

Economic value is an important value form of intangible cultural heritage under the condition of market economy. From the perspective of economics, only by transforming the cultural resources of intangible cultural heritage into cultural productivity and bringing economic benefits can more funds be used for its protection and development. Therefore, we should protect and develop, promote development with protection, and promote protection with development. While emphasizing the authenticity and original ecology of intangible cultural heritage, we should establish an economic concept. For intangible cultural heritage with market development prospects, we should establish an industrialized development idea, carry out scientific brand positioning, formulate reasonable marketing strategies, concentrate on cultivating superior cultural brands, transfer cultural resource advantages into economic advantages, and promote local economic development.

## 4. Statistics of Intangible Cultural Heritage Tourism Resources in Liaoning Province

Table 1: Statistics of provincial intangible cultural heritage in Liaoning Province

Num.	Category	Batch						Total
		1	2	3	4	5	6	
1	Folk Literature	5	8	3	3	3	1	23
2	Traditional Music	9	10	5	1	4	2	31
3	Traditional Dance	11	6	6	3			26
4	Traditional Drama	12	4	5	2	1		24
5	Quyi	9	6	2			1	18
6	Acrobatics and Athletics		2	1	7	4	7	21
7	Traditional Art	10	10	7	7	14	10	58
8	Traditional Skills	3	3	4	10	21	19	60
9	Traditional Medicine			4		2	1	7
10	Folk Custom	1	5	4	2	9	5	26
11	Total	60	54	41	35	58	46	294

Liaoning is rich in intangible cultural heritage. At present, there are seventy-six national intangible

cultural heritage projects and two hundred and ninety-four provincial intangible cultural heritage projects. Two hundred and ninety-four provincial intangible cultural heritage projects were announced in six batches: the first batch of sixty projects was announced in 2006. The second batch of fifty-four items was published in 2007. The third batch, seventy-one items in total, was published in 2009. The fourth batch of thirty-five items in total was published in 2011. Fifty-eight items in the fifth batch were published in 2015; There are forty-six items in the Sixth Batch, which will be published in 2020. The specific distribution is shown in Table 1.

## **5. Cultural Confidence Leads the External Communication Strategy of Liaoning Intangible Cultural Heritage**

### ***5.1. Understand the Significance of Cultural Confidence in Leading the External Communication of Intangible Cultural Heritage***

The theory of cultural confidence is rich in connotation and profound in thought. It will run through all levels of the construction of a strong socialist cultural country. It is the theoretical guide for building the Chinese spirit, Chinese value and Chinese strength in the new era. As an important part of Chinese traditional culture, the intangible cultural heritage of Liaoning Province has its own unique cultural characteristics. From the perspective of national development, the essence of cultural communication is the reproduction of a culture, the transmission of rights and obligations in society, the deep accumulation of national consciousness, and the replication of vertical "cultural genes". The external communication of intangible cultural heritage in Liaoning Province not only reflects the cultural heritage of the Chinese nation, but also shows the hardworking and enterprising spirit of the Chinese nation, feels the origin and history of Chinese culture, improves the artistic charm and international influence of intangible cultural heritage in Liaoning Province, and opens up a unique development path for cultural prosperity.

### ***5.2. Give Play to the leading Role of the Government in the Dissemination of Intangible Cultural Heritage***

Under the development strategy of cultural power, the government has become the leading force in the protection and dissemination of intangible cultural heritage. It should go deep into the people and combine network communication to improve the protection work, enhance the external communication, and establish a new pattern of government led protection and dissemination of intangible cultural heritage. Government departments should guide the general public, turn information indoctrination into information service, and guide the public to regard the protection and dissemination of intangible cultural heritage as their due responsibilities. From an objective, free and rational standpoint, the government should record, explain and disseminate the intangible cultural heritage truthfully and avoid preaching or stereotyped publicity images [5]. The "unitary" communication subject led by the government has been transformed into a diversified communication subject combining the government, non-governmental organizations, social institutions and individuals, meeting the diverse needs of the audience for cultural information and improving the credibility of cultural communication.

### ***5.3. Realize the Effective Connection between Intangible Cultural Heritage and Local Tourism***

Culture is the foundation of the development of tourism industry. To maintain a healthy and sustainable development of tourism industry, we must pay attention to the utilization of cultural resources and enhance the cultural connotation of tourism industry. From the perspective of the development trend of world tourism, the demand of tourists has changed from the simple sightseeing of scenic spots to the exploration of human history and social customs. Cultural tourism came into being and has become the mainstream of world tourism development in recent years. Cultural tourism refers to a special interest based on seeking and participating in brand-new cultural experience, which is a cultural phenomenon. Cultural tourism is also tourists' experience and feeling of intangible cultural heritage. Liaoning Province is rich in intangible cultural heritage. To strengthen local cultural construction, expand cultural industry and enhance cultural soft power, we must effectively connect cultural development with local tourism, fully develop historical and cultural resources, and explore a new way to accelerate innovation driven transformation.

#### ***5.4. Further Enhance the Appeal of the Times of Intangible Cultural Heritage***

Intangible cultural heritage has been impacted by fashion culture and is facing the crisis of acceptance and communication. We must keep pace with the times and constantly innovate to show more colorful and vivid national culture in more vivid content and new forms. With the development of the times, many intangible cultural heritages have gradually returned to production practice and life experience from the rescue protection and Exhibition dissemination in the past. The handicrafts of intangible cultural heritages have entered the daily life of the people from museums, organically integrated into cultural life, deeply embedded in the development of cultural industries, and showing the ever-changing atmosphere of the times and innovative vitality. Intangible cultural heritage skills light up the design inspiration of cultural and creative products, and modern design endows intangible cultural heritage skills with fashionable temperament. The organic integration of the two is welcomed by people, expands the level of communication, enriches communication channels, and becomes a cultural form that people can touch and feel.

#### ***5.5. Meet the Audience Needs of Intangible Cultural Heritage in the New Media Era***

In essence, new media is an interactive communication medium. Through terminals such as computers, mobile phones and digital televisions, it brings a brand-new visual impact to the audience with diversified narrative styles and forward-looking ways of expression, with the help of various animation virtual technologies, expanding the audience of intangible cultural heritage, and providing a new opportunity for the inheritance and dissemination of intangible cultural heritage [6]. Using new media technology to build an interactive field integrating ancient, modern can improve the service level of the new media platform and open up a broader communication path. Give play to the dynamic role of the anchor, add personal charm and unique personality in the process of communication, and show the world a more colorful, vivid and three-dimensional national culture. Remould the temporal and spatial cognition of intangible cultural heritage, expand the communication boundary infinitely, tap the profound social, historical and cultural deposits contained therein, and bring physical and mental pleasure and aesthetic enjoyment to the people.

#### ***5.6. Improve the Translation Level and Break the Language Barrier of Intangible Cultural Heritage Communication***

Translation is a way of information transmission, which converts the information expressed in the language into the target language, so that people from different cultural backgrounds can get the same information through the translation, and then achieve communication and exchange. Translation is an important part of human language activities, and it is also a means for different languages to communicate, learn from each other. At present, there are many problems in the translation of intangible cultural heritage, such as too much redundant information, which does not meet the information needs of readers. The implied information is not explicitly stated, and the target readers can hardly understand the key points of the original text. The ideological color of the source language and the target language is too strong. We should realize the cultural turn of translation research, fully understand the cultural background factors of Intangible Cultural Heritage [7], integrate cross-cultural awareness into the translation of intangible cultural heritage, carry out the translation of intangible cultural heritage from the perspective of functional equivalence, and show the charm of traditional culture.

### **6. Conclusions**

Intangible cultural heritage is an important symbol of a country's and a nation's historical and cultural achievements and an important part of excellent traditional culture. Cultural confidence leads the external communication of Liaoning intangible cultural heritage, points to the aesthetic pursuit and cultural communication in a deeper cross-cultural context, and is conducive to the common development and prosperity of different civilizations. Explore the best way to carry forward and inherit intangible cultural heritage, enhance the recognition of Chinese excellent traditional culture, enhance national confidence and cultural confidence, and achieve the ideal state of "Symphony" of different national cultures.

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