

# *The Practice and Innovation Model Construction of Inheritance Education of Intangible Cultural Heritage*

—Taking Han Embroidery Crafts as an Example

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**Abstract**—Aiming at exploring the practice and innovation mode of inheritance and education of intangible cultural heritage, Han embroidery craft with regional artistic characteristics is chosen as the basic research object. Through discussing the relationship between the research center of intangible cultural heritage and universities that should shoulder the historical mission and responsibility of the preservation, inheritance and innovation of intangible cultural heritage in modern society, it is concluded that the involvement of the research center of intangible cultural heritage in local colleges and universities can not only give full play to its theoretical guidance advantages, but also give full play to the teaching advantages of local colleges and universities, and also provide new practice and innovation models for the education and inheritance of intangible cultural heritage.

**Keywords**—*Intangible Cultural Heritage; Inheritance and Education; Han Embroidery Craft; Practice and Innovation Model*

## I. INTRODUCTION

### A. The Research Center of Intangible Cultural Heritage

Intangible cultural heritage is an integral part of cultural heritage, which UNESCO defines as “the various social practices, concepts, knowledge, skills and related aspects that are considered by the communities, groups and individuals as part of their cultural heritage. Tools, objects, handicrafts and cultural venues[1].

As a research institution, the research center of intangible cultural heritage mainly carries out theoretical research on intangible cultural heritage. The research field is both comprehensive and specific. It basically covers all aspects of intangible cultural heritage protection, and the research task is extremely arduous. The research center will carry out systematic research on each intangible cultural heritage project to understand its history. History origin, characteristics, value, inheritance and so on. China has a large number of intangible cultural heritage, different regions reflect different content of intangible cultural heritage. Therefore, most of the intangible cultural heritage has regional characteristics and is the

representative of local excellent culture. It highlights the historical connotation, cultural connotation and moral customs of the region. The research center of intangible cultural heritage also studies the regional cultural characteristics to understand the characteristics and background of each regional culture, the relationship with the surrounding regional culture, and the background of specific intangible cultural heritage projects from a macro perspective [2].

### B. Han Embroidery Craft

Han embroidery is a traditional embroidery handicraft in Wuhan area. It is based on Chu embroidery and combines the merits of various embroidery methods from the north and the south in China. It has developed a new embroidery method with distinctive local characteristics. The geographical scope of the spread of Han embroidery is not only limited to Wuhan but also far to Jingsha, Honghu, Xiantao, Qianjiang and other places. It has a long history, which can be traced back to Chu embroidery in the Spring and Autumn Period and the Warring States Period. The unearthed embroidery and poems praising embroidery show that the silk weaving industry of Chu State was highly developed at that time and the manufacturing level had reached a fairly high level. The needling characteristics of unearthed embroidery and modern Han embroidery are very similar, which also proves the inextricable connection between Han embroidery and Chu culture.

With the rapid development of globalization and modernization, intangible cultural heritage is being marginalized, forgotten, destroyed or even disappeared. Han embroidery, as an intangible cultural heritage with strong regional cultural characteristics, is also facing the same serious threat. School education is one of the effective ways of inheritance and protection of intangible cultural heritage. It should shoulder the historical mission of preservation, inheritance and innovation of intangible cultural heritage in modern society. Local colleges and universities, in particular, have an unshirkable responsibility in the education and inheritance of intangible cultural heritage with regional characteristics [3].

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Involving local colleges and universities through the Intangible Cultural Heritage Research Center, which cannot only give full play to the theoretical guiding advantages of the Intangible Cultural Heritage Research Center, but also give full play to the teaching advantages of local colleges and universities, and Also provide a new practicing and Innovative model for the educational and inheritance of intangible cultural heritage.

## II. EDUCATIONAL AND INHERITANCE OF REGIONAL INTANGIBLE CULTURAL HERITAGE

### A. *Current situation of inheritance in regional intangible cultural heritage*

Han embroidery is a folk handicraft embroidery craft in Jingchu area. It is a typical regional intangible cultural heritage. It was listed in the national intangible cultural heritage list in 2008. The study of Han embroidery and related courses offered in Colleges and universities are currently confined to the local area of Wuhan. In recent years, the educational bases of Wuhan embroidery are facing the situation of brain drain and the fault of the inheritor. It is a general trend that the inheritance of Han embroidery technology cooperated with higher education.

At present, with the advancement of modernization and the tide of globalization, the Han embroidery culture has been impacted unprecedentedly, mainly reflected in the inheritance crisis of the Han embroidery craft, including low popularity, no successor of traditional skills, low production efficiency, low production and sales; lack of innovation, out of the times, inadequate propaganda, lack of cultural brands and so on. In order to rescue, protect and develop the intangible cultural heritage of Han embroidery, the participation of institutions of higher learning and research institutions of intangible cultural heritage is gradually becoming the main way of inheritance of Han embroidery technology. For example, the seminar on Han embroidery and intangible cultural heritage protection co-sponsored by Jiangnan University and Wuhan intangible cultural heritage protection center gradually introduced Han embroidery into college classes, so that students can fully understand the connotation and artistic value of Han embroidery and apply it to innovative design practice. This way lays a solid foundation for the popularization and inheritance of Han embroidery technology. College students have a certain knowledge of art theory, flexible mind, active thinking, and are good at absorbing. They can extract the available elements from different kinds of Arts at home and abroad, and combine theory with practice. It can not only improve the theoretical level of the intangible cultural heritage project, but also raise the artistic expression to a higher level. Protecting the intangible cultural heritage is the common responsibility of the whole society. It is the only way for the development of the intangible cultural heritage to involve more people [4].

### B. *Local Universities and Inheritance of Regional Non-material Cultural Heritage*

Regional intangible cultural heritage contains regional cultural genes and national memory and contains rich social,

historical and cultural resources. The inheritance and protection of Han embroidery are of great and far-reaching significance for carrying forward the excellent tradition of national culture, enhancing national cultural self-confidence, promoting regional economic and cultural construction [5].

Local colleges and universities are regional cultural centers, which gather many resources in the region and are important driving forces of regional cultural construction[6]. Therefore, local universities have obvious advantages in regional intangible cultural inheritance. The main goal of inheritance of Han embroidery is not only to inherit the core gene of its regional intangible cultural heritage, to maintain the authenticity of the intangible cultural heritage project, but also to transform it creatively, to achieve innovative development, and ultimately to promote local economic and cultural construction. Local colleges and universities have the advantages of human, material, intellectual and subject integration, scientific research platform, academic atmosphere and so on, which provides the possibility for the realization of this goal. This is also the mission requirement of regional development for local colleges and universities. Han embroidery, as a regional intangible cultural heritage, is also an important source of realizing the characteristics of local colleges and universities, and is one of the cornerstones of the formation of the concept of running schools with local characteristics. The construction of inheritance mode of Han embroidery technology will show great impetus in the discipline characteristics, personnel training and social services of local colleges and universities, and will become an important support for the development of local colleges and universities.

## III. CONSTRUCTING EDUCATIONAL AND INHERITANCE MODEL

As a theoretical research institute of intangible cultural heritage protection, the research center of intangible cultural heritage cooperates with local universities to expand the ways of inheritance of intangible culture, promote the sustainable development of inheritance of Han embroidery in local universities, and provide possibilities for exploring folk skills innovation. Therefore, exploring the construction of the inheritance mode of regional intangible cultural heritage in local colleges and universities is not only the need of the protection of intangible cultural heritage but also the need of the development of local colleges and universities themselves. The construction of the model can start from the following aspects:

### A. *To form a new teacher structure*

Under the guidance of the Intangible Cultural Heritage Research Center, a teaching team consisting of experts, professional teachers, and inheritors will be established to form a new teacher structure.[7]. As a regional cultural center, Jiangnan University can use the existing resource conditions to adopt a teaching model in which an intangible cultural heritage course is jointly established by professional teachers and Han embroidery craftsmen. Among them, professional teachers are responsible for theoretical teaching and the inheritors are responsible for practical teaching. At the same time, experts from the Intangible Cultural Heritage Research Center are invited to conduct relevant lectures on a regular basis to carry

out theoretical advancement. Encouraging and creating opportunities to help professional teachers grow into Han embroidery inheritors is also a way to build a new type of teacher structure. Combining with several short-term training courses of Han embroidery craft, the apprenticeship training mode of traditional folk art is reformed, and the way of gradual training is highlighted. The excellent students especially the professional teachers responsible for the theory teaching of Han embroidery craft are given key guidance and training. Through the normative guidance and management from the tutorial system of University studios, professional teachers can not only teach the theory of inheritance of intangible cultural heritage, but also grow into the inheritors of Han embroidery craft. This way of building a new teacher structure also reflects the characteristics of Jiangnan University's undergraduate education serving local economic development.

*B. To establish a teaching practice mechanism for developing cultural and creative industry projects*

Since being identified as a national intangible cultural heritage in 2008, Han embroidery culture has received extensive attention. However, Compared with China's four famous embroideries "Su embroidery, Shu embroidery, Yue embroidery, Xiang embroidery", as embroidery with strong regional artistic characteristics, Han embroidery popularity needs to be improved. Therefore, Under the guidance of the research center of intangible cultural heritage, based on the dissemination of Han embroidery culture, a teaching practice mechanism combining the content of Han embroidery craft course with brand planning and cultural creative product sales project is established. With enterprise checkpoint and market inspection, it not only improves the value of course practice teaching but also promotes the cultural development of Han embroidery. simultaneously, the integration of new ideas, the introduction of e-learning, the use of modern teaching methods and means such as online teaching and micro-teaching, highlights the unification of traditional Han embroidery art education and modern teaching concepts, and provides more opportunities to students for learning and experience the Han embroidery skills [8].

*C. To develop an innovative mechanism to promote traditional culture*

Jingchu culture, as an important cultural form in the Yangtze River Basin, is mainly manifested in the romantic cultural spirit. Han embroidery, rooted in the soil of Jingchu culture, has retained this regional cultural gene and formed a unique Han embroidery culture in the succession of generations. Taking the professional competition on intangible culture theme organized by the Research Center of intangible culture as an opportunity to promote in-depth study and understanding of the profound cultural connotation and distinct artistic features of Han embroidery. The teaching achievements are verified through the research and development of cultural and creative products to Promote innovation in traditional cultural industries. Relying on Han embroidery craft, the existing products of Han embroidery are carried out in-depth research on functional, fashion, artistic, decorative and other aspects to strengthen the regional characteristics and values of Han embroidery cultural and

creative products in different fields such as tourism Market, gift market, cultural market, home market, the clothing market, thus forming an innovative mechanism for promoting traditional culture.

The practice and innovation of the above three aspects can improve the knowledge structure of the inheritors, enhance the quality of the inheritors, expand the inheritance ways of intangible cultural education, and promote the sustainable development of the inheritance of Han embroidery in local colleges and universities through the intervention way of guiding or organizing professional competitions by the research center of intangible cultural heritage. At the same time, it vigorously promoted the romantic aesthetic thought of Han embroidery art with Jingchu regional characteristics and provided the possibility for exploring folk art innovation.

#### IV. CONCLUSION

The protection of intangible cultural heritage is to ensure its vitality [9]. As the inheritor of the intangible cultural heritage carrier, it inherits and carries the knowledge and exquisite skills of intangible cultural heritage, and also shoulders the heavy responsibility of carrying out the inheritance work and cultivating the successor talents [10]. With the development of society and the change of lifestyle, the way of inheritance of "teacher leading apprentice" cannot fully meet the needs of intangible cultural heritage protection. Incorporating the inheritance of Han embroidery technology into the modern educational system and under the guidance of the research center of intangible cultural heritage, cultivating the inheritors of Han embroidery in the new era with both theoretical knowledge and superb skills is an urgent need for the development of the times to cultivate talents of regional intangible cultural heritage. Based on the existing research centers of intangible cultural heritage, the traditional Han embroidery art and the traditional teacher-apprentice system are integrated into the teaching methods and personnel training system of the new era, and a teaching and inheritance model combining production, learning and research is explored, so that it has the value of promoting the inheritance of intangible cultural heritage in Colleges and universities.

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