

Research on the Development Paths of Intangible Cultural Heritage from the Perspective of Peripheral Communication

—Taking Ningbo as an Example

Jing Fu^{1,*}

¹ Ningbo University of Finance & Economics, Ningbo, Zhejiang, 315175, China

* Corresponding author. Email: Chingfu2020@163.com

ABSTRACT

Under the “Belt and Road” initiative, the export of cultural products and services will continue to expand in the future. It is China’s current development needs to tell China’s stories well and improve the country’s cultural soft power and the influence of Chinese culture. China is abundant in resources of intangible cultural heritage and is also an important part of the traditional culture of the Chinese nation. This paper introduces the theory of peripheral communication for the development of intangible cultural heritage. Taking Ningbo in Zhejiang Province of China as an example, it explores the possibility of intangible cultural heritage dissemination and new development paths in cities bordering or across the sea in China.

Keywords: *Peripheral communication, Intangible cultural heritage, Development paths*

1. INTRODUCTION

The “Belt and Road” initiative will promote cultural exchanges between China and countries along the route and expand the export and influence of Chinese culture. General Secretary Xi Jinping pointed out that “the development of the image is to promote the building of international communication capabilities, tell the Chinese story well, spread the voice of China, show the world a true, three-dimensional and comprehensive China, and improve the cultural soft power and Chinese cultural influence.”

Zhejiang Province is mainly an export-oriented economy and plays an important role in the “One Belt One Road” initiative. In the future, the export of cultural products and services will continue to expand, and opportunities for cultural enterprises to participate in overseas competition and cooperation will further increase. Ningbo has the experience of cultural spreading around. As an important port city in eastern China, it is neighboring Japan and South Korea and is one of the starting points of the Maritime Silk Road. As an important content of Ningbo’s cultural resources, intangible cultural heritage is less involved in cultural output. There are various problems in the development of

intangible cultural heritage in Ningbo, such as relatively conservative development methods, lack of innovation, and difficulty in creating economic benefits.

The “peripheral communication” theory is a brand-new communication theory that has emerged in China in recent years. It is an important part of the construction of Chinese theoretical self-confidence, especially the construction of communication theory, which is an important method of dissemination of Chinese cultural output. Its essence is to spread the Chinese national culture outwards from the side as the front, from near to far, and from near to far. Peripheral communication is based on the historical and cultural compatibility of surrounding countries or regions, forming a cultural exchange circle in the surrounding area, and spreading Chinese national culture subtly, meanwhile, with the continuous enhancement of the vitality and tension of the surrounding cultural dissemination, the application in the surrounding economic fields has been continuously extended and deepened, so as to increase the opportunities for cultural enterprises to participate in overseas competition and cooperation and promote the development of Chinese cultural industrialization. In response to the current development status and problems of Ningbo’s intangible cultural heritage, this paper takes

Ningbo as an example and applies the theory of peripheral communication to carry out an overall, multi-level, international outward-oriented development plan for Ningbo intangible cultural heritage resources and explores a new path for the development of intangible cultural heritage based on the theory of peripheral communication.^[1]

As of 2020, Ningbo has 22 national-level intangible cultural heritage, 3 provincial-level intangible cultural heritage, 7 municipal-level intangible cultural heritage, totaling 32 items. Judging from the existing literature, the current research on intangible heritage in Ningbo is dominated by domestic scholars. The research on the development paths of intangible heritage in Ningbo can be roughly summarized into the following two aspects:

The first is based on the development paths led by the government. For example, Hua Yang (2018) believes that under the guidance and guidance of the government, the Ningbo non-hereditary protection system embodies the exploration of holistic protection in various aspects such as system concept, overall management, and system construction, which has a strong demonstration and reference significance for the protection of current intangible cultural heritage; Chengyan Han (2016) looks at the relationship between non-heritage representative projects and the overall local culture with a dynamic development and constructive thinking, presenting the overall characteristics of the local culture from the multiple dimensions of the combination of history and reality, and the balance between locality and the country.^[2]

The second is a development paths based on industrial integration. For example, Yue Zhang (2019) combed the elements of Ningbo's intangible cultural heritage under the concept of cultural and tourism integration, and designed a new era activation strategy for Ningbo's intangible cultural heritage; Chenqian Yao (2017) proposed that the construction of intangible cultural resources and urban cultural brands in Ningbo includes the extraction of intangible cultural resources, reconstruction of urban cultural brands, reproduction of intangible cultural scenes, and metaphorical expression of urban cultural connotations. Wanhui Chen (2016) The creative industry of Ningbo's intangible cultural heritage should be fully complementary with technology, finance, tourism, museums, etc. through the form of "Culture +", and jointly drive the creative industrialization process of Ningbo's intangible cultural heritage, etc.

Based on the existing research, it can be seen that the "peripheral communication" theory has basically constructed a relatively complete theoretical system after many years of continuous research on the connotation and characteristics, theoretical basis, value, and function of its concept by domestic scholars, which provides a good theoretical basis for this research. At the same time, the application of "peripheral communication" theory in China's inland border provinces and cities such as

Yunnan, Guangxi, Tibet and other places provides a good practical guidance value for this study to explore the development paths of Ningbo's intangible cultural heritage. Overviewing at the existing research literature, the current research on the development paths of Ningbo intangible heritage is mainly focused on the development paths based on the government-led and the development paths based on industrial integration. Based on that, this research attempts to conduct a special study on the development paths of Ningbo intangible cultural heritage based on the peripheral communication perspective, which not only has theoretical value, but also has great practical significance.

2. THE NEW PATHS OF NINGBO INTANGIBLE CULTURAL HERITAGE DEVELOPMENT FROM THE PERSPECTIVE OF PERIPHERAL COMMUNICATION

Based on the above research ideas, this paper is based on the surrounding communication theory, combined with the characteristics and current situation of Ningbo and its intangible heritage resources, and focuses on the research of the surrounding communication paths of Ningbo intangible heritage, by constructing a diversified pattern of peripheral communication, breaking the single paths of communication, strengthening exchanges and cooperation, using domestic and foreign resources, and promoting the development of intangible cultural heritage industrialization, etc., which builds an overall, multi-level, outward-oriented development paths for Ningbo Intangible Cultural Heritage as the research goal, which specifically includes:

2.1 The Development Paths of Ningbo Intangible Cultural Heritage Based on Different Surrounding Communication Subjects

The main body of dissemination is the main form of information dissemination. The protection and development of intangible cultural heritage are currently concentrated in two collectives, one is a government organization related to intangible cultural heritage, and the other is an unofficial group organized by folk artists or enthusiasts. These two subjects hold the main cultural content of intangible cultural heritage and are the backbone and main channel for peripheral communication. The external communication and development of intangible cultural heritage is also the fundamental task and significance of these two organizations. The power of both the government and civil organizations is limited, and the external dissemination energy is also limited. Instead of spreading their own intangible cultural heritage resources across the country and the world, it is better to cooperate with the

same type of intangible cultural heritage organizations in neighboring provinces and cities, carrying out various official and non-governmental activities to nurture the power of intangible cultural heritage transmission with a similar mass base, and at the same time exploring the internal connections and similarities and differences of different intangible cultural heritages with similar geographical locations, which is also an in-depth study of intangible cultural heritage.^[3]

2.2 The Development Paths of Ningbo Intangible Cultural Heritage Based on Different Surrounding Communication Spaces

The energy spread around is not equal and infinite, but gradually decreases from the center of the spread to the surroundings. From the transmission energy, another new paths for the development of intangible cultural heritage can be sorted out, that is, the development paths are based on the different levels of space that a certain intangible cultural heritage spread around. The basis of peripheral communication lies in the similarity and relevance of cultural customs in a certain region. For example, the fishermen's paintings and the fishermen's chants in eastern Zhejiang are all based on the fishing culture. When comparing some intangible cultural heritage bases, it is not difficult to find that the cultural environment has a large degree of distinction, ranging from national culture, ethnic culture, small local culture, town culture, inland culture, and marine culture. Subdivisions still exist in such a large cultural environment in China, and these small-scale differences are the source of the cultural diversity of folk art, which also shows that two cultures that are geographically separated are more difficult to understand and accept each other. Cultural connectivity is like a net linking various intangible cultural heritages, and along this net, a space for the spread of intangible cultural heritage can be constructed.

The above-mentioned communication space can be divided into two latitudes, one takes the surrounding cities as the development paths of the communication space, and the other takes the surrounding countries as the development paths of the communication space. Taking the surrounding cities as the development paths of the communication space, that is, as mentioned above, based on the same cultural cognition, using the surrounding cities as the scope of communication, carry out a variety of cultural exchange activities. The neighboring countries seem to violate the principles based on similar cultures, but from another perspective, the areas where China borders or across the sea are naturally more like neighboring countries than other inland areas in China. For example, the cultural correlation between Yanbian in Jilin and North Korea and South Korea is much higher than that in Hunan, Sichuan and other places with North Korea and South Korea.

Although culture is divided by the country as a unit, the inherent relevance of culture under the historical sinking still exists. Nowadays, China advocates cultural going out, tells Chinese stories well, and can use a certain region to carry out cultural exchanges with neighboring countries, which not only meets the needs of cultural dissemination, but also has practical significance for the development of intangible cultural heritage.^[4]

2.3 Development Paths of Ningbo Intangible Cultural Heritage Based on Different Surrounding Communication Carriers

Peripheral communication based on different carriers is more like a further specific measure based on the above two research results. It is the specific method and method of communication after clarifying the main body of the communication and dividing the scope of the communication. Communication requires media, and the combination of multiple forms of media can achieve effective communication effects. At first, individuals are the carriers of communication. The most significant individuals are the inheritors, apprentices, and related work or researchers of intangible cultural heritage. The other part is the audience, that is, ordinary people are also part of the carrier of communication. This part of the power cannot be underestimated. Peripheral communication is based on the geographical conditions surrounding a certain place. People are also part of the geographical conditions. People with similar cultural backgrounds are more likely to accept things from the surroundings. After some people accept it, at the same time they will also serve as a carrier of communication in the surrounding areas. From the audience to the carrier, this part of the power has great potential in the communication process. The second is the dissemination paths of products as the carrier. Products refer to intangible cultural heritage related products, works, or products that use certain elements of intangible cultural heritage to be organically designed and applied in other aspects. The dissemination carrier is not only platforms, but also products. Many intangible cultural heritages are related to art, and there is space for design and re-creation. Using products as a carrier of intangible cultural heritage surrounding communication can not only improve the communication effect, but also an important way for intangible cultural heritage to create actual value and sustainable development. Finally, new media platforms are used as communication carriers. New media platforms have developed vigorously in recent years and are an emerging force in cultural communication. For example, social short videos have gradually become the most common pastime in people's lives in recent years. The push of short videos is based on user portraits, and the geographic location of the user is also an important basis. For example, Tiktok and Microblog have same-city modules, which are like the surrounding communication theory. They are based on geographic location and send

information to the surrounding area. Radiation, so the new media platform is conducive to the local dissemination of intangible cultural heritage.^[5]

3. CONCLUSION

Using peripheral communication as the theoretical basis can build a new path for the development of intangible cultural heritage. Taking Ningbo as an example, it can build an export-oriented, multi-level, international development paths for its intangible cultural heritage in accordance with local conditions, which enables Ningbo's intangible cultural heritage to be integrated with the intangible cultural heritage of surrounding cities, combined with the intangible cultural heritage of neighboring countries, combined with the cultural industry, and combined with the national one belt and one road strategy, which is an important measure to expand the development space of Ningbo's intangible cultural heritage and improve the level of development. It has practical value for establishing the image of the city, improving the comprehensive competitiveness of urban development, and the output of national culture.

The use of peripheral communication theory has innovated and enriched the research on the development paths of intangible cultural heritage. For some regions with peripheral communication, through the development paths of "going out" from the periphery, communication and cooperation with the outside world can be strengthened, and high value-added cultural products can be created, relying on their own geographical and historical advantages, which provides a unique development paths for intangible cultural heritage projects in local cities and counties, promotes the industrialization of intangible cultural heritage, improves economic efficiency, and forms a surrounding economic circle and cultural circle that cross provinces, cities, countries, and ethnicities, seize development opportunities and be the forerunner of national culture.

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