



The Inheritance and Protection of Intangible Cultural Heritage Through Film and Television

Taking Dunhuang Culture as an Example

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Abstract. China's intangible cultural heritage is the product of the historical heritage of the Chinese nation spanning thousands of years. It symbolizes the endless and continuous inheritance of the culture of the Chinese nation. With the continuous growth of China's national economy, the development of science and technology and modernization, today, the film-based inheritance and protection of intangible cultural heritage has gradually been attached importance and its impact has also gradually expanded, while the Dunhuang culture in Gansu, It is one of the key implementation points of the film-based inheritance and protection of intangible cultural heritage in China. This article is taking the Dunhuang culture as an example to analyze the feasibility, problems and solutions of the film-based inheritance and protection of intangible cultural heritage, so as to better promote the continuous inheritance and extension of intangible cultural heritage.

Keywords: Dunhuang Culture · Intangible Cultural · Heritage Film and Television · Traditional Culture

1 Introduction

The protection of intangible cultural heritage by the state has always been highly valued. As one of the spiritual cores of the traditional culture of the Chinese nation, it contains the traditional humanistic thoughts of our country and the wisdom of human civilization for thousands of years. However, with the rapid development of China's current economic and social development and the increasing development of modern science and technology, it is more important to enable the protection of intangible cultural heritage by science and technology, We should attach importance to the inheritance and protection of intangible cultural heritage through new media tools, and promote the innovative transformation and development of intangible cultural heritage in various multimedia ways and means, so that intangible cultural heritage can be presented to the people in a more new and richer spirit, and also promote the sustainable development of intangible culture [1]. The work of Dunhuang culture in film and television inheritance and protection has also been carried out for a long time, and the feasibility and protection measures can provide many experiences for the protection of intangible cultural heritage. Dunhuang culture is one of the intangible cultural heritage with Chinese characteristics, and

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is the representative of Chinese traditional culture and minority culture. Therefore, this study focuses on Dunhuang culture, which is a very representative intangible cultural heritage. Taking Dunhuang culture as the specific object, it is based on exploring the impact of film and television transmission means and protection measures on intangible cultural heritage, so as to explore the deepening and development of the intangible cultural heritage path.

2 Feasibility of Film and Television Inheritance and Protection of Intangible Cultural Heritage

- (1) It has a good film and television production foundation and tourism culture foundation. Taking the development of Dunhuang's cultural industry as an example, Dunhuang's tourism industry has developed rapidly. At the same time, Dunhuang actively promotes the socialization of operational cultural institutions, which enlarges the asset stock of Dunhuang's cultural enterprises, and greatly promotes the cultural productivity of Dunhuang. At the same time, Dunhuang has a number of famous film and television locations, and has successively shot many popular film and television plays such as "New Long men Inn", "The Legend of the Gods", and has a good film and television production foundation, we have experience and foundation in cooperation with many film and television companies. At the same time, the local film and television industry in Dunhuang has developed well. There are many film and television works and programs based on the local Dunhuang culture, and there is also a good audience base and production base [2]. The excellent film and television base and local audience base have laid a good foundation for the production of excellent film and television works and multimedia works with Dunhuang culture as the core, and also laid a good foundation for the film and television inheritance and protection of Dunhuang culture.
- (2) At present, the rapid development of film and television and the diversification of the development of multimedia types promote the more advanced imaging and shooting methods. The use of digital means has played a great role in the preservation and dissemination of intangible cultural heritage. The development of visualization technology, VR, big data, block chain, holographic projection and other technologies has played a very good role in promoting the development of film and television. The current technology can ensure that the Dunhuang cultural relics can be captured in all aspects and details without touching the Dunhuang cultural relics, and the Dunhuang cultural relics can be restored by means of film and television, At the same time, the development of such technology can also preserve the Dunhuang cultural relics by electronic and information means, thus providing a better preservation environment, and can also play a great role in the restoration of Dunhuang cultural relics, and can also well prevent the loss of Dunhuang cultural relics.
- (3) At present, with the development of the new era, people pay more and more attention to traditional culture, and their acceptance and recognition of traditional culture are also increasing. At the same time, with the development of the economy, the diversification of people's access to information and the enrichment of people's spiritual world reflect that people have a high degree of acceptance and recognition

of all kinds of film and television works. All kinds of film and television works have their corresponding audiences and audience groups, and the film and television works based on culture and core have been continuously sought after by the people in the market in recent years. It can be seen that the film and television works produced with Dunhuang culture as the core have their own audience and share in the cultural market, which will not lead to the consequences of the film and television works being neglected and lost in the market [3]. The prospect is good, and it also provides a good vision for the film and television inheritance of Dunhuang culture.

3 Problems in the Film and Television Inheritance and Protection of Intangible Cultural Heritage

In view of the above feasibility, the author mainly uses the literature reading analysis method to analyze the research topic, and the author has read the “Dunhuang Story”, A Brief History of Dunhuang Grottoes Art, Dunhuang, China, The Study of the History of the Guiyi Army and other books related to Dunhuang culture, watched films and television works such as Dunhuang, Hexi Corridor, and the Silk Road, and made statistics and analysis of the relevant data collected through literature and periodicals, and integrated and analyzed the data using statistical methods, so as to conduct a very in-depth study of Dunhuang culture. They also deepened their own understanding of Dunhuang culture, thus having a systematic and comprehensive understanding and analysis of Dunhuang culture, and thus also summarized some relevant issues with Dunhuang culture as an example and intangible cultural heritage as an extension and summarized as follows.

- (1) The policy support for the protection of intangible cultural heritage should also be strengthened, and the investment in the protection of intangible cultural heritage should continue to increase. Because the Constitution of our country requires the people's government at or above the county level to include the protection of intangible cultural heritage into the financial budget, but due to some problems, the provisions of this legislation have not been fully implemented, and some funds have not been realized in the protection of intangible cultural heritage, and are facing the situation of cumbersome and complex procedures for the application of funds, taking the protection of intangible cultural heritage in Dunhuang culture as an example, the protection of intangible cultural heritage such as Dunhuang calligraphy and Quzi opera has not been paid attention to, and a large amount of funds should still be invested in the protection of intangible cultural heritage [4]. Governments at all levels still lack attention and need to improve.
- (2) Dunhuang culture has not been fully explored, and the direction of film-based production is relatively single. Dunhuang is also rich in traditional folk cultural materials, but so far the number of work modules presented in the cinematic way is also quite concentrated. At present, the most successful film and television works in the market, such as “Silk Road and Flower Rain”, “Dream of Dunhuang” and “Dunhuang”, are mostly based on traditional art such as murals and stone carvings in Dunhuang, and there are natural scenic areas such as Mogao Grottoes, Crescent Spring, and Mingsha Mountain. The presentation of intangible cultural heritage such as Dunhuang paper-cut art is also quite rare. The presentation of Dunhuang

culture is too concentrated and the production quantity is nearly saturated, while the attention to other unpopular cultures is not enough. It can be seen that the existence of Dunhuang culture as a whole cultural brand does not make the specific cultural content completely presented, and its film-based creation and development of intangible cultural heritage is far from enough. And the way of Dunhuang culture's film-television creation tends to focus on documentary films and realistic TV dramas, while the commercial and picturesque film-television works are less, which will also limit the scope and influence of Dunhuang culture's film-television transmission, and will be limited to a certain number of specific audiences, and can reach the audiences of all ages and positions. This also makes the way of film and television inheritance and protection of Dunhuang culture have not yet formed a universal influence and scope. For example, some recent film and television dramas taken in Dunhuang Film and Television City did not discuss the Dunhuang culture, but only roughly shared the Dunhuang culture that is widely recognized by the public, but did not involve Dunhuang calligraphy, opera, etc., which was also discussed in the symposium on the construction of Dunhuang Research Highland some time ago. It can be seen that this problem is obviously to be improved.

- (3) Deviation from the development direction of film and television inheritance and protection. Many film and television works rooted in Dunhuang culture do not fully display Dunhuang culture, but just walk through it in a horse-drawn way, which makes the presentation of Dunhuang culture in film and television works become an introduction, while the core is inclined to love, fantasy and other topics, and the inheritance and protection of Dunhuang culture also tends to be slogan rather than practical [5]. At the same time, there are many investors who abandon the core and essence of Dunhuang intangible heritage culture under the guise of promoting Dunhuang culture, putting the cart before the horse, and tending to utilitarianism, and abandoning culture for the sake of the market, which will also make the way of film and television inheritance and protection of Dunhuang culture gradually deviate from the direction. For example, some fast-food film and television works have recently been named by several daily newspapers, describing love stories under the banner of culture, and lack of respect for culture. This kind of mentality of pursuing fast pace and high return has a lot of inhibition on the way of film and television inheritance and protection of Dunhuang culture [6]. The lack of cultural core and human essence has been replaced by superficial cultural understanding and the pursuit of interests, this is a kind of contempt and neglect for the Dunhuang culture and the intangible cultural heritage of the whole country, and this phenomenon is also a big challenge for the way of film and television of Dunhuang culture.

4 Methods and Ways to Inherit and Protect Intangible Cultural Heritage Through Film and Television

- (1) The government should pay more attention to it, increase the investment of funds, ensure that the funds are implemented in all aspects of the intangible cultural heritage of Dunhuang, reduce the unnecessary approval process, speed up the efficiency of the work, introduce relevant policies to increase the support for the shooting of Dunhuang related film and television works [6], provide convenience and support for the film

and television shooting sites in Dunhuang, and provide great support to the producers and crews who shoot Dunhuang culture on the basis of not destroying Dunhuang culture, Vigorously promote the promotion and support of Dunhuang culture, for example, spread some propaganda information of Dunhuang culture through the official website, and include the protection of the intangible cultural heritage of Dunhuang in the government's key work and planning, and provide subsidies or convenience for relevant scholars and creators of cultural film and television who are engaged in Dunhuang cultural research, which can give them a certain material basis, So as to ensure that it can stimulate the vitality of innovative transformation of Dunhuang culture and promote the innovation and sustainability of the content of Dunhuang cultural film and television inheritance.

- (2) The intangible cultural heritage of Dunhuang will be rationally transmitted and protected by film and television, and the sense of social identity will be increased. For some film and television productions under the guise of Dunhuang culture, the film and television production companies are strictly controlled. They believe that they understand the content of film and television, and can send relevant personnel to supervise the shooting process to prevent damage, and sign relevant contracts to protect Dunhuang culture. Du absolutely ignores and respects Dunhuang culture. At the same time, the intangible cultural heritage of Dunhuang will be fully preserved and displayed through film and television, and the inheritance and protection of all aspects of Dunhuang culture will be emphasized. Dunhuang culture [7], which is not well known to the public, has also been paid more attention, and Dunhuang calligraphy, Dunhuang paper-cut, Dunhuang opera and other aspects of Dunhuang culture have been fully explored. We should comprehensively inherit and protect the Dunhuang culture without any emphasis or neglect. We should show the Dunhuang culture in an all-round and multi-angle way, and at the same time, the collection, recording and preservation of the created film and television works will enable the customs, folk traditions and handicrafts of Dunhuang to be passed down in the way of film and television information, so as to pass on to thousands of generations and avoid the loss of some handicraft artists who have not yet been apprenticed due to old age and infirmity. At the same time, the collected film and television works will be fully transmitted to the general public for active communication, so as to improve the public's sense of identity, further implement the "people-oriented" policy, strengthen the imprint and influence of Dunhuang culture, and further highlight the importance and significance of Dunhuang culture. For example, Dunhuang culture will reach the hearts of the general public through relevant symposiums held from time to time and the establishment of relevant official account for promotion, So as to strengthen the people's sense of belonging to the Dunhuang culture, promote the masses to maintain and carry forward the Dunhuang culture, make the audience feel immersed in the Dunhuang culture, fully appreciate the charm of the intangible cultural heritage, and face the creative changes and innovative play of the Chinese traditional culture in the current new era, so as to promote the film and television inheritance and protection of Dunhuang culture to deepen and have a far-reaching impact.
- (3) Promote the construction of the Dunhuang Intangible Cultural Heritage Platform, listen to the people's suggestions and opinions on the film-television of Dunhuang culture, take various methods to cooperate with the Internet, douban, cat-eye and

other film and television review platforms, and strive to create a platform for two-way interaction with the people, actively listen to various ideas on the film-television of intangible cultural heritage, and give feedback, Then integrate and screen the ideas into the film and television works of intangible cultural heritage; The National Intangible Cultural Heritage Industry Information Public Service Platform can also be used to carry out research and research on the direction of film and television of Dunhuang culture for the public, and combine the analysis of data with the film and television works, so as to shoot the positive energy of Dunhuang culture film and television works that the people really want to see, so as to revolutionize the Dunhuang culture, innovate and keep up with the trend of the times, and at the same time not forget the root, so as to promote social resonance. Moreover, we can also communicate with many film and television workers and producers of Dunhuang culture offline [8], and lead them to deeply experience the charm of Dunhuang culture, so as to urge the creators to feed back the charm of their own feelings into the film and television works, thus forming a virtuous circle and two-way mutual assistance.

- (4) Make good use of the latest technology of current film and television production, such as combining VR, holographic projection, HDR technology and the way of film and television inheritance and protection of Dunhuang culture, using virtual reality technology to enhance the people's sense of experience and immersion of Dunhuang culture, using 3D technology to make the presentation of Dunhuang culture more realistic, and promoting the digital storage and promotion of Dunhuang intangible cultural heritage more significantly, And use these film and television production technologies to explore the depth of Dunhuang culture, some content that has not been known to the people. For example, Henan and Shandong have successfully used such technologies to fully display at local parties. The traditional culture such as Shandong's fishing lantern and Henan's embroidery clothing are all through such technologies, thus abandoning the craze nationwide. These technologies can not only organically combine the film and television inheritance of Dunhuang culture with high-tech, but also shorten the distance with young people, promote their recognition of intangible cultural heritage, and stimulate their inner protection and love of intangible cultural heritage in the way of film and television [9], thus promoting the influence of intangible cultural heritage.
- (5) Cultivate professional talents and build a professional team of intangible cultural heritage film and television. At present, the number of local film and television professionals in Dunhuang is still insufficient. The majority of film and television productions still need to cooperate with external teams. The local film and television production talents are slightly insufficient and can not create excellent film and television works by their own innovation [10]. Therefore, we should increase the support for local film and television creators, and widely attract relevant talents to commit to the film and television inheritance of Dunhuang culture, Through welfare support, excellent film and television producers are left to work together to protect and inherit the Dunhuang culture in film and television, build excellent teams, help each other, and jointly go to the way of the intangible cultural heritage in Dunhuang in film and television, and promote the spread of intangible cultural heritage. At the same time, external teams and local teams should cooperate with each other,

strictly check and carefully discuss the quality of film and television works, and create excellent film and television works to help the inheritance and protection of intangible cultural heritage.

5 Conclusion

With the further development of social economy, the improvement of people's requirements for film and television products, and the gradual revival of traditional culture, the intangible cultural heritage should also explore diversified development methods, and the protection and inheritance of intangible cultural heritage through film and television is one of the modes that fit the current economic development, taking Dunhuang culture as an example, it can be seen that the development of intangible cultural heritage has great potential and great potential. At the same time, it has the basis of film and television, tourism and other aspects, which will become an important boost to promote the inheritance and development of intangible cultural heritage in the future. But at the same time, there are also many problems, such as insufficient policy support, slightly deviated development direction, Dunhuang culture has not yet been explored, the production direction is single, and so on. In view of these situations, all parties should take relevant measures to continuously promote the development of Dunhuang culture and intangible cultural heritage. The government should strengthen support and capital investment, support and solicit talents. At the same time, the society should correct its attitude towards intangible cultural heritage, pay more attention to intangible cultural heritage, and the cultural industry and film and television industry should also work together to support intangible cultural heritage. Both economic and cultural benefits should be paid equal attention to, and the shooting of films and television works with poor quality should be reduced. The protection of intangible cultural heritage by film and television should be based on the intangible cultural heritage culture, empowered by film and television, and the way of film and television. Do a good job of inheritance and protection, so as to keep up with the trend of the times, promote the storage of digital film-based information of intangible cultural heritage, and promote creative transformation and innovative development.

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