

# The integration of Intangible Cultural Heritage(ICH) in Pingxiang in the University Campus Cultural Construction

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**Abstract.** Since the 21th century, the impact of global economic integration on the diversification has been a social problem that faces the public with its increasing effects. The ministry of Culture has studied and then established the theme of “All protect the ICH”, leading the public and universitys to pay attention to and participate into the protection of ICH. Protecting the ICH has been a historical mission endowed by the times. As the core and soul of a university, campus culture is one of the factors that reflect the educational quality of its university. Forming campus culture with the local specialties is an important way to forge the brand culture of the university and raise its prestige and social influence. As a pivotal part of the national soft strength, the ICH has witnessed the history of the nation. It is the center of the national culture and the shining gem of the national spirit. To rejuvenate the Chinese nation, reinforce the national recognition, and consolidate the national solidarity, we must highlight the historical cultural value and the educational value of beauty of the ICH. And we shall protect and inherit the ICH.

## Introduction

In June, 2010, in the Day of Cultural Heritage, the Ministry of Culture established the theme of “All protect the ICH”. As a province of rich traditional art culture, Jiangxi has 488 ICH authorized by the provincial government and 70 national ICH. In the past long time, Pingxiang has given birth to many excellent folk ICH, among them 4 national ICH (Pingxiang spring song, nuo mask sculpture of Xiangdong[nuo means a kind of exorcism of China] , tinsmith handicraft of Lianhua, firework of Shangli) and 31 provincial ICH. However, these traditional cultures and arts, as well as folk craftsmanship are declining in the increasing urbanization and economic development. Protecting and inheriting the traditional folk culture in becoming more and more important because these cultures are unrenowable. To protect and inherit the culture of ICH in a better way, Pingxiang university has established the educational base of ICH in 2014. In 2016, we were approved with the key research base of social science of Jiangxi---the university Research Center of ICH.

ICH is the spirit of traditional culture that were created in the productive labor and social practice. As an unrenowable cultural resource, ICH need the attention, protection and inheritance of the whole society. According to the new mode of introducing ICH to the universitys and universities of Jiangxi, ICH are not only required to be introduced into universitys but also need to take their roots in campus. From the campus cultural construction perspective, we need to state how the region universitys protect and inherit culture of ICH intense of top-level design, faculty construction, professional talents training and propagation mode etc. Based on the former research of ICH, Pingxiang adopted the digital methods, such like online material library, digital protection, cultural derivatives and the development of cultural products etc. We aim to do our little bit to help the ICH study of China.

## **The Current Situation of ICH in China and Other Countries**

**Current Situation of Overseas Research.** Studies of ICH of other countries are earlier than that of China. In 1989, the 25<sup>th</sup> UNESCO Conference passed the Recommendation of Protecting Folk Creation, first putting forward the concept of ICH. France was the first country that established the law of protecting the ICH, and set up the Day of Cultural Heritage. Japan was the first country that focused on the ICH. And ICH were called the “intangible cultural treasure” in Japan. Japan has also established legal protection for the ICH. Influenced by Japan, since the 1960s, South Korea has been focusing on the collection and regulation of the traditional folk culture, and has built many folk museums. In South Korea, many national arts were considered as “important intangible assets of culture”, and were protected and inherited.

**Current Situation of Domestic Research.** The studies of ICH in China started relatively late, but it also develops rapidly. In just few years, many monographs and thousands of researches have been published. These monographs and theses, over the aspect of content, extension, value, features and protection of ICH. And they also studied the laws of protecting the ICH, greatly boosted the practice of inheriting the ICH in China. Obviously, these are many disadvantages in our studies of ICH, which have led many activities that against our original intention, such as limited attention shortage participation, lack of plan, deficient investment, imperfect laws, over-development and backward studies.

In October, 2002, the first China ICH educational seminar of universities was held in Beijing, first introduced the academic concept of ICH into China, marking the fact that ICH is part of the China’s educational system. Local universities and universities can enjoy their advantages because of their rich intellectual resources, and can carry out the theoretical research and education of ICH protection in a deep-going way. Local universities and universities can mobilize the whole strength of their own to rally the support of society, establish institutes and demonstrate resources to provide theoretical support and practical guarantee for the ICH education and inheritance.

## **The Integration of ICH of Pingxiang in the University Campus Cultural Construction**

Universities should take advantage of their own superiority, and meanwhile with the help of Pingxiang’s culture of ICH, to proactively organize lectures, and forge their features of art education so as to improve the cultural content of art designs and cultivate the talents that can inherit the ICH. By using cultural resources, such like Pingxiang nuo culture, Pingxiang flower cake, Yongqi culture, folk painting, folk calligraphy and traditional fireworks of Pingxiang, we’ll try our best to demonstrate our excellent traditional culture in all forms for the students so as to motivate their love for their hometown and their traditional culture, and cultivate the patriotism and peace-loving emotion. Through the university education, ICH will adopt prompt remedial measures to help the endangered ICH, making sure that they can be inherited. And we will help the inheritors to hand down their ICH, and spread their culture. Their activities, such like teaching, exchanging, showing and publishing will all sponsored accordingly. In the research, we will focus on the relevant theses and monographs, and will build our digital and physical material libraries to deepen our process of carding the distribution of Pingxiang, building the values of historical inheritance, scientific recognition, social harmony, aesthetic art and economic development. We will improve the profile of Pingxiang’s ICH inheritors by digital methods, cultivate the people who inherit the culture, emphasize the inheritance of skills and the regression of connotation. Integrate the ICH of Pingxiang with university art and design courses so as to solve the problem of innovation and utilization of ICH. First, we shall pay attention to the necessity of university education of ICH

inheritance. It is the mission given by the history, and it also reflects the advantages of university and the importance of talents cultivation. Then we shall investigate the current situation of art design course, confining the art elements of Pingxiang's ICH in varied and innovative ways. Finally, finish the specific projects and learning achievements of the designing art by learning and innovating the teaching methods.

The teaching penetration in university art courses, from the study of style, color, shape and craftsmanship of ICH works to the complement of Pingxiang's ICH works and the conduction of students' art creation, will improve the cultural content of Pingxiang, forging the special teaching of art university. And we will bring our works to the provincial and national contests, which by now have achieved considerable recognition. universities should create more ways to deepen the study of ICH, focusing on the cultural derivatives of the local ICH. And they must decorate the industry, then promote the specialty to the world after fully analyzing the future of the ICH and perfecting the plans. Integrate all the videos, pictures, words about the ICH, build digital resource of Pingxiang, and record, remedy and protect the ICH projects.

### **Innovative Ways of Researching the University Campus Cultural Construction**

**Activities of Introduce ICH to University.** As an important way of learning the ICH, traditional culture represents the ICH can enrich the campus life. If we integrate the local ICH with the campus activities, establish the institutions of protecting and inheritance of ICH, and proactively hold the cultural activities, such like displaying, lectures etc. These activities can not only enhance the concise of the students of protecting the ICH, but also improve their ability of appreciating their beauty and cultural recognition.

**Scientific Research of ICH.** By regional advantages, local cultural environment and their own strength, universities should integrate the schooling concept and advantages resources of their own with ICH, making a plan that can help the university to conduct their course. And universities can cooperate with interest groups or study groups so as to apply for the project of ICH, relentlessly organize their subject structure, and cultivate the mixed talents to provide intellectual supports the ICH protection.

**Hometown Culture.** Proactively organize the students to the study their culture of their hometowns, recollecting and sorting the ICH resources. Through words and digital resources, we can not only store the folk wisdom and local cultural resource, but also let the students feel the glamour of the ICH, boosting their will of protecting the ICH.

### **Conclusion**

We should start from the following aspects when it comes to the protection and reconstruction of ICH by digital method in universities. First, media. We shall explore the way of using the media to protect the ancient artistic forms, then enlarge their influence. Second, digital methods. Digital method can be harnessed to save and protect the scattered original materials, ideas and excellent works, and can sort all of thees into media documents. After sorting the resource by the digital methods, we shall use these advantages to integrate the social feedback so as to support the traditional folk art protection and reconstruction. Third, exploring the new modes. The participants of the folk ICH should carefully analyze the market demand, extend their products and services, and then form the unique commercial mode of their own for bigger developmental space.

University campus cultural construction is an eternal topic. And ICH can not be remake once it disappears. There are still lots of things to do for the integration of university campus culture and

the ICH, and for the exploration of the culture. Only when we find the right start point can we form our special campus culture. Only in these methods, can we protect, inherit and develop the culture of ICH.

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