Transformation Research on the Inheritance and Innovation of "Gesar" Intangible Cultural Heritage from the Perspective of Chinese Cultural Community

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ABSTRACT

With the popularization of big data, the Internet of Things, mobile Internet, artificial intelligence and other technologies, information dissemination is increasingly diversified and personalized. With the help of digital means and integrated media platforms, Gesar inheritors scattered across the country can be connected with the public, and the construction of external cultural communication networks and new media platforms can be continuously promoted, and the existing Gesar communication channels can be upgraded, the knowledge system of activation of Gesar intangible cultural heritage can be constructed, and the path of activation, evolution and innovation of Gesar intangible cultural heritage can be built, so as to finally form the cross-border transmission and cross-cultural sharing of Gesar epic.

Keywords: Gesar, Inheritance and innovation of intangible cultural heritage, Chinese Cultural Community.

1. INTRODUCTION

From the national "6th Five-Year Plan" to the "11th Five-Year Plan", the rescue, protection and research of Gesar's epics have been included in the key planning projects of the national philosophy and social science for many times. No matter from the perspective of grand narrative, or from the perspective of epic inheritors, creators and other specific micro perspectives, epic is not only the literary heritage and cultural tradition of the nation, but also cross integrated and developed in parallel with different disciplines such as anthropology, folklore, history, geography, and so on. In the vast area of epic communication, along the "the Belt and Road", Gesar's epic is being spread across borders and shared across cultures. Epic is not an ancient cultural relic, but has a deep connection with the culture of various countries and ethnic groups, and is closely related to the living practice of the current people. Therefore, promoting the creative transformation and innovative development of epic poetry and exploring its contemporary value is an important topic in the current academic field. [1]

Gesar intangible cultural heritage not only has historical and cultural value, but also has potential huge economic value. The epic Gesar reveals the characteristics of the culture of the Tubo tribe era, including diplomatic relations (especially friendly exchanges with the Han nationality), marriage system and the history of the Tubo war. [2] The forms of dissemination of Gesar include excavation, manuscripts, and woodcut and so on. The branches of communication and exchange with Chinese culture include "The Han Fawang Sect", "The Han Tea Sect", "The Han Treasure Sect", "The Battle of Jialing", and so on. [3] In the general preface of "Oriental Culture", edited by Professor Ji Xianlin,

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1. Dan Zhencao, The Living form Inheritance and Research Paradigm Transformation of Gesar's Epic Heritage [M]. Literary Heritage, 2022, 2.

2. Huang Wenhuan, On the Historical Connotation of Gesar [J]. Tibetan Studies, 1981(3): 85-87.

3. Jiangbian Jiacuo, Gesar and Tibetan Culture [M]. Inner Mongolia University Press, 1994: 72.

Zhou Yiliang and Pang Pu, it is stated that cultural exchange has promoted the development of human culture, and the existence of nations in human history has made its own contribution, no matter for a long time. [4]

The rich and diverse Gesar intangible cultural heritage resources provide a good foundation for its generative protection and industrial development. At the same time, the non-replicability and scarcity of Gesar intangible cultural heritage, which are not possessed by other cultural resources, indicate that it contains huge economic potential and is becoming a strong driving force for local governments to develop characteristic industries. In January 2017, the General Office of the CPC Central Committee and the General Office of the State Council issued the "Opinions on the Implementation of the Project for the Inheritance and Development of Chinese Excellent Traditional Culture", proposing the implementation of two major projects, namely, the "Intangible Cultural Heritage Inheritance and Development" and the "Traditional Crafts Revitalization Plan". Under the guidance of this document, exploring the integrated development model of "intangible heritage+market+mass entrepreneurship and innovation" can inject new development impetus into the development, protection and inheritance of Gesar intangible cultural heritage. With the popularization of big data, Internet of Things, mobile Internet, artificial intelligence and other technologies, data collection, content generation and interactive carriers have broken through new orders of magnitude, and information dissemination has become increasingly diversified, personalized, mobile, massive and holographic. In the era of media convergence, the regulatory environment, subject participation and problem process are more complex. It is necessary to adopt the designed co-regulation method, with the help of digital means and integrated media platform, to connect Gesar heritage groups scattered across the country with the public, continue to promote the construction of external cultural communication networks and new media platforms, and upgrade the existing Gesar communication channels.

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4. Chen Liangyun, History of Chinese Poetic Criticism [M]. Jiangxi People's Publishing House, 1995: 1-2.

2. KEY POINTS AND DIFFICULTIES IN PROTECTED DEVELOPMENT OF GESAR INTANGIBLE CULTURAL HERITAGE

Key points and difficulties of the protected development of Gesar Intangible Cultural Heritage are shown as follows:

2.1 Preserving the Nature of Gesar Intangible Cultural Heritage

Driven by interests, market economy usually extracts the maximum economic value that intangible cultural heritage can create. The development of formalism at the cost of destruction has little impact on the true cultural connotation of intangible heritage. Therefore, it is necessary to protect the authenticity of the intangible culture, mainly considering the authenticity of the tourism object and the authenticity of the experience of the tourism subject. Protecting the authenticity of intangible cultural heritage is not only to respect the historical and cultural heritage, but also to truly reflect the cultural heritage and the spread of national characteristics in intangible cultural heritage tourism. For the development of the authenticity protection history and tourism development of Gesar intangible cultural heritage, there is a necessity to pay attention to the form and living space of Gesar intangible cultural heritage. The expression form of Gesar cultural essence can be the original ecological tourism or the slightly processed Gesar cultural tourism, but the cultural connotation and presentation form of Gesar intangible cultural heritage inheritance cannot be distorted and fabricated. It is also necessary to restore the experience process of Gesar intangible cultural heritage according to the needs of tourists and their own business capabilities. Local residents can also retain their own cultural traditions in the process of pursuing modernization, show real life customs and cultural beliefs, integrate tourism resources according to cultural connotation and adaptation to modern society, and develop their own characteristics.

2.2 Showing the Authenticity of Local Customs

In daily life, people will unconsciously be affected by their internal culture and show their corresponding behaviors, customs, etiquette, preferences and habits. Tourism development shows these internalized spiritual culture and

artistic creation in the design of performances, exhibitions and tourism products. Through the protection of Gesar's cultural living space, there is a must to create a living environment suitable for Gesar intangible cultural heritage, consciously guide the cultivation of cultural atmosphere in residents' daily life, so that tourists can deeply feel the national characteristics, customs, traditional skills and festival etiquette, and meet the tourists' thirst for knowledge and curiosity. In the process of guidance, the local people continued the inheritance of Gesar intangible cultural heritage, consolidated the cultural form and development model, strengthened the links between ethnic groups, carried out Gesar cultural education virtually, increased the cultural confidence of the local people, and promoted the popularization and continuation of culture. [5]

2.3 Overall Protection Principle

The intangible cultural heritage of Gesar is not covered by some "representative works" and scattered "cultural fragments". The intangible cultural heritage not only contains rich and diverse contents and forms, but also depends on the specific ecological environment. A comprehensive and multi-level approach to protection is advocated to reflect and preserve the diversity and richness of human culture. Therefore, the overall protection principle is an important protection principle that must be adhered to. The so-called integrity is to protect all the contents and forms of cultural heritage, including the protection of heirs and ecological environment. That is to say, it is a must to pay attention to the intangible cultural heritage of Gesar as a whole and carry out comprehensive protection in many aspects. The whole of Gesar intangible cultural heritage is composed of numerous specific cultural phenomena. The protection of specific cultural phenomena should respect their inherent richness and life characteristics. There is a must to not only protect the intangible cultural heritage of Gesar and its physical appearance, but also pay attention to the environment they rely on.

"The essence of the historical spirit is not the repair of the past, but the ideological communication with the real life." This is the basic social function of the cultural heritage industry in

an ideal situation, and also the significance that people must protect its authenticity. The purpose of protection is to develop, to make human life more happy and to create more and more advanced civilization. This is also the meaning of China's current advocacy of cultural self-confidence.

3. THE INNOVATIVE ECOLOGICAL DESIGN OF GESAR INTANGIBLE CULTURAL HERITAGE IN THE DIGITA DIRECTION

Through comprehensive analysis of intangible characteristics and semantic relevance of Gesar intangible cultural heritage resources, the researchers can find hidden, effective, valuable and understandable information and patterns. People can study Gesar intangible cultural heritage from the perspective of design, and apply it to public cultural services and intangible cultural heritage value transformation.

3.1 The Change of Digital Technology System and the Innovation of Gesar Intangible Cultural Heritage

With the continuous transformation of the social technology system, innovative design for Gesar intangible cultural heritage has become very important. At the same time, the innovation path of Gesar intangible cultural heritage has gradually diversified, from the early industrial design, product design, ecological design, environmental design, landscape design, etc., to the more systematic, integrated and dynamic design ecology, ecological aesthetics, design ecosystem, etc. "Innovative design" has become an important intersection of complex elements in the expanding cultural ecology, and digitalization has become an important development direction and guiding force of innovative design ecology. The digital transformation of Gesar intangible cultural heritage innovation can be carried out from the path of "deconstruction - reconstruction - expression - regeneration".

Driven by new technologies such as SG Internet, scene fusion and mixed reality, and in the scene innovation of real space and virtual space, the rapid Internet transmission mode has brought strong, mixed and interactive cultural experience to traditional culture, and extended new and diversified cultural forms. As a catalyst for the evolution and development of social and cultural forms, technology has become the core driving

5. Zhu Fanjin, Study on the Protection and Development of Intangible Cultural Heritage in Minority Areas — A Case Study of Fenghuang County in Western Hunan [J]. Philosophy and the Humanities, 2003 (01).

force for the formation and development of emerging cultural formats. Under the innovative national development mechanism of cultural and technological integration, Gesar intangible cultural heritage resources have become an important source of national cohesion and creativity, and its core value can be reflected in new cultural forms. In the era of information economy driven by the scientific and technological revolution, the connotation and characteristics of social capital, cultural forms and personality traits have undergone major changes. Technological changes in different times will lead to different cultural forms and cultural production methods. Facing the emergence of technologies such as cultural ontology research, cultural big data construction, artificial intelligence, etc., the paradigm of Gesar's intangible cultural heritage research has gradually diversified, and the presentation methods and carriers of cultural forms are also constantly innovating. Based on the characteristics of Gesar intangible cultural heritage resources, it is the innovation goal of cultural and technological integration to create and experience content that breaks through the historical dimension and spatial field, and enrich and innovate cultural forms.

3.2 The Path of Activation, Evolution and Innovation of Gesar Intangible Cultural Heritage

3.2.1 Building a Knowledge Map of Cultural Elements

It will be important to integrate the "implicit knowledge" and "explicit knowledge" in the evolution of Gesar intangible cultural heritage, and sort out the content attribute, management attribute and form attribute of Gesar intangible cultural heritage cultural resources elements from the three-dimensional dimension of "two levels and eight elements". Combining the big data analysis technology and the characteristic structure of "one person, one thing, one field", it is of great significance to build a knowledge map including cultural metadata structure, network semantic evolution and other contents. Gesar intangible cultural heritage is increasingly becoming rich and diverse, and gradually covers a variety of art categories, such as Gesar Tibetan opera, Gesar stone carving, Gesar Thangka, Gesar writer text, Gesar music, Gesar artifacts, Gesar cartoons, Gesar "Dorima", Gesar colored sculpture, Gesar animation, Gesar film and television, and so on.

Researchers should use a variety of knowledge systems such as aesthetics, semiotics and semantics to build a design atlas based on the knowledge atlas of Gesar intangible cultural heritage cultural elements, which can effectively support the development of cultural creative design.

3.2.2 Establishing an Open Knowledge Expression Platform

Based on the local knowledge structure and knowledge map, scholars can integrate the nature, behavior, organization, representation and other resources related to Gesar intangible cultural heritage, form the Gesar intangible cultural heritage expression element system, and establish an open knowledge and communication platform that integrates multiple media forms such as portal, mobile APP and third-party applications. Its openness is mainly reflected in the openness of the source of digital cultural resources, the openness of expression tools and methods, and the openness of users. In this process, it is able to give full play to the practical and knowledge expression advantages of the design discipline, and provide services such as knowledge visualization, knowledge retrieval and knowledge recommendation in the form of cross-media (featured cultural space, typical products, interactive images, multimedia visual communication, platform development, etc.) to enhance the knowledge expression and global communication capabilities of Gesar intangible cultural heritage.

4. CONSTRUCTING THE ACTIVATION KNOWLEDGE SYSTEM OF GESAR INTANGIBLE CULTURAL HERITAGE

By building a design-oriented Gesar intangible cultural heritage activation knowledge system, it can provide strong support for Gesar intangible cultural heritage activation, evolution, creativity, intelligent manufacturing and international communication, promote the "reproduction" of Gesar intangible cultural heritage in the continuous evolution of science and technology, promote its creative transformation and innovative development, and promote the open sharing and interconnection of cultural resources, and drive the transformation of public cultural services and cultural industries.

4.1 Building an Endogenous Creative System

On the basis of building an activated knowledge system, the construction of the endogenous creative system can stimulate the endogenous power of Gesar intangible cultural heritage inheritance subject, transform cultural resources into knowledge and value, and continue to generate new business forms and transformation methods, and create Gesar intangible cultural heritage cultural ecology with "endogenous power". The main construction idea of the system is to integrate "content - design - production - market - value" and explore the innovation path from regional resources to global value, including the following three aspects:

First, in terms of system organization, the system adheres to the design idea of "local", "connected" and "sustainable", including practices, organizations, resources, activities and links related to the innovation of Gesar intangible cultural heritage, and "recreates" and "redesigns" Gesar intangible cultural heritage cultural resources through community research, social innovation, collaborative design, participatory design and other methods. The specific design path includes six stages: "cultural research, demand definition, design positioning, design scheme, design evaluation, production system and channel construction". Each stage has corresponding design innovation methods, such as field survey, semi-structured interview, market research, function definition, scenario mapping, service design, business model design, and we-media communication. Under the overall system development path, the six stages cooperate and support each other to jointly promote the construction and transformation of the design knowledge system.

Second, in terms of collaborative innovation, it is necessary to organize actors from interdisciplinary and cross-cultural backgrounds to participate in the process of cultural resource transformation and design innovation, including government, cultural holders, designers, colleges and universities, industries, etc. The government role can provide policy guidance, resource allocation, platform support, etc.; Culture holders can promote collaborative innovation through their internal vision; Designers can promote the creative transformation and global dissemination of Gesar intangible cultural heritage resources through creative design; Colleges and universities can

provide academic research and think tank construction support for the construction of knowledge system and future development direction; The industry can realize the practical landing and market operation of innovation achievements related to intangible cultural heritage. Through the participation of various subjects, a local knowledge platform with local cultural resources, natural resources and behavioral resources as its content has been jointly built, forming a complex, diverse and open interactive network. For example, in order to further study and implement the spirit of General Secretary Xi Jinping's important instructions on Gesar culture, Seda County, Ganzi Prefecture, held a review meeting on "Gesar image standardization" and the third Gesar Academic Summit Forum in Seda County. Leaders and experts from the National Gesar Work Leading Group Office, famous experts and scholars of Gesar from Inner Mongolia, Xinjiang, Qinghai, Sichuan, etc., post-doctors and doctors of the Institute of National Literature, Chinese Academy of Social Sciences, and local Gesar scholars of Seda County, jointly explore the spiritual connotation of Gesar culture, jointly plan the inheritance and development of Gesar culture, and jointly promote the creative transformation and innovative development of the excellent traditional culture of the Chinese nation. One of the important results is the completion of the "Gesar image standardization". The "Gesar image standardisation" cultural project will take the performance of more than two hundred important heroic figures, costumes, weapons and characteristic scenes in the Gesar epic as the graphic language, and on the basis of fully respecting and accurately understanding the text of Gesar's epic, restore the "authenticity" of history, form a professional and authoritative standardized image system, and create a national culture and art brand full of the atmosphere and innovative spirit of the times. This is not only an initiative to protect and pass on the Gesar epic, a treasure of Chinese culture, but also a vivid embodiment of the implementation of General Secretary Xi Jinping's important instructions of "emphasis on minority cultural protection and inheritance, support and back up the Gesar(s) and other intangible cultural heritage, train good inheritors, and pass it on from generation to generation". [6]

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6.   The "Gesar Image Standardization Base" brand was awarded by the National "Gesar Office" to Seda County https://mp.weixin.qq.com/s?__biz=MzIzODI5MDc4Mg==&mid=2247650761&idx=2&sn=76918eab8f97937bb4e0ddfe0a22010

4.2 Construction of Characteristic Cultural Industry

At present, traditional culture is facing the transformation of new production and life style caused by the new technological revolution. The intangible cultural heritage of Gesar can only be integrated into the environment of the industrialized society after being recombined with modern elements, so as to obtain "regeneration". Under the new economic and social development structure, the characteristic cultural industry is the most organic component of the cultural industry with national and regional characteristics, and has become an important strategy for transforming the economic development mode and adjusting the economic development structure. Promoting the integration of Gesar intangible cultural heritage resources with the needs of the market and society, solving the contradictions and conflicts between cultural resources and characteristic cultural industries, and forming differentiated, diversified and characteristic cultural and creative products and business models, are the key issues to be solved during the construction of intangible cultural heritage innovation ecosystem.

5. CONCLUSION

Under the complex scenario of the integration of creative economy, modern service industry and cultural technology, Gesar intangible cultural heritage presents such contents as technology support and technology application, cultural form and cognitive environment, cultural format and scene integration. The researchers can explore the productive protection mechanism of Gesar intangible cultural heritage in the new era, form a characteristic cultural industry system resource integration method of "content design production channel", and build a design-driven development model of cultural industry transformation and upgrading. Therefore, the transformation and application of Gesar intangible cultural heritage is closely related to the change of digital technology system, and the innovation of Gesar intangible cultural heritage is imminent. [7]

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