

Research on the Inheritance and Innovation Path of Foshan Paper Cuttings' Intangible Cultural Heritage Skills from the Perspective of Cultural Confidence

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ABSTRACT

Guangdong Foshan paper cuttings have a long history of "intangible cultural heritage" skills and culture, with rich Lingnan cultural characteristics, and were officially included in the State-level Non-Material Cultural Heritage List in 2006. With the rapid development of social economy, New Media and artificial intelligence (AI) technology, the inheritance and development of Foshan paper cuttings' "intangible cultural heritage" skills are in crisis. From the perspective of protecting intangible cultural heritage and promoting cultural confidence, this paper explores how to integrate Foshan paper cuttings' "intangible cultural heritage" skills into the market, make them be close to people's life, cultivate reserve talents, and present Foshan paper cuttings art in diversified forms and multidimensional functions, so that it can be integrated into life, innovated and developed, and recognized, consumed and appreciated by the public, to realize normalized inheritance and development.

Keywords: *Foshan paper cuttings, Cultural confidence, Protection, Inheritance, Innovative development.*

1. INTRODUCTION

The author (Dan Xiong) of this paper is a professional teacher who has been working in art teaching at a university in Foshan, Guangdong for 18 years. In the teaching practice of the author, she deeply feels that the development situation of Foshan paper cuttings' "intangible cultural heritage" skills is not optimistic, facing the loss of skills, and people's awareness of Foshan paper cuttings and culture is low. At the same time, with the development of social economy, the personalized demand for Foshan paper cuttings' "intangible cultural heritage" skills has become increasingly obvious. On the way of modern communication and innovation, Foshan paper cuttings urgently need to be input with the essence of the times to adapt to market demands. From the perspective of protecting intangible cultural heritage and promoting cultural confidence, this paper is going to demonstrate how to integrate Foshan paper cuttings' "intangible cultural heritage" skills into the market, make them be close to the people's life, and

cultivate reserve talents. The key point this paper intends to break through is to explore the inheritance and development path of Foshan paper cuttings art from the perspective of cultural confidence, and the difficulties to be broken through are how to enhance the citizens' sense of identity and pride in Foshan paper cuttings culture, solve the current survival crisis of paper cuttings artists, and establish a sound protection mechanism for Foshan paper cuttings' "intangible cultural heritage" skills.

2. THE VALUE AND PRACTICAL SIGNIFICANCE OF THE RESEARCH

The research on Foshan paper cuttings holds profound value and significance, encompassing political, cultural, and craft dimensions. It reflects the essence of cultural confidence, promoting the heritage and development of Chinese traditions. Cultivating talents with a historical identity and pride in Chinese culture contributes to the ideology,

ethics, and humanistic spirit of the nation. Foshan's strategic location within the Greater Bay Area emphasizes its rich cultural heritage, symbolized by the unique artistry and cultural depth of Foshan paper cuttings. This traditional craft, particularly the copper chisel technique, not only showcases artistic grandeur but also represents the wisdom and skills of the artists. Integrating these cultural treasures into the market ensures their vitality and sustenance, fulfilling a mission to enhance cultural consciousness and national pride while narrating compelling Chinese stories.

2.1 Political and Ideological Value

Cultural confidence is confidence in the progressiveness of socialism with Chinese characteristics. Cultivating Foshan paper cuttings reserve talents with a sense of historical identity and pride of Chinese excellent cultural traditions has far-reaching strategic significance for the inheritance and development of the Chinese nation's ideology, ethics and humanistic spirit accumulated for thousands of years.

2.2 Cultural Value

Foshan is located in the traffic artery of the Pearl River Delta with developed water system and is one of the important members of the Guangdong-Hong Kong-Macao Greater Bay Area. Since the Ming and Qing dynasties, various merchants have gathered here, bringing memories, songs, dances, and various cultural forms of customs from different regions. Foshan paper cuttings are one of the representative heritages of Lingnan's excellent traditional culture, not only embodying unique cultural charm in artistic expression, but also containing rich cultural connotations in their genres.

2.3 Craft Value

Copper chisel paper cuttings in Foshan paper cuttings are a unique paper cuttings craft in Foshan. This kind of paper cuttings looks very festive and grand, and has always received the attention of the industry. This traditional craft used red bronze materials, which were prone to rusting and had the disadvantage of relatively dull coloring. Later, paper cuttings artists improved this material and adopted the method of gilding on red bronze to realize the mutual contrast of materials, copper chisel craft and design concept, so that the copper chisel paper cuttings could present a resplendent and magnificent visual effect. As the saying goes, a

minute on the stage takes ten-year practice. Without the thoroughly tempered and solid craft, it is impossible to have the Foshan paper cuttings culture, which are famous overseas and passed down from generation to generation. Every art skill of Foshan paper cuttings shows the wisdom and profound skills of Foshan paper cuttings artists.

2.4 Practical Significance

As intangible cultural heritage skills in Foshan, Foshan paper cuttings must be integrated into the market while protecting and inheriting traditional skills. Paper cuttings art has vitality only when it has a market. Foshan paper cuttings also contain rich spirit of Foshan people, providing rich nourishment for the development of traditional culture in Guangdong. It is the responsibility and mission of university educators to integrate the idea of cultural confidence into Foshan paper cuttings art, guide the masses to identify with the excellent traditional culture of the Chinese nation, help the masses to improve cultural consciousness and cultural confidence, enhance national pride, improve the ability of "Chinese design", and well tell Chinese stories.

3. CURRENT RESEARCH STATUS IN CHINA AND FOREIGN COUNTRIES

Foshan paper cuttings are one of the traditional folk art forms in China, whose history can be traced back to the Tang Dynasty. In recent years, with the emphasis on traditional culture and the increase of inheritance and protection, Foshan paper cuttings have gradually attracted attention, and many studies have been carried out in China and foreign countries.

3.1 Chinese Research Status

This section delves into the research landscape of Foshan paper cuttings, focusing on their historical, artistic, and genre-based characteristics. By understanding their intricate history, diverse genres, and societal and cultural importance, we gain valuable insights to further preserve and advance this traditional craft.

3.1.1 Historical and Artistic Characteristics of Foshan Paper Cuttings

Through the research on the history development, craft and technique, and artistic characteristics of Foshan paper cuttings, the understanding of Foshan paper cuttings can be greatly enriched.

3.1.2 Genres and Development of Foshan Paper Cuttings

Foshan paper cuttings are a traditional handicraft with many genres and a long history of development, and each genre has its unique characteristics. The study of various genres also provides a clearer and more accurate direction for the inheritance of Foshan paper cuttings.

3.1.3 Social Value and Cultural Significance of Foshan Paper Cuttings

As a traditional folk handicraft, Foshan paper cuttings have very important social value and cultural significance. By exploring their social value and cultural significance, people can better promote their inheritance and development.

3.2 Current Research Status Abroad

This section provides an overview of the current international research landscape on Foshan paper cuttings, highlighting efforts to introduce and integrate this traditional art form into the global cultural dialogue. Further collaboration and deeper research are encouraged for a comprehensive understanding.

3.2.1 Introduction and Promotion of Foshan Paper Cuttings

With the continuous development of Chinese culture to the world, Foshan paper cuttings have also received more and more attention from foreign people. Some scholars have introduced and promoted Foshan paper cuttings, hoping to introduce them to more people.

3.2.2 Exchange and Integration of Foshan Paper Cuttings with Western Culture

In the context of globalization, exchanges and integration between various cultures are becoming more and more common. Some scholars have

discussed the exchange and integration of Foshan paper cuttings with western culture, and have found the entry point in cultural exchange.

In general, the research on Foshan paper cuttings in China and foreign countries is still relatively limited and more scholars are still needed to join it for in-depth and systematic research and discussion.

4. OVERVIEW OF FOSHAN PAPER CUTTINGS' "INTANGIBLE CULTURAL HERITAGE" SKILLS

In this section, we explore the intricate world of Foshan paper cuttings' "intangible cultural heritage" skills, encompassing their historical roots, diverse crafting techniques, and evolving role in modern society. We shed light on the challenges they face in terms of changing values, dwindling inheritors, and adapting to a rapidly transforming market. The urgent need for protection, innovation, and alignment with contemporary tastes becomes evident, requiring a comprehensive and forward-thinking approach.

4.1 Foshan Paper Cuttings' "Intangible Cultural Heritage" Skills

As one of the first 518 intangible cultural heritages in China announced by the State Council and an important genre of paper cuttings in Guangdong, Foshan paper cuttings' "intangible cultural heritage" skills are one of the important representatives of China's traditional folk art, not only reflecting the unique cultural charm in artistic expression, but also containing extremely rich cultural connotations in their genres. The origin and prosperity of Foshan paper cuttings' "intangible cultural heritage" skills were different from paper cuttings in other places and of other genres. Most of the paper cuttings in other places of China originated and flourished in folk activities such as festivals and sacrifices, while the prosperity of Foshan paper cuttings originated from the commercial requirements of the Ming and Qing dynasties. The craft of Foshan paper cuttings works is very exquisite, focusing on carving, which can be divided into four categories: solid color paper cuttings, contrast color paper cuttings, colored paper cuttings and copper chisel paper cuttings. Among them, the copper chisel paper cuttings' craft is the most distinctive, which combines the techniques of painting, carving and writing. The works are vigorous, powerful and resplendent. At

present, there are more than 1,000 design and color varieties of Foshan paper cuttings, including tourism products, which can be used for architectural decoration, daily necessities, decoration, art appreciation and other purposes.

4.2 Development Status of Foshan Paper Cuttings' "Intangible Cultural Heritage" Skills

This section delves into the evolving landscape of Foshan paper cuttings' "intangible cultural heritage" skills. It highlights shifts in societal values, the urgent need for protection and inheritance, and the necessity for adaptation to contemporary demands, underlining the imperative of revitalizing this cherished cultural art form.

4.2.1 The Value Orientation of Foshan Paper Cuttings' "Intangible Cultural Heritage" Skills Has Changed

With the development of social economy, progress in technology, and improvement in people's living standards, coupled with Foshan being at the forefront of reform and opening up, people's lifestyles and customs there have undergone changes, and their values and aesthetics have also changed. At the same time, film and television culture and network culture have entered the lives of young people and have a profound impact, which has also impacted young people's enthusiasm for the inheritance of paper cuttings art. They have started using new ways of thinking to experience life. Some young people also lack positive affirmation of the artistic form and value of Foshan paper cuttings, which makes it difficult to create an atmosphere of protecting traditional culture.

4.2.2 Foshan Paper Cuttings' "Intangible Cultural Heritage" Skills Urgently Need to Be Protected and Inherited

There were almost no inheritors of Foshan paper cuttings art and there are defects in the inheritance of the industry. Foshan paper cuttings began in the Ming Dynasty and flourished in the Qing Dynasty. However, by the time of the Anti-Japanese War, there were few people engaged in paper cuttings production. During the Cultural Revolution, there were almost no inheritors of Foshan paper cuttings and this art almost disappeared. In 1968, the Foshan Folk Art Research Society closed down, paper cuttings workers were

also assigned to cotton mills, instrument plants and other places, Foshan paper cuttings fell into a full standstill period. It was not until September 1971 that the Foshan Folk Art Research Society was restored. National-level inheritor Chen Yongcai is nearly seventy years of age. His disciples include his daughter Chen Jiayan, as well as Rao Baolian and Deng Chunhong. While enriching Foshan paper cuttings' artistic content, they also promote Foshan paper cuttings overseas. However, in general, the development situation is not optimistic. The social awareness of Foshan paper cuttings' "intangible cultural heritage" skills is low, and the inheritance model needs to keep pace with the development of the times. It is far from enough to rely solely on the strength of the inheritors.

4.2.3 The Theme and Craft of Foshan Paper Cuttings' "Intangible Cultural Heritage" Skills Urgently Need to Adapt to the Market

With the development of new technology and the transformation of modern furniture decoration, Foshan paper cuttings' "intangible cultural heritage" skills are at a low point of development. At this time, it is necessary to explore their development direction and new ideas, improve the attention of all sectors of society to traditional art and culture, and make innovations in paper cuttings art. For example, the theme and craft of paper cuttings should make breakthroughs. First, the content and theme of paper cuttings should be close to people's life. Second, while inheriting the traditional culture, it should also innovate the theme and perspective of creation, so that Foshan paper cuttings can better adapt to the market and make their traditional vitality develop and continue.

5. ANALYSIS ON THE PROTECTION VALUE OF FOSHAN PAPER CUTTINGS' "INTANGIBLE CULTURAL HERITAGE" SKILLS

Foshan paper cuttings are one of China's traditional intangible cultural heritage skills, which have important protection value, mainly reflected in the following aspects:

5.1 Cultural Heritage Protection

As a traditional handicraft, Foshan paper cuttings have a history of hundreds of years, representing a part of Chinese traditional culture. Their unique crafts and artistic style reflect an

important period in the history of Chinese art. Therefore, the protection of Foshan paper cuttings, an intangible cultural heritage, is very important for maintaining the integrity and diversity of China's traditional culture.

5.2 Cultural Inheritance and Promotion

Foshan paper cuttings are a kind of folk art, and their inheritance needs to be carried out through the way of master-apprentice transmission. Due to changes in modern life and various reasons, many young people have stopped learning Foshan paper cuttings. Therefore, protecting the intangible cultural heritage of Foshan paper cuttings not only helps to inherit and carry forward Chinese traditional culture, but also helps to stimulate young people's interest and love of traditional art.

5.3 Economic and Social Development

As one of the cultural industries, Foshan paper cuttings have great potential for economic and social development. By protecting the intangible cultural heritage of Foshan paper cuttings, it can stimulate the development of cultural and creative industries and promote economic growth and employment opportunities.

5.4 Artistic Value and Academic Value

Foshan paper cuttings have unique handicrafts and artistic style, and also have important academic value and significance for the study of art history and folk art history. At the same time, protecting the intangible cultural heritage of Foshan paper cuttings is conducive to inheriting and carrying forward China's excellent traditional culture and promoting the spread of Chinese culture worldwide.

Therefore, the protection of Foshan paper cuttings' "intangible cultural heritage" skills is of great significance and value, and needs the attention and support of governments at all levels and all sectors of society.

6. ANALYSIS OF THE INHERITANCE AND DEVELOPMENT PRESENT SITUATION OF FOSHAN PAPER CUTTINGS' "INTANGIBLE CULTURAL HERITAGE" SKILLS

Foshan paper cuttings are a traditional Chinese handicraft art with a long history and rich cultural

connotations. In the context of the development of modern society, Foshan paper cuttings, as an intangible cultural heritage, have received national attention and protection, but their inheritance and development still face certain difficulties. On the one hand, due to the shortage of talents, insufficient market demand and other reasons, the inheritance of Foshan paper cuttings faces greater challenges. On the other hand, under the impact of modern technology, it is difficult for Foshan paper cuttings to adapt to the market demand and the aesthetic needs of consumers, resulting in their development being limited. Such limitations are mainly reflected in the following aspects:

- The development situation is not optimistic, facing the loss of skills. Foshan paper cuttings are one of the handicrafts with regional cultural characteristics in Guangdong, but their development is not optimistic. Many valuable works and materials were destroyed in the Cultural Revolution. Paper cuttings artists also have a greater survival dilemma. Young people are forced to make a living and will not choose the profession of paper cuttings artists, lacking the awareness of protecting and inheriting the traditional culture of paper cuttings.
- People's awareness of Foshan paper cuttings and culture is low. In 2017, the government conducted a survey on this issue in the five districts of Foshan City. The survey data showed that, 2.84% of the citizens were very familiar with Foshan paper cuttings, 11.35% of the citizens were relatively familiar, 69.86% of the citizens only heard of them, and 16.31% of the citizens completely didn't know about them. From the survey results, Foshan citizens don't know much about Foshan paper cuttings art, and most of them only stay at the level that they have only heard of it.
- With the development of social economy, the personalized demand for Foshan paper cuttings' "intangible cultural heritage" skills has become increasingly obvious. On the road of modern communication and innovation, Foshan paper cuttings urgently need to be input with the essence of the times to adapt to market demands.

In order to protect and inherit the intangible cultural heritage of Foshan paper cuttings, relevant departments have taken various measures. For example, they have established a library of inheritors, carried out traditional skills training, and strengthened the protection and publicity of Foshan

paper cuttings. On the whole, the protection and inheritance of intangible cultural heritage of Foshan paper cuttings is a long-term and arduous task, which requires the joint efforts of relevant departments and social parties to promote their innovation and inheritance through a variety of measures, so as to make them play a broader and far-reaching value in modern society.

7. EXPLORING THE INHERITANCE AND DEVELOPMENT PATH OF FOSHAN PAPER CUTTINGS' INTANGIBLE CULTURAL HERITAGE SKILLS FROM THE PERSPECTIVE OF CULTURAL CONFIDENCE

This section delves into strategies for preserving and advancing Foshan Paper Cuttings' intangible cultural heritage skills through the lens of cultural confidence. It proposes a multifaceted approach, encompassing heightened government publicity, talent training, an industrial framework, and a robust protection mechanism. By amalgamating tradition with modern avenues, it aims to cultivate a profound understanding of Foshan paper cuttings, fostering pride and ensuring their sustained legacy amidst evolving cultural landscapes.

7.1 Strengthening Government Publicity Intensity and Promoting in Multiple Dimensions Through Online and Offline Media

As an important carrier of Chinese traditional culture, Foshan paper cuttings carry the most simple artistic language and artistic ideas of the working people. The government should increase efforts to cultivate citizens' sense of identity and pride in multiple dimensions. For example, online communication of Foshan paper cuttings should be carried out by using TV dramas, movies, documentaries, WeChat official account, MicroBlog, shopping sharing platform and other software. In offline media such as newspapers, magazines, museums, and public environmental facilities, Foshan paper cuttings should be applied to today's urban public space construction and be close to people's lives, so as to enhance the vitality of urban public space development.

7.2 Building a Talent Training System for the Inheritance of Foshan Paper Cuttings' Intangible Cultural Heritage Skills

Cultivating a group of successors to protect and inherit intangible cultural heritage is the key to protecting intangible cultural heritage. At present, the number of inheritors of Foshan paper cuttings' intangible cultural heritage skills is small, and there are few artists willing to engage in paper cuttings industry. Therefore, talent training is crucial. The only means and way of inheriting human social and cultural heritage is education. The construction of a talent training system for the inheritance of Foshan paper cuttings' intangible cultural heritage skills needs to start from the education departments, including universities and primary and secondary schools.

7.3 Building an Industrial System for the Inheritance of Foshan Paper Cuttings' Intangible Cultural Heritage Skills

First, from the perspective of industrialization, the inheritance of Foshan paper cuttings' intangible cultural heritage skills is to integrate the scattered folk crafts in the past through the operation of market rules to form a considerable scale and generate profits. Therefore, it is not only necessary to have a full understanding of the cultural and artistic value contained in intangible cultural heritage, but also to fully explore its potential economic value. Second, in the process of industrialization, the development of the tourism industry is also a very important component. The tourism industry is a cultural economic industry, closely related to intangible cultural heritage. By developing the tourism industry, it can further increase the utilization, development, protection, and inheritance of material cultural heritage. As a highly attractive tourism resource, the combination of intangible cultural heritage and the tourism industry will achieve a win-win situation and interactive development between the two.

7.4 Building a Static and Dynamic Protection Mechanism for Foshan Paper Cuttings' Intangible Cultural Heritage Skills

Based on the social status quo that Foshan paper cuttings' intangible cultural heritage skills need to be protected and inherited, this paper suggests that

the protection of Foshan paper cuttings should include both the static protection of museums and exhibition halls, and the dynamic protection of cooperation with enterprises. Static protection mainly focuses on the protection of current paper cuttings artists and crafts, such as setting up a folk art research institute, clarifying the cultural mission, investigating the humanistic environment, customs, national beliefs and other related contents of Foshan paper cuttings, and specializing in the study of folk art theory of paper cuttings. The database of Foshan paper cuttings culture can be established to enable citizens to have an accurate and complete understanding of the development process of Foshan paper cuttings art, so as to better understand the connotation of Foshan paper cuttings culture and better protect and inherit Foshan paper cuttings art. Dynamic protection is mainly promoted by means of cultural creativity. Through modern scientific and technological means, such as digital technology, 3D printing, etc., the innovation of Foshan paper cuttings can be combined with modern production to promote the inheritance and development of Foshan paper cuttings.

8. CONCLUSION

Cultural confidence refers to the identification with one's own cultural traditions and a confident mindset, which is a positive cultural attitude. In the inheritance and development of Foshan paper cuttings, it also needs to explore a sustainable inheritance and development path from the perspective of cultural confidence.

First, it's important to strengthen the publicity and promotion of Foshan paper cuttings. Through strengthening publicity and promotion, more people will understand, understand and love Foshan paper cuttings culture, and enhance the public's sense of cultural identity and cultural confidence.

Second, efforts should be made to strengthen the protection and inheritance of Foshan paper cuttings. On the basis of protecting Foshan paper cuttings' intangible cultural heritage skills, the government and social organizations should actively inherit, train professional practitioners of paper cuttings, establish inheritance mechanisms and training systems, and let Foshan paper cuttings skills be inherited and carried forward.

Third, it is extremely crucial to pay attention to the innovation and development of Foshan paper cuttings. By integrating various resources, it should pay attention to technological innovation and the

sublimation of cultural connotations, expand market demands and consumer demands, improve the adaptability and market competitiveness of Foshan paper cuttings in modern society, realize the dynamic inheritance of Foshan paper cuttings culture, and make it better serve the contemporary society.

To sum up, the inheritance and development of Foshan paper cuttings' "intangible cultural heritage" skills from the perspective of cultural confidence requires the joint efforts of the government, social organizations and the general public. They should take measures such as strengthening publicity, protecting inheritance, and focusing on innovation to better inherit and develop Foshan paper cuttings culture and show the unique charm and style of Chinese culture.

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