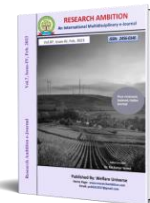




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Culture Adapts to Aging: Intangible Cultural Heritage Inheritance and Development and Its Aging Adaptability

Li Sheng^{a,*} 

Wang Puyi^{b,**} 

^a Department of Mechanical Engineering, Faculty of Engineering, Universiti Malaya, Kuala Lumpur 50603, Malaysia

^b Department of Mechanical Engineering, Faculty of Engineering, Universiti Malaya, Kuala Lumpur 50603, Malaysia

KEYWORDS

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development

ABSTRACT

This paper studies the protection and inheritance of intangible cultural heritage (ICH), analyzes the status quo of its digital communication, and proposes the necessity of its development in the contemporary culture. However, the existing literature lacks the systematic definition and research exploration of the term "Culture Adapts to Aging". The research on inheritance and development of ICH is also an indispensable part of cultural aging development. Through sorting out the status, development status and practical significance of the aging development of ICH in the cultural power; Summarize the principles, methods and significance of the aging development of ICH. This paper provides an important clue for the in-depth study of the aging development of cultural and ICH, and also provides a theoretical and methodological reference for the integration of intangible heritage inheritance, innovative design, elderly group industry and other fields.

Introduction

The transmission of ICH is a crucial step in the revitalization of a nation's culture, and many of the skills, tales, dances, operas, acrobatics, folk customs, etc. that make up ICH originate from, are developed in, and are passed down through ancient villages. The preservation of local culture and the revival of rural areas will both benefit from the associated inheritance measures for intangible cultural resources. A nation's or a country's significant historical accomplishments, vibrant traditional culture, and ICH all play a significant role. Intangible cultural legacy inheritance is

influenced by a wide range of issues, including culture, politics, economics, ethics, and morality. Science and technology have advanced with the ages and now play a significant role in how ICH is passed forward. The combination of science and art is conducive to cultural continuity and technological innovation.

The intervention of science and technology has enriched the ICH and its new form of industry, promoted the modernization of the inheritance of ICH, and accelerated the human culture of various ICH. However, the fundamental element of science and technology to help the inheritance of ICH is

Corresponding author


*E-mail: lisheng_lx@outlook.com (Li Sheng).

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 <https://orcid.org/0000-0001-9346-6050>



the traditional skills themselves and their cultural connotation. The assistance of science and technology should be based on the traditional skills. Digital technology and platform will become a new engine for the integration and development of culture and science and technology in the future, while traditional skills and other cultures are an irreplaceable energy source. In the inheritance of ICH, digitization should not only pay attention to the aging development of ICH itself and its content, but also pay attention to the aging development of inheritors and audience groups.

1 Status quo of digital inheritance of ICH

In addition to digital ICH protection measures, the digital dissemination of ICH also brings new opportunities and challenges for the inheritance and dissemination of ICH. Digital means of communication, mostly in the form of text, audio recording, video recording and digital multimedia, display and promote the ICH on the Internet platform, and effectively spread and promote the ICH while retaining the precious materials of ICH(Guan, 2021). Although the inheritance and digital communication of ICH are strongly supported by national policies and various initiatives have been taken by local governments, the inheritance and digital communication of ICH still face the following problems.

1.1 In terms of inheritors, it is mainly reflected in the reduction and aging of inheritors

With the development of urbanization, most young people go out to study and work. It is difficult to attract young people to learn and inherit ICH. In addition, some ICH is passed on by family or apprentices by word of mouth, which leads to the

reduction of inheritance groups. At the same time, the aging of inheritors is a common phenomenon, which is specifically reflected in the limited cultural level of most inheritors, their weak ability to apply new technologies and new media, their insufficient ability to sort out words and adapt to new trends, their lack of brand awareness, and their lack of emerging digital communication operation ability, which limit the communication opportunities of inheritors.

1.2 In terms of content, it is mainly reflected in its oneness and backwardness

Nowadays, most of the digital inheritance and dissemination of ICH adopt the initiative of establishing a database to digitally integrate the basic information, image data, pattern data, research results, etc. of ICH, and expand the transmission path while protecting ICH(Huang & Xu, 2022). However, in the introduction of promoting ICH, text, images and audio and video are often used to describe the relevant historical background, production process and development status, and the content is not attractive to the masses. In a fast-paced society, young people tend to pursue things and activities with strong sensory stimulation in their spare time. New initiatives such as ICH homestays, ICH study tours, VR/AR experience bring new space experience to the spread of ICH. However, most of the performances and 3D displays of ICH lack mass participation, so the innovative development of ICH content needs to keep pace with the times. In addition, long production cycle and difficult preservation are also important innovation directions of ICH. Stories, dances, operas and other types of ICHs should also

be innovated according to the development of the times(Guo, 2020).

1.3 In terms of scope, it is mainly reflected in regional limitations

The inheritance of ICH depends on the local government, exhibition halls, cultural centers and protection units for publicity. Neglected to carry out publicity cooperation with institutions outside the territory, and explored new paths for ICH inheritance and digital communication, resulting in imperfect inheritance and communication chain. Influenced by the epidemic situation and other special circumstances, the number of foreign tourists has decreased. At the same time, most museums and exhibition halls have limited the number of tourists, which also reduces the effect of publicity. Some online publicity videos and articles are mostly reported on some local channels, microblogs, WeChat, Tiktok, Kwai, Twitter, Facebook, YouTube and other platforms in their regions. The limitation of publicity also leads to the regional limitation of digital communication audience. In addition, the promotion of big data has also led to the fact that the audience of ICH videos are mostly older, and those who have known about ICH cannot attract more people to know about ICH.

2. Necessity of cultural aging development

2.1 Importance of adapting to aging development of ICH

As relevant Chinese departments have successively issued aging development policies, they have promoted the solution of the digital technology gap problems encountered in the application of intelligent technology and the use of Internet

applications, and encouraged enterprises to actively carry out aging products and barrier free transformation daily projects. As a result, the "Silver Economy" has been developed and paid attention to, which has set off the social impact of the aging boom. The adaptive aging has a wide and far-reaching impact on the development of economy and society, and its cultural development will be more innovative and imminent(Q. Li, 2022).

Culture is suitable for aging development. Culture is all the spiritual activities and products of human beings. The appropriate aging development of culture is mainly to promote traditional culture and the excellent cultural spirit of the new era for the elderly, and strengthen the construction of public cultural services such as cultural activities exchange centers for the elderly. In addition, the term "Old" in aging refers not only to the elderly group, but also to the traditional excellent cultural cluster. During its development, the new spirit of the times, culture and trend culture should also adhere to its origin. On the basis of inheriting excellent traditional culture, it should inherit, restrict, develop and blend in a living way. The aging development of ICH is an important part of the aging development of culture. It requires the involvement of the Internet, artificial intelligence, digital technology, and even the meta universe. According to the characteristics and needs of ICH in different places, cultures, nationalities, types and groups, new technologies should be adapted to these ICH, and a satisfactory aging development plan for ICH should be given(Q. Li, 2022). Finally, the new science and technology and the old ICH

will integrate and promote each other, achieve mutual adaptation, and make the appropriate aging development of ICH an innovative driving force to promote the activation and inheritance of ICH.

In the research on the inheritance of ICH, the intervention of the concept of aging can improve and develop the inheritance groups of ICH, such problems as difficult to reproduce skills, outdated ICH workshops, and outdated ICH content. The most important thing is that among the elderly, the spiritual and cultural needs of the elderly will be met, and the realization of their own values will contribute to their physical and mental health, and achieve the goal of "Active Aging" of cultural aging development.

2.2 Necessity for inheritors of ICH to adapt to aging development

2.2.1 The inheritor is too old

Inheritors maintain the lifeblood of the original ecological ICH and are the core to ensure the inheritance of ICH from generation to generation. The study found that the inheritors of ICH projects at the national, municipal and county levels in China are concentrated in 40-60 years old, and almost no inheritors are under 40 years old, and the national inheritors are basically over 60 years old. The aging of the inheritors' population and the single distribution of the age structure have led to the phenomenon that the inheritors are not connected or even dated. The Status and Development of the List of Representative Inheritors of China's ICH Projects lists the statistical table of the age structure of the first four batches of national ICH inheritors, draws the conclusion that "the age structure is obviously too

large", and puts forward the suggestion that "investment efforts and training speed should be strengthened".

2.2.2 Uneven age distribution

By analyzing the situation of inheritors under 60 years old, 60 years old and above in China, the inheritors of ICH, as an independent group, "have entered the age of aging and the peak age of decline". According to the statistics of the Department of ICH of the Ministry of Culture and Tourism, the fourth batch of "more than 10 'post 70s' inheritors emerged, becoming younger members of the inheritance team". At the project level, among the national, provincial and municipal ICH projects, the younger inheritors are more obvious. However, the ICH projects at district and county levels are aging, with the proportion of 61 years old and above reaching 20.7%. It is necessary to focus on the issue of inheritors of such projects. The key to solving the crisis lies in the targeted selection and adjustment of inheritors of different ages and their structural proportions.

2.2.3 Mental and physical aging of inheritors of ICH

In terms of physiology, the most important thing for inheritors of ICH is the decline of sensory function and cognitive characteristics. Vision, hearing and touch are the most important direct interaction means for inheritors of ICH to perceive culture, inherit ICH and maintain their survival. In addition, they are also worried about the income problem, and financial support is a common appeal of inheritors of ICH. With few economic resources, it is difficult to survive. The inheritors were forced to change careers. According to the survey results,

most of the interviewed inheritors believed that the biggest problem facing the development of ICH projects was "lack of financial support". The inheritance and development of ICH projects, including talent training, publicity and promotion, and product costs for inheritors, require huge funds from the state or society. At present, it is difficult to continue the ICH market under the environment of no one's interest and low profits. In addition, there is a large gap between inheritors at different levels, and it is difficult for low level inheritors to rely on state subsidies for living. Under the impact of modern and industrialized production mode, most inheritors of ICH cannot obtain stable income and living security by inheriting skills(Huang & Xu, 2022).

3 Principles for the aging development of ICH

3.1 Principle of diversified application

Due to the relatively narrow application market of traditional ICH and relatively single sales channels. In the context of modernization, catering to market changes and demands is a necessary way to realize the diversified application of ICH and ensure its sustainable development. The term "Adaptive Aging" originates from the adaptive aging transformation and adaptive aging design, and mostly involves the design fields of products, visual communication, media, interaction, building interior, public facilities, etc(Li Sheng, etc. 2022).

3.2 Design principle of "Elderly Oriented"

To meet the physiological and psychological needs of the elderly as a starting point, it can create an environmental space, interactive experience, public equipment and products that adapt to the physiological decline of the elderly as they get

older. In addition to the convenience of daily life and travel physiology for the elderly, the aging design should also consider the aging "Design" in terms of culture and ideology.

3.3 Living development of ICH

Taking into account the learning ability and cognitive ability of the elderly, in order to meet their interest in participating in the inheritance of ICH and enrich their life, we have set up courses with ICH characteristics in many places, built platforms for the elderly to inherit ICH, and activated the classroom atmosphere and ICH experience mode by combining interaction, participation, singing, dancing and performance with their peers and ICH inheritors, so as to promote the physical and mental pleasure of the elderly. At the same time, the local ICH can be inherited and developed for a long time by allowing the elderly to introduce ICH to more young people.

3.4 Principle of coordinated development of law, government and society

The law, government and society should work together to achieve the sustainability of the aging development of ICH. The ICH Protection Law, aiming at the classification and grading of inheritors, gives basic economic subsidies to "Successors" to ensure their basic livelihood. And endow inheritors with social status and advocate craftsmanship. At the same time, relevant laws and regulations were introduced to improve the protection of inheritors' rights. The government will strengthen the training of inheritors, encourage existing inheritors to strengthen learning, improve their cultural literacy, and enhance their profound

understanding of the inherent cultural connotation and nature of ICH; Strengthen publicity and organize relevant activities. In addition, the government should also industrialize it and promote the development of the industry. Social organizations can communicate with each other, exchange and learn, and generate new ideas and collisions through collaboration between different types of inheritors. At the same time, with the help of colleges and universities, we will carry out apprenticeship or education and training activities for inheritors, and provide corresponding places for inheritors to learn. The result of the integration of the three is the inheritance and development of ICH in digitalization, industrialization, marketization, internationalization and standardization(Liu, 2022).

4 Significance of ICH adapting to aging development

4.1 For ICH

With the proposal of the aging construction policy, ICH is faced with severe problems of protection and inheritance, development and innovation in the rapid development of digital construction. Promoting the aging development of ICH can not only continue the vitality of ICH, promote the inheritance and development of traditional handicraft ICH, but also promote the rejuvenation, transformation, modernization, innovation and development of ICH (W.-J. Yan & Chiou, 2021).

4.2 For design

With the comprehensive improvement of science and technology and people's material living standards, people's spiritual needs for modern design are also constantly improving. ICH carries rich regional culture and spiritual connotation.

Integrating its multiple meanings into modern design not only enhances the artistic value of modern design, but also increases the humanistic flavor of design, improves its own cultural value, and also endows modern design with new vitality (K. Yan & Li, 2023).

4.3 For education

The existence of ICH helps to enhance the cultural identity of contemporary society, enhance people's sense of social responsibility, and enable people to better integrate into society. In addition, ICH can also be used as an educational resource to spread cultural knowledge, cultivate cultural literacy and let people know their cultural heritage. The education development of the elderly is promoted through the establishment of the community elderly community and the construction of the university for the elderly through ICH.

5. Conclusion

ICH is an important carrier for inheriting human traditional culture. It has rich historical and cultural connotation and unique artistic style, and is both artistic and cultural. However, under the situation of accelerated globalization and rapid economic and social transformation and development, the traditional development model of ICH is contrary to the modern market demand. Therefore, suggestions and expectations for research on the aging development of ICH are put forward, and its development measures eventually form a coordinated and sustainable development model of industry, science and technology, culture and other aspects. With the deepening of the aging society in the future, the principle of aging design has been paid more and more attention. The aging of ICH

will help the innovative blend and development of new and old cultures and technologies. It can not only continue the vitality of ICH, break the barriers to the development of traditional handicrafts, but also achieve the overall revitalization and sustainable development of rural economy and culture.

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