

Inheritance and Protection of Dongguan's Intangible Cultural Heritage Under the Background of Globalization

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To cite this article:

Liu Yajun. Inheritance and Protection of Dongguan's Intangible Cultural Heritage Under the Background of Globalization. *Social Sciences*. Vol. 11, No. 6, 2022, pp. 404-407. doi: 10.11648/j.ss.20221106.19

Received: November 17, 2022; **Accepted:** December 19, 2022; **Published:** December 23, 2022

Abstract: Globalization is a phenomenon in the process of the development of human society. With the advent of the era of globalization, the world is closely connected, and the international politics, economy and trade are more frequently interactive and interdependent. The development of culture and art will also be affected by the impact of cultural globalization and show a new trend. Intangible cultural heritage, as the carrier that can best reflect the value of local culture and art, should be paid more attention by more people. As a relatively developed city in the Guangdong-Hong Kong-Macao Greater Bay Area, the inheritance and protection of its intangible cultural heritage is not balanced with the momentum of its economic development and is faced with many problems. Under the new forms and tests, how to make better use of the opportunities and challenges brought by the background of globalization to better inherit and protect Dongguan's intangible cultural heritage? This paper will discuss the relationship between culture and economy in the context of economic globalization, on this basis, further clarify the protection and inheritance of Dongguan's intangible cultural heritage status quo and existing difficulties, from the government policy support and international cooperation to put forward ideas and ways to solve the problem, constantly expand and enhance the influence of Dongguan's intangible cultural heritage.

Keywords: Globalization, Intangible Cultural Heritage, Native Culture

1. Overview of Globalization Background and Cultural Globalization

1.1. Globalization Is a Phenomenon of the Development of Human Society

The concept of globalization is a phenomenon process of the development of human society. At present, globalization has many meanings. Generally speaking, globalization refers to the increasing global connection, the development of human life on the basis of global scale and the rise of global consciousness. Countries are interdependent in politics, economy and trade. Globalization can also be explained as the compression of the world and the view of the world as a whole. Since the 1990s, with the expansion of the influence of globalization on human society, it has gradually attracted the attention of various countries in the fields of politics, education, society and culture, and triggered a large-scale

research boom. There are still different opinions about whether "globalization" is good or bad. Some scholars put forward that globalization is a double-edged sword for local culture, which will gradually obscure and lose the connotation and self-renewal ability of local culture. At present, the acceleration of globalization and modernization has brought great challenges to the inheritance and development of intangible cultural heritage. [1] How to enhance the discourse power and soft power of Chinese culture on a global scale is an issue worthy of continuous and in-depth discussion in academic circles. [2]

1.2. The Internal Relationship Between Cultural Globalization and Economic Globalization

Cultural globalization is the product of economic globalization, which refers to the global flow of all cultures in the world in various ways under the simultaneous action of "integration" and "differentiation". We can call the cultural

community formed in the process of cultural globalization "global culture". To understand the cultural characteristics of globalization is to grasp the cultural globalization. The globalization of culture has a premise, and the globalization of economy, only the great economic development, the realization of international integration, can inject new impetus to the development of culture, so as to provide a steady stream of product profits for the consumption of culture.

2. Status Quo and Problems of Globalization of Intangible Cultural Heritage in Dongguan

2.1. Impact of Economic Globalization on the Intangible Cultural Heritage of Dongguan

Dongguan, located in Guangdong, China, is an economically developed city in the economic core of the Guangdong-Hong Kong-Macao Greater Bay Area. It is adjacent to Shenzhen in the south and Guangzhou in the north, and is also an emerging first-tier city. In addition to its developed manufacturing industry, Dongguan actually has profound cultural deposits. According to the latest official statistics show in Dongguan, as of 2020, Dongguan municipal intangible representative project a total of 146 above, in addition to the familiar thousand corner lamp, wooden fish songs, Changan lion dance, dragon boat racing, kirin, Dongguan food production techniques, traditional tea mountain doll, guan xiang production techniques, such as folk intangible project also declared in a steady stream of mining. Intangible cultural heritage, from creation to dissemination, from ideological content to artistic form, has permeated the ideal pursuit and artistic interest of the vast majority of the working people. [3] Intangible cultural heritage is of great significance and value, including research values of humanity, history, art, education and science. [4]

In recent years, with the in-depth promotion of economic transformation and upgrading in Dongguan, "Made in Dongguan" has realized the integration of traditional manufacturing advantages and cultural creativity, and the cultural industry has risen rapidly. Data show that from 2011 to 2014, the added value of the city's cultural industry increased from 19.39 billion yuan to 28.35 billion yuan, an increase of 46%. The added value of the city's cultural industry accounted for 4.1% of the city's GDP to 4.82%, ranking the forefront of the province in terms of scale and growth rate, and has become a new growth point of Dongguan's economy. At the same time of rapid economic growth, after people have enough food and clothing, spiritual pursuit is bound to be put on the daily agenda. Theoretically, the intangible cultural heritage culture of Dongguan can become a good carrier of culture, carrying the impetus and hope of cultural development. But the reality is not satisfactory, non-material cultural heritage due to the uniqueness of itself, has certain difficulties in terms of

protection and inheritance, along with the development of economic globalization, the fast pace of social life, make people accustomed to the blind worship of foreign culture in the west, Christmas, valentine's day, anime, western food, modern cultural elements, such as rock music, seems to be more popular with young people. Chinese intangible cultural heritage, but most intangible cultural heritage because cannot keep up with the development of modern society and decline. [5] The local intangible cultural heritage in Dongguan is the same as the intangible cultural heritage around the country. Under the environment of cultural integration, the local intangible cultural heritage is facing an embarrassing situation. Unbalanced development; the cultivation system of non-genetic inheritors has not been established, and many intangible cultural heritage have no successors, and the inheritance chain is facing the break. [6] Some intangible cultural heritage projects are even endangered and lost.

2.2. Current Situation and Reflection on the Survival of Dongguan Intangible Cultural Heritage

The author has been engaged in the investigation and sorting of intangible cultural heritage for many years, and has studied the intangible culture of Dongguan and its surrounding areas I have conducted several surveys on the status quo of heritage survival, accumulated more first-hand information and put forward my own independent views on the preservation status of folk intangible cultural heritage handicrafts, the survival status of non-genetic inheritors and the further excavation and protection of the handicrafts.

The author has made many field trips to the Dongguan Cultural Center, Zhongtang Town, Daojiao Town and Chashan Town, where the intangible cultural heritage is well protected, and discussed with folk artists, cultural protection workers, and folk intangible cultural heritage scholars, and found that the existence of intangible cultural heritage in Dongguan is not ideal. Ignoring inheritors and owners, and ignoring social and economic benefits. [7] The lack of successors, incomplete, outdated concepts and lack of funds have become the problems faced by intangible cultural heritage. However, some intangible cultural heritage is well inherited. The effective inheritance of intangible cultural heritage can only depend on the inheritors of intangible cultural heritage. [8] Taking the intangible cultural heritage of Chashan in Dongguan as an example, Mr. Lin Jiongen, the inheritor of the intangible cultural heritage skills of the older generation, has passed away, and not many of his original works have been preserved, and there are also few disciples for the inheritance of intangible cultural heritage skills. Fortunately, Ms. Li Cuiwei, one of Mr. Lin's disciples, She has been working tirelessly for many years to sort out and collect the intangible cultural heritage skills of the Silk Dress lamp and write books for protection. In addition, she has actively explored and innovate the traditional works by combining the popular artistic elements. She has actively promoted the classroom activities of the intangible cultural heritage skills of the Silk dress lamp in major primary and secondary schools in Dongguan to promote this intangible

cultural heritage skill to more young people. With the development of information technology, the concept of intangible cultural heritage digitization is gradually clear, and digital technologies such as virtual reality and augmented reality have been applied to the protection and inheritance of intangible cultural heritage. [9] It has broken the dilemma that the secret skills of the traditional non-inheritor are not revealed to the public, and has been warmly welcomed by the masses.

2.3. Difficulties and Problems Faced by the Intangible Cultural Heritage of Economic Globalization

With the rapid progress of economic globalization and modernization, people have little understanding of the intangible cultural heritage, so they must not pay enough attention to it, and then have little awareness of inheritance and protection. Economic globalization is a "double-edged sword". In such an environment, the soil for the existence of intangible cultural heritage is slowly being squeezed, and a large number of intangible cultural heritages with historical, cultural and scientific values are damaged to varying degrees. The modern industrial civilization has slowly waved goodbye to the traditional farming civilization. With the changes of the public's lifestyle, the world is gradually becoming smaller and smaller in some ways. The ineffective protection, lack of funds, and single and biased inheritance methods are bound to make the intangible cultural heritage suffer a huge impact.

In order for any form of intangible cultural heritage skills to survive and flourish in today's economic globalization, the inheritors of the skills should not only have a broad vision, but also have the ability of artistic innovation to move with The Times, Strengthen government support and relevant system construction to promote the IP of intangible cultural heritage. [10] So as to solve many difficult problems faced by intangible cultural heritage skills.

3. Way Out for the Protection and Inheritance of Dongguan's Global Intangible Cultural Heritage

3.1. The Government and the Authorities Need to Strengthen Policy Support and Protection and Inheritance

At present, with the economic globalization, all countries pay more attention to the development of their own culture. People begin to realize that only culture is an important factor for the inheritance of human civilization, and it is also the cornerstone for the future development of a country to become a powerful country. UNESCO has called for the protection of intangible cultural heritage as early as last century, which requires the establishment of a unified global consensus, the establishment of globally coordinated legal rules and the preservation of globally recognized cultural values. Digital inheritance of intangible cultural heritage in

the Internet era has also attracted much attention. [11] Mixed reality technology, featuring immersive real-time interaction and the combination of virtual and real, provides a new turning point for the protection and inheritance of intangible cultural heritage. [12] Extensively publicize the intangible cultural heritage to the public to deepen their understanding and understanding of it. [13] With the advent of economic globalization, Dongguan should fully build national and cultural confidence and increase the role of China in the world history in the process of globalization. In the context of globalization, the government needs to strengthen the protection of intangible cultural heritage, constantly introduce various policies. Several Opinions on Promoting the Development of Cultural Creative Products in Cultural Relics Units and laws supporting cultural development, and earnestly formulate various protection and inheritance measures to support the development of intangible cultural heritage [14].

3.2. Strengthening International Cooperation on the Protection and Inheritance of Intangible Cultural Heritage

The cultural differences and diversity among countries have enriched human creativity and imagination. To maintain such differences and diversity is not only a major cause of world peace for cultural, racial and human equality, but also an inevitable requirement for sustaining human creativity and imagination. Consistency and commonality of cultures are the cornerstone of global globalization in the current era and the basis of human solidarity, cooperation and peace. Without confirmation and consensus of human beings, cultural development will have no future. Cultural exchanges between countries and international cooperation will further promote the establishment of the cultural values of equality, inclusiveness and seeking common ground while reserving differences. People will increasingly find that international cooperation and sustainable development are the trend of The Times. With the development of China One Belt and One Road and the Maritime Silk Road, Dongguan intangible cultural heritage should go out and collide with more diverse cultures, exchange and cooperate, so as to achieve better sustainable development.

4. Conclusion

In the era of globalization, with the rapid development of the information society, the diversification pattern of politics, economy and culture will become more and more obvious, which is a new development opportunity. Intangible cultural heritage is the most dazzling part of the cultural industry chain. We should seize the opportunity, make good use of various resources and platforms, and achieve better integrated development results. Cultural confidence is the most basic, profound and lasting strength in the development of a country and a nation. [15] As a relatively developed city in the Guangdong-Hong Kong-Macao Greater Bay Area, Dongguan's strong economic strength is fully capable of

providing economic support for the inheritance and protection of its intangible cultural heritage. At the same time, Dongguan should also re-examine its own intangible cultural heritage resources with a global outlook and high cultural confidence. With the perspective of scientific development and practical actions, we will make more achievements for the protection and inheritance of intangible cultural heritage.

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