

Research on IP Innovation and Communication Strategies of Intangible Cultural Heritage in Tai'an City in the Digital Consumption Era

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ABSTRACT

In the new era, revitalizing the dissemination and promotion of intangible cultural heritage and increasing its audience is the key to its survival. Innovating the IPization of intangible cultural heritage makes it easier to capture the fleeting attention of audiences in a society with excessive dissemination. Spreading intangible cultural heritage through various online and offline channels such as "intangible cultural heritage IP + content", "intangible cultural heritage IP + tourism", "intangible cultural heritage IP + cultural and creative products", and "intangible cultural heritage IP + finance", and constructing a full media communication matrix can help build a fan circle for intangible cultural heritage, expand its application value and economic value, effectively improve its self-generating ability, and promote the sustainable inheritance and dissemination of intangible cultural heritage.

KEYWORDS

IP; Intangible Cultural Heritage; All Media Communication.

1. INTRODUCTION

In the wave of digital consumption era, some intangible cultural heritage projects have narrow communication channels, weak monetization ability, closed cultural circles, gradually reduced audience, and increasingly worrying survival status. The sustainability of intangible cultural heritage is not only about the continuation of inheritors, but also about the sustainability of its audience. IPization is an inevitable choice for the dissemination and upgrading of cultural and creative industries in the era of digital consumption, providing new ways of dissemination and monetization for the sustainable development of intangible cultural heritage.

2. THE DILEMMA OF INHERITING AND DISSEMINATING INTANGIBLE CULTURAL HERITAGE

With China Chic caused by the awakening of cultural self-confidence, some intangible cultural heritages keep pace with the times and show vigorous vitality. However, it cannot be ignored that in the collision with modern civilization, the inheritance and dissemination of intangible cultural heritage still face many challenges. [1]

2.1. Detached from Daily Life, with Weak Practicality

In the era of mobile Internet, new entertainment methods and film and television media have emerged in large numbers, and the habits, hobbies and tastes of the audience to accept information have

changed. Many intangible cultural heritage sites have strong ceremonial significance but weak practicality, and can only be seen but not "used". In the eyes of some young people, these intangible cultural heritages have gradually become synonymous with "conservatism" and "backwardness", not only difficult to gain external attention and recognition, but also affecting the manifestation of the inheritor's own value.

2.2. Uneven Dissemination and Homogenization of Content

There are many types of intangible cultural heritage in Tai'an City, but the promotion and publicity of intangible cultural heritage are not balanced. At the same time, there is serious competition in the field of intangible cultural heritage short videos, with fragmented content, standardized styles, and vulgar entertainment, gradually leading to a homogenization dilemma in the dissemination of intangible cultural heritage. In today's fast-paced life, information presents explosive development. As attention decreases, "algorithm recommendations" will amplify this effect, making intangible cultural heritage increasingly distant from the public eye.

2.3. Weak Hematopoietic Ability

The inheritance and protection of intangible cultural heritage in Tai'an City mainly focus on policy support for intangible cultural heritage projects and inheritors, as well as cultural rescue and restoration. There is still a need to strengthen economic transformation and commercial realization. Many intangible cultural heritage projects have become detached from market competition, gradually losing their "hematopoietic" function and becoming increasingly endangered. Intangible cultural heritage is not just a collection that is left on the shelf, but a return to life and a manifestation of the value of the times.

3. THE CONSTRUCTION OF CULTURAL IP IN THE DIGITAL CONSUMPTION ERA

IP is a cultural empowerment model of knowledge authorization. Tencent proposes that IP is a symbol and carrier that has been tested by the market and carries user emotions. IP upgrades communication forms in the digital consumption era, based on circle based persona marketing. IP is a means of cultural innovation and transformation, brand building, commercial marketing, and promotion and communication. IP is not a slogan, but a condensed cultural symbol. Therefore, the construction of IP needs to be promoted from four aspects: cultural matrix, image symbols, "persona", and story. [2]

3.1. Based on the Cultural Matrix, Strengthen the IP Chassis

The cultural matrix is a collective cultural consensus, manifested in the form of rituals and symbols, that is, fixed human behavioral habits. The cultural matrix is the foundation for IP incubation and construction, determining the boundaries of IP development. Among numerous intangible cultural heritage themes, cultural matrices with higher cultural consensus and wider influence are more likely to gain emotional recognition and fan circles from the public during the process of IP transformation. Therefore, choosing mainstream and dominant intangible cultural heritage mother bodies for a more modern and humanized interpretation is a key step in the construction of IP.

3.2. Create Highly Recognizable IP Image Symbols to Attract Audience Attention

As a medium of dissemination, IP must also have highly recognizable and scalable symbolic images in order to upgrade and transform into a "passport" of cultural symbols, and achieve subsequent cross-border derivatives. Products are flowing, while symbols are eternal. Through explicit content such as IP styling, facial expressions, clothing, and actions, rapid communication with the audience is

achieved, guiding users to generate associations, comprehend the story content, emotions, and cultural matrix behind the IP image, and convey values.

3.3. Create a distinctive "persona", inject soul and ideas

The emphasis of IP communication is on emotional paths, creating emotional collisions and resonance with users through distinct "personas". Any successful IP has a unique 'emotional anchor' deep in people's hearts, which is both powerful and long-lasting, and not easy to disappear. The consensus that IP aims to achieve is not shallow emotional empathy, but a deeper complex that directly targets people's hearts and human nature. Assign a distinct "persona" to intangible cultural heritage IP, reducing its materiality, exploring its humanity, conveying values in a "human" way, making the IP image more authentic and three-dimensional, and narrowing the distance between the IP image and the audience. The creation of "character design" is based on values, with storytelling as its flesh and blood. Through "emotional anchoring", it resonates with the audience, cultivates a circle of fans, and forms traffic. Create highly recognizable IP image symbols to attract audience attention.

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3.4. Give Certain Story Content, Build Bones and Flesh and Blood

IP not only possesses the visual symbol characteristics of brand identity, but also includes the cultural significance and content hidden behind the image. These contents create "life scenes" through stories, strengthen the personalized characteristics of IP, have flesh and blood, and can better stimulate the audience's curiosity and association. Unlike anime stories such as hero salvation and grassroots rebellion, the story content of cultural IP can be descriptive text, narrative plot, and short stories to reproduce daily life scenarios such as growth, love, and travel. By using these story contents to evoke the audience's subconscious experiences and memories, they can generate profound, strong, and irrational emotional resonance, thereby obtaining an immersive experience.

4. IP BASED DISSEMINATION STRATEGY FOR INTANGIBLE CULTURAL HERITAGE

The storytelling, emotional, cultural, and spiritual structure contained in intangible cultural heritage are the potential conditions required for the derivation of super IPs. In the collision with modern life, they can form a sense of topic and freshness, empathize with the content, and then trigger emotional resonance and resonance. The internet will fragment communication and stratify the audience, while IP can symbolize information and make audience become fans, thereby reconnecting fragmented information through emotional connections. In the era where everything is a medium, building a comprehensive media communication matrix for intangible cultural heritage, establishing IP brands, strengthening their recognition, and integrating them into public life in accordance with the new era's communication forms will help to inherit and promote intangible cultural heritage.

4.1. Relying on the New Media Network Dissemination of "Intangible Cultural Heritage IP + Content" to Strengthen Identification and Cultivate Consumer Groups

With the continuous improvement of quality of life, consumers' cognition and needs are rapidly iterating, gradually shifting from rigid demands guided by functional values to emotional consumption driven by spiritual pursuits. At the moment of "China-Chic" recovery, intangible cultural heritage IP has its own potential, which can produce high-quality content for users to spread, share and interact on topics. By creating IP related films and literary works, enhance IP recognition, form differentiated cognition and personalized development, and create an urgent sense of "drama

chasing" and the idea of this view among the audience, rely on new media platforms to accumulate users, create the internet celebrity effect of intangible cultural heritage IP, cultivate potential user groups for intangible cultural heritage projects, achieve the dissemination of "traffic + content monetization", and lay the foundation for the subsequent cultural and creative derivative and cross-border output of IP. [3]

4.2. Through the Integration and Dissemination of "Intangible Cultural Heritage IP + Tourism", Aim to Create Regional Masterpieces and Bring Intangible Cultural Heritage to Life

Intangible cultural heritage is a regional imprint of ethnic culture, whose core value lies in cultural experience and skill experience. Combining it with local attractions can better meet the exclusive, personalized, and diversified needs of tourists. Intangible cultural heritage injects new connotations and vitality into tourism, and tourism provides new spaces and channels for the dissemination and inheritance of intangible cultural heritage. The production techniques, arts and crafts, traditional dances, and folk customs in intangible cultural heritage can add cultural charm and diversified experiences to scenic spots, forming recognizable flagship products. It can also satisfy tourists' consumption, commemorative, practical, and gift giving needs through tourism products derived from intangible cultural heritage IP, forming a meaningful in-depth tour.

At present, the Mount Taishan Gandang Direct Bus and Mount Taishan Shigangdang Cultural Park developed by Tai'an City belong to the exploration of the integrated communication mode of "intangible heritage IP+tourism". More similar products need to be designed and publicized in the future. [4]

4.3. By Utilizing the Physical Dissemination of "Intangible Cultural Heritage IP + Cultural and Creative Products", Meet the Needs of Users and Achieve the Goal of "Cultural Heritage Taken Away"

The inheritance and development of intangible cultural heritage cannot rely solely on government subsidies, but requires innovative transformation to enhance commercial monetization capabilities. Cross-border export of intangible cultural heritage IP in the form of cultural and creative products requires artistic creation and design translation, using modern aesthetic ideas to symbolically express it, and conversing with young people in a more vivid and lively design language. Through the cross-domain derivation of IP symbols, intangible cultural heritage can be transformed into readily available cultural products that can be enjoyed, consumed, and taken away. By using tangible products to narrate intangible cultural heritage and expand its application and economic value, it can effectively address the self-generating ability of intangible cultural heritage, thereby achieving sustainable inheritance of intangible cultural heritage.

At present, as the mascots of Tai'an City, "Gangan" and "Dangdang" have conveyed intangible cultural heritage. Their related cultural and creative products have not only increased public awareness and interest in intangible cultural heritage, but also realized commercial value realization.

4.4. Through the Integration and Dissemination of "Intangible Cultural Heritage IP + Finance", Promote the Inheritance of Intangible Cultural Heritage and Enrich the Cultural Connotation of the Financial Market

Local commercial banks in Tai'an City can design and launch special intangible cultural heritage bank cards and intangible cultural heritage digital collections. These distinctive bank cards and digital collections, combined with intangible cultural heritage and modern technology, showcase the subtleties and ingenuity of intangible cultural heritage art through digital forms, while conveying beautiful meanings and blessings.

In addition, local commercial banks in Tai'an City can choose to use the image of intangible cultural heritage IP as a lever, actively explore and establish new financial publicity mechanisms through IP interaction and cross-border cooperation, like the "Panda Anti-Fraud Class" created by Chengdu Bank.

Intangible Cultural Heritage + Crowdfunding is also an innovative way of protecting and inheriting intangible cultural heritage, which raises funds for intangible cultural heritage projects through crowdfunding platforms, while enhancing the visibility and influence of intangible cultural heritage. For example, the Alibaba New Year Festival carried out crowd funding activities for traditional intangible cultural heritage skills such as paper cuttings in Gaomi, new year pictures on wooden boards in Henan, and big cakes in Jiaodong. Through crowdfunding, intangible cultural heritage projects can receive more attention and support from people, thereby promoting their inheritance and development.

5. SUMMARY

IP is an advanced stage of dissemination. For intangible cultural heritage with strong symbolic awareness, high recognition, and wide cultural consensus, it is easier to shape IP and gain community attention and recognition. Therefore, the IP based innovation of intangible cultural heritage requires systematic research and scientific decision-making to avoid the "fast food" mindset of creating intangible cultural heritage IP. Inheritance and innovation are the main states of development for intangible cultural heritage, with inheritance as the foundation and innovation as the core. Innovating the IP of intangible cultural heritage, constructing a full media communication matrix of intangible cultural heritage from content to form, using highly recognizable and popular communication media as carriers to spread intangible cultural heritage, integrating it into the daily lives of audiences, can form personalized brand identities for intangible cultural heritage, spread and gain attention in new fields, and enable consumers to subtly experience intangible cultural heritage in the process of using products, thus achieving the sustainable inheritance and dissemination of intangible cultural heritage.

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