

Research on the Path of Revitalizing and Inheriting Rural Intangible Cultural Heritage from the Perspective of Cultural Governance

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Abstract. Intangible cultural heritage is an important component of national culture, carrying rich historical information and cultural connotations. From the perspective of cultural governance, through a series of active and effective strategies and measures, provide sustained support and development momentum for the inheritance of rural intangible cultural heritage. At the same time, sorting out the revitalization and inheritance path of rural intangible cultural heritage can also achieve and promote the modernization of rural social governance capacity, and improve the level and effectiveness of rural social governance.

Keywords: Cultural Governance; Intangible Cultural Heritage; Innovative Paths.

1. Introduction

Intangible cultural heritage is an important component of national culture, carrying rich historical information and cultural connotations. By protecting and activating the inheritance of intangible cultural heritage, it can stimulate national pride, enhance people's sense of identity and confidence in their own culture, and thus promote the prosperity and development of national culture. At the same time, by jointly participating in the inheritance, revitalization, innovation and development of intangible cultural heritage, we can enhance communication and interaction between people, enhance social cohesion, and achieve a positive role of cultural innovation in social governance.

The current situation of inheritance and protection of intangible cultural heritage at home and abroad presents different characteristics and development trends. The Chinese government attaches great importance to the protection of intangible cultural heritage and has introduced a series of relevant policies and regulations, such as the Intangible Cultural Heritage Law of the People's Republic of China, which provides legal protection for the inheritance and protection of intangible culture. At the same time, it regularly publishes the list of intangible cultural heritage protection, identifies and protects representative intangible cultural heritage projects, increases support for intangible cultural heritage inheritors, encourages them to carry out inheritance activities, and various official and civil organizations actively explore ways to inherit, promote, and innovate the development of various intangible cultural heritage. Based on the analysis of the current development status at home and abroad, the inheritance and protection of intangible cultural heritage in China still face some challenges, such as commercialization and excessive development of intangible cultural heritage projects, insufficient implementation of the training of intangible cultural heritage inheritors, and low matching between intangible cultural heritage culture and modern life needs. Among them, there is relatively little research on the innovative activation path of rural intangible cultural heritage and the function of social governance in the process of rural intangible cultural heritage inheritance. The innovative activation development of rural intangible cultural heritage and its positive effects on social governance are the key to the sustainable development of rural intangible cultural heritage. The protection of intangible cultural heritage and the development of traditional culture have become the trend and theme of rural cultural revitalization and rural social development, which is also the internal driving force for promoting comprehensive rural revitalization[1]. This paper will intervene from the perspective of cultural governance to study the implementation path of activating and inheriting rural intangible cultural heritage. In the process of protecting and inheriting rural intangible cultural heritage, cultural inheritance is integrated with each living scene, which has a significant impact on

the thoughts and behaviors of villagers, enriches the spiritual and cultural connotations of rural areas, and plays an important role in arousing their cultural identity. Therefore, it can be said that the innovation and protection of rural intangible cultural heritage is the "soul of rural revitalization"[2-3].

2. Theoretical Basis for Cultural Governance and the Inheritance of Rural Intangible Cultural Heritage

2.1. Overview of Cultural Governance Theory

Cultural governance refers to promoting the modernization of social governance system and governance capacity through cultural means and methods, achieving deep integration of culture and governance, and improving the level and effectiveness of social governance. Specifically, cultural governance involves the management and governance process of the cultural field, with the aim of promoting the development and prosperity of social culture, safeguarding the cultural rights and interests of citizens, and enhancing the country's cultural soft power. This concept emphasizes the role of diverse entities such as government, market, social organizations, and the public in reallocating social and cultural elements, cultural resources, cultural rights, etc., in order to play an indispensable role in the education and governance of culture for social and individual development. The so-called cultural governance is not only the governance of cultural affairs, but also governance through culture, and its governance objects and fields involve political, economic, and social aspects[4]. In terms of cultural governance, the most representative theories in Western countries are Gramsci's cultural hegemony theory, Foucault's "governance theory", and Bennett's cultural governance theory. These theories mostly explore the interaction theory between culture and governance[5]. In summary, cultural governance is a comprehensive and dynamic process that involves multiple levels and subjects, aiming to achieve coordinated development between culture, society, politics, and economy.

2.2. Characteristics of Rural Intangible Cultural Heritage in China

Deep agricultural cultural heritage: The intangible cultural heritage of rural China is deeply influenced by agricultural culture, reflecting the production and lifestyle of ancient agricultural societies, and reflecting people's reverence, obedience, and closeness to nature. This agricultural culture not only shapes the basic form of rural intangible cultural heritage, but also deeply imprints it in people's thinking and behavioral habits.

Rich ethnic and regional characteristics: China's rural intangible cultural heritage has distinct ethnic and regional characteristics. Due to China's vast territory and numerous ethnic groups, the intangible cultural heritage of various regions presents diverse characteristics. Each heritage carries unique cultural information, reflecting the history, beliefs, customs, and aesthetic concepts of different regions and ethnic groups.

Comprehensiveness and Diversity: Rural intangible cultural heritage usually contains multiple elements, such as oral traditions, performing arts, social practices, customs, handicraft skills, etc. These elements are intertwined to form a diverse cultural system. This comprehensiveness and diversity endow rural intangible cultural heritage with rich connotations and profound cultural heritage.

Folk and Inheritance: Rural intangible cultural heritage is mainly passed down among the people, and many inheritors come from rural areas. Their skills and customs are often passed down through family inheritance or mentorship. These inheritors play an important role in the inheritance process, and their experience and wisdom are important guarantees for the inheritance and development of rural intangible cultural heritage.

2.3. Analysis of the Correlation between Cultural Governance and the Inheritance of Rural Intangible Cultural Heritage

Firstly, cultural governance actively advocates and promotes the inheritance and innovation of intangible cultural heritage, inspiring rural residents to love and pay attention to intangible cultural heritage, enhancing their cultural confidence and awareness of inheritance. This positive atmosphere and attitude provide a continuous internal driving force for the inheritance of intangible cultural heritage.

Secondly, cultural governance focuses on integrating resources and forming synergy in the process of inheriting intangible cultural heritage. The government, social organizations, enterprises, and individuals, among other diverse entities, jointly participate in the inheritance of intangible cultural heritage within the framework of cultural governance, and jointly promote the protection, inheritance, and development of intangible cultural heritage. This mechanism of resource integration and multi-party cooperation provides a solid guarantee for the inheritance of intangible cultural heritage.

Finally, cultural governance also emphasizes the integration and connection between the inheritance of intangible cultural heritage and modern society. By introducing modern technological means and innovative thinking, intangible cultural heritage can be revitalized in modern society, injecting new impetus into the inheritance of intangible cultural heritage. This progressive attitude and approach ensure the sustainability and long-term development of intangible cultural heritage inheritance. Therefore, the enthusiasm for cultural governance is not only reflected in the current support and promotion of intangible cultural heritage inheritance, but also in the long-term planning and sustainable development of intangible cultural heritage inheritance in the future. This enthusiasm provides solid support and guarantee for the inheritance of rural intangible cultural heritage, ensuring that intangible cultural heritage can be passed down from generation to generation and continue to thrive.

3. The Current Situation and Challenges of Inheriting Rural Intangible Cultural Heritage

Disconnection with modern life: Some rural intangible cultural heritage cultures are disconnected from modern lifestyles, aesthetic concepts, etc., which makes it difficult for intangible cultural heritage to find suitable living spaces and development opportunities in modern society, and to attract the attention and participation of young people.

The inheritance method is single and traditional: Currently, the inheritance method of rural intangible cultural heritage is still relatively single, mainly relying on traditional methods such as oral transmission and personal demonstration. Although this approach has a profound cultural heritage, it is limited by the number and ability of inheritors, as well as the pace of modern society, resulting in low efficiency of inheritance and difficulty in large-scale promotion.

The aging of inheritors and talent gap: Many inheritors of rural intangible cultural heritage are older, and the number of new generation inheritors is insufficient, leading to the risk of talent gap in the inheritance of intangible cultural heritage. This is mainly due to the lack of interest and recognition of intangible cultural heritage among young people, as well as the diversification of modern career choices.

Lack of effective protection and inheritance mechanisms: Although national and local governments have given certain attention and support to the protection and inheritance of intangible cultural heritage, there still exists a lack of effective protection and inheritance mechanisms, including imperfect regulations and policies, insufficient implementation, and uneven resource investment, which makes it difficult to effectively promote the inheritance of intangible cultural heritage.

4. Revitalization and Inheritance Path of Rural Intangible Cultural Heritage Based on Cultural Governance

4.1. Cultural Governance Strategies for Cultural Innovation and Integrated Development:

In addition to traditional oral transmission and personal demonstration, modern technological means such as digital recording, virtual reality, and online live streaming can be introduced to enrich the inheritance methods of intangible cultural heritage. These new methods can expand the coverage of inheritance, improve inheritance efficiency, and also make it easier to attract the attention of young people. This type of approach can achieve modern research and development of intangible cultural heritage in rural areas, achieve universal sharing and sharing, and in the process of acceptance, it is a new way for the public to achieve cultural identity and cultural governance in rural areas.

4.2. Cultural Governance Strategies for Education, Training, and Talent Cultivation:

On the one hand, through policy support and honor recognition, more young people can be encouraged to learn and inherit intangible cultural heritage skills, alleviating the problem of aging inheritors and talent gaps. On the other hand, strengthen the training and guidance of existing inheritors, enhance their inheritance ability and level, and ensure the purity and completeness of intangible cultural heritage skills. Furthermore, through the cultivation of inheritors of intangible cultural heritage, while directly cultivating talents in intangible cultural skills, the cultural governance function of activating and innovating inheritors of intangible cultural heritage can be achieved.

4.3. Cultural Governance Strategies for Social Participation and Diverse Governance:

While maintaining the authenticity of intangible cultural heritage, emphasis is placed on the integration and integration with modern life. Intangible cultural heritage products can be made more in line with modern aesthetic and practical needs through design innovation, functional expansion, and other means, making them more easily accepted and loved by modern society.

4.4. Strategies for Promoting the Integration of Intangible Cultural Heritage Culture and Market:

In order for any cultural form to achieve cultural governance at the social level, it is necessary to first address the popularization, promotion, and social application of culture, actively explore the integration and development of intangible cultural heritage culture with tourism, cultural and creative industries, and transform intangible cultural heritage into products with market competitiveness. Through market-oriented operation, not only can it provide financial support for the inheritance of intangible cultural heritage, but it can also enhance its social influence and popularity, and activate innovation and inheritance of intangible cultural heritage to achieve feasibility in social and economic development.

5. Conclusion

Cultural governance emphasizes the integrity and systematicity of culture, reminding us to pay attention to overall planning and systematic promotion in the inheritance of rural intangible cultural heritage. Intangible cultural heritage is not isolated, it is interrelated with multiple aspects such as society, economy, politics, etc. Therefore, it is necessary to comprehensively consider and implement comprehensive policies. Cultural governance emphasizes the participation and collaboration of multiple stakeholders. For the inheritance of rural intangible cultural heritage, this means that multiple forces such as government, social organizations, enterprises, inheritors, and villagers need to be gathered to form a joint force and jointly promote the inheritance and development of intangible cultural heritage. Cultural governance is a dynamic process that emphasizes cultural innovation and development. The inheritance of rural intangible cultural heritage should also maintain dynamism and innovation, constantly adapt to changes in the times, introduce new ways and means of

inheritance, and let intangible cultural heritage shine with new vitality in modern society. On the basis of maintaining the authenticity of intangible cultural heritage, pay attention to its innovative development. By introducing modern design concepts, technological means, and market mechanisms, we promote the integration of intangible cultural heritage and modern life, develop competitive intangible cultural heritage products, and inject new vitality into the inheritance of intangible cultural heritage.

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