Exploration on the Ways of Protection and Inheritance of Intangible Cultural Heritage in Colleges and Universities

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Abstract
Intangible cultural heritage, the precious cultural heritage of mankind, is an important manifestation of national history, national spirit and national centripetal force. Colleges and universities have unique advantages in the transmission and protection of intangible cultural heritage. This paper takes universities as the main body of research, takes the inheritance and protection of material cultural heritage as the research object, analyzes the relationship between universities and intangible cultural heritage, and explores the effective development path of intangible cultural heritage practice in colleges and universities, so that "intangible cultural heritage" will have a new vitality in the new era.

Keywords
Intangible cultural heritage; Colleges and universities; Inheritance path

Introduction

In the context of economic globalization, traditional Chinese culture has been increasingly impacted, and it is urgent to strengthen the protection and inheritance of intangible cultural heritage. Intangible cultural heritage refers to various traditional cultural expressions that have been handed down from generation to generation by people of all ethnic groups and are considered part of their cultural heritage, as well as the physical objects and places associated with traditional cultural expressions. There are many types of intangible cultural heritage items, including: traditional oral literature and the language as its carrier; traditional art, calligraphy, music, dance, drama, folk art and acrobatics; traditional skills, medicine and calendar; traditional etiquette, festivals and other folk customs; traditional sports and recreation; other intangible cultural heritage. Intangible cultural heritage is an important carrier of traditional Chinese culture, an organic component and an important symbol of national history, national spirit and national centripetal force, containing the unique

spiritual values, way of thinking, imagination and cultural consciousness of the Chinese nation, and embodying the vitality and creativity of the Chinese nation.

General Secretary Xi Jinping has clearly pointed out that Chinese culture is vast and profound, and it is necessary to learn and master our traditional culture and national cultural spirit, so as to establish a correct outlook on life, values and worldview. Culture is the soul of a country and a nation. The prosperity of the culture leads to the prosperity of the country, and the strong culture leads to the strong nation. Protecting and inheriting intangible cultural heritage is the common responsibility of our entire nation. As an important place for creating knowledge and disseminating culture, colleges and universities are duty-bound in the work of intangible cultural heritage protection. Zhang Xinsheng, chairman of the Executive Committee of UNESCO, once said: "The current situation of China's intangible cultural heritage is urgent, and universities have great potential in information-based practice and social participation. We hope that universities from all over the world will actively participate in the inheritance and protection of cultural heritage. In the undertakings of the university, the information function, talent cultivation and training, and important cultural development and innovation role of the university in the protection of national cultural heritage will be brought into play." Colleges and universities shoulder the obligations and responsibilities of intangible cultural heritage protection and inheritance given by the times, and actively carry out intangible cultural heritage education has great practical significance for the cultivation of higher education talents and the continuation of the vitality of Chinese culture.

The Necessity of Inheriting Intangible Cultural Heritage in Universities

Today, with the rapid development of economic globalization and modernization, intangible cultural heritage is being increasingly impacted and gradually forgotten by people and disappearing. At present, many college students ignore or cannot get in touch with them in life, to experience, understand and feel the true charm of national culture, not to mention the sense of national pride. Therefore, colleges and universities should be brave enough to take up the obligation and responsibility of intangible cultural heritage education given by the times, protect and inherit intangible cultural heritage, the essence of excellent Chinese cultural tradition, and actively carry out intangible cultural heritage education to improve the cultural taste, aesthetic interest, humanistic education and scientific quality of college students. The education of intangible cultural heritage in colleges and universities is of great and far-reaching practical significance to the cultivation of higher education talents' quality.

(1) China is the country with the largest number of Intangible Cultural Heritage, and the number of types of Intangible Cultural Heritage is so rich that it contains a wealth of humanistic knowledge, covering a wide range of literature, art, history, sports, humanities and even a cross-disciplinary

knowledge system, which can help supplement the knowledge framework of university education and promote the innovation and development of the teaching system.

(2) The intangible cultural heritage is dynamic and fluid. It is passed on from generation to generation, and close to life. It has its own strong interest and knowledge, and to a certain extent, it can enhance the enthusiasm and initiative of university students in learning, stimulate the atmosphere of "dull" classroom teaching, improve the efficiency and quality of classroom teaching.

(3) Intangible cultural heritage is a high-quality educational resource, and the humanistic spirit of the Chinese nation embodied in it has the value of nurturing and cultivating people, which can enhance the patriotism and nationalism spirit of college students as well as their pride and sense of identity in national culture, and further inspire contemporary college students themselves to take up the historical mission and responsibility of great rejuvenation.

(4) The integration of intangible cultural heritage helps to enhance the practical and innovative ability of college students, and the "living heritage" of intangible cultural heritage requires high-quality protection and effective innovation and reform of intangible cultural heritage, so that intangible cultural heritage can reflect its proper value and meaning in accordance with the development of the times. This mode of teaching requires a high degree of student participation, and in the interactive discussion and practical operation of "intangible heritage", students' own innovative ability can be effectively developed, and gradually promote the development of comprehensive quality of students, so as to cultivate qualified successors for society. The integration of intangible cultural heritage in the teaching process in colleges and universities enables contemporary college students to maximize the role of cultural preservation. At the same time, the integration of contemporary education with national culture is conducive to the formation of a new cultural preservation and transmission system.

(5) For the protection and inheritance of intangible culture, people are the most important factor. Through the university education system, we cultivate specialists in the inheritance of intangible cultural heritage, and give full play to the educational value of intangible cultural heritage itself in teaching, thus promoting the protection and dissemination of teaching intangible cultural heritage. The integration of intangible cultural heritage in the teaching process in colleges and universities enables students to maximize the role of cultural preservation. At the same time, the integration of contemporary education with national culture is conducive to the formation of a new cultural preservation and transmission system.

Advantages of Intangible Cultural Heritage Protection and Inheritance in Universities

As an important base for cultural transmission in China, colleges and universities possess cutting-edge ideas, strong faculty, rich theories, advanced equipment and the most creative talents, and have natural advantages in the protection and transmission of intangible culture.

Advantages of Culture and Education

As an important place for spreading knowledge and culture, colleges and universities have the functions of educating, teaching, scientific research and serving the society. Higher education has the role of cultural inheritance and innovation and development, and shoulders the great responsibility of human civilization dissemination. It plays an irreplaceable role in the dissemination and development of intangible cultural heritage, and has a wide-ranging and far-reaching influence. On the basis of protecting intangible cultural heritage, conduct scientific research on endangered intangible cultural heritage, thereby creating new methodology and theoretical framework, using teaching methods to teach skills, forming an integrated teaching system of production, teaching and research, and rationalizing the path of intangible cultural heritage protection, systematization and heightening.

Advantages of Resources and Facilities

As the main place for cultural and educational activities, colleges and universities have resource advantages that cannot be ignored. For example, university libraries, exhibition halls, reference rooms, activity centers, research laboratories, lecture halls, research institutes, information networks and other resources and facilities can provide material support for the protection and inheritance of intangible cultural heritage, and is conducive to the collection, sorting, preservation, publicity, demonstration and communication of intangible cultural heritage materials, so as to realize the effective combination of theory and practice.

Advantages of Talent and Scholarship

Colleges and universities gathered a large number of outstanding talents, with a strong cultural atmosphere and academic advantages. Talents from different cultural classes have a good foundation for learning, the ability to expand in depth and an excellent cultural foundation, and are more receptive to new ideas and new cultural trends, have a strong curiosity and desire to learn new knowledge and new things, and have more time and energy to learn intangible cultural heritage. The integration, exchange and innovation of various ideas inspire new ideas of cultural heritage.

Practice Path of Protection and Inheritance of "Intangible Cultural Heritage" in Colleges and Universities

Integrating intangible cultural heritage into the training of talents in colleges and universities is an effective way to promote the traditional culture of the Chinese nation. In order to better realize the protection and inheritance of non-material culture in colleges and universities, the following five ways are actively explored:

Set up Relevant Curriculum System

On the one hand, colleges and universities can take the protection and inheritance of intangible cultural heritage as an independent discipline to offer professional courses or elective courses to popularize intangible cultural knowledge. The students' practical projects will enable them to change from "spectators" to "participants" of intangible cultural heritage, enhance their awareness of intangible cultural heritage protection, stimulate their passion for excellent traditional culture, and make them fall in love with folk art. On the other hand, look for the combination of "intangible heritage" and professional courses, expand new teaching space, encourage the integration of "intangible heritage" knowledge with professional courses, and integrate "intangible heritage" knowledge into various courses through multi-dimensional teaching methods. In teaching, protect and inherit intangible cultural heritage through classroom teaching. For example, integrating folklore of Liu Sanjie into the teaching of performing arts; applying intangible cultural heritage elements such as Zhuang brocade, rock painting, paper cutting, New Year paintings, embroidery, etc. to the teaching of art design courses; incorporating Taichi Boxing into physical education; bringing the hot compress technique of Traditional Chinese medicine into the Chinese medicine course. The traditional cultural content and the course materials are properly integrated and infiltrated, so as to expand the understanding and familiarity of intangible cultural heritage knowledge of college students, so that students can not only master the courses in depth, but also feel the unique charm of "intangible cultural heritage".

Optimize the Teaching Staff

To build the specialization, quality and skill of intangible cultural heritage teaching in colleges and universities, the problem of teachers needs to be solved first. In the process of integrating intangible cultural heritage into teaching, we must attach importance to the construction of teaching staff and strengthen the training of teachers majoring in intangible cultural heritage in colleges and universities. Regularly carry out teacher training, constantly improve teachers' cultural accomplishment, professional quality, artistic skills, update teaching methods.Teachers should also form a good team spirit, regularly carry out teaching and research activities of intangible cultural heritage, exchange

teaching experience and confusion during discussions, share learning experience of intangible cultural heritage culture and art, and jointly improve the teaching quality and level of intangible cultural heritage. Strengthen the teaching research of intangible cultural heritage education and promote the initiative and creativity of teaching reform. In addition, inheritors, experts and professors can be invited to participate in the training of the teaching staff of the intangible cultural heritage course, and external experts can be fully tapped to participate in innovation, entrepreneurship and professional construction.

Carry out Campus Cultural Activities

Colleges and universities can carry out colorful campus cultural activities. Because of the emphasis on practice, universities can hire "Non-genetic"inheritors, artisans, non-genetic entrepreneurs, and so on to perform, spread art, lectures on campus, so that students can get close to the intangible cultural heritage, face-to-face communication, feel the charm of national culture; organize theme campus activities, carry out campus promotion of intangible cultural heritage, such as "Cultural Heritage Day" and other theme activities, actively carry out the promotion and protection of intangible cultural heritage, cultivate students' love for traditional culture; the intangible cultural heritage, such as embroidery, paper cutting and other hobby associations, can not only enliven students' spare time, but also enable students to participate in the practice of using intangible cultural heritage as a material for artistic creation and art exhibitions, to further create a intangible cultural heritage atmosphere on campus, teachers and students will be exposed to the charm of national culture.

Build a "Intangible Cultural Heritage" Knowledge Base

Collating the resources into pictures, words and images and uploading them to the knowledge base can make it easy for universities to provide the most professional, valuable and convincing materials for the "intangible" courses, to provide students with the opportunity to understand and learn the culture and art of "intangible cultural heritage", and at the same time, to open a wider publicity channel for the inheritance and development of "intangible cultural heritage". In particular, digitalization can realize the network transmission of intangible cultural heritage, help more people to understand, understand and study intangible cultural heritage, and better stimulate and cultivate students' conscious awareness of intangible cultural heritage protection. Collect, share, publicize and display intangible cultural heritage resources through library, exhibition hall and other cultural space facilities.

Create a "Double Innovation" Platform

Combining intangible cultural heritage protection with the practice of college students, through a

large number of practices to enhance students' operational ability, making use of students' "intangible cultural heritage" knowledge and skills, creating a platform for innovation and entrepreneurship, to stimulate the innovative and entrepreneurial consciousness of college students and to build the practice base of traditional culture on and off campus. The establishment of a productive practice base in the campus entrepreneurship park will put into practice the "integration of production enterprises, colleges and universities, scientific research institutions". Using the "Internet +" model, through creative intangible cultural heritage design processing into high value-added products into cultural and creative products, through the market-oriented approach to continuously explore the "intangible cultural heritage"of the breadth and depth of productive protection, to achieve cultural heritage to meet the needs of employment.

Conclusion

The cultural heritage cannot be separated from education, and colleges and universities shoulders the mission of national cultural heritage inheritance and national culture innovation development, combining the intangible cultural heritage into campus with the reform and long-term development of school education and teaching, cultivating composite talents with cultural literacy and knowledge skills while inheriting "Intangible Cultural Heritage" culture, and promoting better economic and social development. The mission of the school is to integrate the intangible cultural heritage into the school's education and teaching reform and long-term development.

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