Research on the Communication of Intangible Cultural Heritage of Zhuang Nationality in the Multi-media Perspective

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Abstract: *With the continuous rise of new media, the traditional mode of communication has undergone tremendous changes, and gradually formed a multi-media coexisting communication environment. The creation of new media has opened up a new way for cultural communication, but it also faces its own communication problems. As a whole, the coexistence of multi-media brings new opportunities and challenges to the spread of Zhuang nationality intangible cultural heritage. By summarizing the field of Zhuang nationality intangible cultural heritage, and expounding the value of Zhuang nationality intangible cultural communication, this paper points out the main problems that Zhuang nationality intangible cultural communication is facing now, and puts forward the corresponding measures and strategies under the environment of multi-media coexistence, so as to activate Zhuang nationality intangible cultural heritage from the aspects of cultural transmission channels, themes, audiences and expression forms.*

Key words: *Multi media; Zhuang nationality intangible cultural heritage culture; Communication*

A Brief Introduction of Zhuang Nationality Intangible Cultural Heritage

In the long history, the ancestors of Zhuang nationality have created a splendid intangible cultural heritage, which is not only an important part of the traditional culture of Zhuang nationality, but also an important part of the treasure house of Chinese traditional culture. Zhuang nationality intangible cultural heritage has a wide range of cultural connotations, almost including the vast majority of types in the "Law of The People's Republic of China on the Protection of Intangible Cultural Heritage" promulgated in 2011, which mainly focuses on Zhuang nationality traditional handicraft, traditional drama and dance, folk festivals, folk literature and Zhuang nationality medicine. As the main gathering place of Zhuang nationality, Guangxi has a large number of intangible cultural heritage of Zhuang nationality, of which 16 items are included in the national intangible cultural heritage list, while the district and municipal intangible cultural heritage are more colorful, which are mainly distributed in eight major cities in Guangxi, including Nanning, Liuzhou, Chongzuo, Laibin, Hechi, Guigang, Fangchenggang and Baise. Zhuang nationality intangible culture See Table 1 for heritage.

Table 1 Intangible cultural heritage of Zhuang Nationality

Categories of Zhuang nationality intangible cultural heritage	Name of Intangible Heritage

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Traditional handicraft		Longlin Zhuang blue indigo dyeing technology, Longlin Zhuang strap manufacturing technology, Lingyun Zhuang children accessories manufacturing technology, Longzhou Jinlong Zhuang brocade technology, Casting technique of Donglan Zhuang bronze drum…
Traditional drama		Napo Zhuang Drama, Heshan Zhuang Shi Opera, Zhuang Opera on Longlin North Road, Zhuang Master's Drama, Tai Po South Road Zhuang Opera, Zhuang Tea picking Drama, Muppets of Zhuang nationality
Traditional music and dance	Music	Tao Drum Art in Zhuang Nationality, Duan, Zhuang's Piper Art, Donglan Zhuang Leg Song, Nanpanjiang River Diversion of Longlin Zhuang Nationality Drama…
	Dance	Fu Sui Zhuang three wear flowers, Ningming Zhuang Road dance, Guiping stone dragon Zhuang spring cattle dance, Long'an Zhuang lion dance, YUEYE Zhuang dragon lantern dance…..
Folk festivals		Zhuang people's custom of adding grain for longevity, Jingxi Zhuang people's flower lantern custom, Yizhou Zhuang people's club, Tiandong Zhuang people's niuhun Festival, Zhuang people's singing yawing……
Folk Literature		Pingguo Zhuang people sing Wenlong, Liu Sanjie's ballad, Zhuang Wuci, Buluotuo, Youjiang Zhuang Paige…
Zhuang Nationality Medicine		Bamboo pot therapy and Jingjin therapy…

The Dissemination Value of Zhuang Nationality Intangible Cultural Heritage

Cultural value

After thousands of years of accumulation, Zhuang nationality intangible cultural heritage has its unique cultural charm and appeal, from craftsman technology to national medicine, all of which show its profound cultural heritage. As a bright corner of the treasure house of traditional Chinese culture, inheriting and carrying forward through modern communication channels is not only conducive to establishing national cultural self-confidence, condensing national cultural identity, strengthening the diversity of Chinese culture (Zhao, 2018), It can also create a new era of multi-channel inheritance for Zhuang nationality intangible cultural heritage in the form of communication, and provide a strong support for the inheritance and development of Zhuang nationality intangible cultural heritage.

Application value

Zhuang nationality intangible cultural heritage involves many cultural fields, from traditional national aesthetics to traditional national medicine, which is a huge national cultural treasure. Rich and colorful intangible cultural heritage of Zhuang nationality, through simultaneous interpreting of different media into modern disciplines, can not only provide rich and colorful cultural materials for multidisciplinary teaching and industry, but also promote the vigorous development of disciplines and industries. For example, Zhuang brocade, the finished product of Zhuang nationality brocade technology, has its unique national aesthetic concept and diversified pattern themes, which provides a huge design resource for the modern design field. And through the dissemination of Zhuang nationality intangible cultural heritage culture, can expand the

cultural audience, improve the cultural cognitive level of people in the new era, and enhance cultural literacy.

Business value

In recent years, with the continuous improvement of China's economic strength, more and more consumers' demand for goods is no longer only focused on its material level, but gradually based on the two-way demand of spiritual level and material level. The spiritual value of commodities is often linked to its additional cultural connotation, such as the pine and cypress, tortoise and crane elements, which symbolize longevity and health, as the image of commodities and the same kind of ordinary commodities, the former is more popular with consumers. Applying Zhuang nationality intangible cultural elements to modern commodities can not only enhance the cultural connotation and value of commodities, but also improve the competitiveness of the commodity industry market. In addition, to expand the communication effect, the Zhuang nationality Intangible Cultural Heritage related tourism industry can also be revitalized and take market share.

An Analysis of the Current Situation of the Spread of Zhuang Nationality Intangible Cultural Heritage

Single form of cultural communication and expression

Under the vigorous development of new media, the communication of Zhuang nationality intangible cultural heritage is limited, and the level of cultural communication is low. Most of them linger in the situation of shallow level communication, so they can't excavate and express the connotation of Zhuang nationality intangible cultural heritage more deeply. At the same time, its single form of expression and low sense of cultural immersion lead to the general interest of the communication object, which makes it difficult to achieve the purpose and effect of cultural communication (Yi & Huang, 2018). Despite the diversity of today's media, its actual communication efficiency is not good.

Unclear positioning of communication audience

In addition to the expression form of cultural communication, the audience groups of Zhuang nationality intangible cultural heritage cultural communication did not make reasonable planning and differentiation, and the positioning was not clear, thus showing the phenomenon of weak cultural communication. Due to its own nationality and wide coverage, Zhuang nationality intangible cultural heritage has no too much contact with the majority of the population, and the minority population has a certain cultural knowledge reserve. Therefore, different audiences have different understanding of Zhuang nationality intangible cultural heritage, and it is difficult to meet all kinds of audiences with the same cultural interpretation depth or cultural application degree demand.

Cultural communication presents the situation of "knowing its nature, not knowing its reason"

Zhuang nationality intangible cultural heritage as an important part of traditional culture, in China vigorously advocates cultural self-confidence, in the environment of cultural power, except for the reasons of its own

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communication form, people have two main reasons. On the one hand, today's society is in a fast-paced economic society. Most people are not willing to invest too much time or energy to deeply understand the connotation and essence of Zhuang nationality intangible cultural heritage, and more importantly, they just need to stop at the point and know half, so as to form the current situation of "know what it is, don't know why". On the other hand, it lies in the nature of Zhuang nationality intangible cultural heritage, which is a combination of regional and national characteristics, which leads to certain limitations in the scope of communication. At present, the inheritors of Zhuang nationality intangible cultural heritage are facing an awkward situation of being out of touch with each other, and even the phenomenon of cultural heritage fault appears.

Communications Strategy of Zhuang Nationality Intangible Cultural Heritage

Diversity of channels

Under the circumstances of simultaneous interpreting of many kinds of media, the spread of the intangible cultural heritage of Zhuang nationality must be strengthened through the form of multi media collaborative dissemination.

Based on the Zhuang nationality intangible cultural heritage, and with diversified communication channels as the line, it penetrates all aspects of people's life, so as to become a systematic whole in series, improve the general knowledge of Zhuang nationality intangible cultural heritage, break the limitations of communication scope brought by its own cultural attributes, and improve the strength of cultural communication. Moreover, the new network media nowadays are more timeliness than the old paper media, and they can ignore the limitation of space and time. This channel will help spread the knowledge and understanding of the intangible cultural heritage of the Zhuang people, such as TV culture programs, short videos, micro-blog and official account of WeChat, so as to create a national culture IP, so as to enhance Zhuang nationality's non media culture. The development of Cultural Heritage related industries will further expand the means of communication, such as cultural derivative tourism crafts of Zhuang Nationality Intangible Cultural Heritage related tourism industry, cultural and creative products of Zhuang nationality intangible cultural heritage industry and other means of communication. Depending on the online and offline, the diversified communication channels of virtual and entity are gradually developed, so as to expand the communication power, influence and cultural heritage of Zhuang nationality intangible cultural heritage.

Table 2 Transmission channels of Zhuang nationality intangible cultural heritage

Communication channels	Media	Features
Online (virtual)	a. Video products (programs) b. New media products c. website	Wide spread, fast efficiency, ignoring space and time constraints
Offline (solid)	a. Tourist crafts b. Creative products c. Interactive experience device products d. Ecological performance	The communication scope is relatively small, limited by time and space, and the communication effect is more intuitive

Accuracy of the audience

In the modern multi-media environment, the dissemination of Zhuang nationality intangible cultural heritage, in addition to the focus on communication channels and topics, is also essential for the differentiation and positioning of the audience, the accuracy of the audience positioning determines the effectiveness of communication (Liu, 2012). Due to the diversity of Zhuang nationality intangible cultural heritage categories and the different forms of communication, the positioning of its audience is different. The content of Zhuang nationality intangible cultural heritage can be roughly divided into two categories: one is the general communication object who has little knowledge or interest in Zhuang nationality intangible cultural heritage, and the communication content also tends to explain Zhuang nationality intangible cultural heritage at a shallow level. Its communication purpose is mainly to improve the audience's understanding of traditional culture, broaden their horizons, and cultivate their interest and curiosity in Zhuang nationality intangible cultural heritage, so as to break the deadlock for cultural heritage. The other is for the dissemination of Zhuang nationality intangible cultural heritage has a certain knowledge of the target, the dissemination of content for Zhuang nationality intangible cultural heritage has a deeper level of interpretation and explanation, its purpose of communication more focus on the interpretation and interpretation of culture. It not only meets the needs of the audience, but also enables the Zhuang nationality intangible cultural heritage to get more accurate communication.

Quality of subject matter

Although the way to spread Zhuang nationality intangible cultural heritage through multi-media is very important, the quality of content determines whether it is accepted by the disseminator. In the process of cultural transmission, we cannot blindly adhere to the original culture of the Zhuang nationality's intangible cultural heritage. After thousands of years of historical heritage, there are some parts of the Zhuang nationality's intangible heritage that are respected by the new era. There are also some contents that do not conform to the values of the times. Therefore, we should extract the essence and remove the dross and preserve the culture in the selection of the contents of the intangible cultural heritage of Zhuang nationality. In essence. The subjects of Zhuang nationality intangible cultural heritage involve skills, literature, song and dance, opera, and even national medicine, all of which are systematic and integrated, but all of them convey the Zhuang ancestors' respect for nature and love for life. Therefore, in view of the national and regional characteristics of the Zhuang nationality intangible cultural heritage cultural system, the cultural characteristics are transformed into cultural symbols, and the Zhuang nationality intangible cultural heritage cultural system is constructed to convey to the audience in a modern way.

Innovation of expression form

The innovation of the expression form of Zhuang nationality intangible cultural heritage is one of the main reasons to improve the communication effect. The communication channel, audience orientation and theme have laid the foundation for the cultural communication of Zhuang nationality intangible cultural heritage, and the expression form of Zhuang nationality intangible cultural heritage communication is the "brick" built on this basis. Innovative forms of cultural communication and expression can improve the interest and immersion experience of the communication object for Zhuang nationality intangible cultural heritage. Relying on the background of multi-media coexistence and harmonious development, the media

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communication channels can be fully used to show the new era expression form of Zhuang nationality intangible cultural heritage, and ultimately improve the cultural communication effect and scope. Nowadays, in addition to the traditional forms of communication, the main body of the media is to spread culture through the combination of online and offline (virtual and entity).

A. Entity communication

The original Zhuang nationality intangible cultural heritage communication mainly through the paper media and television media, the way of expression is single and boring, while the lack of cultural experience, that is, the so-called "nonsense", so that its audience cannot bring up interest to understand (Nie, 2019). With the development of the times, the expression forms of Zhuang nationality intangible cultural heritage's entity media have been enriched. Gradually, there are tourism crafts and cultural creative products containing Zhuang nationality intangible cultural heritage, such as pocket bronze drum crafts and Panchang chrysanthemum pattern brocade umbrella. In addition to the above-mentioned product media, due to the strong advocacy of national culture, there are corresponding ecological performance forms, such as Bronze drum of Zhuang nationality. In addition, with the advent of the digital era, and the increasing demands of the audience on the sense of cultural experience, more and more cultural interaction devices of Zhuang nationality intangible cultural heritage are gradually derived, so as to improve the audience's cultural curiosity psychology. For example, the digital interaction device of Zhuang brocade in Nanning Museum, by digitizing and modularizing the patterns of Zhuang brocade, let the audience create their own "Zhuang brocade" can enhance the cultural immersion and interaction, and make Zhuang nationality intangible cultural heritage "live".

B. Virtual communication

The difference between virtual communication and entity communication lies in their own characteristics. As shown in Table 2, virtual communication has a wider range and can explore more potential audience groups. The traditional way of virtual communication is mainly TV and radio. With the continuous popularization of Internet, new media emerge in endlessly (Huang & Yu, 2019) such as Sina micro-blog, Douyin APP, YouTube video website, Kuaishou, and Douyu broadcasting, have wide audience and low communication threshold. The spread of Zhuang nationality intangible cultural heritage through new media cannot only show the cultural connotation in the old single expression form. Because the audience group of new media is mainly young people, this kind of audience group is resistant to the stereotyped and old cultural communication expression form, so we should spread Zhuang nationality intangible cultural heritage through the funny and humorous expression form. For example, Zhuang nationality intangible cultural heritage related mobile app, or use Zhuang nationality intangible cultural heritage handicraft to create small videos, so as to show the charm of culture and activate Zhuang nationality intangible cultural heritage through the expression of education and pleasure.

Summary

National culture is the world culture. Different national cultures have derived different national thinking. In the era of information explosion, with the continuous input of foreign culture, the unique national regional

culture has been gradually forgotten. In the information age of multi-media co-existence, Zhuang nationality intangible cultural heritage communication is facing new opportunities and challenges. Through the study of Zhuang nationality intangible cultural heritage communication, we can see that the key to cultural heritage lies in how to combine traditional culture with new media, and retain their own cultural characteristics, so that the ancient culture shows unique charm and vigorous vitality of the times. This is the innovative way and goal of the spread and development of Zhuang nationality intangible cultural heritage.

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