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Systematic Protection, Inheritance and Innovative Development Path of Guangxi Minority Intangible Cultural Heritage in 5G Era

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***Abstract**: Guangxi is rich in ethnic intangible cultural heritage, and has unique tourism and cultural resources and educational resources. Although the protection of Guangxi is in place, but most of the research is in a fragmented state, there is no systematic and comprehensive in-depth study. In the context of the protection intangible cultural heritage in the 5G era, this paper follows the internal logic of "content creation method – production method – communication method – service method", taking the intangible cultural heritage as its content, intelligent technology as its technical support, innovation as its core, and inheritance as its driving force, this paper probes into the mechanism and path of systematic protection, inheritance and innovation of the intangible cultural heritage of ethnic minorities in Guangxi.*

***Keywords**: Guangxi ethnic minorities; Intangible cultural heritage; Systemic; Protection; Inheritance*

Introduction

Guangxi is a region inhabited by ethnic minorities, including the Han, Zhuang, Yao, Miao, Dong, Mulam, Maonan, Hui, Jing, Yi, Shui, Gelao and 12 others, the Manchus, the Mongols, the Bai, the Tibetans, the Li. Different ethnic groups have their own customs, ways of speaking, and forms of cultural transmission, including legends, ballads, myths, fairy tales, including intangible cultural heritage.

It is currently listed on China's four Intangible Cultural Heritage Lists, Guangxi has 52 items: 5 items of folk literature, 8 items of traditional music, 7 items of traditional dance, 7 items of traditional drama, 2 items of folk art, 0 items of traditional sports, recreation and acrobatics, 1 item of traditional fine arts, 5 items of traditional techniques, 1 item of traditional medicine, 16 items of folk custom. However, there are still 762 intangible cultural heritage not listed in the national level, which fully shows that Guangxi has a very rich intangible cultural heritage of ethnic minorities that need to be excavated, protected and recognized by the society.

Intangible cultural heritage is the embodiment of traditional Chinese culture. Although scholars have done a lot of in-depth research from many aspects, but most people have little knowledge, promotion, inheritance and action. Intangible cultural heritage is in a very awkward position. Therefore, if we want to fundamentally solve the problem of the protection and inheritance of the intangible cultural heritage, we must start with mass communication and let more people understand and learn what is intangible cultural heritage. If we

hadn't spread the word, we would have simply been collecting text and building a database of intangible cultural heritage, which would have remained static and would have been forgotten. Therefore, it is urgent to solve the problem of how to spread the rich ethnic minority intangible cultural heritage in Guangxi and let more and more people know about it.

Systematic Protection of the Intangible Cultural Heritage of Ethnic Minorities in Guangxi

The author believes that to solve the above problems, the first thing to do is to systematically protect the intangible cultural heritage of the ethnic minorities in Guangxi. Authoritative scholars and experts will establish a systematic theoretical database to document the intangible cultural heritages of ethnic minorities in Guangxi and form a systematic database to make the dissemination more grounded and meaningful.Secondly, integrate various industries to carry out systematic communication. For example, establish a benign industrial chain of "5G+education+tourism industry+media industry+cultural industr", combine the current popular aesthetics, retain the connotation of intangible cultural heritage for digital development, and discover movies, animations, games, novels, comics, and illustrations to attract public attention. On this basis, the development of tourism and cultural and creative industries will promote the revitalization of rural areas in ethnic minority areas. Each of the industrial links is supported by intellectual property rights, and the final benefits are fed back to the protection of the intangible cultural heritage of Guangxi ethnic minorities. This forms a virtuous circle system, which can not only solve the problem of inheritors, but also protect and promote the intangible cultural heritage of Guangxi.

At the same time, in the dissemination of intangible cultural heritage, we cannot divide the intangible cultural heritage of ethnic minorities in Guangxi. According to the name of China's intangible cultural heritage, scholars divide the intangible cultural heritage into 11 items: folk literature, traditional music, traditional dance, traditional drama, folk art, traditional sports, amusement and acrobatics, traditional art, traditional skills, traditional medicine, and folklore. This classification seems clear and convenient, but in fact, because the intangible cultural heritage itself comes from the creation of working people, but most of these people have a low level of education, there is no clear concept for the above 11 classifications. If the classification is forced, it is likely to lose the soul and vividness that it should have.

Literature Review on Digital Protection of Intangible Cultural Heritage

Up to now, scholars at home and abroad have studied a wide range of topics, both theoretical and practical, on the digital protection and transmission of intangible cultural heritage. There are mainly "Digitalization of national cultural heritage" (Wang Yaxi) and "Digitalization Protection: a new direction of intangible cultural heritage protection" (Li Xin), intangible cultural heritage focuses on the systematic analysis and study of theoretical and practical aspects of conservation in the digitization process. "Research on digital protection and Communication: taking paper-cut art as an example" (Peng Dongmei) , "Research on digital protection of Chinese and foreign intangible cultural heritage" (Tan Biyong, Zhang Ying) and "Analysis on the current situation and problems of digital protection in China" (Song Junhua, Wang Mingyue) all put forward the

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current situation and problems of digital research and the phenomenon of “valuing technology over culture”.

The technical application research on the digitalization of intangible cultural heritage includes "Research on Digitalization of Intangible Cultural Heritage" (Yang Hong), "Technology and Application of Digital Protection of Cultural Heritage" (Zhou Mingquan, Geng Guohua, Wu Zhongke), "Research on Digital Protection and Development of China's Intangible Cultural Heritage" (Huang Yonglin, Tan Guoxin), "Digital Protection of Intangible Cultural Heritage" (Fei Zhanglong) , etc.

Studies on the digital protection of regional and ethnic intangible cultural heritage include "The Digital Protection and Inheritance of Tibetan Intangible Cultural Heritage in the Context of New Media" (Chang Ling), "Research on the Digital Protection of Intangible Cultural Heritage of Inner Mongolia" (Duan Jianhua), "Analysis on the Digital Construction of Chongqing Intangible Cultural Heritage" (Luo Min) and "The Status Quo, Problems and Countermeasures of Digital Communication of Xinjiang Intangible Cultural Heritage" (Gao Yujin), etc.

There are many similarities and differences in the digital protection of intangible cultural heritage. The common ground is that they all pay attention to the advantages of digitalization, and carry on the digital technology to store and establish the database, etc.. The difference is that according to the different research, the emphasis will be different, such as theoretical research, digital technology research, cultural industry research and so on. These are only focused on one side without a system, therefore, the protection of the intangible cultural heritage has always been single, without a system, can not be widely disseminated to the public, that is, “emphasis on technology and neglect of culture”. Therefore, the connotation of current inheritance and protection is to take digitization as an effective technical support.

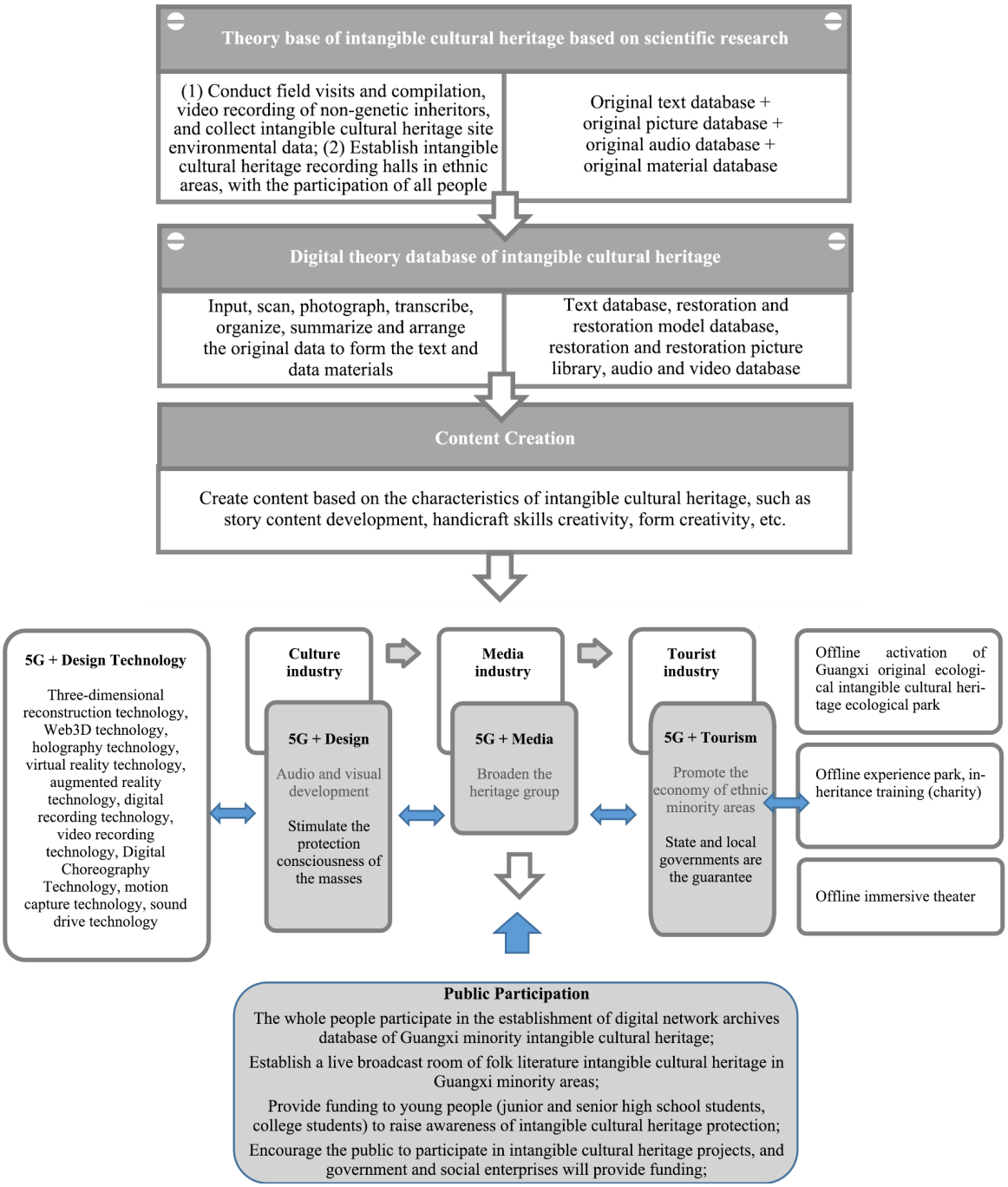
"5G Era + Industry Alliance": Systematic Protection and Inheritance of the Intangible Cultural Heritage of Ethnic Minorities in Guangxi

In the 5g era, with the rapid development of Internet, Internet of things, digitization and virtualization, all industries can be connected through Internet and Internet of things. In the protection of intangible cultural heritage, industry alliance can also be used as the carrier of protection and inheritance. Industry Alliance refers to the win-win cooperation among cultural industry, tourism industry and media industry. Guangxi has superior tourism resources and rich intangible cultural heritage. We can use the Internet to build a systematic cultural heritage database including text database, image database, sound database and video database for industrial development, and form an online and offline parallel industrial cluster. For example, the online establishment of audio-visual system of animation, games, film and television, virtual idol products, etc., and then through 5g + financial media, the promotion of cultural products to the whole country and all age groups (infants, children, teenagers, youth, adults, the elderly), so as to arouse the public's concern and love for Guangxi minority intangible cultural heritage, stimulate the public hot discussion and reflection, and form the intangible cultural heritage protection It's a boom.

In addition, through the development of Guangxi’s offline tourism industry, the audience will have a greater

sense of authentic experience, such as the construction of an offline immersive theater, and the creation of one-to-one authentic scenes, allowing the audience to truly appreciate the charm of the intangible cultural heritage. Create a cultural brand, and form a social aesthetics, so that the audience in consciously or unconsciously active learning and transmission. Let Guangxi's ethnic intangible cultural heritage become a calling card for China to link up with ASEAN and its maritime Belt and Road. At the same time, creative writing can be carried out online and offline activities, to stimulate the enthusiasm of the masses and the heat of discussion. Even during an outbreak, this can be done online to boost local economies.

The specific "5G+ Industry Alliance" systemic protection and inheritance mechanism is structured as follows:



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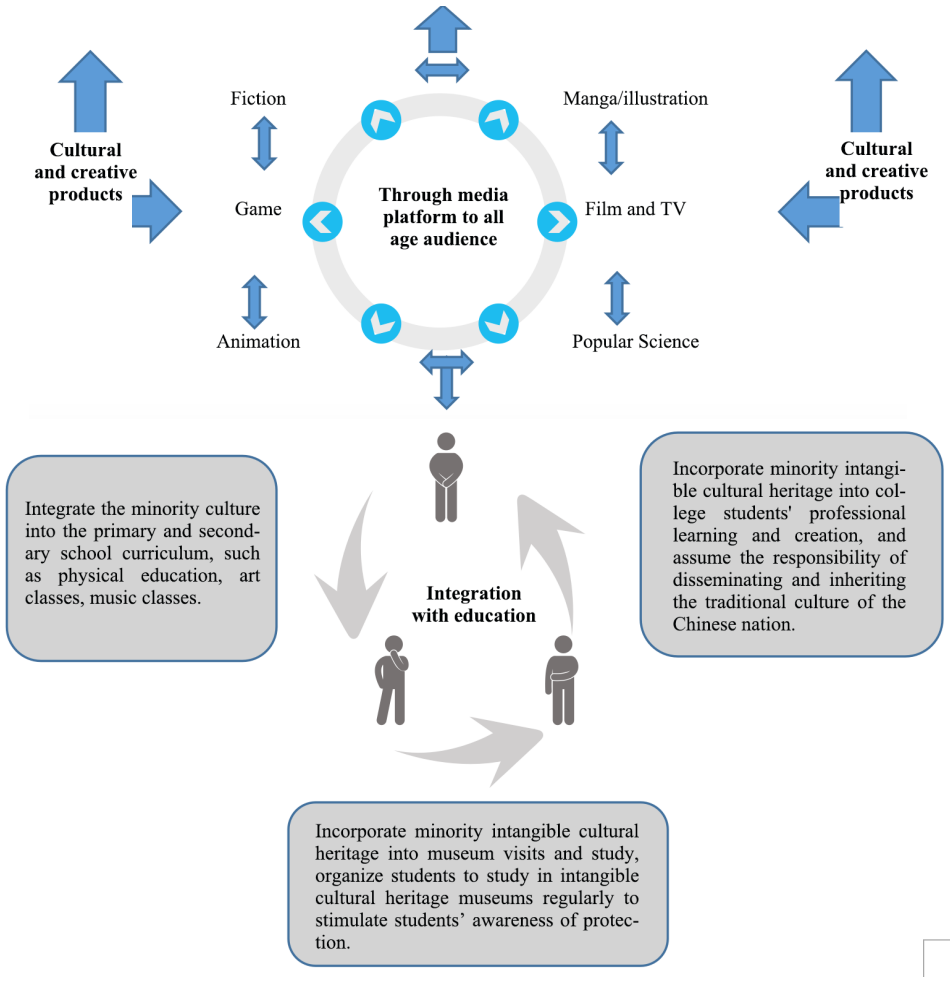

Figure 2. The specific "5G+ Industry Alliance" systemic protection and inheritance mechanism

It should be noted that in the system of "5G Era + Industrial Alliance", the authenticity, accuracy and originality of the content of Guangxi minority intangible cultural heritage must be guaranteed, this requires researchers to have a rigorous attitude to scientific research and professional quality.

The Relationship between Copyright and The Systematic Protection of Intangible Cultural Heritage

A complete and benign system needs a security mechanism behind it, and the key factor to ensure the smooth operation of this mechanism is copyright. Therefore, in the process of systematic protection of the intangible cultural heritage, it is necessary to make the ownership of copyright clear.

The Chinese government has clear legal regulations on intangible cultural heritage: Article 28 of Chapter 4 of the "Intangible Cultural Heritage Law of the People's Republic of China": The state encourages and supports the inheritance and dissemination of representative projects of intangible cultural heritage. Article 44 of Chapter 6 mentions that the use of intangible cultural heritage involves intellectual property rights, the provisions of relevant laws and administrative regulations shall apply. Where other laws and administrative

regulations provide otherwise for the protection of traditional medicine and traditional arts and crafts, those provisions shall be followed. As can be seen, the protection of intellectual property rights should also be emphasized in encouraging the transmission and intangible cultural heritage of intellectual property. In the process of systematic protection and inheritance of the intangible cultural heritage, the database is a publicity of public welfare nature aimed at the public, and anyone can obtain corresponding knowledge from the database. From the stage of content creation, every link should pay attention to the protection of intellectual property.

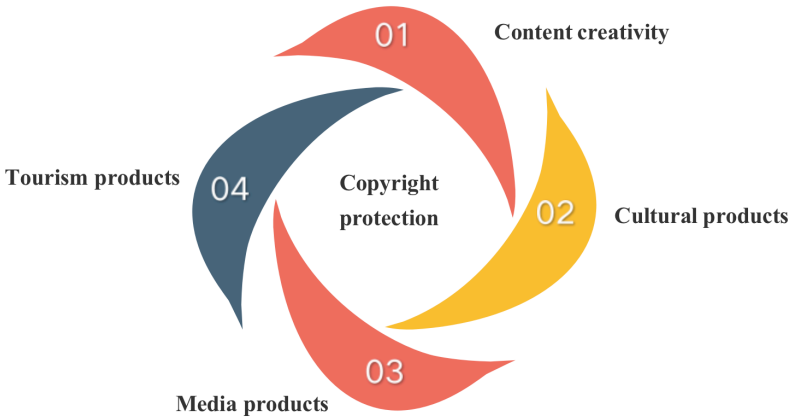

Figure 2. Copyright protection

Conclusion

With the rapid development of information technology and digitization, Guangxi minority intangible cultural heritage is gradually endangered, so we must find a suitable way to inherit it as soon as possible. The method of "5G + Industry Alliance" to systematically protect Guangxi minority intangible cultural heritage can not only preserve its originality and authenticity, but also integrate it into the current development of the times, promote local economic development and drive rural revitalization. We should promote the masses to understand, love and inherit the excellent traditional Chinese culture of intangible cultural heritage, enhance their cultural confidence, and make Guangxi minority intangible cultural heritage face the whole country, radiate ASEAN and go to the world.

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