

Promotion of Local Intangible Cultural Heritage by Colleges and Universities: A Case Study of Nanchang Jiaotong Institute

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Abstract: For the time being, the promotion of Chinese intangible cultural heritage faces significant challenges. This study aims to explore how colleges and universities can assist in the promotion of local intangible cultural heritage. Using methods such as literature review, field research, and policy analysis, the study focuses on Nanchang Jiaotong Institute to analyze the advantages and strategies of colleges and universities in the promotion of intangible cultural heritage, and offers constructive recommendations.

Key Words: Intangible Cultural Heritage Promotion; Colleges and Universities

1. Background

In recent years, colleges and universities have established close ties with the promotion, protection, and inheritance of intangible cultural heritage. The involvement of colleges and universities opens up new opportunities and platforms for the protection and inheritance of intangible cultural heritage. At the same time, intangible cultural heritage, as an essential resource for colleges and universities, injects new vitality into rural economic development. Against the backdrop of growing public attention to intangible cultural heritage, society is prompted to adopt innovative methods to promote and inherit this heritage. This thesis focuses on the role of colleges and universities in the promotion of local intangible cultural heritage, analyzing how they empower local heritage promotion while also enhancing students' cultural confidence and cultural literacy. Notable achievements have been made in the research and promotion of black pottery and white tea, aligning with the current trend of traditional culture revival and "China-chic," receiving widespread recognition and acclaim. The involvement of colleges and universities in the promotion of intangible cultural heritage

creates both new opportunities and challenges, maximizing the unique advantages of heritage resources to achieve a win-win situation. However, it is crucial to maintain the authenticity and uniqueness of intangible cultural heritage, avoiding excessive commercialization and cultural homogenization. Effective protection and inheritance are vital to fully realizing the goal of promoting intangible cultural heritage, enhancing its cultural appeal. Thus, leveraging the dynamism of colleges and universities to invigorate the promotion of intangible cultural heritage is highly valuable and significant.

2. Research Content

Given the increasing public attention to intangible cultural heritage, society must adopt innovative methods to promote and inherit this heritage. This thesis examines the role of colleges and universities in the promotion of local intangible cultural heritage, focusing on how they empower local heritage promotion. It also analyzes how such promotion efforts enhance students' cultural confidence and literacy. The study uses the case of Nanchang Jiaotong Institute's efforts to promote Jing'an black pottery and Jing'an white tea, in collaboration with the Jing'an Cultural Tourism Bureau. By leveraging the Institute's faculty and educational strengths, the project aims to revitalize the Jing'an intangible cultural heritage industry, transforming heritage resources into cultural productivity, attracting investment, and supporting heritage projects. This approach seeks to build a cultural brand based on intangible cultural heritage, ensuring its protection while generating economic and social benefits for local development and rural revitalization. The thesis, drawing on the youthful perspective of colleges and universities, explores how to fully harness their potential in promoting the inheritance and development of intangible cultural heritage, proposing corresponding

solutions.

3. Research Outcomes

3.1 Integration of Moral Education and Intangible Cultural Heritage (ICH) to Enhance Promotion Effectiveness:

In-class activities combining ICH with moral education practices have been conducted to promote local ICH culture, yielding positive results and deepening students' understanding. Organizing viewings of local ICH videos and related activities in class has promoted local ICH culture on campus. Discussions on how colleges and universities can integrate ICH culture into the educational system have been held, using moral education practices to cultivate students' cultural confidence and innovative spirit. Activities such as ICH culture knowledge competitions have enhanced students' understanding and appreciation of Jing'an ICH culture.

3.2 Filming Promotional Videos to Support Local ICH Heritage

Promotional videos from the perspective of university students have been filmed to highlight local ICH culture and disseminated via internet platforms to broaden the impact. These videos introduce local ICH culture, explore the stories behind the techniques, and showcase the unique charm and value of ICH. This approach aims to foster a sense of identification and pride in traditional culture, thereby promoting the heritage and development of ICH.

2. Establishment of Campus New Media Cooperation for Promotion

Collaboration with campus new media to publish articles, videos, and photos about ICH has been established, attracting attention from faculty, students, and the broader community. Inviting ICH inheritors to share their skills and stories on campus, writing news articles, and posting on official social media accounts have all contributed to enhancing the visibility and influence of ICH culture.

4. Existing Issues

Jing'an black pottery and white tea, both significant ICH items with a long history in Jing'an County, face several challenges in their promotion and development through college and university initiatives.

4.1 Difficulties in Technique Inheritance

The techniques of making Jing'an black pottery and white tea are steeped in cultural and historical value but face several inheritance challenges. The complexity and precision of traditional techniques require long-term practice and experience, resulting in lengthy training periods for new inheritors, who are difficult to quickly replace. Additionally, modern lifestyle changes have led to declining interest in traditional crafts among younger generations, posing a risk to the continuity of these techniques. Relying solely on storytelling, short videos, and images for promotion has proven insufficient in significantly enhancing the influence of local ICH.

4.2 Lack of Public Awareness

While Jing'an black pottery and white tea are well-known and respected locally, their recognition at the national and global levels remains limited. Survey data indicates that over 86% of respondents lack sufficient knowledge about local ICH, with only 14% being familiar or very familiar. Promotion efforts driven by colleges and universities mainly reflect the students' perspectives, which can be limited by their incomplete and superficial understanding of local ICH. This limitation affects the overall effectiveness of the promotional content.

4.3 Insufficient Brand Development

Despite efforts by colleges, universities, and government bodies to promote and develop the brands of Jing'an black pottery and white tea, their recognition still lags behind that of other ICH products. These brands lack distinctive and memorable promotion, resulting in limited public awareness and consumer interest.

4.4 Increasingly Diverse Public Demand

In today's rapidly developing world, the methods used by colleges and universities to promote local intangible cultural heritage (ICH) must continuously innovate to meet modern societal demands. However, due to the inherent limitations of traditional techniques and the increasingly diverse needs of the public, the approach taken by colleges and universities to support ICH promotion will remain a persistent challenge. Integrating modern elements while preserving traditional

culture and skills to satisfy diverse consumer demands, and promoting ICH in ways that resonate with the public, are crucial issues that colleges and universities need to address.

5. Research Conclusions

Through an in-depth study of the roles and impacts of colleges and universities in promoting local ICH, this thesis draws the following conclusions:

5.1 Significant Impact of Colleges and Universities in ICH Promotion

Colleges and universities, as hubs of talent with rich cultural resources and abundant human and material assets, play a crucial role in promoting Jing'an black pottery and white tea. By organizing on-campus lectures and collaborating with university media to produce promotional videos, they have effectively introduced students from across the country to Jing'an's ICH. This initiative has deepened students' understanding of the historical and cultural significance of black pottery and white tea, and has encouraged more students to visit and experience these traditions firsthand.

5.2 Limitations in ICH Promotion by Colleges and Universities

In the process of promoting local ICH, schools mostly rely on methods such as organizing promotional lectures, taking photographs, and creating short videos, resulting in relatively monotonous promotional approaches. Furthermore, colleges and universities primarily approach the promotion of local ICH from the perspective of their students, filming promotional videos showcasing local intangible cultural heritage. However, due to students' limited and superficial understanding of local ICH, the content of these promotions is influenced by their perceptions, thus affecting the overall effectiveness of the promotional efforts. From a multimodal communication perspective, transcending the limitations of linguistic translation, ICH promotion should integrate diverse channels and means. This involves transforming traditional unimodal textual communication into multimodal translation, incorporating various symbols such as text, images, sounds, colors, and fonts to facilitate international dissemination. This approach aims to enhance the understanding of ICH projects among

foreign audiences, thereby improving the effectiveness of communication^[2].

5.3 Strengthening Collaboration between Colleges and Universities, Local Governments, and Enterprises to Promote ICH Protection and Inheritance

To effectively expand the promotional impact of Jing'an intangible cultural heritage and promote its protection and inheritance, schools should strengthen cooperation with local governments and enterprises through dedicated collaborative initiatives. By sharing resources and complementary advantages, they can jointly promote the Jing'an ICH brand, extending its reach beyond Jing'an to the entire country. Colleges and universities also serve as reservoirs of talent for ICH inheritors and protectors, providing robust talent support for the inheritance and development of ICH. Additionally, university students, as educated and dynamic members of society, bring fresh vitality to rural revitalization efforts through their wealth of knowledge and skills.

6. Conclusion

While colleges and universities possess significant advantages in promoting ICH, they must continuously overcome challenges, innovate promotional methods, and enhance their effectiveness. This survey research demonstrates that colleges and universities play a vital role in supporting local ICH promotion and have achieved positive outcomes. By leveraging educational resources and cultural heritage, colleges and universities can contribute more effectively to the protection and inheritance of ICH, injecting new vitality into local cultural industries and tourism. This report aims to provide valuable insights into the role of colleges and universities in ICH promotion while offering new perspectives and directions for ICH protection.

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