

Research on the Media Image Presentation of Intangible Cultural Heritage Inheritors from The Perspective of Frame Theory

-- A Case Study of China Culture Daily

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Abstract

Inheritors of intangible cultural heritage are important carriers and transmitters of intangible cultural heritage, creators, recorders and inheritors of civilization. With rich knowledge and exquisite skills, they are important envoys in cultural protection and inheritance. The presentation of their images by the media is an important carrier and channel for the interaction and cognition between the society and the inheritors of intangible cultural heritage, and also has a profound impact on their social status, living situation, self-cognition and external cognition. This paper takes “China Culture Daily” as the target media, presents the specific characteristics and changes of image reporting, finds the problems and shortcomings, and puts forward the scientific path and countermeasures for the image construction of inheritors.

Keywords

China Culture Daily; Inheritors of intangible cultural heritage; Media image.

1. Research Background and Significance

1.1. Research Background

In 2001, China's Kunqu Opera was included in the list of the first batch of “Masterpieces of the Oral and Intangible Heritage of Humanity” by UNESCO, and “intangible cultural heritage” came into public view. As the inheritors of intangible cultural heritage, they have received increasing attention. Inheritors are not only the most important display carriers of intangible cultural heritage, but also important transmission carriers and communication media. However, at present, inheritors of intangible cultural heritage are faced with survival difficulties, declining social status, lack of identity and other problems. How the media presents inheritors of intangible cultural heritage will not only affect the cognitive evaluation of intangible cultural heritage inheritors on their own value, but also affect the cognitive evaluation of intangible cultural heritage. At the same time, it largely determines the image projection of the inheritors of intangible cultural heritage in the public, so it is of great significance to explore how the media presents the inheritors of intangible cultural heritage. As an authoritative cultural comprehensive newspaper led by the former Ministry of Culture, China Culture Daily has taken inheriting and carrying forward the excellent culture of the Chinese nation as its mission since its inception in 1986. Taking China Culture Daily as a case study, the study on the image presentation of inheritors of intangible cultural heritage has representative and reference significance.

1.2. Research significance

In the past, the perspective of media image research focused on successful people or disadvantaged groups, and the projection of cultural field was less. Studying the image presentation of intangible cultural heritage inheritors in China Culture Daily is conducive to

expanding the research object of media image. At present, the theoretical research on inheritors of intangible cultural heritage mainly focuses on folklore, intangible cultural heritage, anthropology, etc., and the research from the perspective of news and communication is relatively scarce, so this study is pioneering to a certain extent. Media coverage of the inheritors of intangible cultural heritage has pushed them from the margins to the public eye, and has played a positive role in protecting the inheritors of intangible cultural heritage. At the same time, the media's reporting on the inheritors of intangible cultural heritage is actually a reflection of responding to the national cultural policy, consciously resisting foreign cultures, and promoting Chinese culture to the world. Research on intangible cultural heritage inheritors' reports is of great practical significance for improving media reports, elevating the status of intangible cultural heritage inheritors, and promoting China's modernization and spiritual civilization construction.

2. Research Methods

2.1. Research sample

This paper analyzes the reports on inheritors of intangible cultural heritage in China Culture Daily (2001-2023), and studies the characteristics of the reports on inheritors of intangible cultural heritage in terms of reporting form and content, as well as the images of inheritors of intangible cultural heritage. Using "inheritors" and "inheritors of intangible cultural heritage" as keywords, using China Culture Daily as newspaper source, the full text search was carried out in the newspaper database of CNKI.cn, and a total of 1937 news reports were obtained. After carefully reading all the texts, we abandoned the texts that were not mainly reported on intangible cultural heritage inheritors, and finally got 467.

2.2. Category construction

According to the research purpose, the following 3 coding categories are determined. That is, report form (report quantity, report layout, report genre); The content of the report (subject, emotional inclination, source); Characteristics of intangible cultural heritage inheritors (gender, age, region, level of intangible cultural heritage inheritors and category of inheritance projects).

3. Text Analysis of Reports By Inheritors of Intangible Cultural Heritage in China Culture Daily

3.1. Reporting Form

In terms of the number of reports, before 2007, the number of reports was very small. After that, although the number of reports fluctuated slightly every year, it showed an overall growth trend and always maintained a high number of reports. In terms of coverage space, front-page coverage accounted for 12.3%; Special pages and other pages accounted for 47.6% and 40.1%, respectively. In terms of reporting genre, "exclusive interview" accounted for the highest proportion of 36.9%, followed by "communication" (30%) and "news" (17%).

3.2. Report Content

In terms of reporting topics, "inheritance stories" accounted for 41%. The activities of inheritors (12.9%), the difficulties faced by inheritors (9.7%), the government's support and assistance to inheritors (8.8%), and the protection system of inheritors (7.5%). In terms of emotional inclination, "praise and affirmation" (62.3%), "no obvious inclination" (19.6%), "worry" (11.6%), "care and sympathy" (5.6%), and "negative criticism" (0.9%). In terms of information sources, "inheritors or relatives and friends" accounted for 55.4%, followed by multiple sources (24.9%).

3.3. Basic characteristics of inheritors of intangible cultural heritage

In the report, the gender ratio of male and female intangible cultural heritage inheritors was 56.9% and 21.1%. In terms of the age of intangible cultural heritage inheritors, young old people (60-74 years old) accounted for the highest proportion (17.7%), followed by old people (75-89 years old) accounted for 11%, and middle-aged people (45-59 years old) and young people (44 years old) under 60 accounted for only 13.6%. In the report, East China had the largest number of inheritors (26.9%), followed by North China (17%), Central China (11.4%), Southwest (9.9%), Northwest (8.2%), Northeast (7.3%) and South China (5.8%). In terms of the level of intangible cultural heritage inheritors, the number of national intangible cultural heritage inheritors is the largest, accounting for 70.3%. Provincial-level intangible cultural heritage inheritors accounted for 21.7 percent. In terms of intangible cultural heritage inheritors' project categories, traditional arts projects topped the list (32.1%), followed by traditional art projects (21.7%).

4. Deficiencies in the Image Presentation of Intangible Cultural Heritage Inheritors in China Culture Daily

4.1. The image of inheritors of intangible cultural heritage is stereotyped

In the early days of the report, China Culture Daily generally adopted a one-dimensional approach to the image of intangible cultural heritage inheritors: they were old and weak, living in difficult circumstances, and accepted government support and commendation. On the other hand, the images of inheritors presented by China Culture Daily are mostly those who have the ideological consciousness of cultural inheritance, and who are ambassadors of cultural inheritors in the process of inheritance, while ignoring the dilemma of choice and inner struggle they face in the process of inheritance. In the presentation of China Culture Daily, the image of the inheritor mainly presents two faces: one is the gray face that is in a difficult situation and is cared for; the other is the red face of the perfect inheritor.

4.2. Too much positive image and absence of warning supervision

Throughout the report of China Culture Daily, there are too many reports on the positive image of the inheritors, and insufficient warning and supervision reports. When reporting on inheritors, 62.3% held a positive attitude, while only 0.9% held a negative and critical attitude. Timely and effective supervision and warning reports were lacking. In the reports of inheritors in recent years, the trend of publicizing the protection achievements of local governments at all levels has become more obvious, and inheritors have become supporting characters. "Supervision mode" accounts for only 4% of reports, and the commentary is even weaker.

4.3. The overall consistency of the report is not strong, and the cumulative effect of image presentation is not good

In terms of reporting genre, the reporting genre is greatly affected by government policies. The presentation of the image of inheritors is a systematic and long-term process. The updated reports at a long interval interrupt the coherence of media reports and the coherence of the image of inheritors in readers' minds. In the report layout, the layout of the inheritor is erratic, there is no relatively fixed layout arrangement for the inheritor report, and the layout arrangement is unreasonable.

4.4. There is a serious imbalance in the reporting of intangible cultural heritage inheritors

There is an obvious imbalance in the report. First, the ratio of male and female inheritors is uneven, and female inheritors should be widely valued. Second, the age distribution of inheritors is not balanced, and the coverage field is more concentrated on the elderly, and the

younger generation of inheritors have lost their voices. Third, regional distribution is uneven. The report is limited to Jiangsu, Zhejiang and Beijing, and ignores the inheritors in other regions, especially in the northwest and southwest. Fourth, the level of inheritors is not balanced. The number of inheritors of national and provincial intangible cultural heritage projects is large, and there are few low-level inheritors. Fifth, the inheritors of different project categories are unbalanced. The proportion of inheritors of traditional arts and crafts is high, and some folk literature and traditional medicine projects also need urgent attention.

5. Ways to Improve The Image Presentation of Intangible Cultural Heritage Inheritors in The Media

5.1. Break the pattern of reporting and return to the human touch of story

When presenting the inheritors, the media should break the pattern of reporting, start with the details of the daily life of the inheritors, reflect the stories and emotions, present the joys and sorrows of the inheritors, and do warm communication. In addition to showing their exquisite skills and noble sentiments, they should also reflect the inner demands of the inheritors, which is not only a reflection of the real concern for the inheritors and the humanistic care of the media, but also the role of the media in exercising public opinion supervision and practicing social responsibilities.

5.2. Overcome the imbalance of character presentation and give the inheritors the same right to speak

First of all, we should pay more attention to female inheritors. At present, the female inheritors reported by the media tend to focus on paper-cutting, embroidery and other projects, and the media can moderately expand to other projects. Second, we should balance the attention paid to inheritors of different project categories, divide inheritors according to the project categories, formulate reporting plans, and avoid reporting on a certain category together. Third, consciously strengthen the attention of municipal, district and county level and non-grade inheritors, reserve a certain communication space for them, and ensure the exposure. Fourth, make full use of local journalists to strengthen attention to intangible cultural heritage inheritors in northeast, northwest and Southwest regions, especially those in ethnic minority populated areas and rural areas.

5.3. Enhance the awareness of planning and form the resultant force of image communication

Strengthen the planning consciousness of the image presentation of inheritors, and form a complete reporting system, which should not only eliminate the blindly following the trend, but also avoid the embarrassing situation that no one wants to see after the trend recedes. It should also be noted that the benefits generated by the transmission of culture cannot be measured by the economic scale, and the media should give priority to social benefits when reporting, insisting on taste and responsibility in the midst of the noise.

5.4. Break through the boundaries of media to achieve deeply integrated image communication

The media's presentation of inheritors is still dominated by newspaper text reports, and new media communication is still the digital version of paper newspapers, and the degree of media integration is not enough. With the promotion of media integration in the field of cultural communication, new media can report more on the "external characteristics" of inheritors, while traditional media can report on the "internal characteristics". Traditional media carry out communication through the form of news reports or in-depth reports; New media platforms communicate in the form of live broadcast, graphics and other forms to meet the audience's

information needs at different levels, and improve the communication efficiency and optimize the communication effect through the cluster effect and panoramic presentation.

5.5. Innovative experiential communication to enhance the “sense of interaction” with inheritors

In the past, the inheritance activities of inheritors were displayed in newspapers and TV media, resulting in a lack of deep connection between audiences and inheritors. With the continuous development of media technology, graphic, live broadcast and VR are increasingly used in the image communication of inheritors. The media should strengthen the use of relevant technologies, build inheritance scenes, and create a sense of on-site participation, so that users can have face-to-face communication and interaction with inheritors without leaving home, and help the image of inheritors to be presented in a three-dimensional and comprehensive way.

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