Reflections on AIGC Empowering the Development of Guizhou's Intangible Cultural Heritage

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Abstract: *Under the background of rural vitalization strategy, it is the mission of the times as well as the realistic demand to realize the vitalization and dissemination of intangible cultural heritage, and to transform the cultural empowerment advantage into economic development momentum. Based on AIGC technology, this paper discusses the era context of the development of intangible cultural heritage in Guizhou Province, and analyzes the digital development path of intangible cultural heritage in Guizhou from the four aspects of reconstructing intangible cultural heritage preservation mode, innovating intangible cultural heritage inheritance dimension, developing intangible cultural heritage products and expanding intangible cultural heritage dissemination channels.*

Keywords: AIGC; Rural vitalization; Guizhou's intangible cultural heritage.

1. INTRODUCTION

With the explosion of ChatGPT at home and abroad, artificial intelligence has once again attracted widespread attention and heated debate. 2022 September,China Academy of Information and Communications Technology and JD EXPLORE ACADEMY jointly released the "Artificial Intelligence Generated Content (AIGC) White paper (2022)", which defines AIGC as "a class of content that is categorized from the viewpoint of content producers, a method of content production, and a collection of technologies for automated content generation" [1]. AIGC is defined as "both a type of content classified from the perspective of content producers, a way of content production, and a collection of technologies used for automated content generation" [1]. AIGC is based on a large number of algorithms and models to automatically generate multimedia content such as text, images, or audio/video based on keywords, topics, and other relevant information, which is a further paradigm upgrade of UGC (User Generated Content) and PGC (Professionally Generated Content). With the advancement of machine deep learning technology, the perfection of the generation model has been significantly improved, and the development of AIGC is now gradually entering a more mature stage [2]. General Secretary Xi Jinping pointed out in the report of the 19th Party Congress, "Promote the creative transformation and innovative development of Chinese excellent traditional culture." This points out the direction for us to think about the modernization and transformation of excellent traditional culture. Therefore, this paper is based on AIGC technology, thinking about the development path of non-heritage culture in Guizhou Province under the background of rural vitalization strategy, which has certain practical significance for exploring the innovative development of traditional culture.

2. TIME CONTEXT OF THE DEVELOPMENT OF GUIZHOU PROVINCE'S INTANGIBLE CULTURAL HERITAGE

In August 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, stating that "intangible cultural heritage is an important part of the outstanding traditional Chinese culture, a vivid testimony to the continuous transmission of Chinese civilization, and an important foundation for linking national emotions and maintaining national unity. Protecting, inheriting and utilizing intangible cultural heritage is of great significance to the continuation of the historical lineage, strengthening cultural confidence, promoting civilization exchanges and mutual understanding, and building a strong socialist cultural power". Protecting intangible cultural heritage is to protect cultural DNA has become a social consensus. At present, China is striding into the digital era, 5G, artificial intelligence, cloud computing and other digital technologies are developing rapidly, the digital economy to release vigorous vitality, digital cultural consumption to show strong demand. Under the new situation to grasp the new trend of development, to promote the high-quality development of cultural digitization has become an important issue of the times.

As a multi-ethnic province in China, Guizhou Province is rich in intangible cultural heritage resources with distinctive regional, ethnic and cultural characteristics. These intangible cultural heritage resources are the cultural essence handed down from generation to generation by various ethnic groups in Guizhou Province, which not only have rich cultural value, strong historical value, high artistic value and profound social value, but also have potential economic value, and can become cultural capital through reconstruction and transformation to help rural vitalization [3]. However, traditional intangible cultural heritage lacks the connection with modern life, weak attraction to young people, market acceptance is not high enough, and the inheritors are difficult to get the ideal remuneration.In turn, they are facing difficulties such as loss, closure, lack of successors, etc. Based on AIGC and other technologies, creating digital culture provides new opportunities and ideas for the innovative development of Guizhou's intangible cultural heritage .

Based on the mission of the era of "living up" and the realistic demand of "fire up", the development of Guizhou's intangible cultural heritage should also pay attention to its living inheritance on the basis of the original authenticity protection. With the help of AIGC, the traditional cultural forms of Guizhou's intangible cultural heritage are combined with the modern discourse expression system to promote the dissemination of Guizhou's intangible cultural heritage in a wider space, so that the spiritual and cultural connotations carried by them can be understood, accepted and loved by more people, and contribute to the technological power for Guizhou's cultural prosperity and economic development, which is the context of the time to think about the development of Guizhou's intangible cultural heritage by the help of digital technology.

3. AIGC EMPOWERS THE DEVELOPMENT PATH OF GUIZHOU'S INTANGIBLE CULTURAL HERITAGE

3.1 Reconstructing the preservation model of non-legacy Intangible cultural heritage

Guizhou Province has a wealth of intangible cultural heritage resources, but with the change of time, economic development and people's lifestyles, some of the ancient intangible cultural heritage by the time, environment and various human factors, the loss of the original survival of the soil and the gradual decline or even disappearance. Mobile Internet, cloud computing, big data and artificial intelligence and other new-generation digital technologies are integrated with each other, forming the infrastructure of digital economic innovation, supporting the physical world and Cyberspace between the chemosynthesis reaction to generate new value. Using technological means, Guizhou's intangible cultural heritage and minority characteristics of culture are effectively digitized and preserved, and the intangible cultural heritage content is captured and reproduced with high precision through three-dimensional scanning, digital image processing, big data and other technologies, resulting in multimedia content such as images, audio and video that is not only easy to preserve for a long time, but also easy to retrieve and disseminate. Through virtual and simulation technology, some lost or difficult to reproduce intangible cultural heritage can be reproduced, and the cultural value of intangible cultural heritage can be deeply excavated, which is conducive to thinking about the connection between the past, present and future of intangible cultural heritage, as well as carrying out multi-dimensional thinking and digitalized research on it.

3.2 Innovative dimensions of intangible cultural heritage inheritance

Digitizing intangible cultural heritage is a new way to expand the dimension of intangible cultural heritage in virtual space, enhance the experience of intangible cultural heritage in the space of imagination, and allow people to feel and understand intangible cultural heritage. For example, Guizhou intangible cultural heritage Miao batik as one of the blue dyeing process using indigo, Miao nationality with wax knife, wax liquid, and even the nails of skilled craftsmen can carve out exquisite patterns, which cohesion of Miao people in the thousands of years of historical changes in the formation of the wisdom of the Miao people, with a strong national characteristics and aesthetic style. When CG, 3D imaging and other technologies are used to digitally portray them, batik breaks the shackles of its original form, the indigo canvas expands and changes in virtual space, and the Miao patterns are reorganized and renewed under digital deconstruction, so that tradition and modernity can be connected with each other, and a modern dialogue between users and traditional intangible cultural heritage crafts can be established between the overlapping of reality and reality. Thanks to the plasticity of technology itself, by utilizing the efficient creation method of digital technology, we can attract more attention to the intangible cultural heritage culture, create more possibilities of display, and innovate the dimension of its inheritance, so that the traditional culture can have a more vivid vitality in today's world.

3.3 Development of intangible cultural heritage and creative products

Based on artificial intelligence, virtual reality and other digital technologies, combining intangible cultural heritage elements with modern art can develop cultural and creative products with unique charm. On the one hand, professionals or designers apply AIGC technology to assist the design process and carry out collaborative design between artificial intelligence and people, which is conducive to breaking the limitations of traditional creation, stimulating more creative inspiration, reducing working time and improving creative efficiency; on the other hand, by analyzing the interests, preferences and behaviors of the users, AIGC can personalize the cultural and creative products with a stronger sense of experience, and provide users with a more rich and interesting interactive experience for users. It is not difficult to find that in the field of AI literatus, the national style model has been highly sought after, but there are not many models that can really explore and represent the connotation of excellent traditional culture. Guizhou Province has unique minority culture, villages and many intangible cultural heritage, so it combines the two organically, and generates the IP of Guizhou's minority villages, dresses, characters and cultural products through the innovation of AIGC to develop literacy derivatives and create digital intangible cultural heritage. Derivatives, create digital intangible cultural heritage pavilions, improve the industry chain of intangible culture, attract more young people's attention and love, and enhance the market value of Guizhou's intangible cultural heritage.

3.4 Expanding the channels of dissemination of intangible cultural heritage

The "14th Five-Year Plan" for the Safeguarding of Intangible Cultural Heritage, issued in 2021, clearly states that from 2025 to 2035, "the international influence of intangible cultural heritage will be significantly enhanced" has become a new goal. In the irreversible wave of digital development, virtual and reality further overlap and fit, the super connection of science and technology is realizing the "new globalization" of the virtual world through data, services, products and applications, etc. With the help of artificial intelligence and other technologies to strengthen the dissemination and promotion of Guizhou's intangible cultural heritage, so that more people will know, understand and love Guizhou's intangible culture. It will enhance the soft power of Guizhou culture. In the 2023 Guizhou "Village Super League" scene, traditional ethnic elements and modern sports elements appeared on the same field, and beautiful blue dye, embroidery and other ethnic minority non-fraditional products out of the circle at a rapid pace. The AI digital intelligence of Yang Zairong, the inheritor of Miao batik technique in Rongjiang County, Qiandongnan Prefecture, publicized Guizhou's handicrafts to the world, and how Miao women use wax knives as pens and natural beeswax as ink to draw a scroll of Miao patterns inherited for thousands of years. On the basis of original authenticity protection, combined with modern aesthetic innovation and disseminated through modern media technology, it can let more people feel the enthusiasm and purity of Guizhou's countryside and understand the charm of Guizhou's Intangible Cultural Heritage.

4. CONCLUSION

The continuous progress of digital technology provides more possibilities for the protection, inheritance and innovative development of Intangible Cultural Heritage in Guizhou, but digital tools are never an end in themselves, but a means. In the process of digital protection and inheritance of Intangible Cultural Heritage, it is necessary to grasp the balance between the Intangible Cultural Heritage itself and digital technology to achieve better development goals.

On the one hand, human-machine synergistic development, wisdom harnesses intelligence. Although digital technology has many advantages, but there is also a lack of depth, precision and uniqueness and other issues, and people are "wise", can be used as an auxiliary means, the use of modern technology to better excavate and show the cultural core, to awaken the strong vitality of the outstanding traditional culture.

On the other hand, uphold fundamental principles and break new ground, adhere to the cultural connotation. The original protection of Intangible Cultural Heritage is the core of the work, and we should understand and identify with Intangible Cultural Heritage, take Intangible Cultural Heritage as the kernel of inspiration for creation, get the revelation for the present and the future from traditions, and carry out revitalization and innovation on the basis of understanding and continuation.

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