

Analysis and Research on the Present Situation of Cuju Culture in the Perspective of Intangible Heritage

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Abstract

Research on the history, concept, connotation and related practices of intangible cultural heritage provides the two most crucial elements for the transmission of Cuju culture, namely experience and paradigm. At the practical level, the declaration of intangible cultural heritage of Cuju can provide an effective path for the inheritance of traditional national sports. At the theoretical level, the theory of intangible cultural heritage enriches the connotation of Cuju culture at the epistemological level. Therefore, this project chooses the vision of intangible cultural heritage as the research field of Cuju culture inheritance and protection, and adopts the documentary method, expert interview method and logical analysis method to research and analyze the inheritance and protection of Cuju culture under the perspective of intangible culture. Through the research on the status of the development of cuju sport, people's knowledge of cuju culture is enhanced, so that cuju culture can be better developed and spread. This paper analyzes the development and inheritance of Cuju from the perspective of Chinese intangible cultural heritage, and provides valuable references to the measures taken for its protection and development in contemporary times.

Keywords

Cuju culture, intangible cultural heritage, cultural heritage, cultural preservation.

1. Introduction

Intangible cultural heritage is an important part of cultural heritage, and with the promulgation of the Convention for the Safeguarding of the Intangible Cultural Heritage, intangible cultural heritage has begun to receive widespread attention worldwide. China has a large number of splendid tangible and intangible cultural heritages, and is constantly increasing its investment in the inheritance and development of these valuable cultural treasures. Sports culture is a part of culture, and China is a multi-ethnic country with a wide variety of folk sports activities [1]. The State General Administration of Sports has clearly proposed that efforts should be made to protect the intangible cultural heritage in the 21st century to ensure the sustainable development of traditional ethnic sports, which is of great significance to the future development of China's traditional ethnic sports programs.

Cuju, as a national traditional sport in China, has been included in the first intangible cultural heritage list. At present, people attach great importance to competitive sports, Cuju as a traditional sports program rarely appear in people's sight, its heritage and promotion has become an urgent need to pay attention to the problem [2]. I have read a lot of literature, listened to the lectures of famous experts at home and abroad, understood the origin and evolution of ancient Cuju, visited Linzi Football Museum and interviewed the relevant staff to understand the current situation of Cuju's modern inheritance and promotion, as well as the problems of its inheritance work. Next, this paper will introduce the main findings of this study in detail.

2. Cuju intangible cultural heritage protection and the current situation of cuju sport in Linzi district

2.1. Cuju Intangible Cultural Heritage Protection Status in Linzi District

Since the promulgation of the Convention for the Safeguarding of the Intangible Cultural Heritage, countries around the world have paid unprecedented attention to the intangible cultural heritage, and China has also enacted relevant laws and regulations to protect and develop the intangible cultural heritage [3]. As an ancient city with a long history and culture, Linzi District has introduced a number of measures to protect intangible cultural heritage programs, brought intangible cultural heritage into communities, schools and public places, let more people know, understand and effectively participate in intangible cultural heritage programs, carried out exhibitions on the theme of intangible cultural heritage programs to understand the culture of Linzi, and set up cultural halls with the characteristics of Linzi, which have created the conditions for the protection and inheritance of intangible cultural heritage. This will create conditions for the protection and inheritance of intangible cultural heritage.

Cuju is one of the most representative intangible cultural heritages in Linzi district, through the investigation of the protection policy of Cuju project in Linzi district and the interviews with the relevant leaders, we mapped the current protection status of Cuju [4]. We found that the current protection of cuju movement has established a relatively perfect protection mechanism, and cuju movement industrialization, so that the public from all aspects of the cuju movement to understand, cuju movement has also become the most well-known intangible cultural heritage project in Linzi District. However, the implementation of the current protection mechanism is not satisfactory, as a sports cuju project, in the western competitive sports ideas continue to penetrate into the minds of the public today, to be invested in a short period of time to the protection of cuju sport is not realistic, which requires a long process.

2.2. Status of Cuju Practitioners in Linzi District

According to the research needs and actual situation, 100 cuju practitioners in Linzi District were surveyed, most of the practitioners were male, and there were more students and national public officials aged between 15-35 years old [5]. The practitioners practiced for 30-60 minutes each time, and the number of times they exercised per week was 3-4 times, and most of them reached the standard of the Chinese sports population. The initial motivation of these practitioners to participate in Cuju is to exercise and prevent disease, and through radio and television and Cuju performances and competitions to learn about Cuju, most of them with friends and colleagues to the club to practice. All of this is related to the characteristics of cuju and the limitations of the field equipment.

2.3. The current situation of cuju awareness in Linzi District

According to the results of the survey, the people of Linzi have a mixed understanding of cuju, and people learn about cuju mainly through television and locally organized cuju-themed competitions or festivals. Most people feel that cuju is just a sport and have no understanding of the culture of cuju [6]. However, people have high expectations for Cuju, and hope that Cuju can be noticed and valued by more people, and that it can be started from the campus and the community, and from a young age, so that this non-heritage program with a long history can be better inherited.

3. Analysis of the problems faced by cuju cultural heritage

3.1. Inadequate policy and financial support and low level of industrialization

At present, with the modern inheritance of Cuju culture achieving remarkable results, the protection of the intangible cultural heritage of Cuju culture has also played a certain effect. After reviewing the literature and searching for experts, we know that the biggest guarantee for the development of a culture should be its industrialized development. Cuju cultural heritage not only has important cultural value, but also has a huge industrial development value. Economic benefits are directly linked to the people, only to ensure economic benefits, can effectively develop culture, the combination of culture and economy, is the core guarantee of cultural development. Therefore, cuju, as a national traditional sports culture with regional characteristics, should be organically combined with industrial development to cultivate new economic growth points [7].

At present, the relevant policies introduced by the cultural industrialization is still relatively scarce, which directly leads to the local government's financial support and work is not enough, the financial subsidies can not be fully invested in the cultural protection work. Without policy support and protection, the relevant work is difficult to carry out, thus restricting the development of cuju cultural industry. And cuju series of product development and cuju culture and local tourism industry integration degree are relatively lack of local economic growth has not played a more obvious role. Any policy has its authority and guidance, but at present Cuju is still in a soft cultural state, the relevant policy is very scarce, and not as a policy to promote. And, at present, the government has not been cuju culture how to pull the economic development of a clear program, so that there is no corresponding policy to promote the development of cuju. In other words, at present, cuju culture industrialization lack of policy and financial support, work to carry out the difficulties.

3.2. Insufficient popularization of fitness for all

Numerous scholars believe that mass participation has a close relationship with the heritage and promotion of sports, and that the degree of their mass participation and love plays a crucial role. For example, table tennis, badminton and other sports have a large sports population and a high degree of audience participation [8]. These sports share the common characteristics of sound sports facilities and easily accepted forms of sports. However, cuju, as a traditional sport, has a history of more than 2,400 years since its development in ancient times, and even suffered a break after its decline in the Ming and Qing dynasties. Today, cuju is a form of sport that is very difficult to enter into people's daily lives.

At present, Cuju has the problem of insufficient popularization, low participation of the masses, old forms of sports, and lack of construction of sports venues all limit the promotion and popularization of this sport. In addition, Cuju lack of innovation in the form of sports. This directly leads to the cuju sport population is too low, not enough popularization, even in the bow Linzi, few people will play. This is the current cuju cultural heritage of another important problem.

3.3. Inadequate implementation of school sports

School is the best way to inherit, students are the most vital inheritance crowd, so school sports is the best way to inherit Cuju sport. However, at present, Cuju has not reached the due height in people's cognition. Mainly because the educational value and cultural value of cuju is not enough [9, 10]. At present, Cuju sport has yet to be developed in realizing its own value. First of all, the textbook is the foundation of school education and the norm of teaching implementation. It can be said that teaching without teaching materials is not standardized, and a personalized classroom should be built on a standardized tutorial. Cuju-related school sports teaching

materials are currently a vacancy. Secondly, the current school offers insufficient classroom hours, the teaching hours of cuju sports in the school physical education program are too few, even in the schools in Linzi District, Zibo City, there are few appearances. Therefore, cuju school sports must first develop the educational value and cultural value of cuju, so that students and parents recognize the value of the sport. Therefore, there must be standardized cuju teaching materials, only teaching materials can realize cuju to the classroom. Finally, there is the guarantee of class time, only the establishment of a special cuju skills learning courses, can guarantee the learning of cuju sports.

4. Conclusion

Cuju has been developed for over 2,400 years and its heritage is on the verge of extinction. Since UNESCO adopted the Convention for the Protection of the World Cultural and Natural Heritage at its 17th session in Paris, countries around the world have paid increasing attention to intangible cultural heritage. Cuju, as a crystallization of ancient culture, has become a member of the world's intangible cultural heritage as one of the lucky ones. The modern inheritance and international promotion of Cuju has become a key factor in the revival of Cuju culture. Through the analysis of the reasons for the rise and fall of ancient Cuju inheritance in this paper, combined with the reality of the modern inheritance of the environment and conditions, provides a valuable reference for the corresponding recommendations. Cuju should not only exist in the museum, should not only stay in the body of the inheritors, Cuju is a traditional sports program, its charm should be people involved in which the charm of the Cuju movement felt. In this paper, Cuju should focus on infrastructure and cultural heritage, rather than excessive attention to the top construction. The inheritance and development of Cuju should start from folk and grassroots Cuju, and the infrastructure determines the effectiveness of Cuju inheritance. However, international promotion, compared to the ancient Cuju, the exchange between countries, cultural exchanges, the circulation of goods, throughout the ages, the times are progressing, but the dissemination and promotion of culture can not be separated from the government, the private sector and the market. I hope that one day one of the crystallization of our ancient Chinese culture, the birthplace of world soccer - Cuju, can realize the cultural renaissance, can once again resound in every corner of the world.

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