



*Research on
Intangible Cultural Heritage Protection
from the Perspective of Cultural Governance*

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1. Literature *review* and analysis *framework*

2. The customs and cultural *values* of Qiqiao Day in Longnan city

3. *Protection evaluation* of the Qiqiao customs in Longnan city

4. *Spatial reconstruction* of intangible cultural heritage protection from the perspective of cultural governance

● Literature review

Speaking of cultural governance, it is necessary to trace the creative ideas and theoretical opinions of *Antonio Gramsci*, *Michel Foucault* and *Tony Bennett*.

The influence of Foucault's governance ideology on cultural governance is of significance. his ideology is embodied in his "governance", which refers to "the relationship between the technology of dominate others and the technology of self-domination", Bennett has introduced Foucault's governance concept into the field of cultural policy and proposed "cultural governance", emphasizing that culture is both a tool of governance, and the goal of governance.

● Literature review

Taiwan scholar **Wang Zhihong** did his research on cultural governance earlier in China. He added the theory of governance to Foucault's "governance", and regarded the connotation of cultural governance as a cultural and political field.

Hu huilin put forward the idea of using culture as a tool of governance, to solve national development problems through social integration function of culture.

There are some scholars who tried to systematically discuss the logic of cultural governance, such as **Wu Licai**, **Li Shaohui** and others believe that we should promote the multi-subject participation in public cultural services, and proposed that cultural governance is to use governance ideas to deal with cultural affairs.

- *Literature review*

For a long time, the protection of intangible cultural heritage has been a *hot topic* for domestic scholars. However, the intangible cultural heritage has not been incorporated into the cultural governance field as a folk cultural heritage, and there is few research results of intangible cultural heritage protection from the perspective of cultural governance.

Based on this, This paper chooses the traditional festival culture space of *Longnan Qiqiao Day* as a typical case, and analyzes the protection and development of intangible cultural heritage from the perspective of cultural governance.

- *Analysis framework: Four-Dimensional Governance Based on Spatial Perspective*

Longnan Qiqiao Day is a very typical traditional festive cultural space. According to the relevant provisions of the United Nations Educational, Scientific and Cultural Organization (UNESCO), *cultural space* is an important form of intangible cultural heritage, and it is an indispensable factor in the integrity, original and authenticity of intangible cultural heritage.

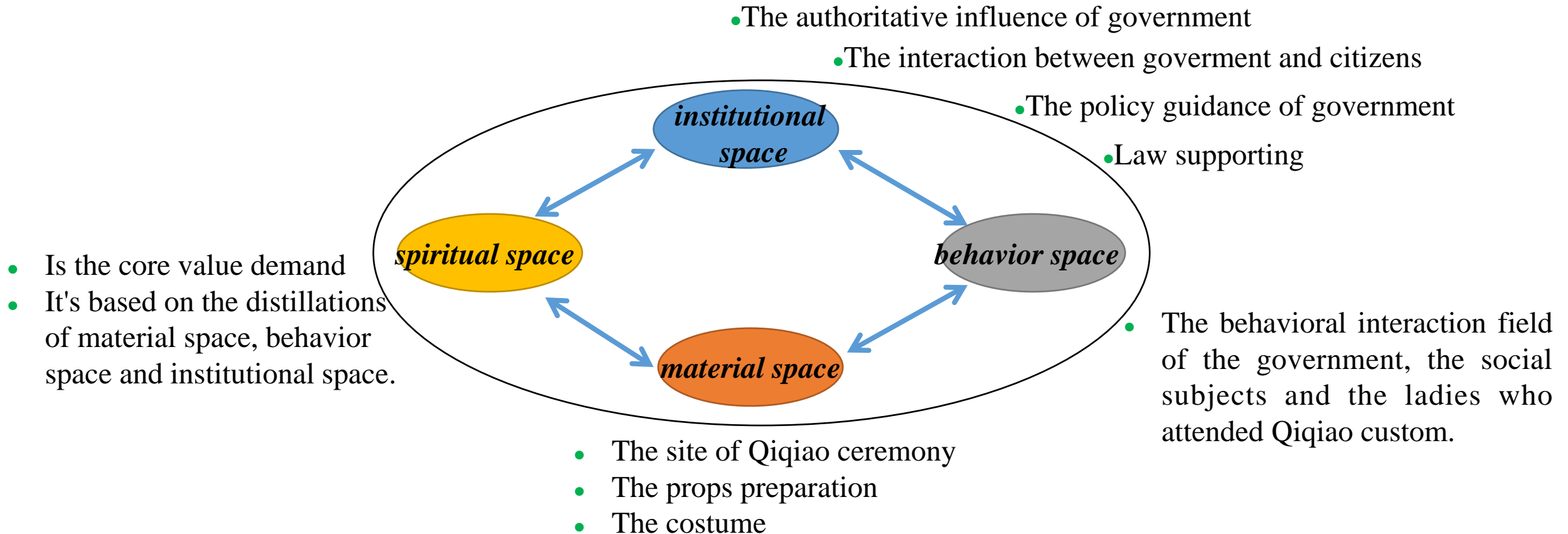
Henri Lefebvre's "The Production of Space" is one of the most important and representative literatures. He proposed the "three-dimensional dialectics of space", that means there are three spaces: *material space*(perceived), *spiritual space*(conceived) and *social space*(lived).

- *Analysis framework: Four-Dimensional Governance Based on Spatial Perspective*

Back to the theme of this paper, it is necessary to analyze the cultural space of Qiqiao customs in Longnan city by innovated spatial theory based on its original content structure. It means we should combine the inner composed factors of intangible cultural heritage (factors including material, behavior, institution and spirit) to explain it in governance theory from the perspective of *material space*, the *behavior space*, the *institutional space* and the *spiritual space*.



● Analysis framework: Four-Dimensional Governance Based on Spatial Perspective



- *The origin and development of Qiqiao Day in Longnan city*

Qiqiao custom arose in the Han Dynasty, during Wei Jin Southern and Northern Dynasties it was rapidly developed, and it became an important festival prevailed in Tang and Song dynasties.



● *The main features of Qiqiao Day in Longnan city*

Prepared well; Lasted long

- Prepared a month or two months before
- It takes seven days and eight nights

Large scale; Wide impact

- It is mainly spread in two counties
- More than 500,000 people
- Even more significant than the lunar New Year

Complete in ceremony; rich in content

- Four processes
- Seven rituals

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The customs and cultural values of Qiqiao Day in Longnan city

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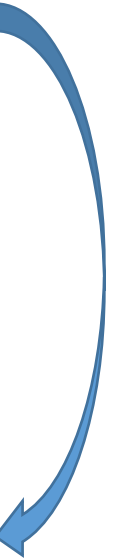
Choosing the family of Qiqiao



②



Welcoming Qiao Goddess



③



Sacrificing for Qiao Goddess



④



Worshiping Qiao Goddess

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Pleasing Qiao Goddess



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Divined by Qiao Goddess

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Farewell to Qiao Goddess

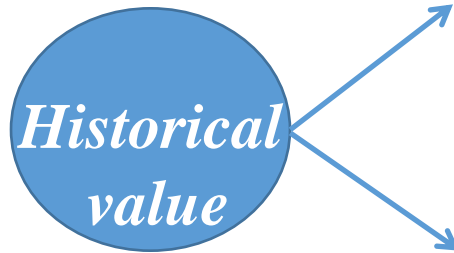
● The value of Qiqiao Day in Longnan city

- The basic social function of the Qiaoqiao custom is the training of the girl's *survival skills* and the cultivation of *personality*.



- Longnan Qiqiao Day contains a profound *life ethics, value judgments* and *humanistic care*.
- It also has the function of strengthening *community solidarity* and local *cultural identity*.

● The value of Qiqiao Day in Longnan city



- Longnan Qiaoqiao customs show the production and living style of farming period, it is valuable information to research the social life in *ancient Chinese farming civilization period*.
- Longnan Qiqiao Day can be said that it is the concentrated reflection and dynamic inheritance of *Qin culture* in folk traditional festivals and customs, which is the product of the development of the Qin people worship of the ancestors and stars.

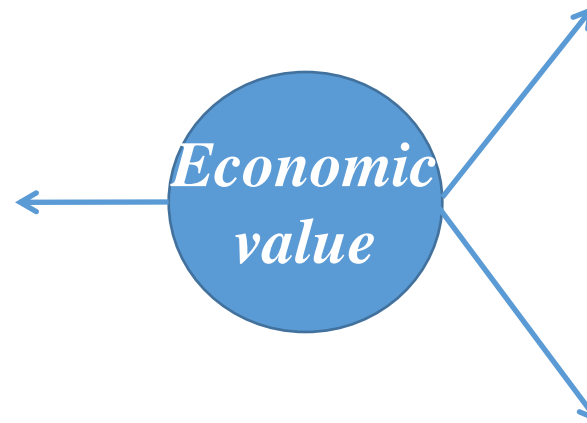
● The value of Qiqiao Day in Longnan city

Cultural
value

- In performance form, it has *precious aesthetic value* of literature and art.
- In spiritual connotation, it reflects the *core spirit* of Chinese national culture such as wisdom, art, etiquette, favor and beauty.
- From influential perspective, It has become part of modern *public cultural service*, to meet the demands of the public culture and enrich people's spiritual and cultural life.

● The value of Qiqiao Day in Longnan city

- The living state and diversity of cultural space determines the Qiaqiao custom is rich in **cultural treasures**. It qualifies for the **resources foundation** for cultural industries supply and the value for economic development.



- There are **Chinese Qiqiao tourism culture festivals** held many times now, which take "the Qiqiao" as the theme of it.
- Local people are trying to integrate traditional folk customs and craftsmanship with modern market economy in order to build **Qiqiao culture brand** and show its **economic value**.

- *Analysis on the protection of Qiqiao custom in Longnan city*

- Government-dominated, administratively supported

- A series of *laws* and *policies* have been enacted to protect it.

- The government has set up *Qiqiao demonstration site* in the village where Qiqiao customs are in large scale and preserved well.

- The identification and protection of *inheritor* of Qiqiao culture has been attached importance.

● *Analysis on the protection of Qiqiao custom in Longnan city*

- Mobilizing social forces, expanding social impacts
 - Qiqiao custom in Longnan is making use of public cultural institutions practitioners, celebrities and other important subjects, integrating the social resources in the field of production, learning and research, to *expand the social impacts* of Qiqiao customs constantly.
 - government at all levels organizes scientific research personnel to carry out *resource census*, strengthening the protection of Qiqiao customs.
 - relevant people are using *new media technology* to promote the development of the *cultural brand* of Qiqiao "Girl's day".

- *Analysis on the protection of Qiqiao custom in Longnan city*

- Relying on Qiqiao customs, developing peripheral products
 - Longnan municipal government is making use of *market mechanism* to protect and develop Qiqiao customs.
- *Longnan embroidery* will be spread to all parts of the country and will vigorously promote the development of *cultural industries*.

- *The problems of the protection of Qiqiao custom in Longnan city*



*Material
space*

It is clear that there are inadequate *innovative measures* to protect the Qiqiao customs *holistically*, and it makes light of the restoration of the *cultural and ecological environment* in the process of Qiqiao customs restoration.

- *The problems of the protection of Qiqiao custom in Longnan city*



*Behavior
space*

For the purpose of realizing its political propaganda, the government is intended to make Qiqiao activities fit in *modern aesthetic standards*, but it is also easy to lead the traditional folklore of "Girl's Day" to "*official routine*", which has *lost its original connotation and value*, as well as influenced the authenticity and sustainable development of Qiqiao custom.

- *The problems of the protection of Qiqiao custom in Longnan city*



In terms of the realistic level of the Qiqiao protection, the relevant *incentive system* to attract foreign cultural enterprises is missing for the lack of *local cultural leading enterprises* and *market main body* development. The institutional culture has become another obstacle to the transformation of rationality.

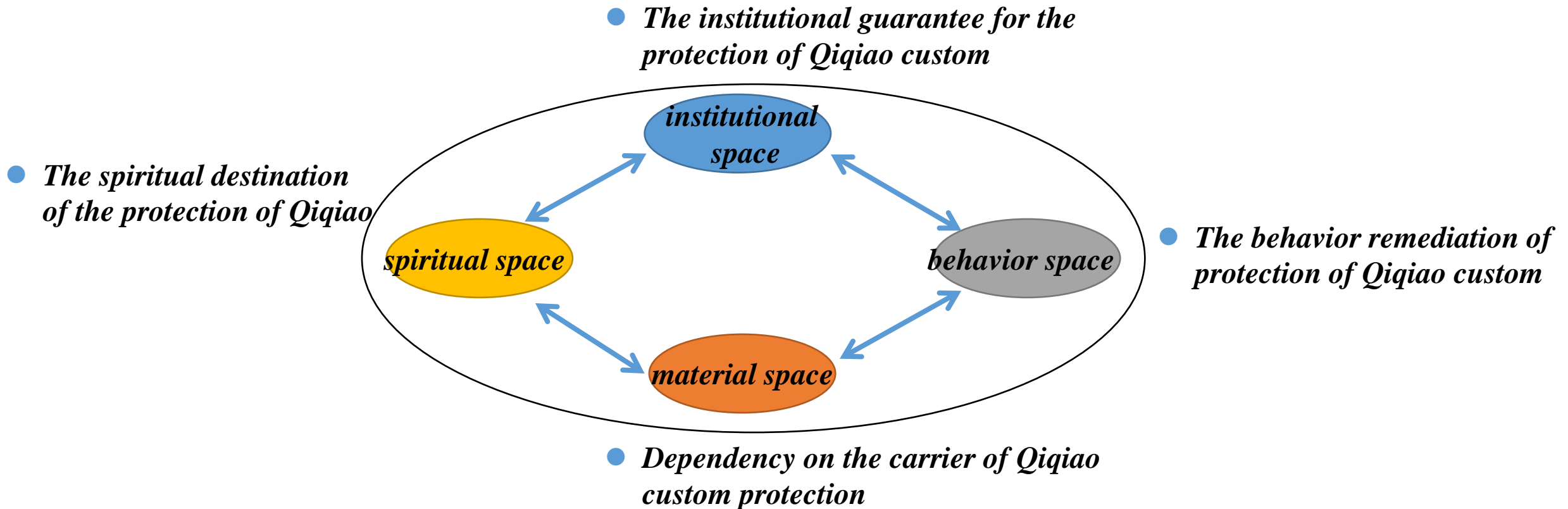
- *The problems of the protection of Qiqiao custom in Longnan city*



*Spiritual
space*

The spiritual culture embodied in the Qiqiao customs of Longnan is reflected in the realistic aspects of "*wisdom, art, etiquette, love and beauty*", among which *the pursuit of wisdom* is the most important content of Qiqiao.

In the case of "Qiqiao song", the *current lyrics* mostly are still express the *traditional pursuit* of dexterous hands and health, it's *lack of modern social values* with the contemporary concept of convergence and it is difficult for young women to get a sense of group *enthusiasm*.



● *Material space: dependency on the carrier of Qiqiao custom protection*

- We must build the inheritance conception based on *integrated protection* and devote ourselves into the construction of *ecological environment* of Qiqiao custom protection to reconstruct the material space of it.
- As a lively inherit cultural heritage, the protection of Qiqiao custom should apply for *the integrated cultural protection thoughts*, instead of paying attention to a small number of special villages.
- We should insist on protecting *semi-closed eco-environment* to meet the demands of intangible cultural heritage protection.

● *Behavior space: the behavior remediation of protection of Qiqiao custom*

- *Government* should indentify its role and duties, clarify the boundary between government and society.
- In terms of the *female subject* in Qiqiao custom, people should enhance their abilities to fit in the modern times based on their pursuit of ingenuity, marriage and happy life and to achieve the construction of modern female's subjectivity.
- From the perspective of *social subjects*, we should encourage local experts, social organizations, folk inheritors and other social forces to spread the memory and craftsmanship of Qiqiao, to explore the cultural connotation and spirits of it.

● *Institutional space : the institutional guarantee for the protection of Qiqiao custom*

- The current development of civil society in china is not perfect, **government** still dominates the multi-subjects cooperative network. So, when we are "**coding**" the intangible cultural heritage protection work ,we can't ignore the "**decoding**" of public .
- we should make **tax break policy** to attract foreign investment, and promote joint press, radio, television, film and other entertainment industries.
- we should build Qiqiao custom **protection mechanism** by government, cultural enterprises, cultural organizations and public.

● *Spiritual space: the spiritual destination of the protection of Qiqiao*

- With the change of social environment and values, traditional Qiqiao sprits must ***connect with modern civilization***.
- Qiqiao custom should take the enhance of ***life skills*** and ***cultivation of personality*** as the important tasks to promote women to participate public interests.
- Anyway, extending the connotation of the various elements of Qiqiao festival, it will be a culture and space full of ***public spirits field***.



THANKS

