

A Study on Modern Film and Television Communication and the Development of Dunhuang Intangible Cultural Heritage Art

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Abstract

Dunhuang non-legacy art is one of the valuable cultural heritages of the Chinese nation, with a deep historical background and unique artistic charm. In today's internet era, how to skillfully communicate Dunhuang culture to the public is an important task for cultural workers. The development of modern film and television technology has provided a new path for the inheritance of intangible cultural heritage art. This article explores the use of Dunhuang in the film and television creation of intangible cultural heritage art through the analysis of contemporary intangible cultural heritage art film and television works, providing innovative thoughts for the integration of Dunhuang intangible cultural heritage art and modern film and television technology.

Keywords

Dunhuang culture, Dunhuang non-heritage art, modern film and television technology, visualization

1. Introduction

As a living fossil of the history and culture of the Chinese nation, intangible cultural heritage art has rich cultural connotations and historical memory. The intangible cultural heritage art of Dunhuang is one of these hundreds of thousands of living fossils. To adapt to the development of the digital age, its combination with film and television has become indispensable innovative. The "Dunhuang" element brings deeper cultural connotations and heritage to the film and television creation and improves the artistic value and ornamental value of the film and television works, while the film and television works push the Dunhuang intangible cultural heritage art out of the boudoir and into the broader stage, providing support for Dunhuang. The inheritance of intangible cultural heritage art has injected new vitality. At the same time, the film and television works vividly restored the charm of Dunhuang's intangible cultural heritage art through the combination of audition and listening(Li, 2022). How to lead the public to understand and inherit the intangible cultural heritage of Dunhuang is an issue that contemporary film and television works must face; how to create high-quality and innovative film and television works of "Dunhuang culture" is the use of film and television media to better inherit the intangible cultural heritage of Dunhuang. The key to art.

2. The Development Status of the Film and Television Communication of Contemporary Intangible Cultural Heritage Art

From the reform and opening-up period to the present, the film and television dissemination of intangible cultural heritage art has experienced significant changes from preliminary exploration to vigorous development. The joint efforts of a variety of media formats have not only enriched the communication channels of intangible cultural heritage art but also greatly enhanced public awareness of and interest in intangible cultural heritage culture. In the early stage of reform and opening up, with the increasing popularity of television media, intangible cultural heritage culture began to enter the public eye through the form of TV documentaries. During this period, although the number of intangible cultural heritage films and television works was limited, it laid the foundation for subsequent development. For example, some early TV documentaries introduced intangible cultural heritage items such as traditional handicrafts and folk activities through field photography and interviews, allowing the audience to have a preliminary understanding of the charm of intangible cultural heritage.

In the 21st century, with the rapid development of digital technology and the rise of new media platforms, the film and television dissemination of intangible cultural heritage art has ushered in a period of rapid development. Various media forms, such as movies, TV series, variety shows, and documentaries, have joined the ranks of intangible cultural heritage communication, forming a diverse and three-dimensional communication pattern(Hu, 2023). It can be generally divided into two categories: the film and television of stories, such as film, TV, documentaries and other films full of stories, with narrative as the keynote of the entire film. “The movie “Hundred Birds Facing the Phoenix”, with the theme of suona artists, interprets the cultural connotations behind suona through the touching storyline and exquisite skill display. In addition, excellent documentaries such as “A Bite of China”, “She Fire”, and “Retaining Craftsmanship” in recent years have demonstrated the unique charm and current inheritance status of intangible cultural heritage items through exquisite images, vivid narratives and in-depth cultural excavation. The TV series “Story of Yanxi Palace” incorporated intangible cultural heritage elements such as the velvet flower headdress and the Kesi technique into the plot to convey the essence of the intangible cultural heritage arts through storytelling; the other series included the film and television development of variety shows, which are based on entertainment and interactivity, and the basic characteristics of strong communication have become a new front for the film and television communication of intangible cultural heritage. In recent years, several variety shows have allowed audiences to understand and learn the art of intangible cultural heritage in a relaxed and pleasant atmosphere by inviting inheritors of intangible cultural heritage to participate in the recording of programs and the demonstration of intangible cultural heritage skills. For example, programs such as “National Treasure” and “I’m Repairing Cultural Relics in the Forbidden City” have successfully attracted the attention of many young audiences through their unique perspective and innovative forms.

Moreover, with the rise of new media platforms, the film and television dissemination of intangible cultural heritage art has become more convenient and efficient. Short video platforms such as Douyin, Kuaishou, and Bilibili have helped disseminate and promote intangible cultural heritage art by launching special programs such as the “Intangible Cultural Heritage Partner Program” and “Seeing Craftsmanship Program”. The short intangible cultural heritage videos on these platforms are rich in content and diverse in form, including skill demonstrations and cultural inheritance storytelling, which have greatly enhanced the communication effect of intangible cultural heritage art.

3. The Film and Television Creation of Dunhuang’s Intangible Cultural Heritage Art

From the era of text reading to the era of picture reading and then to the current internet era, the public’s cultural needs have increasingly shown audiovisual characteristics. The film and television creation of Dunhuang’s intangible cultural heritage art is a multidimensional and multilayered process that aims to present the rich cultural heritage and unique artistic charm of Dunhuang to a broad audience through modern media forms such as film, TV, and variety shows(Meng & Fang, 2021). This paper selects representative works from different media forms to analyze how to explain the intangible cultural heritage art of Dunhuang in the film and television creation process.

3.1 The Intangible Cultural Heritage Art of Dunhuang in the Context of Film Creation

As an advanced form of audiovisual art, the greatest characteristic of film is its ability to present delicate pictures and shocking sound effects on the big screen, providing audiences with an immersive movie-watching

experience. The “Desert Treasure Cave” produced by Changchun Film Studio cleverly integrated the art of Dunhuang’s intangible cultural heritage with the narrative of the film to create a deep artistic and historical experience. In the narrative process, the film uses Dunhuang intangible cultural heritage art as a key element in promoting the development of the plot, making the protection and inheritance of artworks the core issue of the film. The persistence and efforts of the older generation of cultural relic workers are not only the rescue and protection of Dunhuang’s intangible cultural heritage art but also the persistent pursuit of cultural inheritance. This emotional and spiritual display makes Dunhuang intangible cultural heritage art not only the background of the film but also the soul of the film.

The movie “I Love Dunhuang” is adapted and created on the basis of the work and life experience of Ms. Fan Jinshi, and it traces the protection, research and inheritance of Dunhuang art and culture by several generations of Dunhuang guardians since the establishment of the Dunhuang Academy. In the movie, Fan Jinshi has been rooted in Dunhuang for more than 50 years, and together with his colleagues, he alone fights the storm in the northwest to rescue and protect every cultural relic in the Mogao Grottoes. In the aesthetic expression of images, the film broke the boundary between the documentary and the plot and achieved dialog between history and reality. The combination of documentary and plot not only ensures the documentary background of the film but also enables artistic aesthetic expression.

In the film and television creation of Dunhuang’s intangible cultural heritage art, the films often use high-definition or even ultrahigh-definition shooting technology to capture every detail of the Dunhuang murals, sculptures and other artworks and undergo elaborate postproduction, such as color correction, light and shadow processing, etc., to restore their original style and unique charm. In addition, the film is also good at integrating the art of Dunhuang’s intangible cultural heritage through the storyline and characterization so that the audience can feel its profound cultural heritage while enjoying the film.

3.2 Dunhuang Intangible Cultural Heritage Art in the Context of Television Creation

Compared with film art, TV and documentaries pay more attention to the comprehensiveness and depth of the content. As the most popular form of media, television has the advantages of covering a wider audience, digging in depth and presenting all aspects of Dunhuang’s intangible cultural heritage art through continuous broadcasting. The TV series “Great Dunhuang”, produced by CCTV, was broadcast in 2006. As the first TV series to show the vicissitudes of Chinese Dunhuang culture for a thousand years, its rich sense of history and literary heritage, together with the grandeur of big culture, big themes and generous production, has made it an achievement. Epic characteristics of the work. The play adopts the structural approach of three historical periods, the upper, middle, and lower parts, the use of three sets of actors, three sets of costumes, and the use of different styles of expression. The historical changes in Dunhuang show the glory and decline of the millennium Dunhuang. On the basis of the three mysterious and legendary stories of Dunhuang, “treasure hunting, treasure hunting and treasure protection”, the play builds a trilogy structure of Dunhuang cultural glory, disaster and rebirth. This explains why the rise and fall of national culture is a measure of the strength of a nation itself and presents the audience with a Dunhuang story that spans a thousand years.

Furthermore, the documentary is one of the main forms of dissemination of Dunhuang’s intangible cultural heritage art on television. It usually uses documentary methods to tell the history, culture and art stories of Dunhuang through the language of the camera, allowing the audience to understand and learn relevant knowledge in a relaxed and pleasant atmosphere. For example, the documentary “Dunhuang: Born a Legend” told legendary stories of many historical figures from the Han Dynasty to the late Tang Dynasty and explored how Dunhuang gradually evolved from a remote border town into an international business hub and the world’s greatest art and cultural center. One of the religious centers and interprets the reasons why it became a famous node of the Silk Road and a world cultural heritage site. Through plot interpretation, documentary shooting, expert interviews, etc., the film took the audience into the legendary past, was close to the figures, who propelled Dunhuang to glory with courage and foresight, and reunderstood this city, which stands at the intersection of China and the West and contains the heritage of human culture. Temple of genes(Xue, 2010).

3.3 The Art of Dunhuang's Intangible Cultural Heritage in the Context of Variety Show Creation

Subsequently, the emergence of variety undoubtedly opened a new path for the dissemination of Dunhuang's intangible cultural heritage art. With its relaxed and entertaining form, the variety shows have injected new vitality into the dissemination of Dunhuang's intangible cultural heritage art. Through reality shows, interviews, games and other program forms, variety shows can attract the attention of more young audiences and allow them to understand and contact Dunhuang's intangible cultural heritage in a more relaxed and enjoyable way. For example, "Here Comes!" "Dunhuang", as the first domestic original panoramic humanities exploration program focusing on Dunhuang, "Here is the Show!" "Dunhuang" aims to show the diversity and richness of Dunhuang to the audience through multidimensional and comprehensive exploration. The program combines documentary and reality show shooting methods to explore comprehensively and pay tribute to Dunhuang. Explore the secrets hidden in the frescoes of the Mogao Grottoes in Dunhuang and the traces related to ancient Dunhuang left everywhere.

"Appeared! "Dunhuang" has received widespread concern and praise from the audience. The program not only balanced entertainment and culture but also brought ancient Dunhuang culture closer to the lives of modern audiences through the participation and experience of young guests. Moreover, the program focused on the dissemination and popularization of cultural knowledge, allowing the audience to learn the essence of Dunhuang culture through entertainment(Zhai, 2021).

4. Ideas for the Integration and Innovation of Dunhuang's Intangible Cultural Heritage Art and Modern Film and Television Technology

The dissemination of traditional Dunhuang intangible cultural heritage art is limited by time and space, making it difficult to reach a wider audience. The fusion of Dunhuang intangible cultural heritage art and modern film and television technology involves not only the superposition of technology but also the blending and innovation of cultural concepts. This integration can inspire new creativity and inspiration and promote the continuous innovation and development of Dunhuang's intangible cultural heritage culture while maintaining the essence of tradition(Zou, 2017). After research and sorting, the integration of Dunhuang intangible cultural heritage art and modern film and television technology has led to the following innovative ideas:

The first is to strengthen integration at the technical level. Modern film and television technology provides a new display platform for Dunhuang's intangible cultural heritage art, with a high degree of visual presentation and interactivity(Xu, 2009). The application of technologies such as high-definition cameras, 3D scanning, virtual reality (VR), and augmented reality (AR) has realized seamless transitions between virtual reality and reality. For example, in the program "Dream Back to Dunhuang", the world of Dunhuang frescoes was brought to life through XR technology. The "printing" in the studio realized the digital stage visual effects that blended virtual and reality, enhanced the grandeur and sense of technology of the show, and enabled the high-precision reproduction and digital presentation of Dunhuang murals, sculptures and other art works. Through these technologies, the audience can feel as if they were in the Mogao Grottoes thousands of years ago, appreciate the exquisite works of art up close, and feel their unique artistic charm and historical heaviness.

The second is to use the innovation of content creation to present the diversity of film and television works. In terms of content creation, the fusion of Dunhuang's intangible cultural heritage art and modern film and television technology has also given birth to new creativity and forms of expression. On the one hand, film and television creators can dig in-depth the connotations of Dunhuang's intangible cultural heritage; integrate stories, characters and other elements into the film and television works; and, through vivid narratives and delicate emotional expression, the audience can feel traditional culture in the process of watching the film. On the other hand, creators can also use modern film and television technology to recreate and reinterpret the intangible cultural heritage art of Dunhuang, which is more in line with contemporary aesthetics and the needs of audiences. For example, the Shanghai opera movie "The Daughter of Dunhuang" is based on the story of Fan Jinshi's protection of the Dunhuang civilization for more than 50 years and uses modern technological means such as CG synthesis technology to empower the art of opera. Through parallel montage narratives, scene narratives and other cinematic means, the film interprets Fan Jinshi's journey of upholding and

protecting Dunhuang culture and demonstrates the unique artistic value of the Mogao Grottoes in the history of world civilization.

The third is to promote the integration and innovation of cultural concepts. The integration of Dunhuang's intangible cultural heritage art and modern film and television technology is more deeply reflected in the integration and innovation of cultural concepts (Bao, 2012). As one of the representatives of the excellent traditional culture of the Chinese nation, Dunhuang's intangible cultural heritage art contains rich historical, philosophical, aesthetic and other ideological connotations. On the other hand, modern film and television technology provides a broader space for the dissemination and inheritance of traditional culture, with its openness and inclusiveness. Through integration, the two can learn from and inspire each other to jointly promote cultural innovation and development. For example, the incorporation of the elements and symbols of Dunhuang's intangible cultural heritage in film and television works not only enriches the cultural connotations of the film and television works but also improves the audience's knowledge and understanding of traditional culture. Moreover, through modern film and television technology, Dunhuang intangible cultural heritage art can be displayed in front of the audience in a more vivid and vivid way, enhancing its attraction and appeal.

5. Conclusions

Today, intangible cultural heritage art will be combined with modern film and television technology to provide new opportunities and impetus for the inheritance and development of Dunhuang's intangible cultural heritage art and to achieve extensive dissemination around the world through intuitive, interesting and extensive means of communication. and depth effects. Moreover, this integration and innovation help enhance cultural confidence and cultural self-consciousness and promote the creative transformation and innovative development of China's excellent traditional culture. In the future, we should continue to explore and innovate the film and television communication paths of intangible cultural heritage art and strengthen work in content innovation, copyright protection, and public participation to promote the continuous inheritance and development of Dunhuang intangible cultural heritage art. Moreover, attention should be given to the impact of technological change on communication methods and actively adapt to the new communication environment and technological means to inject new vitality into the inheritance and development of Dunhuang's intangible cultural heritage art.

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