

Exploration on the Construction of Industry University Research Integration under the Background of Intangible Cultural Heritage

Fubin Li

Sichuan University of Science & Engineering, Zigong, China

Abstract

Nowadays, the service of higher education for modernization and local economic and social development has gradually become a research hotspot of higher education. How to build a high-quality teaching and scientific research platform has become an urgent problem to be solved in colleges and universities. Taking the establishment of Lantern College of Sichuan University of Science & Engineering as the research object, this paper studies the construction of intangible cultural heritage cultural inheritance system and institutions by local universities relying on regional characteristics and multi-party cooperation and innovation, organically integrate "production", "learning" and "research", and establish a more effective talent training mechanism to provide example support for the development and inheritance of intangible cultural heritage. From the perspective of educational research, this paper discusses the methods and Strategies of art education, expands the research field of lantern culture and enriches the research content of lantern culture. Firstly, it investigates the current situation of industry university research integration; Secondly, it investigates the current situation of the development and protection of intangible cultural heritage and the current situation of colored lanterns in Zigong, Sichuan; Then, from the perspective of "national intangible cultural heritage" productive protection inheritance and talent training mode, this paper studies the strategy of constructing the corresponding industry university research integration organization jointly by the government, universities and enterprises.

Keywords

Intangible cultural heritage; Industry university research integration; Lantern culture.

1. RESEARCH BACKGROUND

In recent years, there has been a high voice on education, especially higher education, serving the modernization and local economic and social development, including those from politics, universities, scientific research institutes, business circles and academia. Therefore, in 1992, the State Economic and Trade Commission, the Ministry of education and the Chinese Academy of Sciences jointly launched the "industry university research joint project", marking the formal implementation of industry university research cooperation in China. Over the past 20 years, China's domestic university research cooperation has achieved a lot of successful experience, and the theoretical research is becoming richer and richer. Taking the literature included in CNKI journals as an example, as of June 2018, 12988 search results were obtained in the online publishing database of Chinese academic literature (including academic journals, doctoral papers, master's papers, conference papers, important newspapers, national standards and other literature databases) with the theme of "integration of industry, University and research". In 1994, fifteen types and related modes of industry university research cooperation were summarized in detail (Jiang Zhaohua, Li Guixia, 1994); Liu Fuchun and Zeng Xianjun (2005) put

forward the classification of industry university research cooperation from the multi-dimensional perspective of industry university research cooperation. This classification provides a new perspective on the research mode and cooperation mechanism of industry university research cooperation in the future, and can more comprehensively understand the research mode and cooperation mechanism of industry university research cooperation, etc. The number of results is gratifying. On the other hand, one search result was obtained with the theme of "integration of non-heritage learning and research", and 55 search results were obtained with the theme of "non-heritage talent training". The integration of industry, University and research makes "intangible cultural heritage" successful (Xie Weimin, 2012); Research on the cultivation of innovative talents in art design specialty under the background of industry university research -- Taking the industry university research cooperation project of "innovative research and development of intangible cultural heritage Hunan embroidery" as an example (Sun Shunyao, Xie Yanghui, Liao Fang, Zhong Yongbing. 2016). On the one hand, our "intangible cultural heritage" needs to be inherited and the research on the innovative development of talent training mode. There is no doubt that "productive protection and inheritance of intangible cultural heritage" is a more successful mode. However, how to establish a more effective talent training mechanism to support this mode is very worthy of our attention.

In 1906, Herman Schneider, an American engineer deeply influenced by Dewey's pragmatism, first put forward the concept of "cooperative education" at the University of Cincinnati. Schneider strongly advocates the cooperation between universities and local enterprises to cultivate engineering and technical talents in the way of "alternation of work and study". Davies (1983) studied the bill on strengthening industry university research cooperation and analyzed the impact of relevant bills on it. Koves (1990) studied the role of government industry university cooperation in CIM (Computer Integrated Manufacturing Systems) education. McHenry (1990) elaborated on the related topics of industry university research cooperation. After 1995, the research on industry university research cooperation abroad has become more and more detailed, the theoretical support has become more and more, and the research methods are more and more diverse. However, the research on the combination of "intangible cultural heritage" and "industry university research" is rarely touched.

2. RESEARCH SIGNIFICANCE

At present, there are many researches on "industry university research" at home and abroad. However, on the subject of industry university research integration in China, the content and focus of industry university research integration are different in schools of different categories, different training objectives and different regions. Different from the normative research on industry university research cooperation in domestic academic circles, most of the research on industry university research cooperation abroad belongs to empirical research, mainly focusing on the analysis and discussion of specific policies and measures of industry university research cooperation.

As for specific examples, the colorful lantern tourism economic form with strong characteristics of Zigong Lantern Festival has made a positive contribution to the development of local regional economy. Its lantern culture began in the Tang and Song Dynasties, flourished in the Ming and Qing Dynasties, flourished in the contemporary era, has a long history, and has the reputation of "the first lamp in the world". In the past decade, with the improvement of national cultural soft power, Zigong lantern, as an outstanding representative of the folk culture of the Chinese nation, has been identified by the National Tourism Administration as one of the 40 large-scale folk festivals launched overseas. Lantern exhibitions and lanterns have gone abroad and shone in Asian countries such as Singapore, South Korea, Japan, Thailand, Malaysia

and the Philippines, as well as Germany In dozens of countries such as Australia, New Zealand and Canada, the G20 summit has made Zigong Lantern Festival "fire" in front of the world and become an important link for economic and cultural exchanges between China and other countries in the world. However, the research on Zigong Lantern Festival mostly focuses on culture, tourism and cultural economy. There is little touch on the talent training of intangible cultural heritage, especially how to conduct comprehensive research on "production", "learning" and "research".

In view of the above reasons, taking "exploration on the construction of industry university research integration under the background of intangible cultural heritage" as the research topic, this paper discusses the strategy of the government, universities and enterprises to jointly build an industry university research integration organization, as well as the inheritance and talent training mode of Zigong Lantern Festival, an intangible cultural heritage project, that is, the industry university research integration organization - Lantern college, It is of great significance to explore the principles and laws of Zigong lantern art in intangible cultural heritage education, research on art education methods and strategies, the construction of teaching staff, explore lantern culture education and the best way to broaden the audience.

3. RESEARCH METHODS

In response to the national strategy of "cultural revitalization", this paper innovates and constructs the idea of running a school with the integration of industry, University and research, and mainly explores the laws and methods of Zigong lantern art Intangible Cultural Heritage Inheritance education. In the research, pay attention to the combination of art and pedagogy, conduct interdisciplinary research, analyze the characteristics and current situation of Zigong lantern art education, compare the advanced education communication materials of "intangible cultural heritage" at home and abroad, find out the similarities and differences, and comprehensively analyze and explore the specific examples of intangible cultural heritage education practice by using the research methods of literature sorting, induction, comparison, investigation and analysis, Summarize practical and effective educational skills and strategies, and lay a good foundation for the education and external dissemination of intangible cultural heritage lantern culture.

Make full use of the geographical advantage of Zigong, which has the cultural heritage of Lantern creation and an inexhaustible source of materials; Borrowing the teaching resources of colleges and universities, we can consult a large number of documents, collect domestic research trends, analyze, understand and digest them, and build a reasonable research system; Give full play to the team strength. Team members have high artistic attainments in Zigong lantern and college education. With the help of the lantern project widely participated by team members, collecting first-hand creative materials is conducive to consolidating the foundation and developing the ideas of team members, so as to improve the team's creative ability. After mature thinking and preparation, the implementation scheme of this subject has strong feasibility.

4. THE ROLE OF LANTERN ART IN THE CONSTRUCTION OF INDUSTRY UNIVERSITY RESEARCH INTEGRATION

Under the background of "national intangible cultural heritage", this paper intends to study the participation of government, universities, enterprises and other institutions in the construction of the integration of "production", "learning" and "research". Firstly, focusing on the excellent traditional folk customs of the Chinese nation and the national intangible cultural heritage Zigong Lantern Festival, it is the first time to build a secondary college lantern college in local colleges and universities in terms of theoretical research and practical implementation.

Therefore, it has high academic and application value in theoretical construction. Secondly, from the perspective of "national intangible cultural heritage", in terms of practical needs, lantern, as an important folk cultural activity of the people of all dynasties, is an important demand for the people to continue and inherit folk culture. Cultural heritage is in urgent need of inheritance and protection, but this activity lacks an effective inheritance mechanism, which is also the dilemma faced by the vast majority of intangible cultural heritage inheritance. The research object is the inheritance of Chinese excellent traditional culture folk lantern. Taking Colleges and universities as the training carrier and the form of multi-party cooperation between the government and enterprises, the inheritance and promotion of lantern art is the need to inherit and carry forward the local traditional folk culture.

The research of this subject mainly shows the following views:

First, explore the law of intangible cultural heritage education. In the process of intangible cultural heritage education, fully consider the similarities and differences of cultural background, thinking mode and learning habits, and adopt corresponding strategies in the corresponding environment.

Second, improve and optimize the artistic aesthetic quality of Zigong Lantern practitioners, so that they can better serve the lantern art.

Third, according to the aesthetic characteristics of lantern, choose the appropriate art education theory as the guidance. Combine the motion, planning and design, construction organization, project implementation, visit aesthetics and other links of the lantern project, so that everyone can have a further understanding of the aesthetic characteristics of Zigong lantern art, so as to optimize the dissemination of lantern culture and have strong social value.

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