

# Inheritance of Connotation Value of Guizhou Shiqiao Papermaking in the Background of the Internet Age

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## Abstract:

Facing the new characteristics of the Internet age, such as renewal and fast-paced, Shiqiao ancient papermaking, as an ancient intangible heritage technique, is difficult to adapt to the changes in life and thought brought about by the changes of the times, and inheritance is trapped Dilemma. This article analyzes the connotative value of Shiqiao's ancient papermaking method, including creative value and cultural value, relies on Internet interactive games, e-commerce cultural and creative forms to carry the connotative value of Shiqiao's ancient papermaking method, to explores the viable way for the inheritance of the value of papermaking in the Internet era, so that the ancient papermaking of Shiqiao can be integrated into the era and rejuvenated.

## Keywords:

Internet, Shiqiao Ancient Papermaking, Connotative Value

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## 1. Introduction

Papermaking is one of the four major inventions in China. As a continuation of papermaking, the ancient papermaking technique has been passed down for a hundred years. The ancient papermaking technique of the Miao people in Shiqiao Village, Danzhai County, Guizhou Province is an important branch of ancient papermaking. It was included in the first batch of national intangible cultural heritage protection lists. In the 21st century, the world has entered the Internet information era. 2019 marks the 50th anniversary of the birth of the world Internet and the 25th year that my country has fully integrated into the Internet. At present, new rounds of technological revolution and industrial transformation are accelerating, and new technologies, new applications, and new formats such as artificial intelligence, big data, and the Internet of Things are in the ascendant, bringing huge changes to people's cognitive methods and lifestyles. As the crystallization of human wisdom under the traditional production method, Shiqiao ancient papermaking is losing its "liveness" and even disappearing due to changes in the original production methods and lifestyles in this era. In the specific practice of "heritage protection", salvage protection, overall protection, legislative protections have been formed successively, as well as the

productive protection proposed in recent years. Regarding productive protection, Lu Pintian proposed: “How to maintain the rheology of traditional techniques without ‘losing’ its core technology and humanistic implication, and avoiding the degeneration and deformation of its technical body and technical form? In the process of sexual protection, actively and appropriately use the rheology of traditional techniques to make technological innovations on the basis of the laws of cultural development and handicrafts? This is the theory and practice of productive protection that requires careful research and in-depth discussion Problem.” [1] At present, the “inheritance and development” of Shiqiao’s ancient papermaking has not found the correct path of “productive protection”. Most of the “inheritance” just stays at maintaining the original existing method of Shiqiao’s ancient papermaking. There is no in-depth exploration of the humanistic connotation value of Shiqiao ancient papermaking heritage for thousands of years. “Development” also did not introduce its “rheology” into modern technology, so that Shiqiao’s ancient papermaking method truly integrated into contemporary life. At present, it can be seen that there are some researches on the modern inheritance and development of Shiqiao papermaking in the literature, but there are not many that involve the combination of Internet means and the connotative value of Shiqiao Papermaking. In order to realize the “productive protection” of Shiqiao ancient papermaking, exploration in this direction is very necessary.

## **2. Shiqiao Ancient Papermaking is Facing a Crisis of Inheritance in the Internet Era**

### ***2.1. The Renewal of the Internet Era Has Changed the Ecological Environment of Shiqiao’s Ancient Papermaking***

The renewal of the Internet age is mainly reflected in two aspects: on the one hand, the development of the Internet continues to open up new industry fields, bring new jobs, and promote the continuous renewal of the industrial structure; on the other hand, new technologies such as VR are continuously derived from the Internet., AR, big data, blockchain, etc., these new technologies have sprung up in just a few decades in the 21st century, covering all aspects of life and integrating the virtual world with the real world. Under the renewal nature of the Internet, the original “ecological environment” on which Shiqiao ancient papermaking depends for survival and development has changed. The “ecological environment” here refers to people’s lifestyles and working methods under certain social development conditions, cognitive methods, and the overall “ecology” formed by new Internet technologies. The powerful connectivity capabilities of new Internet technologies have broken the relatively closed regional characteristics of Shiqiao’s ancient papermaking methods. The changes in the industrial structure and the process of urbanization in the Internet era have also made the production and living soil of the traditional handicraft industry of Shiqiao papermaking increasingly thinner.

### ***2.2. The Fast-Paced Nature of the Internet Age Makes the Inheritance Situation of Shiqiao Ancient Papermaking Difficult***

The powerful information network covering the world by the Internet enables people to obtain the information they want to know within a few seconds. The convenience of obtaining information improves work efficiency and speeds up the pace of life. In this social environment, “fast-paced” has become a necessary way to

gain competitiveness, and the development of various software and electronic equipment is also focused on efficiency. This fast-paced nature is also reflected in people's lives and entertainment. For example, a large number of short videos and short messages featuring simplified content have replaced traditional media in the past, and even TV shows and movies can be played at double speeds.

As an ancient intangible cultural heritage of mankind, the moving part of Shiqiao ancient papermaking is the craftsmanship polished with time and patience. For the inheritance of Shiqiao ancient papermaking, it takes at least three months to be able to master papermaking skills, and at least one year of practice is required to learn the more complex production of greeting paper. For the new generation of young people who have risen up, they have become accustomed to the fast-paced lifestyle of the Internet age, and it is difficult for them to calm down and inherit the time-consuming and labor-intensive traditional cultural skills. At the same time, the inheritors of the older generation are entering their elders, and no one can pass on their skills. Therefore, the inheritance of Shiqiao's ancient papermaking method is in a state of inconsistency. [2]

### **3. Inheritance Status and Problems of Shiqiao Ancient Papermaking**

#### ***3.1. The Current Status of Inheritance of Shiqiao Ancient Papermaking***

Facing the changes brought about by the new features of the Internet, various intangible cultural heritages, including Shiqiao's ancient papermaking, are facing a crisis of inheritance in this era. In order to alleviate the difficulties faced by the country's intangible cultural heritage, the country has implemented a large number of intangible cultural heritage protection policies and poverty alleviation projects, give financial support to endangered intangible cultural heritage, and encourage young people to return home to inherit intangible cultural heritage. Promoted by these intangible cultural heritage protection measures, Shiqiao ancient papermaking has continued to a certain extent. At present, Shiqiao Village adopts a papermaking cooperative to operate papermaking workshops, of which Shiqiao Qianshan ancient papermaking cooperative has also been selected as a national Demonstration base for productive protection of intangible cultural heritage. The way of cooperative management has expanded the scale of papermaking to a certain extent. At the same time, the development of local tourism has attracted many tourists to Shiqiao Village to experience the charm of ancient papermaking. The use of papermaking has developed small tourist commodities such as paper umbrellas, special diaries, photo albums and photo frames. [3]

#### ***3.2. Problems Existing in the Modern Inheritance of Shiqiao Ancient Papermaking Methods***

##### ***3.2.1. Not integrated with the Internet***

If Shiqiao ancient papermaking is to be integrated into modern life, it is an inevitable trend to integrate it with the Internet. However, the current Shiqiao ancient papermaking has not effectively developed and utilized the Internet. The author found out after searching for information related to Shiqiao ancient papermaking on the Internet. Most of the content related to Shiqiao ancient papermaking is news reports, and the content is highly repetitive. People cannot effectively understand the relevant information and latest developments of Shiqiao ancient papermaking on the Internet.

Most of the videos related to the ancient papermaking of Shiqiao are documentaries filmed in a long time, and it is difficult to attract people to take the initiative to understand the intangible heritage of the ancient papermaking of Shiqiao. In addition, there is a single channel for consumers to buy Shiqiao paper, and they can still only buy locally or order from acquaintances. Online shopping is an important platform to open the market and broaden sales channels. At present, several major online shopping platforms such as Taobao and JD.com have almost no products related to Shiqiao papermaking.

### ***3.2.2. Ignore the Connotative Value of Shiqiao Ancient Papermaking***

At present, there are already dazzling arrays of Shiqiao ancient paper-making tourism products in Shiqiao Village and nearby tourist attractions, such as bookmarks, notebooks, photo frames, paper fans, etc. However, the purchase rate of these tourist souvenirs is not high; most of these souvenirs were made by local paper workers themselves, lack of originality, and are similar to the souvenirs from other tourist attractions, and fail to reflect the characteristics of Shiqiao ancient papermaking. The key to this is to ignore the connotation value of Shiqiao ancient papermaking. Intangible cultural heritage is a living culture with life. In the process of inheritance, under the premise of keeping the connotation gene unchanged, it changes with the change of survival state. This connotative gene is the characteristic of Shiqiao's ancient papermaking. Protecting traditional techniques intact and mechanically is not the correct way to inherit and protect. Carefully explore the "soul" of Shiqiao ancient papermaking that has been passed down for thousands of years. Only by developing and changing on the basis of not changing the medicine can the "live" inheritance of Shiqiao's ancient papermaking method be realized.

## **4. The Connotative Value of Guizhou Shiqiao Ancient Papermaking**

From the perspective of connotative value, Shiqiao ancient papermaking has unique connotative value. Just as different biological groups have different genomes, each intangible cultural heritage also has a unique genome, which is the core embodiment of a group culture. Here the paper summarizes the connotation value of Shiqiao ancient papermaking into two parts, including creative value and historical and cultural value. These values are not only the core cultural genes of the Miao ethnic group in Shiqiao Village, but also the unique connotations of Shiqiao Papermaking.

### ***4.1. Creative Value***

The process of making paper with the ancient stone bridge method is a process of creation, a process of using natural objects to create new things. Shiqiao ancient papermaking is a branch of papermaking among the four major inventions in my country. The ancestors of the Miao nationality who migrated here from the Central Plains due to war also brought papermaking technology. The Miao people used the geographical environment and nature of Shiqiao Village. Environmental advantages have improved the papermaking method to create "stone bridge paper" that is soft and delicate but has toughness. From collection to paper-making by Shiqiao ancient papermaking, dozens of processes such as soaking, washing, steaming, boiling, etc. are required, each of which is done by hand. [4] Although paper is made in accordance with a unified process flow, man-made products do not have accurate parameter standards. The details of the process, such as the degree of crushing the paper material, the time to cook the pulp, the amount of lime added to the fermented

pulp, etc. It is all controlled by the paper maker. Therefore, the fiber texture, fineness, flexibility, color and luster of each paper are slightly different. This “distinctiveness” also gives the papermaking process “creative”. The process of papermaking is the process of creating new and unique works. This creative value is the unique value of manual papermaking that cannot be replaced by mechanical papermaking.

As an intangible cultural heritage, the ancient stone bridge papermaking process is a human treasure that is more valuable than the result of the art. In recent years, in order to attract tourists, Shiqiao Village has developed a series of tourism features around papermaking, including a large number of shops selling handmade paper and related cultural and creative products, and opened an ancient papermaking experience workshop. After visiting the tourist town of Shiqiao Village, the author found that tourists visiting Shiqiao Village for sightseeing are more interested in experiencing the papermaking process than buying paper products. The process of papermaking is a process of shattering and recombining existing natural materials to produce new materials. Visitors can experience the joy of creation from nothing to nothing. This is also the creative value of Shiqiao papermaking.

#### **4.2. Historical and Cultural Value**

As an intangible cultural heritage that has been passed down for thousands of years, the historical and cultural value of Shiqiao ancient papermaking is embodied in: it is a living form that continues from ancient times to the present, like a documentary filmed continuously, it has a textual history and the “living fossil” of cultural research value.

Shiqiao ancient papermaking is a branch of papermaking, one of the four great inventions in China. Shiqiao Papermaking retains the traditional craftsmanship, which is roughly the same as the bamboo paper and leather paper making process recorded in Song Yingxing’s “Tiangong Kaiwu”. In the thirteenth section of the second volume of “Tiangong Kaiwu”, the description of the bark paper is as follows: “The peeling of the bark is carried out in the late spring and early summer.” Add 40 kilograms of super tender bamboo material, also bleach it in the pond, then coat with lime slurry, and put it in a pot to boil. In recent years, savers use bark and bamboo material for seven tenths, plus the next year rice Three-tenths of the rod, if used properly, can still make white paper. [5] Because of the relatively closed geographical conditions of Shiqiao Village, it is fortunate that the papermaking crafts and paper-making utensils from thousands of years ago have been completely preserved. For example, the water used in Shiqiao Village’s papermaking process is still in the south of the village. In the Gaohe River, the tools used for the dumplings are still traditional stone mortars or stone mortars. [6] By understanding and studying the ancient papermaking method of Shiqiao, modern people can take this as an eye to see the ancestral wisdom thousands of years ago and the relationship between man and nature thousands of years ago. This is not only the inheritance of a skill, but also the continuation of a culture, a symbol and carrier of Chinese culture.

It is this cultural characteristic that has attracted many foreign tourists to come to Shiqiao Village in Guizhou to experience the charm of this Chinese culture. Since 2006, foreign tourist groups have come to Shiqiao for sightseeing. Foreign tourists are mainly tourists from Britain, France, Japan, Italy, Britain, Germany, and Africa. In addition, there are also Southeast Asian countries, Hong Kong and Tourists from Taiwan and other places. In addition, the paper cooperative in Shiqiao currently

receives a large number of orders from abroad every year. Although affected by the epidemic in 2020, Shiqiao Village still received a large order of 200,000 sheets of Spring Festival paper from American merchants during the Spring Festival.

### ***4.3. In the New Era, Relying on the Internet to Explore the Value Inheritance of Shiqiao Ancient Papermaking***

#### ***4.3.1. Relying on Interactive Games to Inherit the Creative Value of Shiqiao Ancient Papermaking***

The development of the Internet has given birth to many new digital media categories. Digital games have become one of the most popular digital media art categories with their unique narrative methods and novel interactive experiences. According to the 45th “Statistical Report on Internet Development in China”, the latest statistics show that by March 2020, the number of online game users in my country has reached 532 million, an increase of 47.98 million from the end of 2018, accounting for 58.9% of the total netizens. In order to integrate into the lives of people in the current new era and realize the inheritance of the new era, this important channel of communication and development cannot be ignored.

Video games have the functions of scenario simulation and interactive settings that are not available in traditional media. They can better simulate the working environment of stone bridge ancient papermaking, forming a multi-dimensional contextual cultural interpretation method, and at the same time increase user participation through interactive methods. It allows game users to experience the papermaking process and feel the inherent value of ancient papermaking[7]. At present, electronic games related to intangible cultural heritage are relatively rare in the market. Most of them are one-way introductions of intangible cultural heritage and lack two-way interaction between games and users. Of course, there are also well-made digital games, such as the “Folding Fan” game. This game is a game with the theme of China’s intangible cultural heritage-folding fan. The functions in the game can be divided into three parts: (1). Popularization of knowledge, details. It introduces the development history of folding fans and explains the types of various parts of folding fans, such as fan surfaces and fan bones; (2). Fan making experience, the fan making process is simplified and made into game levels, and users can click and move to complete the selection of bamboo. Drying bamboo to the finished game level to simulate the process of fan making; (3). Folding fan products, the game also sells exquisite folding fan products drawn by many artists. By introducing the knowledge of folding fans and simulating fan-making scenarios to enhance the user experience, and ultimately stimulate users to purchase, the function settings of the “Folding Fan” game have important reference significance for the use of interactive games to inherit the creative value of stone bridge papermaking.

Shiqiao ancient papermaking has a set of conventional procedures, which can be used to design game levels. In view of the spatial operability of the papermaking process, the game can also be linked with gamepads, which can more realistically simulate the papermaking process while enhancing user experience. ~~Fuck feeling.~~ In addition, if you want to show the creative value of stone bridge ancient papermaking in the game, it is not enough to simply simulate the production process. On this basis, game users can adjust the production details of each process by themselves, such as soaking the skin. The lengths of the hemp, the heat of cooking the hemp or the degree of mixing the pulp, the final paper products with different appearances are produced.

Different from the indifference of the general experience of the game results, this can break the user's solidified thinking about the results, which not only increases the fun of participation, but also makes the user feel real about the papermaking experience. Enhancing the sense of reality in Internet virtual games is the current development trend of digital games and even the entire Internet. The emergence of AR and VR virtual reality technologies also shows that the future real world and network virtual world are tending to further merge. Therefore, in the game setting for Shiqiao ancient papermaking, the user can also choose whether to buy the paper he made after completing the papermaking process, and upload his papermaking data to the offline ancient papermaking workshop. The user's papermaking data produces substantial paper and sends it to the user. The significance of this function setting is twofold. One is to further increase the real experience of users in papermaking games, so that users can feel the creative value of ancient papermaking; the other is to create an online + offline model to help the inheritors of Shiqiao Village gain Economic benefits, continue to operate the papermaking workshop, and then protect the inheritance of Shiqiao ancient papermaking .[8]

#### ***4.3.2. Relying on E-Commerce Cultural Creation to Inherit the Cultural Value of Shiqiao Ancient Papermaking***

In the knowledge-based, information-based, and intelligent Internet era, as a form of high intelligence and high added value of the cultural industry, cultural creation has become one of the key methods for cultural output and strengthening cultural competitiveness of various countries. As the essence of Chinese culture, intangible cultural heritage is also an important resource treasure house for cultural and creative products. The cultural and creative heritage combined with intangible cultural heritage contains important cultural connotations. On the one hand, it can not only enhance the Chinese people's awareness of local culture, but also It is conducive to improving the country's cultural soft power and promoting the transformation of "Made in China" into "Chinese Design" that showcases Chinese culture. In fact, ancient papermaking has high cultural and creative development value. For example, floral paper is beautiful and has good light transmittance, and has a different flavor as a lampshade. In addition, the paper made by Shiqiao ancient paper has good flexibility and moisture-proof effect can be used as food packaging paper. It is worth mentioning that Japan's inheritance and protection of traditional hand-made paper and the transformation of cultural and creative products can be used as a reference for the cultural and creative development of Ishibashi Paper, such as the paper tableware developed by the Japanese brand Wasara [9]. The line of the tableware set is simple and smooth, and environmentally friendly and biodegradable. This cultural and creative design not only opens up new application areas for hand-made paper, but also gives hand-made paper new practical value; at the same time, this design is also in line with the Japanese simple and warm design style, has become an important "cultural business card" and achieved a very good cultural communication effect.

According to the 45th "Statistical Report on Internet Development in China", as of March 2020, the number of online shopping users in my country has reached 710 million, an increase of 100 million from the end of 2018, accounting for 78.6% of the total Internet users; data shows that in 2019, The national online retail sales reached 10.63 trillion yuan, of which the online retail sales of physical goods reached 8.52 trillion yuan, accounting for 20.7% of the total retail sales of consumer goods. This shows that online shopping has gradually become the preferred way for people to

shop. China's current logistics network is very developed, and the online sales form can better publicize intangible cultural heritage projects that are not well-known and located in areas with less convenient transportation, so that they can gain a wider audience. In the current cultural industry market, a large number of cultural and creative products are taking advantage of the "East Wind" of the Internet. The Palace Museum has entered Taobao and launched a series of cultural and creative products with the cultural symbols of the Palace Museum as design elements, such as lipsticks, Paper carving lights, etc. Once these cultural and creative products were launched on the market, they received widespread attention and obtained high economic benefits, and this led to a wave of "national style", which made modern young people pay attention to traditional Chinese culture through the Internet. Therefore, in order for the cultural value of Shiqiao ancient papermaking to be recognized by modern young people and recognized by the world, it is necessary to make good use of the Internet + cultural creation, promote through social media, and combine the sales methods of online shopping platforms. This is also the Forbidden City. "Dongfeng" borrowed from the success of cultural and creative industries [10]. Taking cultural creation as the shape, adopting intangible heritage as the soul, and taking the Internet as the path, it not only inherits the cultural value of Shiqiao's ancient papermaking method, but also generates certain economic value, which is conducive to the realization of "productive way protection" for Shiqiao ancient papermaking.

## 5. Conclusion

In the Internet age, Shiqiao's ancient papermaking method has to face the social environment that it originally relied on has changed the customs, and the extinction of the old form is inevitable. "The key to the protection of intangible cultural heritage is to ensure the survival of survival, rather than to ensure that it remains intact forever." Therefore, the inheritance of Shiqiao ancient papermaking as an intangible cultural heritage must find its "vitality", that is, its intrinsic value. In addition, at this stage, the inheritance and exploration of the form of Internet + intangible cultural heritage is commonplace. If Shiqiao ancient papermaking is to be integrated into modern life, it is an inevitable trend to integrate with the Internet, but the current large-scale exploration only stays at the low-level Internet and intangible cultural heritage interaction. That is, directly merging the original form of intangible cultural heritage with the Internet platform, lacking innovation, and unable to show the inherent value and charm of intangible cultural heritage that has been deposited over time. To use the Internet to effectively inherit the value of Shiqiao ancient papermaking, it is necessary to find an Internet communication method that matches its value, so that the different value characteristics of ancient papermaking can be maximized, so as to reintegrate into modern life.

## Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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