

Social cognition of intangible cultural heritage and the construction of cultural identity

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Abstract: As an important part of human culture, intangible cultural heritage has a profound impact on the construction of social cognition and cultural identity. This paper deeply explores the role of intangible cultural heritage in social cognition and cultural identity construction through literature review and field investigation. The study found that intangible cultural heritage is not only an important carrier of cultural inheritance, but also an important source of social identity and individual identity. However, with the acceleration of the modernization process and the lack of intangible cultural heritage protection, many traditional skills and folk cultures face the risk of disappearing. In order to protect and inherit the intangible cultural heritage, it is necessary to strengthen publicity and education, improve public awareness, and take effective protection measures to promote the integrated development of the intangible cultural heritage and modern society.

Key words: intangible cultural heritage, social cognition, cultural identity, construction

1. Introduction

Intangible cultural heritage, as a precious heritage of human history and culture, carries rich cultural information and national spirit. Under the impact of globalization and modernization, the protection and inheritance of intangible cultural heritage are particularly important. It is not only related to the cultural diversity, but also plays a key role in the construction of social cognition and cultural identity^[1]. However, with the rapid development of the society, many intangible cultural heritages are facing the risk of extinction, which has aroused people's attention to and thinking on the protection of intangible cultural heritage. Therefore, this paper aims to explore the social cognition of intangible cultural heritage and the construction of cultural identity, in order to provide useful ideas and suggestions for the protection and inheritance of intangible cultural heritage^[2].

2. Social cognition of intangible cultural heritage

Intangible cultural heritage is regarded as a precious heritage of national culture. It carries the history, culture and tradition of a nation, and is an important part of the national spirit. In the context of globalization, the protection and inheritance of intangible cultural heritage is of great significance for maintaining cultural diversity and promoting cultural exchange and integration.

With the development of society and the change of people's life style, many intangible cultural heritages are facing the risk of extinction^[3]. This has triggered people's attention to and thinking on the protection of intangible cultural heritage, and more and more people begin to realize the value and significance of intangible cultural heritage.

With the development of tourism, the intangible cultural heritage has also become an important tourism resource. Many countries and regions promote the development of local economy by developing intangible cultural heritage tourism projects, attracting tourists to visit and experience them. This also improves the social awareness of the intangible cultural heritage to a certain extent^[4].

The social cognition of the intangible cultural heritage is a complex process. It is necessary to improve the public awareness and protection awareness of intangible cultural heritage by strengthening publicity and education, and promoting the concept and measures of scientific protection, and to promote the integrated development of intangible cultural heritage and modern society.

3. The construction of intangible cultural heritage and cultural identity

Intangible cultural heritage is not only a precious heritage of national culture, but also an important carrier to shape the cultural identity of individuals and groups. Cultural identity refers to the

unique sense of identity and belonging formed by an individual or group in a specific cultural background, which reflects the cognition and identification of the individual or group to their own cultural tradition^[5].

Intangible cultural heritage plays a vital role in the cultural identity construction. Oral traditions, performing arts, festival activities and other forms of intangible cultural heritage are all concrete manifestations of individual and group participation in cultural practice. By participating in these activities, individuals can deeply experience and understand their own cultural roots, thus forming a unique cultural identity.

Intangible cultural heritage is also an important source of cultural identity. In the context of globalization, many traditional cultures are facing the risk of shock and digestion. The protection and inheritance of intangible cultural heritage helps to maintain and strengthen the cultural identity of individuals and groups, so that they can stick to their cultural identity.

4. Conclusion

This study explores the social cognition of intangible cultural heritage and the construction of cultural identity. Through in-depth analysis, we find that the intangible cultural heritage is of great value in national cultural identity, cultural diversity protection and individual cultural identity shaping. However, the current society's cognition of the intangible cultural heritage is still limited, and many traditional skills and folk culture are facing the risk of extinction. Therefore, we need to take effective measures to improve the public awareness and awareness of intangible cultural heritage.

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