

Intangible Cultural Heritage in the Context of Globalization

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Abstract

This paper explores the preservation and transmission of intangible cultural heritage in the era of globalization. Through comprehensive case studies from East Asia, we examine the multifaceted challenges posed by rapid modernization, urbanization, and cultural homogenization. Our research identifies key factors that contribute to successful heritage preservation initiatives and proposes a framework for sustainable development that balances tradition with innovation.

Intangible Cultural Heritage

Globalization

Cultural Preservation

Sustainable Development

East Asia

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1. Introduction

The concept of intangible cultural heritage (ICH) has gained increasing prominence in academic discourse and policy-making circles over the past two decades. As defined by UNESCO's 2003 Convention, intangible cultural heritage encompasses traditions or living expressions inherited from our ancestors and passed on to our descendants, including oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship.

2. Theoretical Framework

Globalization presents both opportunities and challenges for the preservation of intangible cultural heritage. On one hand, increased connectivity and awareness can foster appreciation and

support for cultural diversity. On the other hand, the homogenizing forces of global culture threaten the survival of local traditions and practices.

"The preservation of intangible cultural heritage requires a delicate balance between safeguarding authenticity and allowing for organic evolution in response to changing social contexts."

3. Methodology

This study employs a mixed-methods approach, combining qualitative case studies with quantitative surveys. We conducted fieldwork in six communities across China, Japan, and South Korea, documenting traditional practices and interviewing practitioners, community leaders, and policy-makers.

4. Case Studies

Our research focuses on three representative cases: traditional puppetry in Fujian Province, tea ceremony practices in Kyoto, and shamanic rituals in Jeju Island. Each case illustrates different aspects of the challenges and opportunities facing ICH preservation in the contemporary world.

5. Findings and Discussion

The analysis reveals several critical factors that contribute to successful heritage preservation:

Strong community ownership and participation

Effective intergenerational transmission mechanisms

Supportive policy frameworks and institutional backing

Adaptive innovation that maintains core values while embracing change

Integration with contemporary cultural and economic contexts

6. Conclusion

The preservation of intangible cultural heritage in the era of globalization requires a multifaceted approach that recognizes the dynamic nature of culture. Rather than treating heritage as static artifacts to be preserved in amber, we must support living

traditions that can evolve while maintaining their essential character and meaning for communities.

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