

# Research on the Cognition Degree of Non-material Cultural Heritage about Textile in Our Country

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**Abstract:** Non-material cultural heritages about textile (hereinafter referred to as “non-legacy” about textile) about textile is an significant part of non-material cultural heritages (hereinafter referred to as “non-legacy” ), which play a important role in the traditional national cultural continuation. But through the questionnaire and relevant data analysis, we found that people’s cognition degree of “non-legacy” about textile is not high, needs to be strengthened. In order to deepen the public’s cognition degree of “non-legacy” about textile, and from four aspects: colleges and universities, the public, enterprises, government, and the relevant measures are put forward in the thesis.

## 1 INTRODUCTION

### 1.1 Definition

“Non-legacy” about textile don’t have a accurate and clear definition in academia at present, and in this paper they are defined as the general name for the “non-legacy” including textile technology (which associates with textiles and apparels, shoes, hats and accessories), traditional patterns and artistic design and so on, and mainly including unique manual skills, which carry local customs and living habits such as traditional fabric, embroidery, printing, dyeing, twill, luo, silk, satin and so on.

### 1.2 Characteristics

“Non-legacy” about textile present the following characteristics: internal immateriality and external materiality, uniqueness of the cultural roots, living and rheological property of inheritance, etc (Li Qiang, 2008).

Internal non-materiality is the core feature of the

“non-legacy” about textile. Non-materiality is a kind of creative activity in the spiritual realm, whose purpose is to meet the demand of people's spiritual life, and this is the spiritual core of the “ non-legacy” about textile, not has nothing to do with materiality, but rather to exist in non-material forms.

External materiality refers to the characteristics whose existence rely to the “matter” factors, without the “matter” factors, it is impossible to understand “non-legacy” about textile comprehensively and correctly. Most of the exhibitions involving in the “non-legacy” about textile are inseparable from the material carrier.

Uniqueness of the cultural roots refers to the uniqueness of thought,emotion, consciousness, value reflected by “non-legacy”about textile indirectly. Table 1 shows that any national “non-legacy” about textile has a unique and traditional factor, cultural genes and national memory, and it is the power of national survival and development.

Table 1: The regional and national situation of the first batch of state-level “non-legacy” about textile.

“Non-legacy” about textile	Nationality	Areas
The wooden-loom Zhuang Hua with hand-woven technology of brocade	Han nationality	Nanjing
Songjin, Kesi weaving technique	Han nationality	Suzhou
Shu brocade weaving techniques	Han nationality	Chengdu
Wunjing manual cotton textile craft	Han nationality	Xuhui Shangha
The blue calico dyeing techniques of Nantong	Han nationality	Nantong
Tujia brocade techniques	Tujia nationality	Xiangxi autonomous
The traditional textile embroidery art of Li nationality	Li nationality	Wuzhishan Hainan
Brocade techniques of Zhuang nationality	Zhuang nationality	Jingxi, Guangxi
Bangdian, Kadian weaving techniques	Zang nationality	Shannan area Tibet
Zang nationality blanket weaving skills of Jiaya	Zang nationality	Huangzhong Qinghai
Wax printing craft of Miao nationality	Miao nationality	Danzhai Guizhou
Tie-dye techniques of Bai nationality	Bai nationality	Dali, Yunnan

Live property of inheritance means that although “non-legacy” about textile have the material factors and carriers, substance configuration is not the main way to reflect its value, and creation and inheritance mainly through the behavior activities, for instance, people’s performance, some subtle techniques. The rheological property of inheritance means that the “non-legacy” changes about textiles are a process beyond the will of human beings. For the sake of harmonizing the conflict with the new culture, the traditional culture will continuously adjust structure, actively apply themselves to the changes of the humanities and natural environment at the same time, constantly achieve innovation, and form inheritance variation (Teng Haitao, 2009).

## 2 RATIONALE

There are a number of researches about cognition at home and abroad, and the foreign scholars mainly focus on the theoretical research about cognition, but domestic scholars’ research are mainly aimed at different main bodies of the cognition, but not much related to “non-legacy” about textile, and Table2 and Table 3 are the representative samples.

Table 2: The summary of research on cognition abroad.

Related literature	Research conclusions
Ke11y McLennan (1994)	The participation and performance about the individual behavior were positively correlated with cognition level and height.
Hristo Bojinov (2014)	Hristo Bojinov put forward that the concept of implicit learning from the cognitive psychology. And implicit learning refers to learning knowledge without any consciousness.

Table 3: The summary of research on cognition at home.

Related literature	Research conclusions
Lihua Liu (2009)	Residents in Shengyang have a low overall “non-legacy” cognition. The main factors of influencing citizens’ heritage cognition are the degree of education, age , occupation.
AipingXu (2011)	The major factors of affecting the overall cognition in festival activities are the degree of identification, loyalty, reputation and perception.
Yangyang Zhang, (2013)	Consumers’ cognition of ecological textiles is generally insufficient in Chengdu Comfort degree is still the main purchase factor.

## 3 QUESTIONNAIRE DESIGN AND RESEARCH

### 3.1 Questionnaire Design

There are two parts in the questionnaire, one is the basic information, which involves in 11 questions, the other are the subjective questions, in all of 37,

The recycling and distribution situation of the questionnaire is shown in Table 4.

Table 4: The situation of the questionnaire’s recycling and distribution.

Number of questionnaire	Number of recycling	Effective questionnaire	Response rate
260	260	255	98.08%

### 3.2 Survey Object and Scope

The objects of investigation involve in the Party and government institutions, enterprises and institutions, science and technology personnel about commerce, college students and faculty in Tianjin, and in which college students possess quite a number of specific gravity, because they have the direct experience of Chinese culture, to a certain extent, their feelings of “non-legacy” about textile are representative.

## 4 THE INVESTIGATION RESULT ANALYSIS

### 4.1 The Low Cognition Degree of “Non-legacy” List about Textile

Table 5: The investigation results of “non-legacy” list about textile.

Is there “non-legacy” about textile in your hometown?	Do you know about the “non-legacy” about textile?
Yes 29%	Never 45%
No 27%	Yes, know a little 44%
Unclear 44%	Yes, know very well 11%

In the sample of objects, 44% don’t know whether their hometown have the “non-legacy” about textile at all, not to mention “non-legacy” lists about textile, besides, 45% have never heard of the “non-legacy” about textile, don’t understand the category of them. The main reason for this kind of phenomenon is that the public’s cognition in the concept of “non-legacy” about textile is fuzzy, just stay on the academic term.

### 4.2 Obviously Insufficient Cognition about the “Non-legacy” Festival

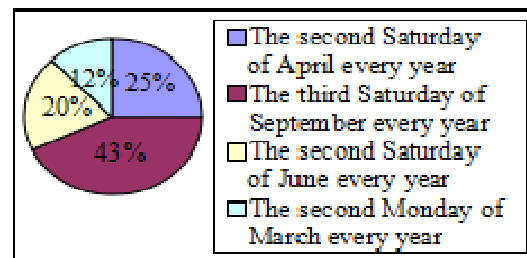


Figure 4—1: The investigation results of cognition about the “non-legacy” festival.

In China, the second Saturday of June every year is the “non-legacy” festival. Among 260 respondents, only 20% is right, of course, it does not rule out the possibility of good fortune. It has been eight years since the first national “non-legacy” festival had its brand opening in Chengdu on May 23, 2007, but until now 80% don’t know which day is the “non-legacy” festival. People are always paying attention to the forms on that day, which only leave a lively atmosphere of the festival to the public and cause people only to know the festival, but don’t know which day is the festival.

### 4.3 The Single Transmission Route of “Non-legacy” about Textile

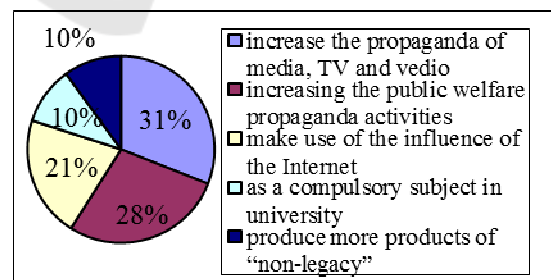


Figure 4—2: The investigation results of the transmission route of “non-legacy” about textile.

The figure 4—2 shows that 20% of the respondents think that relying on the official medias such as radio, television, increasing the public welfare propaganda activities organized by government can

make people have a better understanding of the “non-legacy” about textile, but the power of the official media is limited, only relying on the official media will appear the following phenomenons: narrow transmission route and coverage. So we should broaden the propaganda channel actively and start folk strength, put the propaganda and protection work of “non-legacy” about textile into practice.

#### 4.4 Know less of Textile “Non-legacy” Protection Work Abroad

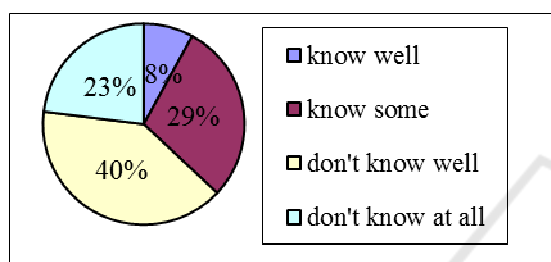


Figure 4—3: The investigation results of cognition on the “non-legacy” protection work about textile abroad.

The answers to the “non-legacy” protection work about textile abroad were unsatisfied. As shown in Figure 4—3, and 69% don’t have a good understanding of the “non-legacy” protection work about textile abroad, and the people of not knowing reach 23%, only 8% know well about it. There are two reasons can account for it, one is that domestic people pay less attention to “non-legacy” protection about textile abroad, the other is that communication and cooperation in “non-legacy” protection work about textile is seldom at home and abroad.

#### 4.5 Insufficient Cognition of the “Non-Legacy” Product and Value about Textile

In the aspect of cognition degree of the “non-legacy” product about textile, among the factors which prompt people to buy “non-legacy” product about textile, the intrinsic value just accounts for 19%; In regard to cognition about the value of “non-legacy”

about textile, 13% of people hold a opinion that it is the same as the ordinary textiles, only 21% of people consider that it is a national art. And the public don’t have a system cognition on the “non-legacy” about textile, only limited in the extrinsic value such as the hand feeling, environmental protection sign, color, material quality, price and so on.

Table 6: The survey result of cognition in the “non-legacy” product and value about textile.

What prompt you to buy product of “non-legacy” about textile?		How do you think the value of “non-legacy” about textile?	
Product promotion	25%	The same as the ordinary textiles	13%
Intrinsic value	19%	It is unique	34%
Product properties	11%	It is a national art	21%
Others' recommendation	15%	It has a higher collection value	13%
Brand value	15%	It has a high national representation	18%
Price	15%	Others	1%

## 5 THE COUNTERMEASURES AND SUGGESTIONS

### 5.1 The Public Should Improve Their Own Cultural Cultivation Actively

Needless to say, public’s “non-legacy” cognition on textile will be constricted by the degree of education inevitably, without receiving a good education, what they see are just the superficial things, ignoring the intrinsic value. The public enlarge their knowledge of the “non-legacy” about textile and improve cultural cultivation by means of referring relevant books and information, visiting the museum and the heritage of the “non-legacy” about textile directly.

### 5.2 The Local Government Should Pay More Attention to the “Non-legacy” about Textile

The local government should pay attention to the

“non-legacy” about textile from the following four aspects.

Firstly, propaganda forms should be diversified. The local government not only uses the traditional medias but also makes full use of the power of the Internet to set up a official microblog and WeChat number of the “non-legacy” about textile. Secondly, supply more financial support for the “non-legacy” about textile. Some core provinces and cities such as Shanghai, Hunan, Jiangsu, Sichuan , should set an example. Thirdly, a regional system of “non-legacy” list about textile should be established. A four level list protection system should be set up by the local government , which involves in national, provincial, municipal, county. Fourthly, draw a lesson from the foreign advanced propaganda protection experiences and practices of the “non-legacy” about textile. For example, it is worth to learn and use for reference that Italian devolves the power and guides the non-governmental organization to participate in the “non-legacy” protection work actively. Fifthly, cultivate inheritors of the “non-legacy” about textile actively, avoid the phenomenon that when a man dies his techniques will be cast away. First of all, the local government ought to take care of inheritors in the life aspect. In the next place, expand the scope of the inheritance and attract more willing people to participate the “non-legacy” protection work about textile(Liu Xiaolin, 2011). Finally, life-tenure system of the “non-legacy” must be broken.

### **5.3 The Enterprises Should Unify Market Value and Historical and Cultural Value of the Textile “Non-legacy” Product Organically**

#### **5.3.1 Broaden the “Non-legacy” Product Market about Textile**

Different from the ordinary textiles, “non-legacy” product about textile has precious historical and cultural value, so propaganda them emphatically

when broaden product market, make them become the main factors when consumers buy “non-legacy” product about textile. Besides, marketization and industrialization of the “non-legacy” product about textile must be accelerated moderately: in the first place, enterprises should focus on quality and service level of “non-legacy” products about textile. In the second place, cater to consumers’ thought that “good quality good price”, “cheap goods in not good”, take the premium strategy. Finally, make improvements on product packaging and the cognition of product quality.

#### **5.3.2 Try to Shape the Famous Brand of the “Non-legacy Product about Textile**

Enterprises should build the famous brand of “non-legacy” products about textile according to the four steps of brand construction, brand name , brand awareness, brand association and brand loyalty. In terms of brand name and awareness, enterprises should produce the “non-legacy” boutique about textile, at the same time uses the media for brand propaganda scientifically; in the aspect of brand association, the unique aspect of the “non-legacy” product about textile should be presented to consumers with the purpose of creating unique brand association; In aspect of brand loyalty, enterprises should meet consumers’ needs humanized, focus on product innovation and consumers’ communication effectively.

### **5.4 Colleges and Universities Should Strengthen Traditional Culture Education for Students**

#### **5.4.1 Establish and Improve “Non-legacy” Curriculum System about Textile Gradually**

The general education staffs in colleges and universities should put the local characteristic of “non-legacy” culture about textile into teaching to

cultivate a batch of professional talents of the “non-legacy” about textile(Wang Dandan, 2011). When condition permitting, some colleges and universities can consider to set up the “non-legacy” research base, for example, Donghua University, Tianjin Polytechnic University , Wuhan Textile University and so on.

#### **5.4.2 Encourage Students to Set up the “Non-legacy” Social Organizations about Textile**

College students should be encouraged to set up “non-legacy” organizations about textile, and bring “non-legacy” about textile from different provinces and different levels into campus, combined with significant campus culture festival, so that it can make college students participate in “non-legacy” publicity about textile personally through social organizations.

#### **5.4.3 Organize More “Non-legacy” Lectures and Knowledge Competition about Textile**

Colleges and universities can invite “non-legacy” inheritors about textile to instruct and influence students by their words and deeds in the college campus, even employ them as part-time professor for students, or make Su embroidery, Shu brocade, Xiang embroidery, then incorporate them into daily teaching activity. Besides, schools can also hold regular “non-legacy” knowledge competition about textile and give spiritual and material rewards to the winners.

#### **5.4.4 Build a Professional Teaching Team**

Textile “non-legacy” teaching needs a teaching team whose construction is reasonable and morality is good. It requires teachers in colleges and universities combined with inheritors to participate in the teaching hand in hand, form a professional textile “non-legacy” teaching team who has theory

&practice and college teachers &the inheritors.

## **6 CONCLUSIONS**

Improving people’s “non-legacy” cognition degree of textile needs the public, government, enterprises, colleges and universities work together.

## **ACKNOWLEDGEMENTS**

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