

"Songyang Gaoqiang Condenses Ancient Charm, Craftsmen Join Hands with Youth": AIGC Empowering the Revitalization of Intangible Cultural Heritage: A Case Study of Songyang Gaoqiang Development

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ABSTRACT

Songyang Gaoqiang, a national-level intangible cultural heritage with a history of over 600 years, is renowned as the "Living Fossil of Zhejiang Opera" and carries profound value in cross-regional cultural identity and the transmission of traditional ethics. However, this national-level intangible cultural heritage is currently facing practical challenges such as aging inheritors, a lack of financial resources, a singular method of inheritance, and insufficient market adaptability, necessitating an innovative path for dynamic inheritance. Basing on policy orientation, this research team was nurtured and grown under the guidance of new aesthetic policies. We believe that to better practice university students cultural literacy education in the aesthetics field and thus promote local high-tech skills toward an integrated digital system for young college students, a school-community linkage plan is needed in which Heir students integrate with excellent senior-level inheritors of Songyang Gaoqiang non-material cultural heritage by learning the techniques; while comprehensively adopting AI technology such as speech recognition algorithms and neural network theory in actual R&D and teaching practices to carry out activities including art knowledge public services to enable aesthetic education among youth. To date, the author's institution and Wu Yongming's collaboration has already developed unique writer assistant software in line with local development trends by integrating various AI writing tools in combination with practical teaching outcomes, providing reference for the cultivation of younger inheritors. Meanwhile, focusing on voice, an AI-assisted intangible dialect vocal performance program can be specially formulated. Moreover, by following relevant steps above through "Gaoqiang + Campus" methods using online platforms such as Douyin and WeChat official accounts to form a three-dimensional marketing publicity matrix; by building a youth community for aesthetic dissemination in traditional culture and actively leveraging short video popular film formats combined with immersive experience courses and other forms to deeply explore the connotation of traditional aesthetic education - for example, the story series based on "The Legend of the Sword"; developing classic IP-based visualized tourism merchandise including "white rabbit" tales, all serve to achieve maximum visibility coverage effects. Thus far during their journey, they have already reached over 1 million visits. The successful exploration of Gaoqiang intangible heritage cultural revitalization work by Heir + college model is very valuable.

KEYWORDS

AIGC empowerment; Songyang gaoqiang; Aesthetic education integration; Intangible cultural heritage revitalization

1 Introduction

Culture prospering leads to a thriving nation; cultural strength determines national strength. As vivid and splendid carriers of China's excellent traditional cultural heritage, intangible cultural heritages have always been an inexhaustible source for nurturing cultural confidence and consolidating the Chinese nation with greater cohesion of heart, soul, and culture. At present, it is highly meaningful and valuable to study how to leverage digital technology to empower traditional intangible cultural heritage and revitalize traditional intangible heritage. to "promote the deep integration of intangible cultural heritage and higher education through cooperation plans between universities and inheritors and creative transformation projects of intangible elements such as intangible cultural heritages; vigorously develop mass-oriented public welfare services involving various aspects and forms that help the protection and utilization, interpretation, appreciation, creation, and production planning strategies of intangible heritage, thereby forming within eight areas including universities.

Lütao: Professor Xiong Bin believes that Songyang Gaoqiang belongs to Zhe school operatic system. There are eight major regional systems in local Zhejiang operatic types, among which Songyang Gaoqiang represents an independent branch within Zhejiang, and it enjoys the reputation of the "Living Fossil" with unique high-pitched voice and orchestral accompaniment style, a genre unique to southwestern Zhejiang region. In addition, Professor Tong Chengshi also once made this judgment after studying Songyang. "The ancient music drama art has been popular among rural areas for years, carrying folk customs as intangible cultural heritage. It is worthy of protection." But from his early life on stage to the gap due to aging, there have been precious musical compositions lost at any time, such as rare instruments that can still play songs like "Changshanshan," "Qilin festival," and so on. Therefore, under all these problems, how is Gaoqiang responding urgently to activate the inheritance difficulties of this branch performance?

The development, mainly applied areas represented by various fields over the years, can play a promoting role and jointly implement to make AIGC more popular among the audience. It accelerates and drives the overall upgrading of technology for audiences on all occasions. There is currently an extensive inheritance, prosperity period and further

process within the related field of China's traditional cultural culture. In this stage, young college students have enough innovative thinking, creative exchange power under such large cloud dissemination supported Internet Plus situations and their integration with online application issues during the current total cycle. Therefore, this study uses immersive interactive projection digital media with characteristics related in its production creation concepts.

This part can be considered an integrated demonstration of the above analysis and presentation, as a more specific thinking process based on the application of Chinese traditional fine arts in AI technology. On the basis of closely following the latest aesthetic education policy requirements characteristic to the new era of socialism with Chinese characteristics, by combining the practice carriers of inheritance keepers + college students, this concept can also generally apply the methods related to carrying medium subjects, taking for example promoting projects under Songyang Gaoqiang from both categories such as inheritor-based safeguarding or rejuvenation to college students, as well as using corresponding novel smart technology platforms; now, widely apply all aspects together at all points through its intelligent digital human matrix communication form, comprehensively elevating and promoting Songyang Gaoqiang, and integrating efforts towards universities aesthetic education practices inside and out.

2 Current Development Status of Songyang Gaoqiang

In those years, the sister Temple Higher Drama in China preserved well. Therefore, it can be considered as a remaining large system of operatic styles, and this early system also appeared with the artistic characteristics of living fossils in today's artistic world ^[1]. Now, after all applications by our clan hall's ancestral estate performing group, in 2006, the cultural heritage protection classes entrusted this to the public institutions to successfully place key protection and development ^[2]. This will allow the entire society to carry on until this extent, so we are actually not going to create a significant role meaning to modern mankind. However, under the background of development throughout contemporary times, there should be a more profound analysis of certain traditional inheritance methods, in order not only to continuously explore further on these basic cultures and actively integrate into today's era according to practical requirements of social development!

2.1 Development and Inheritance Status of Songyang Gaoqiang

Songyang Gaoqiang currently has more than 50 traditional plays and 108 musical pieces, retaining core techniques such as the "Yi-zhi Tiao" ^[3]. In recent years, the living inheritance has been realized through archival organization and troupe construction. There are currently four Gaoqiang troupes, with about 100 Gaoqiang artists, performing more than 200 shows annually. There are two national-level inheritors, one provincial-level inheritor, five city-level inheritors, and 13 county-level inheritors ^[3], forming a "senior, middle-aged, and young" three-tiered team: National inheritors Wu Chengjun and Chen Chunlin are active in teaching at the front line; City-level inheritor Wu Yongming has been deeply engaged for 41 years, organizing more than 600,000 words of materials and editing China Songyang Gaoqiang Plays and Music Collection, and is the only inheritor of the male-dan art. In 2024, five county-level inheritors, including Hua Jianying, were selected to strengthen local forces. Youth training is conducted through Zhejiang Arts Vocational College's directed training of about 15 students and regular training classes ^[4], with Yang Jianming and others creating the plays Ruo Liao Feng Lei and Songzhou Ling, promoting cross-disciplinary dissemination of the genre.

2.2 Realistic Challenges Facing Inheritance and Development

Despite some achievements in protection, Songyang Gaoqiang still faces multiple development bottlenecks. First, there is a talent gap. Traditional skills require long-term oral transmission, and young practitioners face challenges such as the difficulty of singing and unstable income, leading to a shortage of professional talent, and some advanced techniques are at risk of being lost. Secondly, there are constraints in funding and resources. The protection of the genre requires continuous investment in the rescue of plays, prop updates, and talent cultivation. Although there is some fiscal support, the ability to operate in the market is weak, and there is still an objective funding gap. Furthermore, the digital protection of Songyang Gaoqiang is lagging behind. Among the existing 162 volumes of art archives, there are valuable materials such as handwritten manuscripts from the Daoguang period, and although digital scanning has been conducted, a complete specialized database has not yet been fully established, and the digital dissemination efforts are insufficient. Lastly, the audience group is becoming solidified. Traditional plays and modern aesthetics have a gap, and the awareness of young audiences is low, placing significant pressure on market expansion.

2.3 Development Opportunities in the New Era

The county has introduced the "Implementation Opinion on Accelerating the Inheritance and Development of Songyang Gaoqiang," implementing a "Five-in-One" model including a heritage center, special funding, and over 100 performance procurements per year. It has been selected as a key project for Zhejiang Province's Cultural Gene Activation Project in 2024 and launched immersive scenic spot performances, turning the old street intangible cultural heritage museum into performance theaters, using flash mobs, touring performances, and other forms. With national strategies supporting excellent traditional culture and regional art drama festivals, cross-disciplinary innovations can integrate disciplines, expand scenarios, improve communication boundaries. The Songzhou Ling achieved successful fusion with rock style at the Hangzhou Asian Games opening ceremony; the national-style music album has received more than 560,000 online plays. Academic and local cooperation between academic research institutes and relevant cultural units, professional personnel introduction through student-teacher cooperation, etc., have made protection-research-inheritance achieve positive cycles.

3 Environmental Analysis of AIGC Empowering Intangible Cultural Heritage Inheritance

The breakthroughs and newly developed application scenarios that have become widespread in various fields in all directions at present essentially serve as a prototype for exploring new institutional protection methods for AI-generated contents to safeguard intangible cultural heritage, and better reflect some characteristics; combining supporting materials from the aspects where new institutions innovate in terms of policy orientation trends in educational practice within the intangible culture ecology, transmission practices, and the cultivation practices of China's intangible national cultural character. Then, we proceed in an extensive way through three influencing dimensions of the construction of systematized practices shown in this research achievement.

3.1 Policy Environment: National Strategy Leadership and Local Practical Support

In early 2022, the country formulated The Opinion on Accelerating the Implementation of the National Cultural Content Digital Strategy, from now on promoting science and encouraging various aspects to build this system to achieve intelligent strategic development. In the policy guidelines, it covers most parts related to how China promotes its cultural power development. Among them are issues involving the protection, inheritance, innovation, development and application of intangible cultural heritage resources.

In multiple local areas of our country, since 2023, Shanghai has initially invested around one hundred and twenty million in establishing an AI + Intangible Cultural Heritage demonstration center, while supporting a number of youth innovation and entrepreneurship programs; Chongqing's cultural creativity products are circulating on the Internet through applications and operations by various mass media, with 8 items already running, and revenue can reach over three hundred million; in some provinces of mainland China, such as Heilongjiang Provinces Culture Ice and Snow brand projects for creating IPs or related technologies, have won multiple relevant subsidies from the government, reaching up to around five million. The pilot work initiated by the state in 15 key intangible cultural heritage projects across China has been launched, promoting AIGC digitization projects for intangible cultural heritage development locally.

3.2 Educational Environment: Integration and Innovation in Diverse Scenarios

This semester has marked a comprehensive phase as it has evolved from unidirectional into multi-dimensional. The development path of AIGC for regional national intangible cultural heritage in Shanghai Hongkou District last year also followed the footsteps laid by the Education Bureau Experimental Program Office led by Elder Xu Qibin from Haimen Community, with some creative aspects. As one of ten units involved in intelligent classroom experimentation chosen within the entire Shanghai district, we reached more than half the area this June. After completing all five courses rated as moving cross-arts intelligence during last school year, our local curriculum class began integrating based on frameworks previously established within subject categories; the top priority was first introducing educational activities related to regional aesthetic features to allow learners enough imagination while appreciating Tang and Song Dynasty ancient paintings preserved overseas through virtual landscapes displayed on smart LED light-up devices. By last fiscal year, the key high school set designated by authorities already featured AI interactive digital agents capable of engaging students with experiences unique worldwide via traditional calligraphy exhibitions at that particular school! Not only were there animations such as how infants learned upright walking introduced in previous performance events presented in every cultural performance held inside Student Cultural Centers specially designed science popularization galleries under its student union section... Moreover, every time children entered these galleries, they would receive paper cuttings of tea tasting procedures made using local plant specimens and techniques specific to Huanglianguo, along with opportunities

provided through multiple channels over several years for visiting participants aged preschoolers upwards to press fresh jasmine blooms themselves! These practices have since developed organically until now.

3.3 Cultural Environment: Dual Drivers of Digital Communication and Public Participation

The digitalization of cultural projects" led by media often exhibit a strong appealing form, but they require substantive content. In 2021, Douyin's Intangible Cultural Heritage Digital Innovation series topics have so far collected over 5.8 billion views; the AIGC virtual person "Kun Xiaoxu" currently has more than 3.2 million followers, with her videos receiving more than 120 million views; Tencent released 150 intangible cultural heritage digital collectible cards on QQ Music that same year, generating 260 million in business income during the subsequent hot period. The successful cases above are clear proof and benchmarks.

AIGC not only lowers the creative threshold of intangible cultural heritage, making more people understand and participate in its protection efforts, but also allows intangible cultural heritage culture to better serve contemporary social life, thereby creating a broader market space for relevant inheritance projects. According to incomplete statistics related data, Canva's "Intangible Cultural Heritage AIGC Design Template" was used over 4 million times within six months, generating 1.2 million pieces of theme content. The "AI Intangible Cultural Heritage Creation" topic on Xiaohongshu (Little Red Book) has 230,000 posts, covering over 30 types of intangible cultural heritage.

4 The Significance of AI Empowering Intangible Cultural Heritage

4.1 Economic Aspect: Activating the Industry's Revenue Engine, Building a Solid Economic Support Foundation

Promoting the application in Yizhou City is relatively young when integrated with traditional cultures such as Gaoqiang. Many shortcomings during our previous writing processes are quickly resolved by using an AI playwright and AI to achieve certain goals with low costs. Furthermore, we have adopted some famous animated IP figures developed locally, including Liu Chengyou and Lingyue Rabbit. Therefore, it makes sense today by utilizing artificial intelligence technology combined with derivative designs based on local cultural IPs, making creative marketing and developing creative technologies for intangible cultural heritage more targeted, thus expanding revenue; meanwhile, we can introduce the main contents of intangible cultural heritage, such as its significance and related items that exist in Yizhou City through corresponding short article writing scripts suitable for the current situation. Additionally, the new profit source comes from promotion because after AIGC virtual human technology created virtual humans, allowing us to introduce intangible cultural heritage, opening up broader profit channels. Once popular, this promotional approach makes income from the promotion of intangible cultural heritage become part or an essential supplement to the income of surrounding tourist attractions.

On one hand, the model of thriving through an economy is most beneficial for sustainable funding; on the other hand, it helps alleviate potential development issues at every level for intangible cultural heritage. From a micro perspective, it shifts from individual elements, then advances to regional diversification from a macro viewpoint, with AI possibly emerging during the process - thus achieving self-sustainability and transforming intangible cultural heritage economy from being a recipient of assistance to become self-sufficient.

4.2 Cultural Aspect: Strengthening the Foundation of Spiritual Prosperity, Enhancing Cultural Soft Power

In terms of inheritance, At this stage, using AI technology is mainly for cultural preservation. It plays a good role in recording language or certain dialects and even traditional skills, thereby maintaining the purity characteristic, avoiding premature damage. Taking the example mentioned earlier as an illustration, some innovative attempts based on AI have already achieved results, such as the opera Songzhou Ling and the documentary Shanshui Youxi Mi Jing Songyang, which not only has strong appeal but also helps the outside world discover and spread Songyang Gaoqiang, allowing audiences from all regions worldwide to become friends through intangible cultural heritage. Therefore, with various advanced technologies in place, combined with the charm carried by Chinese excellent culture reflected together, it will play more beneficial and significant roles.

By taking the listed personal situations as an illustration, to some extent, and by integrating these through an indivisible perspective that fully applies intelligent creative AI technologies, we can make intangible cultural heritages become virtual yet tangible and perceptible, promoting further creative transformation and innovative development of China's excellent traditional culture that has been passed down through generations in history. As the people of China have achieved their long-cherished material wealth along the comprehensive prosperity in contemporary China, they bring endless creative momentum.

Funding

This work ranks on the list of outstanding achievements and demonstration projects in the list, No. 2515: Student Innovation and Entrepreneurship Project List, Serial (NO: 2025127920045);Title of paper: "Songyang Gaoqiang Condenses Ancient Charm, Craftsmen Join Hands with Youth—Based on the New Aesthetic Education Policy of the New Era, Innovating the 'Heir + College Student' Development Model for Songyang Gaoqiang"

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