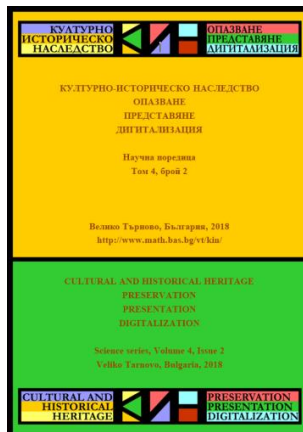


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**The Role of Modern Information Technologies in Preservation of
the Intangible Cultural Heritage**
Pages 223-228

Калоян Николов

**Ролята на съвременните информационни технологии при
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РОЛЯТА НА СЪВРЕМЕННИТЕ ИНФОРМАЦИОННИ ТЕХНОЛОГИИ ПРИ ЗАПАЗВАНЕТО НА НЕМАТЕРИАЛНОТО КУЛТУРНО НАСЛЕДСТВО

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THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN PRESERVATION OF THE INTANGIBLE CULTURAL HERITAGE

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Abstract: *The present work examines the role of information technology in preserving the Intangible Cultural Heritage. The ability to digitize, archive, promote, and popularize through new information technologies gives a new look and a fundamentally new approach to passing the traditions from generation to generation.*

Keywords: *Folklore, Intangible Cultural Heritage, Digitization, Traditions, Customs, Information Technology*

Резюме: *Настоящата работа разглежда ролята на информационните технологии при запазването на Нематериалното културно наследство. Възможността за дигитализиране, архивиране, разпространение и популяризиране чрез новите информационни технологии дава нов поглед и принципно нов подход при предаването на традициите от поколение на поколение.*

Ключови думи: *Фолклор, Нематериално културно наследство, Дигитализация, Традиции, Обичаи, Информационни технологии*

Introduction

Humanity in its development and evolution has always sought to make communication faster and more voluminous. With the invention of telegraph means of communication, humankind has overcome the use of living force as information carriers. The various flags, after the invention of electrical signals and the invention of telegraphy at the end of the 19th century, as a way of communication, technology began to develop at a rapid pace.

In the last 50 years, the development of information technology has undergone an unprecedented rise. Since the invention of binary interpretation of electrical signals by John Atanassov, information technology has entered a new stage of development. With the advent of the Internet, telegraphy becomes more and more accessible through the user interface of various email and instant messaging applications.

Nowadays, the technology of electrical signals in telecommunication has reached its apogee and the need for new achievements leads the scientists to new challenges. Optical proton technologies are entering more and more in data transmission and processing.

The technological development of mankind also brings new relationships, new orders and new needs. Do modern information technology users appreciate the importance of preserving traditions and customs that have been usual for millennia by public groups, or all this is an old and useless technology?

Folklore – Essence and transformation

Folklore art is an accumulated knowledge of tens of generations and is related to the way of life and the survival of a particular community. A complete system of education through different customs, traditional beliefs, and religious customs are structured and arranged in sequence from birth to the death of an individual. The ritual system is subordinate to the specificity of both the region and the cultural environment of the community. In the course of time, with the ability to accumulate knowledge and adapt to changing environments, traditions are changing, combining newly introduced practices and forms of knowledge.

The ability of human beings to perceive, process, and retransmit information flows has led to the possibility of interpreting, synthesizing and expressing feelings and moods in form and kind that are perceptual. This has turned ordinary practices into art. The creative perception of the surrounding world, educated from the earliest age, has lasting consequences in the cultural education of human.

Nowadays, practices of the customs related to the physical survival of communities are irretrievably lost or dying due to the lack of need for their use. Some practices of customs and traditions are used in various celebrations of church or local celebrations, the main functions of which are to unite public consciousness, continue to have a beneficial effect on the education and cultural identity of the community.

In the hectic everyday life we do not think about using the accumulated knowledge of our ancestors, processed, renewed and refined with the most advanced technologies in all spheres of science. Automation and robotization of production, both in agrarian and industrial terms, has helped a large part of the world's population to abandon so-called traditional practices and customs related to feeding and surviving of the community. The entry of modern technologies in the field of culture also greatly changes the perceptions and feelings of ordinary people.

Unlike all the strange machines and technologies, human behavior is a collection of education. I will not enter into a dispute with the inspired followers of artificial intelligence, in order to outline the need to express feelings and thoughts to new technological advances in the field of humanoid robotics. This may be the topic of another conference.

The ritual system built for millennia has been interwoven both education and the survival of human and community.

Appliance of the new information technologies in the field of preservation of non-material cultural heritage

New information technologies play a major role in the everyday life of both the ordinary person and the public attitudes and life. The use of information technology to preserve the intangible cultural heritage is an important method which is inevitably important in the adaptation and passing

of ancient knowledge from generation to generation. The archiving of information through digitization and presentation of open access networks is an important step towards the possibility of proper education. The use of modern information technologies in the educational system, through the presentation of folklore practices through multimedia solutions, is a practice in which we need to pay special attention.

The creation of working network structures for real use in organizational processes related to the presentation of folklore art is one of the ways to support the processes of preserving and transmitting the ancient knowledge to the next generations.

As an example of a built and working network structure, we can present the application processing system for participation in the various international folklore festivals of the European Association of Folklore Festivals - EAFF. The information system processes applications for more than 450 international festivals in 39 countries not only across Europe but also in Asia and America [1].

Another structure, which uses the information technologies, is the information system set up by the UNESCO Convention on the Safeguarding of the Intangible Cultural Heritage of 2003. The system is information about the elements adopted by the Committee in the representative list of intangible cultural heritage by country [2].

The role of information technologies for the succession

The preservation of the Intangible Cultural Heritage is an important part of the education of new generation. The passing of knowledge and the perception of the basic human qualities entwined in folklore art are fundamental in building the personality of the individual. People who know their roots and respect the spiritual power of their ancestors are able to be tolerant to both the different cultures and the laws of nature.

Modern information technologies are an important element in the existence of mankind. The ability of scientists to use the technological development of humanity in the archiving, digitization and presentation of cultural heritage is a mandatory element in the work process. The establishment of open access networks and the adaptation of scientific information

to users is an important and responsible principle of work in the informational society world.

The projects related to the construction of modern infrastructure for research and innovation activity in the creative and recreative industries are supporting activities for the heritage's preservation. An example of such an initiative is the 2018 project Creation and development of "Heritage BG" Centre of Excellence in the "Science and Education for Smart Growth" Operational Program, and the results of the activity of "Heritage BG" Centre of Excellence is the provided access to online portal (text, audio, video, virtual reality products, etc.) and the products and services developed in several languages will be distributed to schools, community centers, associations of different communities in Bulgaria and abroad. They will also be available to businesses for further use in creative and recreative industries [3]. The National Program "Knowledge Based Technologies for Creating of Digital Resources and Virtual Presentation of Important Collections of the Bulgarian Folklore Heritage" [4] aims to develop methods for annotation, digitization, archiving and presentation of the Bulgarian folklore heritage and the archive of the National Center for Intangible Cultural Heritage at IEFEM – BAS [5, 6].

Conclusions and solutions

Information technologies are an accompanying but really important function in the preservation and passing onto generations of Intangible Cultural Heritage. The use of modern information technologies is an important part of the informational society and implementation in various projects for the preservation and passing the cultural heritage is a vital necessity.

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