



## Some Specific Methods for Knowledge Distribution of Intangible Cultural Heritage

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### Abstract

*The intangible cultural heritage (ICH) in South East Europe is an important component of the collective human memory and is therefore the subject of research for many scientists and specialists. In the preamble of UNESCO Convention for the Safeguarding of the ICH it is already emphasized that in modern society the need for deeper understanding of its significance, especially by the younger generation, has been increasingly discussed. All this can be a reality and can be achieved as a result of the combined efforts and abilities of various international, regional, state or public entities. On the one hand, for example, these are the regional centres for the conservation of cultural heritage under the auspices of UNESCO, while on the other – these are the educational and cultural institutions, represented by universities and research centres. State University of Library Studies and Information Technologies - Sofia, Bulgaria is one of the leading educational and scientific institutions where thorough, qualitative, fundamental and applied researches are carried out. Alongside the already established techniques, related to the study and promotion of ICH through innovative technologies for diffusion of knowledge, based on the principle "Learning by Doing" (John Dewey), new methods of research, conservation and socialization are currently being experimented. The latter are a prerequisite for the development of young people in SEE countries - members of the "Regional Centre for the Safeguarding of ICH in South-Eastern Europe under The Auspices of UNESCO", based in Sofia, Bulgaria. Based on the hypothesis that on the basis of researches in the field of ICH, the public dialogue on preservation of historical memory and on reviving the initiative for using the cultural product for the economic and social growth of the surveyed region will be expanding, ULSIT, together with the Regional Centre, started a project aimed at integrating the research interests of students, PhD students and established scientists on the basis of travelling seminars. The use of modern methods for the transfer of information and knowledge will provide guaranteed access to the significant cultural heritage and will result in its safer understanding and interpretation. It is the specific focus of researches in particular, devoted to the ICH that represent, in a special way, the distribution of knowledge, which, in one form or another, supports the integration and socialization of young people from different ethnic, religious and social groups. Using modern methods of diffusion of knowledge contributes both to the dissemination of new knowledge of the ICH and to understanding and "perception" of the different types of knowledge as an essential element of contemporary information environment.*

**Key words:** Methods, Knowledge, Intangible Cultural Heritage, University centres, "chitalishta"(community centres)

### 1. Introduction

The culture of a people or a group of several peoples from the same geographical region is the result of experience, accumulated by generations for a long time and handed down as a legacy from the past to the present and the future. This principle is naturally supported by each succeeding generation that preserves the accumulated cultural wealth by far, and adds in its turn new values and thus increased, passes it to the future generations. Preserving and developing historical memory is the basis of sustainable development of society and guarantees its better future. The formation of culture as legacy and legacy as culture marks the beginning of the striving for its proper management and usage as a basic resource for sustainable development of societies worldwide.

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### **1.1 Intangible Cultural Heritage (ICH)**

In the preamble of the UNESCO Convention for the Safeguarding of the ICH it is already emphasized that in modern society the need for deeper understanding of its significance, especially by the younger generation, has been increasingly discussed. All this can be a reality and can be achieved as a result of the combined efforts and abilities of various international, regional, state or public entities.

### **1.2 Universities And Their Specific R & D Structures (R&D INSTITUTE)**

The State University of Library Studies and Information Technologies - Sofia, Bulgaria is one of the leading educational and scientific institutions, where, through the activities of the four R & D institutes, thorough, quality basic and applied researches are being accomplished. Alongside the already established techniques related to the study and promotion of the ICH and through innovative technologies for diffusion of knowledge of the principle "Learning by Doing" (John Dewey), new methods of research, conservation and socialization are currently being experimented upon at SULSIT. An example of the implementation of innovative approaches in the dissemination of knowledge of the ICH among young people in university IT environment are the international seminars in the fields of education, science and new technologies, organized by SULSIT. In 2016 several international seminars were organized. They took place in Budapest (Hungary), Edirne (the Republic of Turkey) and Nis (the Republic of Serbia). The main objective when carrying out such cultural, educational and scientific initiatives is to gather in one forum participants from different countries - students, PhD students, established scholars and professionals who present their scientific research projects and interests in the field of cultural heritage. The synergy of knowledge and experience, transferred between participants, contributes to the expansion of knowledge, to stimulating the exchange of knowledge on the ICH of South East Europe, as well as to the implementation of cooperation at national and international levels. Participants in these seminars for exchange of knowledge, have the opportunity to present their reports and to state their scientific interests. At the same time, students and doctoral students acquire experience and best practices from established scientists, as well as new knowledge that they make advantage of in their future research projects. Senior scholars, participating in these seminars, have a significant role since they are among the carriers of new and different knowledge based primarily on their experience over the years. The result of their implementation is the preservation and promotion of ICH as a major resource for sustainable cultural, educational and economic development among current and future generations.

### **1.3 Bulgarian People's, Chitalista (COMMUNITY CENTRES)**

The community centre (chitalishte) is a public institution, typical for Bulgaria, that performs educational and enlightenment functions only on the basis of totally amateur activities, that appeared during the Renaissance. They went through all the changes that came upon Bulgarian faith, culture and society and have been preserved and developed according to the needs of the different timeframes and communities in the country. By organizing various workshops and courses, as well as by organizing local, regional and national festivals, competitions and other events, some of which are already traditional with international participation, the promotion of intangible cultural heritage is encouraged and the understanding and awareness of the younger generation, who are active participants in these forums are facilitated.



#### **1.4 The Regional Centre of UNESCO In Bulgaria**

The Regional Centre for the Safeguarding of the Intangible Cultural Heritage in Southeastern Europe under the auspices of UNESCO is an NGO, Bulgarian legal entity, which performs coordinating functions for the countries in the region to promote the implementation of UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage ("Convention 2003") and the successful realisation of UNESCO's program initiatives, related to intangible cultural heritage. The regional Centre was established on the basis of an Agreement between the Government of Bulgaria and UNESCO signed on October 25, 2010 in Paris. The Regional Centre was officially opened on February 20, 2012 in Sofia by the Director General of UNESCO, Ms Irina Bokova.[4] The centre is a category 2 under the auspice of UNESCO and operates entirely in the field of the intangible cultural heritage, aiming at the countries of Southeast Europe which currently have a total of 15. With its activities, the Centre successfully protects and promotes the goals and the mission that lie at its base. The three main objectives of the Centre are as follows: to promote the active cooperation in the field of intangible cultural heritage at national, regional and international levels; to initiate and implement initiatives related to the preservation and promotion of the intangible cultural heritage of the countries in South East Europe through trainings and sharing of good practices; to perform a coordinating function for the countries in the region with regard to the promotion and application of UNESCO's concept for the protection of intangible cultural heritage and its successful implementation. Together with the other centres created on the territory of South East Europe - Croatia, Macedonia, Albania and Montenegro that work in other areas, the centre in Sofia contributes significantly to the global strategy of UNESCO to enhance the capacity of the member states in preserving the cultural heritage by organizing seminars, workshops and exchange of experience and good practices. The establishment of the Centre in Sofia lays the foundations of a new stage in the rapprochement and cooperation between cultures and peoples of South East Europe, according to the Convention for the Safeguarding of the Intangible Cultural Heritage. With its activities the centre contributes successfully to increasing the tolerance and mutual respect between the countries, the peoples and the ethnic groups in the region.

#### **2. Conclusion**

The cultural heritage of South East European countries is a silent testimony to their ancient history, creativity and struggles. It represents one of the pillars of European culture and our common heritage for the future generations. Therefore, every public policy in the field of cultural heritage should take into account two perspectives: the one that cultural heritage can be a significant source of jobs and revenue, which are key issues for consideration in the current economic context and the other that the main value of cultural heritage continues to be its cultural worth. An ideal integrated strategy for cultural heritage should take into account these two sides of the coin and unite the need for immediate growth and job creation with the understanding that cultural heritage and intangible cultural heritage in particular, is a long-term resource that needs a sustainable development plan that can only be accomplished through the application of some specific methods for knowledge distribution and cooperation at state level, mostly with the help of educational and cultural institutions.



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