

# The Inheritance and Promotion of Hand-Printing Technology in the New Media Era Based on the Printmaking Studio

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## Abstract

Chinese intangible cultural heritage handmade printing technology originated in the Tang Dynasty, after thousands of years of inheritance, it is not only China's handicraft production historical business card, but also an important representative of Chinese traditional culture [1], and successively spread to various countries, however, with the advancement of industrial manufacturing and industrial upgrading, printmaking manual printing technology as a representative of traditional handicrafts, most of them are in decline, even unsustainable, modern new media technology is increasingly developed, These traditional handicrafts have a non-negligible impact on the inheritance and dissemination methods, and traditional handicrafts have ushered in new opportunities and challenges, which can effectively use the advantages of new media to achieve innovative inheritance and development.

## Keywords

Handmade Printing Technology, Printmaking, New Media, Cultural Inheritance, Innovative Development.

## 1. Introduction

China's traditional hand-printing technology is the crystallization of the wisdom of China's ancient working people, and it is an important product left over from history [1]. With its unique charm and value, it has influenced every stage of human historical development and made great contributions to the progress of human civilization. It is one of the "four great inventions" in ancient China, which not only promotes cultural exchanges and diffusion, but also accelerates the process of social development. As early as more than a thousand years ago, China's first woodblock printing press appeared - Tang Dynasty Ganbao, Northern Song Dynasty Chunhua Book, Southern Song Dynasty movable type printing, Ming and Qing Dynasty offset printing, lead printing and so on. Printing belongs to the category of science and technology. After the invention of printing, with the deepening of people's understanding of printing, printing technology was gradually applied to production and life. Yilao Wang gave "Selected Historical Materials of Chinese Printing. General Preface" author: "Printing is an applied technology. We know that applied technology belongs to natural science, business management, and social science. Whether it is natural science or social science, their progress and development have a certain degree of inheritance. New inventions and creations do not suddenly fall from the sky, they are developed step by step, and they all go through a process of gradual accumulation and absorption.[2] It can be seen that printing is a science and a skill. Technically, the art of printmaking has always evolved with the creation of printing. With the continuous progress of science and technology and the prosperity of socio-economic culture, the printmaking process has been unprecedentedly improved and innovated, and its production methods have also undergone major changes. Similar to most traditional manual printing technology, printmaking hand-printing technology is also facing the inheritance and revitalization of this major topic of the times, modern new media technology is increasingly developed, in the printmaking hand-printing technology inheritance and dissemination

methods have an important impact, printmaking hand-printing technology ushered in new opportunities, but also brought challenges, to give full play to the advantages of new media, with the help of new media platform for publicity and promotion, marketing and inheritor training[1], to achieve innovative inheritance and development.

## 2. Printmaking manual printing technology

Printmaking is a form of painting formed by hand-making plates printed on pages of different materials (woodblocks, slates, copper plates, zinc plates, hemp rubber plates, etc.)[3]. Printmaking is different from other painting art forms in that it requires not only the artist to draw by hand, but also the printing studio to produce it, so the production of printmaking is more complicated. Printmaking is one of the treasures of traditional culture and art in China, with a long history and handed down to the present, its works are widely used in the field of modern design and have become an indispensable part of graphic design. The traditional printmaking printing technology is generally divided by printing plates, and the types of printing technology include lithographic printing, letterpress printing, etc., gravure printing and screen printing. As an independent painting category, printmaking has its own unique artistic style [4]. Since all printmaking originates from printing, it can also be said that printing technology is the "root" of printmaking art, and from this point of view, printmaking is a typical painting art example that perfectly combines the artistry and technology of printing.

The origins of Chinese printing can be traced back to 3000 BC, when people in the Two Rivers Valley used the roller printing method, mostly as a tool for daily decoration and witchcraft displays. With the progress of the times, printing began to be gradually applied to book publishing and became an important information carrier and dissemination tool. Chinese printing has different forms of expression in various historical periods. Since the Neolithic period, with the continuous advancement of the process of human social civilization, China's traditional printing technology has gradually matured and provided a good foundation for later development. For example, during the Spring and Autumn and Warring States periods, people were influenced by hundreds of schools of thought to form engraving letterpress and openwork printing processes, which also made significant progress in metal engraving knives. With the continuous progress of bronze smelting technology, China's ancient metal carving technology has been rapidly improved. During the Western Zhou Dynasty, people gradually realized the importance of historical and cultural preservation, and at this time bronze graphic carving technology and seal carving technology were derived. During the Qin and Han dynasties, with the continuous improvement of science and technology, printing technology achieved unprecedented development. In order to meet the needs of the people in divination during the Western Zhou Dynasty, the art of animal bone carving first emerged, and at the same time, the first more mature script, the oracle bone script, came into being. These show that there was a relatively perfect printing technology at that time, and it was popularized with the continuous improvement of productivity levels. By the end of the Neolithic period, the desire to use language to convey information and preserve information became stronger and stronger, and the faience printing technology derived from it developed rapidly in China during this period, showing different expressions, and also laid a solid foundation for the modern printing industry to achieve glory. In the Western Zhou Dynasty, woodblock printing and movable type printing had reached a fairly high level. Among them, woodblock printing is the earliest printing in China, used as a combination of engraving and rubbing, it is an important achievement of the development of human civilization to a certain stage, the earliest woodblock printing physical object, originated in the early Tang Dynasty. The woodblock printing technology of the Song Dynasty has reached its peak, and the paper and ink used are very sophisticated. During the reign of Emperor Renzong of Song, Bi Sheng also created living printing, and another movable

type version of Mao Poems in the Yuan Dynasty was passed down until the 19th century, and the improved lead movable type printing technology was once again passed down and even known to the world, thus achieving the development of printing technology in China. To this day, printing still exists in various countries and peoples. In the long history of China's printing technology, it has spread to all parts of the world, and it has also brought earth-shaking changes to the printing industry in all countries in the world. Especially in Western countries, printing has become a mature and well-established industry, and is widely used, such as books, magazines, newspapers and other kinds of printed materials. But since the Qing Dynasty, due to various historical reasons, printmaking manual printing technology in modern times is getting weaker and weaker, the economy is developing rapidly, science and technology are constantly updating, the traditional handicraft industry has declined year after year, printmaking manual printing technology is naturally no exception, coupled with the complexity and high requirements of printmaking technology, it is also a double-edged sword. In this context, we have to think about the problems encountered in the production and inheritance of printmaking and how to solve them. On the one hand, materials, tools and other material factors directly affect the expression of the work, and will also be subject to technical constraints. As a result, many artists choose to abandon the traditional craft of printmaking in favor of other art forms. On the other hand, the diversity of printmaking techniques has deterred some non-specialists, and if you want to do a good job, you must have a certain professional training, accumulate experience in time, and be an operator, so that there are fewer new heirs. Therefore, at that time, the manual printing technology of printmaking had not been well promoted and popularized. Before Lu Xun advocated the emerging printmaking movement, the hand-printing technology of printmaking, this ancient handicraft, has a history of more than 1,300 years, but gradually recovered with the changes of the times, and through the continuous efforts of printmaking craftsmen, the achievements of these years are obvious, in 2006, the woodblock printing technology was selected into the first batch of national intangible cultural heritage list [5], which attracted people's attention.

### **3. In the field of new media, opportunities and challenges coexist**

Under the background of the development of the new era of digitalization and informatization, the dissemination and promotion of traditional handicrafts will be more integrated with emerging communication methods. Against this background, how to pass on the intangible cultural heritage of traditional skills has become an urgent issue to be solved. On January 25, 2019, the Politburo meeting of the CPC Central Committee focused on the study of all-media technology and media integration in the new era, and General Secretary Jinping Xi proposed to make full use of the revolutionary achievement of information technology to accelerate the promotion of media integration and the formation of an all-media communication pattern[7]. This brings great opportunities for the inheritance and innovation of traditional culture. In this environment, it provides a reference for the inheritance and development of traditional class crafts, and significant changes have taken place in terms of production methods, lifestyles, thinking methods, etc., as well as printmaking hand-printing techniques.

New media have won the favor of the people with their diverse communication methods, and the way people collect and convey information has become easy. In this context, the new "micro-era" has arrived and spread rapidly, changing the way people access information and interact with each other. Under the background of the vigorous development of new media technology, with graphic information, audio, video information as the medium of the Internet communication platform, will gradually become the main place for people to transmit information. In this era, the inheritance of traditional culture is facing unprecedented tests, and new art forms are constantly impacting and changing our knowledge and understanding of

traditional culture. For handicrafts such as traditional printmaking and hand-printing techniques, new media have emerged, and opportunities and challenges coexist. In the era of new media, how can traditional handicrafts achieve modernization? On the one hand, it enables the public to participate more intimately and come into contact with traditional intangible cultural heritage skills, on the other hand, it also accelerates the integration of traditional skills into modern life, posing many challenges to traditional skills.

#### **4. New media has opened up a broad space for manual printing technology**

First, the preface The new media era can make manual printing technology move in the direction of diversification in communication and display methods. Secondly, there is a strong correlation between manual printing technology and new media. With the changes of the times and the development of society, the public no longer simply receives information, but actively seeks relevant information based on their knowledge. In this context, manual printing technology has gradually departed from the traditional production mode and presented a new type of communication, which means that people have a higher demand for manual printing technology. And the society is composed of many social groups with different identities and hobbies, compared with the mainstream culture, the degree of attention paid to manual printing technology seems to be extremely insignificant, it should be said that it is quite niche, interested members of the society can not be connected as one, so that manual printing technology in the mainstream culture of society is always in a state of annihilation, more by the public snubbed, and "the essential feature of new media is the digitization of technology, the interactivity of communication," in the new media era, information dissemination content can be based on individuals [1]. preference independent setting, so that focus is achieved, and so on, audiences with the same interests can gather together to form a community for discussion and mutual exchange, so as to further unite people's hearts and integrate resources, all of which are conducive to the better development of manual printing technology.

Second, the development of printmaking manual printing technology can make use of the advantages of new media communication, adopt online and offline interaction, expand the communication channels of its manual printing technology, so that its manual printing technology has undergone transformation and fission, thus producing great cultural value. Third, with the continuous maturity of the Internet and mobile terminal technology, new media has become a new way of communication, providing a broader way for the inheritance of traditional manual printing technology. In the past, it was regarded as a traditional hand-printing technology, and people were still very comfortable with its hand-printing technology and addicted to old news, but in the environment of the strong rise of new media, the proliferation of multiple digital media has completely broken through this spatial gap, "changing the original space from extremely restrictive to unlimited freedom." "This undoubtedly brings unprecedented opportunities and challenges for hand-printed printmaking. The diversified forms of communication such as graphic information, audio and video, and live broadcast have expanded the space for printmaking manual printing technology, and intangible inheritors can directly intervene in live broadcast interaction with the help of new media platforms, and conduct direct communication and cultural publicity with the audience online. At the same time, new media provides a place for the public to freely express their emotions and opinions, so that the public can fully participate in artistic activities, so as to obtain a spiritual enjoyment. And because the pace of life is accelerating, the way people receive information tends to be more fragmented and real-time, and the new media is in real-time, rapid feedback and other advantages, constantly integrated into people's lives, so that in

addition to people's labor, idleness, can also be nourished by non-language, greatly expanding the technical space of manual printing.

## **5. New media promote the continuous innovation of manual printing technology**

At present, the society attaches great importance to the development of cultural industries, and people pay more and more attention to the protection of intangible cultural heritage, and the inheritance and innovative development of traditional handicrafts of intangible cultural heritage have received widespread attention. In this context, as a cultural and artistic form with a long history and rich content, the hand-printing technique of printmaking has received more and more attention. In the era of new media, the rapid transmission of the network can make a lot of information on the new media carrier to be clearly disseminated and presented, new media technology continues to integrate, modern science and technology rapid development, promote the development of new media, in addition to text, including images and VR (virtual reality), video This more vivid, more direct way of expression, can vividly, vividly express and spread printmaking This ancient manual printing technology. As an art form with a long history, printmaking has always been the goal of artists and is well known to the public. In the development process of hand printing technology for more than 3,000 years, similar to many traditional handicrafts in China, printmaking manual printing technology also has relatively backward points, that is, after our ancestors invented manual printing technology, how should we establish a system, expand it, and constantly improve it, so that it can truly become the wealth of human society. Over the long years of history, manual printing technology has undergone countless changes and changes. As well as the new media era of continuous update of information technology, printmaking hand-printing inheritors and enthusiasts, not only can use new media technology to learn the process of printmaking hand-printing technology, conveniently present and disseminate to the public, and can refer to the innovative technology of other craftsmen, and even get more inspiration from many artistic designs in the world. This is an important reason why the hand-printing technique of printmaking can be passed down and accepted and loved by the public. Driven by new media, printmaking hand-printing technology can show its charm and learning process in the whole society with an unprecedented open attitude, and absorb the knowledge and nutrition needed for change from the world with an unprecedented inclusive attitude, thereby continuously expanding the cultural circle of printmaking hand-printing technology, improving hand-printing technology and design styles, and enriching the cultural connotation of hand-printing technology.

## **6. In the era of new media, there have been some problems with manual printing technology**

At present, various emerging media are emerging one after another, and cultural presentation is becoming richer and richer in content and form. New technologies such as network technology and digital media continue to revolutionize the way people obtain information and disseminate knowledge, making human society enter a new information age. In the exchange of a large amount of information, people are increasingly showing a diversified development trend in terms of ideas and behavioral preferences. Especially with the continuous popularization of Internet platforms, all kinds of self-media emerge one after another, making people more intuitively understand these "small and beautiful" self-expressions, which derive strong social demand, coupled with various cultural hotspots often change, the focus of attention between people, the focus of attention is very easy to shift. Therefore, in this environment where digital is the main medium, traditional culture is also facing unprecedented opportunities and challenges. Handmade printing is one of China's traditional handicrafts, in

the tide of massive information in the new media era, how not to annihilate, always maintain vitality and vitality, there is a big problem.

Today, in the era of new media, people's reception mode of information has the characteristics of real-time, jumping, and two-way, but no matter how rich its form is, it is undeniable that the terminal of people receiving information is finally fixed on one screen. This means that we must have a certain number of screens as a carrier to show ourselves in order to attract more audiences to pay attention to and participate in the inheritance and protection of cultural heritage. For the transmission of intangible cultural heritage skills or culture, more often, it is necessary to convey its meaning in a certain time and space environment, and once it is fixed to the screen terminal, it lacks some charm, and even sometimes cultural misinterpretations occur. Therefore, if we want to make intangible cultural heritage more acceptable to the audience, we must innovate and transform it to meet the needs of the modern public, so as to be more widely popularized and promoted. Looking at the picture on the screen terminal, and the intangible cultural heritage felt on the spot, it is incomparable. In this case, without a good display and engagement platform, the audience cannot really enjoy it. Without the environment in which intangible cultural heritage is disseminated, the role of communication is greatly reduced, and people's understanding of it is not complete or accurate. At present, the communication methods of traditional handicrafts have changed, and the communication media of traditional handicrafts has gradually shifted from traditional media such as TV and radio to Internet platforms. Therefore, in the era of new media, the hand-printing technology of printmaking still faces impacts and challenges in the process of circulation and inheritance. By analyzing the current transmission methods and existing problems of intangible cultural heritage, it is proposed that the Internet should be used as a platform for publicity and promotion. Although the Internet has expanded the scope of transmission of intangible cultural heritage and the speed of dissemination has accelerated, how to improve the quality of communication is a question worthy of reflection.

Although in recent years, this study has initially reached the popularization of awareness, but from the massive data, people's understanding of this sentence is still stuck in a basic concept, have not heard of intangible cultural heritage, there are still many people, this data, objectively reflects that the concept of intangible cultural heritage is not in place, coupled with the lack of social awareness, resulting in handicraft intangible cultural heritage is also not interested. At present, many young people are reluctant to touch and learn about handicraft intangible heritage, because they feel that these things are a relatively abstract knowledge. The aging of intangible cultural heritage inheritors is originally obvious, coupled with the slow learning effect of these handicraft arts and the great pressure of survival, so almost no young people are willing to learn these unclean crafts, if the society has not been able to expand the handicraft intangible cultural heritage, it will not cause the hobby of young people, and no one will fall into the dilemma of no successor.

## **7. The inheritance and promotion strategy of manual printing technology in the new media era**

Handmade artwork creation is to use printing technology to create art under the impetus of modern media communication methods. In contemporary society, with the continuous development of information technology, people's access to information has also undergone major changes. Traditional paper carrier materials and new printing tools derived from the cultural background of the new era can no longer adapt to people's requirements for information. Only by combining traditional handicrafts with digital technology can it have a unique artistic charm and be accepted by the public, so as to achieve the purpose of inheriting and protecting national culture. Therefore, in order to achieve this goal, the following problems

must be solved: first, to strengthen the protection and inheritance of manual printing technology; The second is to develop innovative design and promotion based on traditional handicrafts; Finally, it is a good, scientific and rational market environment.

### **7.1. Build a platform for the inheritance of manual printing technology**

It is very necessary to use new media technology to establish a digital platform for hand-printed technology thematic links to intangible cultural heritage inheritors, intangible cultural heritage exhibitions, and trinity learning and exchange, and to achieve integration in inheritance and communication methods.

The inheritance platform has a great role in teaching printmaking hand-printing technology. The traditional classroom teaching method can no longer meet the needs of the current education development, and the micro-course teaching mode in the Internet era is an emerging and effective teaching method, which builds a bridge of communication between teachers and learners with its unique advantages. With the help of new media technology, online teaching and distance teaching are realized, which not only greatly saves the time and material cost of learners to the learning site, but also can teach more people at the same time, achieving a larger range of teaching, and the original face-to-face interaction and consultation between teachers and students[1] can still be passed on to teaching. Secondly, the curriculum is also more flexible and can meet the needs of learners of different levels and needs. Professors can save teaching videos or teaching courseware to the cloud space at the same time, so that students can learn independently in their spare time, with targeted and self-enrichment.

In the digital exhibition, printmaking manual printing and traditional museum physical exhibition, picture exhibition method is both different, but also different from the simple popularization lecture, with the help of new media technology to build a digital platform, first, a large number of three-dimensional pictures, accompanied by vivid and interesting audio, informative, interesting commentary to give people a full range of appreciation, which not only breaks through the limitations of printmaking manual printing technology in the way of communication, but also breaks geographical restrictions, The utility model enables audiences in all regions to easily enjoy prints on this platform. VR (virtual reality) technology can also be used to give people a personal feeling of empathy, enrich the imagination of the audience, show the historical evolution of manual printing and its cultural connotation, so as to attract the audience more easily and guide the audience, thereby improving the research interest of printmaking manual printing.

The communication platform has become a good learning and communication platform for the majority of handmade printing enthusiasts, after visiting the digital museum of printmaking hand-printing or understanding the hand-printing process, learners and amateurs are so, everyone on this platform to speak freely, exchange views, and at the same time ask relevant questions to the instructor [1], so as to achieve common progress, the purpose of asking and answering. The platform not only allowed the participants to learn knowledge and acquire skills, but also increased their interest and love for traditional culture. The platform can also use Internet digital technology for online teaching, distance teaching, etc., to provide audiences in different regions with vocational learning opportunities in printmaking and printing craftsmanship, enhance the audience popularity of this intangible cultural heritage skill and culture, and also attract countless printmaking craftsmen to devote themselves to printmaking research and development.

### **7.2. Optimal design and innovative promotion of printmaking manual printing technology**

In the creation of printmaking art, the artist's concept and technical expression are inseparable community. The value of printmaking is reflected in the artist's conceptual expression and

technical uniqueness. They all found a printmaking technique paradigm that best suited their pictorial expression, which made their work highly recognizable. For example, Dürer's rigorous character modeling and exquisite inflected indentation, Rembrandt's free-flowing etching lines and rich layers of light and dark, the black and white woodcut of tall and larger black and white contrasts and the free pursuit of rough wood, Andy Warhol's mismatched silkscreen prints, etc. They extracted their prints from ordinary prints through their signature printing techniques[6]. Printmaking has undergone countless "contemporary" changes in cultural functions and technological innovation for painting forms in the independent aesthetic sense, from the early pursuit of realistic painting reproduction to interactive expression with the artist's self-painting. With the continuous expansion of artistic concepts, technical means and communication channels, printmaking has gradually developed into a comprehensive art type that coexists with multiple media and integrates with each other. Each era of printmaking faces different problems of contemporary transformation. At the same time, in artistic practice, technology is one of the main elements of production. As a spiritual activity and cultural phenomenon, the main feature of art is that it directly or indirectly reflects the objective world. In addition to artistic expression, technology itself is also the language medium of artists, which has its own conceptual nature, and technology is not only expressive language[6], but also an external concept. In the current new media era, hand printing technology innovation is still of great significance, different hand-printing materials and techniques, can show different styles, giving people different visual impact and psychological feelings.

Today, in the era of new media, the innovation and popularization of printmaking and manual printing technology needs to be combined with the needs of social mass culture, enhance the people's identification with traditional culture, and bring fresh blood and vitality to traditional craft culture. Let more people recognize the response to the preservation and promotion of local culture, and maximize the sharing and use of resources.

In recent years, along with the release of a large number of film and television works, many high-quality contents can be realized under the secondary fermentation of new media, constituting secondary dissemination, which can promote people's attention to handicraft intangible cultural heritage. Under the background of the current cultural prosperity, the development of traditional arts and crafts industry has been affected and challenged, but there are also some traditional handicraft industries that have developed rapidly. Many handicrafts made by traditional handicrafts, due to the low handicraft capacity and small distribution, are difficult to compete with mechanized production, and appear increasingly scarce and endangered. Therefore, many people are reluctant to see the elaborate traditional craftsmanship, and some even think that manual skills are an outdated craft. However, through these documentaries in "Dunhuang" and "Hexi Corridor", the intangible cultural heritage of handicrafts has been made known to the public with the help of the Internet. At the same time, these documentaries also present some production skills and inheritance methods to the audience. It is believed that in today's popularization of such documentaries and other related film and television films, "Engraving Time" and other films about printmaking hand-printing will become more well-known.

With the further application of "Internet +", printmaking manual printing can make full use of the new media with user participation, interaction-based communication methods, let the public participate in the discussion of the theme of printmaking manual printing, and through likes, comments and messages, forwarding, etc., constitute a specific user group, through big data to achieve user portraits, accurate push, and through online interaction, improve user stickiness, attract users to printmaking printing topics for a long time. The immediate feedback of users makes printmaking products faster and more in line with market preferences, and timely improvement and upgrading iteration make printmaking products exude the tension of the times.

In today's society, "fast-paced" has become the norm in most people's lives, people's thoughts have gradually become "fast-paced", many people have become "temperamental", like to receive information quickly, such as live broadcasts that have been very popular in recent years, short videos, etc., they three-dimensional handicraft art intangible cultural heritage, in addition, coupled with interesting recommendation skills, to meet the differentiated needs of the audience. With the improvement of people's living standards, the public has new requirements and expectations for spiritual culture, and in this context, the "intangible cultural heritage + cultural creativity" model came into being, providing us with a new platform. For example, the "Yunyou Intangible Cultural Heritage" activity area launched by Douyin invites users to discover and express the beauty of intangible cultural heritage in life in the form of short videos and live broadcasts. There are some creative works, but due to the lack of relevant skills training and insufficient publicity, many people are not interested in these contents. The popularization of printmaking printing technology can take advantage of this opportunity to make more people understand and interest. "Intangible Cultural Heritage + Internet" will bring new vitality to the inheritance and development of traditional culture and promote public participation in the protection of cultural heritage. At the same time, lithography, gravure printing and letterpress printing have also emerged, and intangible cultural heritage printing technologies, such as screen printing and special printing, will also be presented to netizens through the lens of ordinary people. On these platforms, you will see different kinds of intangible cultural heritage prints and their unique styles and charms. Today's headlines, Watermelon Video will also set up a special topic of "Into Intangible Cultural Heritage", inviting the official headline accounts of all units in the station, intangible cultural heritage inheritors, big Vs in the station, and general netizens to promote the beauty of intangible cultural heritage together. These are all a new form of publicity carried out by using the Internet + as a platform using mass media in the context of the revival of traditional culture. Attract the attention of a wide audience and learn about the intangible cultural heritage of various handicrafts.

### **7.3. Use new media technology to achieve market breakthroughs**

In the era of new media, new media has an increasingly important influence in society, and new media recipients are becoming more and more extensive, and new media has the characteristics of fast communication speed, wide dissemination and large audience base, which has become a potential market value driver of printmaking printing technology[8].

Handmade printing can use the trend driven by new media to locate consumers and properly integrate into the beauty of modern life, which not only allows the connotation of traditional culture to be lost, but also enables consumers to experience the beauty of handicrafts, and also eliminates the belief that handicraft intangible cultural heritage should not be commercialized. Therefore, the process of hand printing still has a certain influence in modern society. By supporting the inheritance of handicraft intangible cultural heritage and integrating modern and mature business models, hand-printed handicrafts are properly commercialized, and for traditional handicrafts, if not well combined with commercialization, the death of traditional handicrafts will be accelerated. However, under the platform of new media technology and guided by market demand, actively building a new media + e-commerce network platform for printmaking manual printing is an important way for manual printing technology to transform market value. Publicity and promotion on new media platforms to expand influence and make printmaking a prominent position in the market.

## **8. Conclusion**

Manual printing technology has its special practical value and aesthetic value, the use of new media inheritance and popularization process should avoid too much modern scientific and technological penetration, try to maintain and improve the artistic characteristics of manual

printing technology. Properly commercialize it, and carefully innovate the handmade art and craftsmanship when seeking a new profit model, so that the handmade printing technology has been loved and valued by everyone with the help of new media, so that more people can understand and learn hand-printed, and promote the inheritance and promotion of handmade printing technology in our country on a better track.

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