

Innovative Research on Art Empowering Rural Revitalization

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Abstract: Rural revitalization enabled by art is a new idea and an important model under the strategy of rural revitalization. This paper analyzes the current situation, problems and suggestions from three aspects. To empower the countryside by art is to combine the emerging design concept with the rural tourism industry, enhance the tourists' sense of experience, beautify the rural landscape with art empowerment, inherit the rural culture, and spread the rural customs. The art can continue the local and unique beauty of the countryside and promote the employment of rural talents and the development of rural economy. Artistic village construction relies on the expression form of art, explores, and activates the traditional cultural value, gives full play to its value and establishes the connection with the nature of the countryside, presents the rural style with the ability of art subtly, and provides the possibility for the inheritance of rural culture.

Keywords: Rural Revitalization; Culture and Art; Rural Economic Development

1. Introduction

In recent years, rural revitalization has received increasing attention from the state, and the report of the 20th National Congress stressed that it is necessary to "comprehensively promote rural revitalization", "accelerate the construction of agricultural power, and solidly promote the revitalization of rural industries, talents, culture, ecology and organizations", "develop rural characteristic industries and broaden the channels for farmers to increase income and get rich". In this context, art has an important impact on rural revitalization. Art enables rural revitalization, that is, to give full play to the professional characteristics and cultural advantages of art disciplines, explore various possibilities of urban and rural construction

and community construction on the basis of the protection of rural ecology and traditional culture, and design and empower the development of modern agriculture and the modernization of rural life [1]. Rural culture and art are deeply rooted in the land of China. With the change and precipitation of history, they have left rich historical and cultural treasures. At the same time, they continue to innovate in the development of society, forming many local cultural atmospheres with strong regional characteristics [2]. With the development of the new era, rural development has established a more close and positive interactive relationship with culture and art. In the process of comprehensively promoting rural revitalization, giving full play to the role of art can not only enhance the cultural taste of the countryside and improve the quality of life of the masses, but also transform people and villages with art, promote the integration of rural industries, and promote rural economic and social development [3].

Music art refers to a kind of expressive art that appeals to hearing, conveys thoughts and feelings, and expresses life feelings through the organized flow of music sounds in time. Judging from the division of art types, music is the art of hearing, the art of time, the art of expression, and the art of conveying emotions. Empowering rural revitalization with music is a common form of empowerment at present. For example, the song "Harvest Forever", at the end of June 2023, the song "Harvest Forever" was spread on the network and was loved by many people. The song's catchy lyrics and rhythmic melodies express the common people's hope for a good harvest. This is a work created by Sun Hongbin after participating in the "New Era in My Eyes" theme collection and creation activity. In Yongfeng Village under the green rice fields, the white wall is written "Yongfeng Yongfeng, always harvest" several red characters, Sun Hongbin put the good

wishes and meanings between the lines into the creation, the whole song reflects the changes that are taking place in this land - bearing in mind the entrust, In August 2022, Meishan City issued the decision to build a higher-level "Tianfu Granary" demonstration area in the new era, and proposed to build Yongfeng core model area. The special plan for the construction of the core area of "Tianfu Granary" in Yongfeng area has clearly defined the beautiful vision of creating "10,000 mu DaoHuaxiang, Taihe Yongfeng Village". In "Harvest Forever", the three lyrics step by step and continue to sublimate. From the seeds of food, the seeds of diligence to the seeds of thought, they continue to scatter to the fields and people's hearts, and the people step by step from harvesting food to firmly hold their own rice bowls, and finally achieve a "forever harvest" rural revitalization scene. Therefore, in this song, you can hear the modern sense of drums, just like the steady pace of ordinary people carrying grain bags during the harvest, but also feel similar to the characteristics of the melody of western Sichuan folk songs such as "When the pagoda flower opens" and "The Sun comes out in joy". At present, the song "Harvest Forever" has launched popular chorus versions, folk song versions, and piano versions to meet the aesthetic needs of different occasions [4].

1.1 Dance Art

Dance takes rhythmic human movements as the main means of expression, and uses various elements such as dance language, expression and composition to create intuitive and dynamic dance images, so as to express people's thoughts and emotions. Artistic dance refers to a kind of dance created and performed by professional or amateur dancers on the stage. This kind of dance usually requires a relatively high level of skill, distinct theme ideas and complete artistic conception. The Chinese Minority Dance Society helps the cultural industry to revitalize the countryside, focusing on the aesthetic education of rural dance, the creation of rural dance assistance, rural folk customs non-genetic inheritance and protection of three aspects. First, dance as a medium to spread traditional Chinese

culture, based on local folk-dance culture, based on the beauty of life, inspire and develop the ability of local children and young people to discover, appreciate and create beauty; Second, focusing on local folk customs activities in rural areas, we will organize professional editing and creation teams to compose and create folk dances or intangible cultural heritage dances. On the one hand, we will activate and enrich rural life, and on the other hand, local villagers will win awards in corresponding competitions and projects, so as to achieve local financial support for rural revitalization projects. Third, the non-genetic inheritance of rural folk customs is based on the research of dance culture, and the local intangible cultural heritage dance is recorded and inherited in the form of dance ethnography and dance imaging. The media can be invited to publicize it at that time, so as to promote the development of local tourism.

1.2 Dramatic Art

Dramatic art refers to a comprehensive art in which actors play roles in dance and drama, with dialogue and action as the main means, and use a variety of artistic means to perform the story plot for the audience on the spot. Dramatic art is the art of secondary creation. Therefore, as the basis of stage performance, dramatic literature and the performing art of creating dance and image by directors and actors have become two important parts of dramatic art, and script is the basis of dramatic performance. On August 6, 2023, the fifth half-year Rural Revitalization Drama Festival, co-sponsored by the Chinese Society of Drama Literature and the Shandong Provincial Department of Culture and Tourism, kicked off in Shixia Village, Zhangqiu District, Jinan City. The event empowered rural revitalization with drama, making practical contributions to comprehensively helping implement the rural revitalization strategy and building a beautiful countryside and a beautiful China. Since 2016, taking advantage of the east wind of "rural revitalization, Qilu first" and using Zhangqiu Clapper as a medium, the Chinese Drama Literature Society has formed an association with Shixia Village,

Zhangqiu District, Jinan City. Under the guidance of the society, Shixia Village has established the Zhangqiu Clappers Theater Museum and held four consecutive half-year rural revitalization theater festivals, which have had a good social impact and strongly promoted the development of local cultural tourism.

1.3 Art

On the road to rural revitalization, art colleges, painting academies and art galleries at all levels are encouraged to set up sketch creation and display bases in villages where conditions are met, support the creation of rural photography bases, and enhance the professional level of the fine arts industry in rural areas. We will promote the application of more fine arts and artistic elements in rural planning and construction, and encourage the establishment of specialty bookstores, theaters, museums, art galleries, libraries, and cultural and creative centers. In the process of rural revitalization, the art industry should be viewed with the concept of big art. The extensive use of art elements can penetrate into all aspects of rural revitalization, such as rural planning, rural cultural tourism product design, rural agricultural product packaging and brand design. At the same time, the elements of fine arts are applied to rural planning and construction, strengthening the aesthetic charm in rural construction and improving cultural taste, so that the natural landscape, cultural landscape, agricultural landscape and style landscape of the countryside can form an organic whole and highlight regional characteristics. Strengthening the rural revitalization of the art industry is an important aspect of the rural revitalization of the cultural industry.

2. The Existing Problems of Art Empowering the Countryside

Enabling rural development by art is not only an important way to realize rural revitalization, but also a new model to develop rural economy. Enabling rural development by art is of great significance to promoting agricultural and rural modernization, promoting rural cultural construction, improving farmers' quality of life and driving local economic

development. There are also some problems in the practice of art-empowered rural development: some areas blindly follow the trend of art-empowered rural development; The development of art-enabled villages should pay attention to regional characteristics and avoid homogenization. The fund source for the development of art-empowered villages is single and the investment is limited. In order to promote the development of China's art-empowered countryside, we should perfect the relevant mechanism and stimulate its vitality. Make full use of diversified financing channels to enhance its hematopoietic ability; Create diversified investment entities and innovate operation models.

2.1 Blindly Follow the Trend, Lack of Rationality

With the continuous development of rural economy, many villages hope to use the power of art to promote their own economic and social development, but there are some places that blindly follow the trend of art-empowered rural development. When some regions began to carry out the work of art-empowered rural development, they only did so for the purpose of "innovation" and "fashion", without considering the specific implementation methods and paths, but directly copied the models of other regions, resulting in certain differences in their development direction and goals from other regions. In addition, when carrying out the work of art-empowered rural development, some areas lacked scientific and reasonable planning and design in the early stage and did not fully take into account the actual situation and wishes of local villagers, resulting in low efficiency and unsatisfactory results. In addition, some areas have overemphasized creativity and sense of form in carrying out art-empowered rural development work, ignoring its substantive content. This lack of rationality not only easily leads to the work of art-enabled rural development becoming a mere formality, but also causes some psychological damage to local residents. In the long run, this will inevitably affect their enthusiasm and participation [5].

2.2 Lack of Regional Characteristics, Serious Homogenization

In the process of art-enabled rural development, the local regional characteristics and humanistic traditions should be given full play to avoid the homogenization of "one thousand villages". At present, there is a phenomenon of "homogenization" in rural development. Many places are engaged in rural construction, but the characteristics are not obvious, and the lack of long-term planning. Blindly imitating and copying the successful experience of other areas leads to the lack of characteristics in the development of art-enabled villages, and even the phenomenon of sameness and a thousand villages [6]. Art-enabled rural development does not simply rely on government input, but also on the active participation of local farmers. It is necessary to give play to the main position and role of local farmers and stimulate the enthusiasm of farmers to participate. Artists should determine the theme of artistic creation according to the local cultural characteristics, industrial basis and other factors, and carry out artistic design of the local area, giving full consideration to the local history, culture and regional characteristics. In the process of concrete implementation, it is necessary to avoid simply copying, and reasonable planning and design should be carried out in combination with local actual conditions. In addition, artists should also pay attention to digging deep rural cultural resources, give full play to their own advantages, and carry out targeted and creative design and creation [7].

2.3 The Source of Funds is Single, and the Investment is Limited

The fund source of art-empowered rural development is single, and the input is limited, which seriously affects its development process. The sources of funds are mainly government investment, enterprise investment, social donations, and villagers' self-raising. Among them, government investment plays a decisive role in the whole process. The more government investment, the better rural development will be. Enterprise investment plays an

important role in the process of art-enabled rural development, but its investment behavior is restricted by multiple factors, and the investment process is unstable. Social donation is a relatively stable financing method, but the object of donation is relatively simple and passive, which can only be used for a certain aspect of the artistic empowerment rural development project. Self-financing is an important way for villagers to participate in art-empowered rural development. However, due to the single participant and low enthusiasm, its financing scale is limited. These four ways together constitute the present situation of single source and limited investment of funds for rural development of art empowerment in China [8].

3. The Countermeasures and Suggestions of Rural Revitalization Enabled by Art

3.1 Art Empowers the Countryside, Theory First

In the process of rural revitalization, theory first, in order to make a good direction and plan. We must put rural revitalization in the overall plan of China's modernization pattern, in order to determine the correct direction of rural revitalization. In the concrete implementation, we must first recognize theoretically that art serves the people and serves rural revitalization. Therefore, we must focus on the theme of empowering villages through art, and deeply study how to help rural economic development and social governance through art. On November 18, 2019, at the 43rd session of UNESCO's World Heritage Committee, the Belt and Road Initiative proposed by the Chinese government was highly recognized by countries around the world and has become the most influential international cooperation platform in the world. The art-empowered village is the concrete embodiment of the "Belt and Road" Initiative in the field of art. Therefore, in the context of the Belt and Road Initiative, we should strive to promote the construction of art-empowered villages. In the process of rural revitalization enabled by art, its development is not achieved overnight, it needs the joint efforts of all

social parties. Only by combining art with industrial development and talent cultivation, can we give full play to the advantages and value of art enabling rural revitalization. In the process of art-enabled rural revitalization, we should rationally recognize the advantages and values of art-enabled rural revitalization, and rationally analyze the existing problems and deficiencies in the current process. Only after in-depth analysis of these problems can we put forward targeted solutions to help the healthy development of art-enabled rural revitalization [9].

3.2 Art Enables Rural Tourism Industry to Transform from "Village" to "Town"

These should be brief and placed at the end of in the development of rural tourism, it is necessary to innovate ideas, use good policies, give full play to the role of artistic creativity, and carry out artistic transformation of the rural environment through artistic techniques to promote the development of rural tourism industry. In the process of "art empowerment", the traditional rural culture is activated through art, and the humanistic heritage of the countryside is increased. Activating the rural space environment through art, creating characteristic homestays and cultural tourism industry; Through art to activate the construction of rural tourism infrastructure, improve rural tourism facilities. Let tourists enjoy the tourism service at the same time feel "poetry and distance". For example, Daduo Village, an "ancient Chinese village" in Dongtai, Jiangsu Province, has made full use of local characteristic resources and built a number of characteristic homestays and cultural experience pavilions with local flavor in the process of development. Pengquangou in Fei County of Shandong Province is a pearl in Lubei Plain with beautiful scenery and profound culture. In recent years, Pangquangou actively introduces cultural and artistic elements in the process of tourism development and strives to build artistic homestays. Centering on the concept of "art + countryside", it has developed a pastoral complex integrating life and leisure, cultural experience, and natural ecology.

3.3 Art Enables the Local Characteristics of Rural Culture and Promotes the Inheritance and Development of Local Culture

China's rural area is vast, with vast territory, rich natural and cultural resources, each village has its own unique charm, and has its own cultural and historical heritage. With the implementation of the rural revitalization strategy, the vast countryside is showing new vitality, new features, and a new atmosphere. In this context, art empowers the countryside, restores the luster of traditional culture, injects new vitality into the rural cultural industry, and promotes the inheritance and development of local culture as an important part of China's rural revitalization strategy in the new era. China's rural area is vast, with vast territory, rich natural and cultural resources, each village has its own unique charm, and has its own cultural and historical heritage. With the implementation of the rural revitalization strategy, the vast countryside is showing new vitality, new features, and a new atmosphere.

3.4 Establish and Improve the Cooperation Model between Government and Private Capital in the Rural Revitalization of Art Empowerment

In order to realize the strategic goal of art-enabled rural revitalization, we must base on the reality of our country, establish and perfect the cooperation mode between government and social capital by drawing lessons from the experience of rural construction in other countries, and realize the effective operation of the cooperation between government and social capital. At present, in the process of implementing the rural revitalization strategy, the enthusiasm and ability of social capital to participate in rural construction are not high, which affects the implementation of the rural revitalization strategy to a certain extent. Therefore, the government must strengthen guidance and support, and promote social capital to actively participate in the rural revitalization strategy of art empowerment. In the process of rural revitalization enabled by art, the government should play a leading role and actively guide social capital to participate in rural construction

through policy guidance and financial support. At the same time, the supervision of social capital's participation in the rural revitalization of art empowerment should be strengthened to ensure the effective implementation of the rural revitalization strategy of art empowerment. Social capital should give full play to its own advantages, make good use of the relationship between the government and artists, promote the development of local cultural resources and tourism resources with the concept of "industry as the base, culture as the soul and ecology as the first", and promote the development of rural industry and rural cultural tourism with the link of art empowerment, so as to achieve rural revitalization, urban and rural integrated development and common prosperity [10].

4. Conclusions

Rural revitalization is a protracted battle, not a decisive one. It requires continuous efforts from generation to generation. "The people's aspiration for a better life is our goal." Beauty has energy, but also has value. Under the guidance of the goal of striving for a better life, the future countryside should have an ecological environment of green mountains and rivers, cultural edification, and modern life, and such a good life state depends on the integration of art. Art can revitalize the countryside. While creating a livable environment in the countryside, its aesthetic value can bring economic growth through the development of leisure agriculture, art industry and cultural tourism industry. While activating rural native culture and enriching the supply of rural talents, it can also narrow the distance between aesthetic education and rural areas and build a new pattern of ideological education and aesthetic education. While promoting rural material civilization, it can also promote rural spiritual civilization and build the modern civilization of the Chinese nation.

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