

Study on the Inclination of Villagers in Participating in the Rural Cultural and Artistic Development

Zheng Chen*, Jacqueline Tham, S. M. Ferdous Azam

Postgraduate Centre, Management and Science University, Malaysia

ABSTRACT

Farmers are the cornerstone of the cultural and artistic construction in the countryside of China. Only by actively improving self-education and self-cultivation and actively participating in rural cultural and artistic life can peasants bring great power to the development of rural culture and art, thus promoting the sustainable development of rural cultural and artistic construction in China. Based on this, the paper studies the difficulties that peasants are facing in their active participation in rural cultural and artistic activities, and points out the feasible measures to innovate the ways of artistic participation, to improve the ability of peasants' participation and to actively participate by peasants, and looks forward to providing beneficial exploration and reference for improving the management level of rural cultural and artistic activities.

KEYWORDS

Countryside; Culture; Villager; Inclination

1 Introduction

At present, due to the lack of innovation in the way of cultural activities and the insufficient mechanism of cultural construction in rural areas, the enthusiasm of peasant households to invest in the construction of local culture is not high, which seriously affects the overall effect of cultural and artistic development in rural areas. Nowadays, our government vigorously promotes the strategy of rural cultural revival, which is still of great practical significance to actively explore the input strategies of rural households in the development of rural culture and art.

2 Problems Existing in Villagers' Participation in the Development of Rural Culture and Art

(1) Lack of innovation in cultural activities

At this stage, Volunteer Activities in Culture, Science and Hygiene for Country People under the leadership of the central government is the largest activity held in rural areas. However, traditional artistic performances and movies are mostly displayed monotonously. Farmers are generally not interested in participating this. Today, with the highly developed network and the popularity of

* **Corresponding Author:** Zheng Chen (1990-06), male, Han nationality, hometown: Lianyungang City, Jiangsu Province, institution: Lianyungang Normal College, title: lecturer, education: master's degree, research direction: rural cultural tourism, community participation.

smart phones, peasants can see the traditional socialist cultural products they are interested in online even at home, and they certainly do not want to participate in the uniform traditional socialist cultural projects. In fact, there are many traditional ways of activities that some peasants like to see in the traditional socialist folk activities in the countryside, such as dragon and lion dance, flower games, etc. However, most of these items are only held during the holidays. At the same time, under the impact of the new network culture, the active enthusiasm of the traditional socialist folk culture in the countryside declines gradually. Over time, the local characteristics of rural people have gradually disintegrated. When the development of rural literature and art loses the root of local people, it is bound to face a difficult situation.

(2) Outdated ideas

At present, these peasant households still retain the small-scale peasant thinking, do not have values of social groups and self-commitment, and social circles are restricted between their relatives and friends, and have little interest in participating in the socialist rural cultural construction. Although most peasants are full of expectations for the colorful cultural life in the countryside, they do not recognize their identity as the main body of cultural and artistic construction in the countryside of China. At the same time, due to the impact of bad online culture, very few peasants are also infected with the social atmosphere of profit-only and sideball-wiping. They only focus on the profitability of rural cultural and artistic activities, but are not willing to contribute their own strength to the construction of rural civilization in China.

(3) Insufficient cultural system construction

At this stage, the construction of rural cultural industry is carried out by the government from top to bottom. Farmers are in a passive input position, which makes it difficult for them to benefit from the construction of rural culture. In areas inhabited by minority nationalities, rural artistic work rarely leaves them time to present opinions and make decisions, and their rights and interests and demands are shelved or weakened. Under these preconditions, the development of culture and art in rural areas is bound to be unsustainable without their support.

(4) Lagging talent team construction

In recent years, with the continuous deepening of the construction of new countryside, the preferential policies of the state began to tilt towards the countryside. But overall, the financial input to rural areas is still limited, and the lack of public resources can hardly be improved in the short term. This also caused the welfare benefits of the development of culture and art in rural areas to be insufficient, and the enthusiasm for work is not high. Because the people currently holding relevant cultural posts in the countryside are generally older and have lower educational qualifications, and do not pay attention to their own development considerations, nor do they have entrepreneurship ideas and organizational power, they cannot create high-quality cultural supply for peasant households, nor can they fully mobilize their enthusiasm to participate in the construction of rural civilization.

3 Effective Countermeasure to Realize Villager Participation in the Development of Rural Culture and Art

(1) Innovating activities ' forms

First of all, we should change the previous pattern of organization of artistic projects that are rigid and uniform, and organize a number of artistic projects that they like and like in accordance with local customs and villagers ' wishes, so as to increase their recognition of artistic projects in rural areas. For example, by holding a harvest day, guide them to express the joy of a good harvest of agricultural products. We should record the Yanko and Lion Dance held during the festival and display them in the cultural activity center to stimulate their national cultural spirit creativity and sense of honor. We should also hold the main educational activities of "caring for the left-behind home, warming loneliness" to send the warm feeling of "big home" to the left-behind elderly, women and children. In addition, we can also hold life story sharing meetings, traditional cultural knowledge training meetings, chess matches, country basketball matches and so on. Agricultural traditional cultural work can improve the cultural and spiritual quality of peasant households and meet the needs of rich, diverse and personalized cultural life of rural peasant households. Second, we should make full use of the traditional social norms, folk opinions, well-known belief traditions and socialist cultural forces that still exist in rural communities to enhance the exchange and cooperation between peasant households, so that the construction of socialist culture and art can be deeply rooted in the countryside. In many villages, there are also traditional folk dances, national dramas, traditional folk paintings, carving art and various traditional folk crafts with local characteristics, among which there are also valuable traditional folk culture and works of folk art. In some new villages with local characteristics and cultural advantages, by exploring, preserving and rationally utilizing good traditional socialist cultural advantages, not only can rural peasant households be motivated to take part in social and cultural activities, but also has a positive effect on improving the cultural life of peasant households, increasing the cultural connotation of rural areas and showing a new face of the new socialist countryside. Third, we should guide rural households to actively run traditional socialist cultural industries on their own.

(2) Enhancing villagers' awareness of participation

First, we need to improve the propaganda and education of scientific and technological civilization and enhance the cultural quality of the villages. Adult education, the dissemination of national policies and regulations, the dissemination of legal knowledge and other means can be used to convey information for the villages, to imperceptibly re-shape their behavior patterns, and to lead them to recognize their role as masters of the creation of rural civilization. Secondly, we need to help them improve their awareness of rights and abilities protection, do a good job in their psychological intervention education, guide them to treat rural participation rationally, increase their participation confidence, gradually accept and integrate into local civilization from the mentality, so as to get satisfaction and efficiency in the activities of creating local civilization. Finally, various cultural training conferences can be held for them to help them understand the correct way of rural development, guide them to put into practice, experience the complete process of rural cultural development, improve their sense of belonging to the village and society, and improve their ability and skills to participate in the creation of rural civilization in an all-round way.

(3) Promoting the development of rural cultural tourism

Based on the passive participation of peasant households in rural cultural construction, in

In addition to formulating policies for empowerment and support, we should also explore the interest-linking mechanism between peasant household participation and rural cultural development to promote the sustainable promotion of rural cultural development. Local culture is an effective medium to preserve, carry forward and inherit rural civilization, and a reasonable form to establish the relationship of interests. For this reason, we should vigorously develop rural cultural tourism with the help of rich cultural basis and unique resources in rural areas, and in the process of further exploring and perfecting the rural historical remains, form an effective connection mechanism between peasant household participation and distribution of cultural and travel benefits. Through interest-driven, farmers are encouraged to participate in the creation of local culture, so as to improve their recognition and sense of belonging to the local culture. In light of the new features of the current development of rural culture and art in China, we can establish a three-level cultural development system in rural areas based on village culture, traditional yard culture and folk craft culture, which will further increase the income of peasants while preserving, promoting and inheriting the advanced culture in rural China. We can absorb excellent assets such as science and technology, education and social capital to transfer in rural areas in order to achieve the goal of win-win cooperation between the development of village cultural industry and rural cultural tourism.

(4) Strengthening the training of rural talents

First, the government should strengthen its investment in the development of rural culture and art, cultivate welfare benefits for full-time cadres of rural culture, and fully mobilize their passion for starting an undertaking for officers in order to give full play to full-time cultural cadres' active promotion and leading role in the construction of rural civilization. Secondly, the government should strengthen the absorption and training of cultural personnel so as to select talents for certain cultural activities among rural educated youth, Township virtuous people, members of the old Communist Party and college students. This kind of person is either highly talented, knowledgeable, skilled in management, or respected, and cultivates them as elite leaders in the construction of rural civilization, which can not only upgrade the level of rural civilization activities, but also be more easily recognized by peasant households. At the same time, it can strengthen the communication and interaction between township and peasants, and provide a superior environment for peasant households to actively participate in rural undertakings.

4 Conclusion

To sum up, the article focuses on the difficulties faced by farmers' participation in the development of rural culture and art, from four aspects: innovating the way of art development, improving farmers' ability to actively participate, promoting the development of rural art, and strengthening the training of talent team. This paper elaborates on the feasible measures to promote the active participation of farmers in the development of rural culture and art, and strives to improve the development ability of rural culture and art, and promote the harmonious and stable development of rural economy and society.

References

- [1] Lan Luo. Vitalization of Rural Culture in Ethnic Minority Areas: Realistic Dilemmas, Development Logic and Optimized Path [J]. *Monthly Journal of Theory*, 2022(07): 75-81.
- [2] Zhiqiang Cong. Bo Huang. Hongjiao Duan. Zhenxin Zhang. Liyuan Zhang. Study on the Design Of Rural Family Resource Sharing--Practice Of Rural Public Culture Construction From Zhejiang and Guizhou Provinces [J].

Decoration, 2022 (04): 34-41.

- [3] Jiangling. Thoughts on the Theoretical Approach And Practice Of Art Intervention In Rural Construction And Promotion Of Local Creation [J]. *Journal of Social Sciences of Hunan Normal University*, 2021,50(05): 46-58.