Research on the Development and Construction of Folk Art Characteristic Industry under the Rural Revitalization Strategy

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Abstract: In the implementation of rural revitalization strategy, cultural revitalization embodies the connotation and characteristics of rural construction and development. The art industry is undoubtedly the most important experimental field and arena in the development of folk artworks. As a medium, it provides more open channels for these artworks. A huge creative subject group that once had a dominant position is now in the trend of marginalization, aging, and loneliness, moving towards the twilight depths, and things that are closely related to their production and life also disappear. Rural characteristic industries show a good development trend, which expands and enhances the new kinetic energy and connotation of rural industry development, and plays a strong demonstration and leading role in promoting the innovative development of rural industries. This paper discusses the functions of folk art industry in rural culture, and compares the functions of folk art in different periods of rural culture, aiming at providing reference for inheriting and carrying forward folk art.

1. Introduction

Culture is the soul of a country and a nation. Culture prospers the country and the nation is strong. Rural culture is the birthplace of Chinese civilization, the crystallization of the wisdom of the working people, and the most solid and solid foundation of the Chinese nation [1]. At present, China's folk art industry market is booming, and it also frequently receives policy dividends from high-level. The open environment also makes the private capital continuously injected into this field, speeding up the pace of the whole industry's faster leap to the modern market [2]. The artistic value of folk art has been paid more and more attention in contemporary China with multi-cultural development, and the research on folk art has become a research hotspot of scholars [3]. It is an effective way to reshape the contemporary value of folk art to continuously excavate, study and reasonably use folk art resources, cultivate noble morality, establish a new way of life, and play a unique role in the construction of new rural culture [4]. A new generation of art lovers, began a new round of creation. However, the original folk art has lost most of the creative subjects, and it is rare that it can inherit some ancient style and keep some pure successors [5].

In recent years, relying on the characteristics of resources and comparative advantages, has formed a leisure agriculture, rural tourism, rural e-commerce and other rural characteristic industrial system [6]. The rural characteristic industry presents a good development trend, expands and strengthens the new momentum and connotation of rural industry development, and plays a strong demonstration and leading role in promoting the innovation and development of rural industry [7]. The revitalization of rural culture can objectively activate the economic and cultural atmosphere, expand the social ecological space, and construct the context of cultural communication [8]. Subjectively, it can achieve the goal of improving the quality of production and life, comprehensive cultural literacy and spiritual realm. With the continuous improvement of living standards, people's life has returned to nature, and their appreciation level is no longer satisfied with the status quo. They are more willing to show ancient, civilized, interesting folk art closer to people's life in front of their eyes [9]. This paper discusses the function of folk art characteristic industry in rural culture,
and compares the function of folk art in rural culture in different periods, in order to provide reference for inheriting and promoting folk art.

2. The significance of culture and art to Rural Revitalization

In essence, rural revitalization is also an important strategy to carry forward and develop Chinese culture. Rural culture is not only a part of national culture, but also the representative of local culture and the soul of rural construction. Its significance is unanimously agreed and its strategic position is clear. Rural culture will become the source power of future rural development with its unique social significance and spiritual value. The establishment of the development mechanism of China's folk art characteristic industry is not only based on the theoretical construction of the connection mode and transformation relationship between cultural factors and economic factors, but also focuses on practical practice, integrating various cultural factors and economic factors in this field, trying to fundamentally optimize the matching and coupling degree among various factors within the folk art characteristic industry. One of the key issues of rural revitalization is to narrow the gap with cities and eliminate the economic gap between urban and rural areas. Industrial development is the foundation and source of activating rural vitality. Only when rural industries flourish can we attract resources and retain talents.

In the construction of traditional rural culture, farmers who make a living from productive labor are the creative subjects and main audience groups of folk art, and local folk art basically survives by meeting the needs of farmers. The folk art in this period is dominated by spiritual function. Figure 1 shows the structure of national traditional sports culture.

![Figure 1 National traditional sports culture structure](image)

The central task of the development mechanism of folk art characteristic industry is to greatly improve the economic and social benefits of folk art characteristic industry, which is the fundamental standard to test or measure the development, maturity and perfection of the whole mechanism. As soon as possible, change the extensive mode of production and operation in the development of folk art characteristic industry for a long time, and bring it into the intensive development track of improving economic efficiency by increasing wisdom investment, so as to realize the overall transformation of folk art characteristic industry from guiding ideology to activity mode and operation mechanism [10]. Farmers get aesthetic pleasure through art and culture, bring fun to productive labor and express their spiritual life. The artistic images they create are often used for the decoration of living goods, which plays a practical role. In order to increase production capacity, reforming and innovating production methods and technological processes is an act of combining culture and economy stimulated by pursuing realistic economic interests. This type of mechanism is a manifestation of actively relying on self-change to make progress driven by interests, where culture is in a passive position of being selected and applied. For example, many
folk artworks in the gift market belong to this type.

3. The realization path of the development mechanism of Chinese folk art characteristic industry

Rural literature and art is an important part of Chinese traditional culture, deeply rooted in the land of China. With the historical changes and precipitation, it has left rich historical and cultural treasures. At the same time, it has been constantly innovating in the development of society, forming a lot of literature and art with rich regional characteristics. Many folk works of art were born and spread in the mountains, and the creators are unknown. Many excellent folk resources have been scattered into cultural fragments before being discovered by cultural workers. In view of this situation, it is urgent to construct the mechanism of mining, protecting and inheriting Chinese folk art resources. All kinds of literature and art spread the context of Chinese culture with their unique way of expression. A good work, a moving story, and a kind of intimate folk custom, in addition to its appeal and skillfulness, is always close to the people in cultural connotation. It can always make the people deeply understand the cultural origin, understand the truth of being a man and doing things, and can affect many people and even affect the life style and social customs of a place, and guide people to learn from others To the beauty of faith, the beauty of soul, the beauty of sublime, enhance the spiritual realm of the whole nation [11]. How to cultivate the selected industries and make them become the sustainable driving force of rural development is the ultimate goal and key of the development of rural characteristic industries. According to the law of industrial development, we can cultivate the rural characteristic industry from the macro to micro levels of industry, enterprise and product, so as to make it grow into a regional characteristic and competitive industry with excellent products, strong enterprises and industrial agglomeration.

Culture and art to help rural revitalization is conducive to improving the cultural literacy, moral sentiment and cognitive ability of rural subjects, which can promote them from passive participation in rural construction to active investment in rural revitalization, thus producing positive endogenous power to promote the sustainable development of Rural Revitalization. Therefore, the revitalization of rural culture will become an important driving force of rural development in the future. In different periods of development, folk art in rural culture has developed new functions of marketization and industrialization from the spiritual function of traditional production labor [12]. Digital protection is more in line with the characteristics of modern society than traditional protection means. The integration and application of new technology is shown in Figure 2.

![Integration and application of new technology](image)

Figure 2 Integration and application of new technologies

The protection and inheritance of rural culture provides an effective way to inherit cultural genes for rural revitalization, and at the same time, it provides a strategic basis for optimizing industrial structure, seeking cultural identity and building "beautiful homesickness" for rural development in cultural context, and it is also a new engine for accelerating rural transformation and development and industrial upgrading. The sustainable development of industry can not be separated from the support of internal and external environmental support system, and the construction of support system should focus on the establishment of full periodicity, whole industrial chain and
omnibearing support of characteristic industries. From the perspective of industrial choice, we should highlight market demand and long-term development, and strive for service system support such as policy, finance, finance and scientific and technological innovation. Its creative development and focus have shifted to a certain extent. The regional influence in traditional rural culture is obvious, and folk art is characterized by introversion. The audience is mainly local farmers, paying attention to the creation of formal language and the expression of local local culture. Rural revitalization is the overall revitalization of rural areas, and it is an all-round development and prosperity. It not only includes the all-round development of politics, economy, culture, society and ecology, but also highlights the revitalization of culture and civilization. Rural revitalization requires not only developing industry and expanding economy, but also activating culture and boosting spirit, both of which are indispensable and cannot be neglected.

4. Conclusions

At present, it is an opportunity given by the times for Chinese folk art to move towards industrial development. Constructing a modern mechanism for the development of folk art characteristic industry is the core for folk art to move towards scientific and sustainable development. It is necessary to solve the problems at different levels one by one, and it is necessary for the relevant forces of the government, universities and society to form a joint force. The creative subjects of folk art are new farmers, who are faced with population increase, land reduction and agricultural mechanization. The pressure of life has to transform farmers. In this critical period, the government can seize this favorable opportunity, regard folk art as its own characteristics, and brainstorm ideas and offer suggestions. Generally speaking, the establishment of the development mechanism of Chinese folk art industry depends more on the strength of the government, which is determined by China's specific social structure. With the development of modern industrial science and technology, the carrier of folk art is quietly changing, and its combination with modern art has gradually formed various expressions. We should grasp the local characteristics accurately, fully exploit or create unique characteristic resources, and develop distinctive high-quality industries. Only in this way can we truly make distinctive characteristic products without oversupply.

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