

Research on the Path of Artistic Activation of Excellent Traditional Culture under the Strategy of Rural Revitalization

-- Take Rural Wall Painting as an Example

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Abstract

In the process of implementing the rural revitalization strategy in China, the protection and inheritance of traditional culture has great practical significance. Through the in-depth study of these problems, it is finally found that rural wall painting can inherit and develop the essence of excellent traditional culture, which is of great significance to improve farmers' sense of identity and pride in Chinese excellent traditional culture. At the same time, "rural wall painting" has injected new vitality and opportunities into the local tourism industry. In addition, this paper puts forward future development strategies and suggestions from the aspects of community construction, cultural education and cultural protection and development. As an art with strong traditional cultural characteristics, "rural wall painting" has injected new vitality into the rural revitalization strategy.

Keywords

Rural Revitalization; Excellent Traditional Culture; Rural Wall Painting; Activation Path.

1. The Realistic Dilemma of Excellent Traditions in the Activation and Development of Rural Culture

Under the background of the country vigorously promoting the rural revitalization strategy, the protection and inheritance of traditional culture has become an indispensable part of China's rural revitalization strategy. However, the actual difficulties and challenges of current rural culture cannot be ignored. Among them, there are not only the impact from foreign culture, but also the impact brought by the differences of regional cultural resources, and there are more practical problems of inheritance and development. To really do this, we must get out of this dilemma, so as to better promote the activation and development of rural culture and thus achieve the overall goal of rural revitalization.

1.1. The Impact of Foreign Culture and the Erosion Caused by Commercialization

In the process of rural revitalization, the inheritance and protection of traditional culture are facing the impact from external culture and the double pressure brought by market economy. Under the background of economic globalization, the value and aesthetics of traditional culture are more or less impacted by western foreign cultures. In this predicament, this leads to the fact that in the process of activating excellent traditional culture, traditional culture is easily influenced by commercial factors, which makes the original charm and connotation impacted.

1.2. Geographical Conditions and Resource Constraints

The artistic activation of excellent traditional culture is also reflected in the differences in rural regional conditions and resources. The vast rural area, inconvenient transportation, scattered population and the intensification of aging have led to extremely low participation in rural

cultural activities and limited opportunities for the expression and dissemination of traditional culture. In addition, rural resources are extremely limited, and financial and technical support are relatively scarce, which greatly restricts the development of the activation of excellent traditional culture and art.

1.3. The Traditional Cultural Identity and the Difficulty of Dating Inheritance

Rural residents' low degree of recognition and participation in traditional culture is also one of the problems that cannot be ignored in the realistic predicament. With the acceleration of urbanization and the rapid development of urban economy, many rural young people choose to go out to work, which greatly increases the proportion of rural elderly population, which leads to the generational inheritance of rural traditional culture. Because of the long-term influence of modern ideological trend and lifestyle, rural residents' sense of identity and interest in traditional culture has gradually decreased, and they lack pride and belonging to traditional culture.

2. The Value Implication of Rural Wall Painting in the Activation of Rural Excellent Traditional Culture

In the practice of rural wall painting creation, excellent traditional culture, national accurate poverty alleviation and rural revitalization policies, socialist core values, civilized manners, and excellent Chinese traditional virtues are displayed by using illustrated and easy-to-understand wall paintings, so that villagers are inspired and educated in a subtle way, making the rural environment more beautiful and livable, and at the same time promoting the construction of rural spiritual civilization. In addition, we can also spread new cultural knowledge and ideas to local students and villagers through art teaching activities, and we can also build an online art teaching system to meet the needs of art education in rural areas to the greatest extent, and give children dreams in the form of painting, so that farmers can realize the importance of education, thus further improving the production enthusiasm of rural residents, stimulating the vitality of rural areas, and consolidating and expanding the achievements of poverty alleviation and promoting rural revitalization.

2.1. Improve the Rural Landscape, Build a Livable Environment and Build a Village Ecological Community

The art of revitalizing rural wall painting can beautify residents' living environment. Under the transformation of the creators of wall painting art, the originally dull exterior walls of residential buildings have become neat and beautiful, which is in sharp contrast with the natural environment in rural areas. The color of rural cottages and residential buildings has been increased with pigments, making the art of rural wall painting a beautiful landscape and creating a good living environment for villagers. While maintaining the original village style, it also maintains the rural style, protects the natural and humanistic environment, and pays attention to the combination with the sense of the times and modernity, which is conducive to strengthening the humanization and diversification of space use, making the life of rural residents more comfortable, and also promoting rural environmental protection and rural ecological construction to a certain extent.

2.2. Infiltrate China's Excellent Culture into Rural Life in an Artistic Way, Enhance the Recognition and Self-confidence of Local Culture, Promote the Construction of Spiritual Civilization in Rural Areas, Bring Value Orientation and Spiritual Guidance to Rural Revitalization, and Achieve the Effect of Moistening Things Silently

In the process of creating rural wall paintings, we can tell rural stories by showing excellent Chinese traditional culture, traditional virtue story, socialist core values, knowledge of party history and rural characteristic culture, so as to enhance the local residents' sense of identity with local culture. In this way, we can not only enhance the local cultural identity and self-confidence, but also create a good social morality order, so that villagers can experience a new civilized fashion. The essence of "rural wall painting" is to express people's yearning for a better life, and at the same time, it can meet the spiritual aesthetic needs of villagers with diversity, individuality and artistry. The value of rural wall painting also lies in its cultural identity of "beautiful homesickness". Rural wall painting can show the spirit of "my hometown and my relatives", such as neighborhood mutual assistance, love for each other and homesickness, but also subtly promote the development of rural people and enhance people's sense of identity and self-confidence in local culture.

2.3. Enhance the Aesthetic Education of Rural Residents and Improve the Cultural Quality of Villagers

Wall painting art is spread all over the walls of new villages and new houses, and it is spread all over people's production and living places. In order to study the performance of wall painting art under the strategy of rural revitalization, rural residents can enhance their humanistic spirit and beautify the environment in their daily life and production process, and subtly influence their emotions and preferences. Wall painting art is an art discipline, and its wide coverage has a good role in promoting the aesthetics of rural residents, so that rural residents can not only appreciate artistic works, but also understand them. In the rural revitalization construction, the art of wall painting improves the aesthetic level of residents through the external expression of beauty, which is conducive to promoting the development of rural spiritual civilization, thus accelerating the construction of a civilized and harmonious well-off society.

2.4. Promote Rural Economic Development and Bring Cultural Empowerment and Internal Motivation to Rural Revitalization

The activation and development of excellent traditional culture in rural areas is not only a problem that we should pay attention to, but also a link that cannot be ignored in rural revitalization. Economic development depends on culture. Effectively activating and developing the excellent traditional culture in rural areas, fully exploring the characteristic culture in rural areas and scientifically developing the rural cultural industry can not only make the rural economic culture develop better and faster, but also retain people, attract more people and contribute to the development of rural economy. By activating and developing the excellent traditional culture, the development of rural revitalization can be further promoted.

3. The Path Strategy of Activating Rural Excellent Traditional Culture Through Rural Wall Painting

3.1. Excavate Excellent Traditional Cultural Resources in Rural Areas

In the process of studying the activation path of excellent traditional culture, first of all, we should fully understand the history, traditional customs and folklore of the countryside. These precious traditional cultural elements will become the cornerstone of the creation of rural wall paintings and play an irreplaceable role in promoting the excellent traditional culture in rural

areas. Digging and sorting out the excellent traditional culture in rural areas can provide us with more creative materials and endow it with more cultural connotations and characteristics of the times. At the same time, it is also helpful for the localities to show the unique charm and cultural connotation of the countryside to the outside world, and then promote the inheritance and development of the excellent traditional culture in the countryside. Therefore, we should pay enough attention to the investigation and excavation, ensure that the rural wall painting can be rooted in excellent traditional cultural resources, and make maximum use of the rich traditional cultural resources in rural areas, so as to realize the combination of artistic creation and cultural inheritance.

3.2. Design the Theme Content in Line with Local Characteristics

On the basis of excavating the traditional cultural resources in rural areas, we should also grasp the characteristics of different regions, carefully select the appropriate theme content, and adapt to local conditions. You can choose local traditional festivals, folk art forms, historical figures or important historical events. These ordinary places can show rural characteristics and rich cultural connotations through painting. This creative way is innovative, which can not only make the rural wall painting closer to the excellent local traditional culture, but also attract more audiences and tourists, thus enhancing the visibility and attractiveness of the countryside. Therefore, when we are creating, we should combine the reality of the countryside, choose the appropriate theme content, and take this as the development criterion, show the unique charm of the countryside with high creative enthusiasm, and make contributions to the inheritance and development of the excellent traditional culture in the countryside.

3.3. Innovative Presentation Combined with Modern Art Forms

In the process of research, we should not only protect the excellent traditional culture in rural areas, but also pay attention to the combination of excellent traditional culture and modern art forms to create contemporary and ornamental local wall paintings. On this basis, combined with contemporary painting techniques, such as three-dimensional sculpture, light and shadow effect, the artistic expression of local wall painting is enhanced. According to the existing research results, a new design idea is put forward, which is different from the existing design idea. Through the analysis of specific examples, we get a new design idea and re-conceive and express the old one. Only through these explorations can more people care about and participate in the protection and development of rural traditional culture, and enhance people's concern and protection of rural traditional culture. Therefore, when we create rural wall paintings, we should pay attention to the combination with modern art forms, so as to produce a work with a sense of the times and appreciation, so as to promote the inheritance and development of rural culture.

3.4. Introduce Community Participation Mechanism

Through continuous practice, we found that in the creation of rural wall painting, we should actively guide local farmers and villagers to actively participate, which is conducive to strengthening the cohesion of the community and improving cultural awareness. Therefore, it is indispensable to carry out relevant training, and it is very important to cultivate rural wall painters for the activation and development of local excellent traditional culture. In this learning process, community residents can not only recognize the techniques of rural wall painting, but also participate in art creation to enhance their sense of cultural identity and belonging. At the same time, in the case of injecting fresh blood, it can also make "village wall painting" more creative and energetic, and make it closer to the needs and characteristics of the countryside. Therefore, in the process of promoting the artistic creation of rural wall painting, we should actively guide the participation of community residents, and through training and guidance, make them have a high sense of identity with rural culture, promote the construction

of rural environment, and jointly promote the inheritance and development of rural excellent traditional culture.

3.5. Strengthen Publicity and Promotion

In the process of activating excellent traditional culture, more people need to participate and make use of various reasonable paths to make more groups realize the important role and value of rural wall painting in inheriting excellent traditional culture. The creative concept, historical background and artistic achievements of "rural wall painting" can be publicized to the public through various media, online platforms and exhibitions. Through the publicity and development of these ways, people can pay more attention to rural wall painting and improve their sense of identity. In addition, a linkage mechanism should be established. Cooperate with relevant institutions, such as travel agencies, cultural centers and other departments, and carry out close cooperation and in-depth exchanges to integrate rural painting into tourist routes and cultural activities. On this basis, it is necessary to organically combine tourist destinations with surrounding scenic spots and cultural activities, which will also better attract tourists and thus improve their influence and attraction. Through this kind of publicity, the publicity scope of rural wall painting has been expanded, and more people can understand and participate in this activity. This is of great practical significance for promoting the inheritance and development of rural culture in China and promoting the implementation of rural revitalization strategy. Therefore, we should vigorously promote "rural wall painting" and take various forms such as publicity, promotion and linkage cooperation, so that rural culture can truly enter every corner of society and make greater contributions to the inheritance and development of excellent rural traditional culture.

4. Summary

With the development of rural revitalization strategy, it is very important to study the activation of excellent traditional culture, which also has high potential in the future. Through the continuous exploration and in-depth study of rural revitalization, we can put forward more targeted strategies and ways for rural revitalization, which is conducive to promoting the inheritance and innovation of our excellent traditional culture. Rural wall painting is only a microcosm of many paths, and it can also be artistically "alive" through sculpture, music, dance and other artistic forms, providing reference and more possibilities for the protection of traditional culture under the strategy of rural revitalization.

Acknowledgments

This work is supported by Anhui University of Finance & Economics 2023 Undergraduate Research innovation fund project fund, Project number: XSKY23242.

This work is supported by Anhui 2022 provincial college student innovation and entrepreneurship training program, Project number: S202210378071.

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