

Research on the Development of Art and Rural Culture Revitalization from the Perspective of New Media Communication

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Abstract. New Media is the witness of rural culture revitalization, and also an important force to promote rural culture revitalization. With the development and application of new media becoming more and more mature, it will be on the basis of enriching rural cultural life in an all-round way by giving full play to the advantages of new media carrier and communication, and promoting the deep integration of the revitalization of art and rural culture, keep the vitality of artistic creation, and consolidate the ideological foundation of rural revitalization. Based on the study of new media communication, this paper systematically discusses the development value and implementation strategy of art and rural culture revitalization and integration.

Keywords: New Media Communication; Art; rural culture revitalization; integrated development.

To cultivate civilized local customs, good family customs and simple folk customs, and to promote the revitalization of rural culture, is the meaning of the prosperity and development of rural culture. The local culture has a long history, is an important part of Chinese excellent traditional culture, is also generations of ancestors production, life and aesthetic concentrated reflection. Literary and artistic workers should deeply understand the rich connotation of local culture and create more excellent works with both literary quality and beauty in the process of rural revitalization.

1 The development value of the combination of art and rural culture revitalization from the perspective of new media communication

In order to revitalize the countryside, culture must go first. Rural culture revitalization is an important part of rural revitalization, which is not only the adherence and inheritance of agricultural culture and local culture, but also the innovative development of itself, thus creating a modern rural culture. The revitalization of rural culture is a soul-casting project, which is conducive to the realization of rural civilization, the construction of rural spiritual civilization and the satisfaction of farmers' needs for a better life, the revitalization of rural culture can promote the development of rural economy, politics, culture, society and Ecology Better, faster and more efficiently. Propagandize the policy idea, condenses the

social thought common understanding. Propaganda work is an extremely important work of the party, and it is a fine tradition and political advantage for the generations of Chinese leadership to constantly seize the victory of revolution, construction and reform. Compared with other means of communication, network communication is not affected by time and space, communication platform is more convenient, discourse is more vivid, and it has a wider audience, it is an important channel for disseminating policy ideas to farmers, guiding ideological and public opinion, listening to the voice of the common people, reflecting social problems, answering questions and solving puzzles, and building consensus, it is related to whether the rural revitalization strategy can be accepted and supported by the broad masses of farmers, and whether it can be effectively landed in the process of implementation.

Broadening the main body of communication and promoting the status of farmers as the main body. The revitalization of rural culture is a complex systems engineering, with rural areas as the main battleground and farmers as the main implementers. For a long time, the phenomenon of rural aphasia and farmers losing their voices has caused the society to have a rigid understanding of rural culture and the image of farmers. In recent years, internet communication, represented by short video and live broadcast platforms, has attracted a large number of farmers to actively participate in order to make it more convenient, interesting, interactive and connected, a group of farmers, represented by "Li Ziqi," a young entrepreneur returning home, "Qiao Fu, nine sisters," a peasant woman, and "seven fairies of the romantic Dong family," created by Wu Yusheng, the first secretary of Gebao village in Liping County, Guizhou Province, have gone viral on short video platforms, local customs, cultural tourism and the sale of agricultural products have been brought to the fore, encouraging more farmers to take an active part in the revitalization of rural culture.

Innovating the content of communication and reconstructing the rural cultural ecology. Under the background of "technology empowerment" of Internet, the content mode of production of internet communication has also undergone profound changes, it constructs a new rural cultural ecological circle which is created by farmers as content creators and farmers who gather in the network platform. Rural excellent traditional culture, local accent and folk customs, beautiful scenery, delicious food and accommodation and other earthy topics become the new rural cultural material, and the simple and natural original ecological style becomes the new expression, it arouses the masses' spiritual yearning for the rural life, releases the farmers' internal demand of expressing the right of discourse, and reconstructs the traditional rural cultural ecology.

Eliminate the information barrier and improve the environment of information dissemination. Internet-based self-media dissemination, represented by micro-blogs, wechat, short videos and live broadcasts, has changed the previous dominant methods such as television, newspapers, bulletin boards and village cadres' propaganda, a huge amount of relevant information is broadcast in all-weather and all-media, breaking the "Information Island" effect of poor information and communication in rural areas, and realizing unlimited information supply and precise push, the cultural estrangement brought about by the dual structure of urban and rural areas has been removed. At the same time, the network platform gives farmers more voice and technical, flow support, help farmers conserve wisdom, improve the ability of media expression and flow cash.

2 The requirement of the development of art and rural culture in the view of new media communication

Pay attention to the inheritance and innovation of rural culture, improve the endogenous impetus of the revitalization of rural culture. To dig deeply into the ideas, humanistic spirit and moral norms contained in the excellent traditional culture of the countryside, and to

find the contents that are compatible with the contemporary rural culture and in harmony with the modern society, strengthen creative transformation and innovative development to create a brand of rural culture. On the basis of protection and inheritance, we should accelerate the revitalization of rural cultural resources, find the correct orientation of characteristics, carefully plan the theme, create rural internet celebrities IP through financial support and flow support, enhance commercial value, and broaden the industrial chain.

Set up the consciousness of spreading fine works, excavate the development potential of rural culture revitalization. In today's era, the internet information is like a torrent boat, under the waves of sand, high-quality, high-value information can stand the dual test of traffic and content. To strengthen the sense of quality products, adhere to the "content is king", pay attention to user needs and user feedback, to provide users with more personalized, higher-quality content services. We will implement the project to improve the quality of internet-based works, strengthen the creation and production of rural cultural themes, and constantly introduce works that reflect the new image of farmers and show the new features of rural areas, so as to create works with height, depth and temperature, earthing gas, increase bottom gas, gather the high-quality work of popular.

Improving farmers' new media literacy and stimulating rural culture to vitalize talents. In the past year, Douyin's rural videos have garnered 12.9 billion likes, and the income of rural video creators has increased 15 fold over the same period last year, according to the first report on rural areas, released by 2021 on June 22. However, the report shows that among the creators of rural, rural and rural douyin, the proportion of urban white-collar entrepreneurs returning to their hometowns is the highest, and the role of farmers as the main body has not been fully played. To give full play to the role of the farmers as the main body, it is necessary to strengthen the construction of the farmers' new media network communication team, and focus on improving the professional qualities of the three farmers' anchormen in such aspects as ideology, morality, legal common sense and the ability to preside, we will strengthen cooperation with high-quality MCN institutions and internet celebrities to create high-quality cultural products in rural areas. We should strengthen the training of farmers' network information skills, enhance their ability to obtain, discriminate and control information on the Internet, and help them actively participate in the practice of rural cultural revitalization through the new media on the Internet.

As the main body of rural cultural construction, farmers should take the initiative to understand and define the social basis, characteristics and future trend of their own culture. In the process of cognition, judgment and reflection on their own culture, they dialectically look at different cultures and know clearly the characteristics, advantages and disadvantages of rural culture based on farming civilization. Through the cultural consciousness, the peasants can realize the profound sense of the rural cultural history, the emotional temperature sense, the humanistic feeling, arouse the deep cultural emotion in memory, and find the way to the future development of the rural culture. Arousing cultural identity is the starting point of remolding cultural values. The process of the reconstruction of rural culture is the recognition of "the life value with self-restraint, the life value close to nature and countryside, the production value of supporting green development, the ecological value of maintaining the harmony of nature, the educational value of optimizing personality, the humanistic value of sublimating homesickness and the social value of promoting public order and good customs".

3 The development strategy of art and rural culture revitalization and integration in the view of new media communication

In order to promote the revitalization of rural culture in the new era, we must combine the

supply of public culture with the inheritance of local culture, excavate the resources of rural art and culture, and promote its creative transformation and innovative development, to promote the beauty of the vast countryside from the beauty of the moment to the long-term beauty, from the external beauty to the internal beauty, from the beauty of style to fashion, from the beauty of the environment to the beauty of development.

First, we should deeply excavate the resources of rural art and culture, and enrich the art carrier. The revitalization of art-enabled rural culture is not simply the preservation and renovation of one or more ancient buildings, the development of an art festival, or the implementation of a traditional agricultural cultural and creative project, or an overly simplistic cultural transplant. Many villages have accumulated the achievements of Chinese agricultural civilization, with distinct cultural personality and artistic characteristics. To empower rural culture with art, we need to sort out the context and mechanism of different rural cultures, in which both material and non-material are integrated, there are also aesthetic and practical, traditional and modern, man-made and natural integration, need to dig and clarify the rural art resources, so as to consolidate the original culture, wake up and activate the rural culture. With the help of modern information technology and innovative means, we can further enrich the artistic carrier, combine the construction of rural civilization with the inheritance of rural traditional culture, and develop colorful, positive and healthy rural art activities, highlight the performance of rural traditional culture, experience and appreciation.

Second, we should promote the deep integration of rural art and culture and tourism, and cultivate new cultural forms. According to the difference of cultural resources in rural areas, this paper seeks the artistic elements that are highly "cohesive" between rural characteristics and cultural creativity, develops cultural creative products and services with rural regional characteristics, and builds cultural and creative works. The rich historical and cultural resources, folk cultural resources and ecological cultural resources in rural areas should be artistically transformed to beautify the characteristic rural architecture and public art space, the combination of culture and art with rural production and life, the construction of cultural scenes, the creation of rural cultural brands, and the manifestation of "one village, one product" artistic features. Innovative Ways of integrating literature and tourism, fostering and developing new forms of art and culture, and promoting the classicalization and ritualization of folk cultural experiences, festivals and performances, etc. , and it will be integrated into the rural tourism areas, residential characteristics, rural complex and other projects in the construction. Using the new media communication platform to expand the marketing channels of art and Culture Tourism, turning the countryside into a tourist attraction and a tourist destination, and promoting the development of rural cultural tourism industry.

Third, we should promote the construction of rural art talents and take the rural art talent resources as an important support for the rural revitalization of the talent team. The revitalization of rural culture with artistic empowerment should not only be on the level of material culture construction, such as the establishment of rural museums, the organization of cultural performances and so on, but also strengthen the cultivation of rural art talents. We should further create an atmosphere to attract more talented people to participate in the cause of rural revitalization, and promote the development of rural culture and the arts and cultural industry. Through carrying out various activities to deepen farmers' understanding of the human geography, historical culture, art aesthetics and other aspects of the region, and to enhance farmers' cultural and artistic attainments as well as their sense of identity and self-confidence in local culture, promote their conscious participation in the cultural and artistic construction of the countryside. We will strengthen the training of artistic talents in the countryside, organize some old artisans, craftsmen and other folk artists to pass on their skills, and encourage more young people to take root in the deep countryside, lock in

the lingering nostalgia and pass on their deep feelings of hometown, to pass on the old country culture and art.

Fourth, we should build a long-term mechanism for the rejuvenation of rural culture with artistic empowerment, and form a pattern of co-construction, co-governance and sharing. Culture and art endow the rural society with order, soul and vitality, which is the important motive force and source of igniting rural vitality and the important content and way of perfecting rural governance. We should constantly improve the talent, funds and rural art education and other related systems and measures to really produce art-enabled rural cultural revitalization of the synergy effect and system effectiveness. We should integrate the demands of socialist core values into the whole process of rural spiritual civilization construction and cultural and artistic production, so as to raise the level of rural civilization. Attaching importance to the construction of the mechanism for the establishment of rural cultural and artistic brands, and striving to build individual artistic individuals into a rural cultural complex and a spiritual paradise shared by the peasants, so as to meet the new expectations of the peasants for a better life to the greatest extent possible, let the broad masses of farmers live in the fields of hope full of artistic flavor.

4 Conclusion

The cultural revitalization is the key support for the implementation of the rural revitalization strategy, and the important source of the rural revitalization strategy. In the new era, all parts of China should take safeguarding the fundamental interests of the villagers and promoting their common prosperity as the starting point and foothold, and implement the strategy of revitalizing rural culture according to local conditions, focusing on the foundation of material culture, the soul of spiritual culture, the root of forced system culture, the root of behavior culture, the construction of a four-in-one approach to the revitalization of rural culture. The involvement of art in rural revitalization should fully combine the local cultural background, historical evolution, folk customs, residents' feelings and other factors, carry out the construction and transformation of Chinese culture and history, and highlight the characteristics of folk customs. As an important form of building a beautiful countryside, art is involved in rural revitalization as a long-term experiment, which can continuously put forward a rural construction plan limited by planning and design, waiting for the magical chemical reaction between the two.

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