

Inheritance and Innovation of Folk Music Culture Based on the Vision of Rural Revitalization

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Abstract: *The folk music culture is the precious wealth of Chinese culture. The rural revitalization strategy provides policy and economic resources support for rural development from multiple dimensions such as economy, culture, politics and social governance. Under the historical development background of rural revitalization, the construction of folk music culture ecology can form a beneficial supplement to the development and construction of rural economy and culture with the support of rural revitalization strategy. This paper puts forward a series of development ideas for the inheritance and innovation of folk music culture, hoping that it can provide help for future work.*

Keywords: *rural revitalization, folk music culture, music ecology*

1. Introduction

The general requirements of rural revitalization are "prosperous industry, livable ecology, civilized village style, effective governance, and prosperous life." The implementation of the overall requirements of the rural revitalization strategy can provide a powerful source of power for rural governance in the new era. The folk music culture is a realistic representation of the people's attitude to life and lifestyle, and it is an emotional link to enhance national cohesion, cultural self-confidence and rural humanistic atmosphere. The folk music is an organic part of Chinese rural culture, it is the true reflection of the living state of rural residents, and it is the memory of the beautiful life of rural residents. Strengthening the construction of folk music culture can not only promote the construction of rural culture, promote the full integration of material civilization and spiritual civilization, but also cultivate excellent cultural industries and drive rural residents to become rich.

At this moment, the steady implementation of the rural revitalization strategy has gradually highlighted the impact on the development and construction of rural areas. Centering on the construction of folk music cultural ecology, continuing to give full play to the development advantages of rural revitalization strategy and realizing the two-way complementarity of rural revitalization development and folk music cultural ecology construction is the focus of development and reform in various regions in the new era, and is also the core of strengthening the protection of folk music culture and optimizing the development system of folk music culture.

2. The implementation of rural revitalization strategy promotes the development of folk music culture

The implementation of rural revitalization strategy focuses on the ecological construction of good economic development, environmental development and cultural development in rural areas. The folk music culture, as an important part of rural cultural development and construction, is fully in line with the development of the times under the promotion of rural revitalization strategy. All regions further strengthen the use of folk music cultural resources from the perspective of cultural protection, so that the development of folk music culture can better integrate into the new environment of new rural construction[1].

2.1 Strengthen support for folk music culture and art

The implementation of the rural revitalization strategy has promoted the development of cultural industries in some areas, accelerated the integration of cultural industries into national cultural

resources, and enabled the development of folk music culture to receive support from many aspects. Some regions take the development of folk music culture as the carrier to develop cultural industries with characteristics, solve the problem of lag in the development of folk music culture, and make the development of folk music culture become an important support for economic construction and cultural construction in some regions. In addition, the construction of the agricultural economic system from the perspective of rural revitalization and development has opened up a new path for the development and inheritance of folk music culture. With the development of the Internet as the core, creating a diversified ecology for the development of folk music culture has also become a new direction for the development of folk music art in the new era. Therefore, the implementation of the rural revitalization strategy should change the basic structure of the development of national culture, make folk culture have stronger regional characteristics, enhance the attention of various regions to the development of folk music culture, make folk music culture rely on the development of cultural industry, and better integrate into the rural construction environment in the new era.

2.2 Enhance the influence of folk music culture and art

The development of characteristic tourism industry is an important basis for rural economic construction from the perspective of rural revitalization. The combination of tourism industry and cultural industry will create a new image of rural tourism with brand influence and provide strong support for better rural revitalization and development. Some areas take folk music culture and art as a golden sign of the development of characteristic tourism projects, so that folk music culture and art have entered the public's vision, and become a new form of the development of Chinese music culture and art in the new era [2]. It is precisely under the two-way promotion of the tourism industry and the cultural industry that the folk music culture breaks the barriers of cultural development, and better attracts the attention of commercial capital and the public, so that the folk music culture is related to the entertainment industry, film and television art and other industries. Enhance the social exposure of folk music art. Therefore, the revitalization and development of rural areas fully pave the way for the folk music culture to enter the fast track of development, enhance the artistic influence of folk music culture, and create good opportunities for the innovation of the development forms of folk music culture and art in the future stage.

3. Current development status of folk music cultural ecology in the process of rural revitalization

3.1 Lack of core competitiveness of folk music culture

From the perspective of music art development, Chinese folk music culture and art forms are relatively rich, but in terms of artistic expression and artistic expression, the development of Chinese folk music culture and art has a restrained and low-key artistic characteristics, so that the development of folk music culture and art cannot occupy a strong position in the current fierce market competition environment. Although some areas have integrated folk music culture with modern music art by strengthening the development of Internet art resources, there are still few popular art works. Compared with rock music, pop music, musical and other art forms represented by western music art, folk music culture has failed to form a definite artistic audience, and its core artistic expression is relatively soft, which has failed to attract the full attention of music art practitioners in the construction of cultural industry [3]. Therefore, the lack of core competitiveness of folk music culture has a negative impact on the development of folk music culture. Even under the promotion of rural revitalization and development, the folk music culture can only be presented in the image of characteristic culture and art, and finally, the development of folk music culture has formed a marginalized trend.

3.2 Lack of social identity of folk music culture

Improving the public's social recognition of folk music culture is the key to the construction of folk music cultural ecology in the new era, and it is also the focus of giving full play to the advantages of rural revitalization strategy. For example, the folk music culture represented by suona, guzheng, pipa, huqin, Xiao and other musical instruments has completed the transformation from art protection to the development of art popularization, so that the public has formed a high evaluation of some folk music culture, and the public's recognition of folk music culture and art has also increased. However, the development of Chinese folk music culture has a long history, and the folk music art performance forms dominated by suona, guzheng, pipa, huqin and xiao are only the tip of the iceberg of Chinese

folk music culture system. The public had little understanding of Fengshou Konghou, Jiigu, Yubao drum, Wuxian Ruan, Danbula, Taiping guan, Jinghu, Tartar Pipe, Gubanzi, Dabul, Lezu, Bayin drum, Ulu, Lusheng, Wagelo, Reba ling, Bohai Qin, Maoyuan drum, Dabu and Kuashoke and other national musical instruments [4]. It is bound to be in the category of minority in public art aesthetics. The development of such folk music culture and art has not been fully recognized by the public. Therefore, the development of Chinese folk music culture still faces the problems of single development path and insufficient penetration ability of folk music culture and art development.

3.3 Lack of talents for the development of folk music culture

The development and inheritance of folk music culture and art needs the support of human resources, economic resources and social resources to realize the promotion of its development and communication ability. Thus, more talents in professional fields can make positive contributions to the inheritance of folk music culture and art. However, the development of folk music culture in some areas is facing the problems of youth and talent decay, and the inheritance of related folk music culture and art has not attracted sufficient attention, so that the development of folk music culture and art is still in the stage of slow progress. In terms of accelerating the integration of resources for the development of national culture, the implementation of the strategy of rural revitalization provides partial help for the construction of the cultural system of folk music [5]. However, it is difficult to form strong development support for the development and inheritance of folk music culture. The lack of audience and low influence of the development of folk music culture are important factors leading to the difficulties in the development and inheritance of folk music culture. Further aggravates the problem of the shortage of talents in the development of folk music culture. In addition, the development and inheritance of folk music culture must be scientifically arranged on the basis of strengthening cultural protection. In some regions, in the development and transformation of cultural industry, they are eager to accelerate the output of cultural development, which also has a negative impact on the development of folk music culture, making it difficult for professionals in related fields to effectively engage in the development and protection of folk music culture. The shortage of talent will also worsen.

4. Innovative development of folk music culture under the strategy of rural revitalization

Cultural revitalization is an important support for comprehensively promoting rural revitalization. Promoting the development of national folk culture not only helps to consolidate the foundation of rural culture construction, but also helps to cultivate simple folk customs, good family customs and civilized village customs, improve the degree of rural civilization, prosper the rural cultural system, and promote the implementation of the rural revitalization strategy. In order to innovate and develop folk music culture, it is necessary to be problem-oriented, grasp the problems in the inheritance of folk music culture, foster a "new environment", explore "new methods", promote the formation of "cultural industry chain and value chain", and make the development of folk music culture more contemporary and modern characteristics.

4.1 Enrich the carrier of inheritance of national folk music culture

The first is to strengthen the protection and support of cultural inheritors. Cultural inheritors play an important role in the inheritance and development of ethnic folk music culture. Relevant government departments should formulate relevant support policies from the perspectives of economic, institutional and development guarantee in light of the realistic pressure, survival dilemma and cultural inheritance responsibility of inheritors, so as to promote the integration of inheritors into the process of rural culture construction. Broaden the development dimension of cultural inheritors. The second is to strengthen the inheritance of folk music culture through the Internet, radio and television. Traditional television media should explore the humanistic background of folk music through music education columns and highlight the cultural characteristics of folk music. For example, CCTV's "Folk Songs • China" systematically introduced the art of Chinese folk songs, promoted the development and creation of folk songs, and provided a broad stage for the modern dissemination of folk songs [6]. New media has strong interactive characteristics, plays a distinct role in the dissemination of music culture, can comprehensively integrate the content of folk music culture, and deepen the "resource utilization" and "cultural publicity" of folk music; Or through the drizzle moistening, imperceptible way, so that it spread in the public. The third is to strengthen school education. Music educators and relevant

departments should combine the characteristics of mass communication, do a good work in training institutions, school education and other media, purposefully disseminate the knowledge of ethnic and folk music to teenagers and students, so that students can realize the connotation of Chinese music culture for thousands of years, and form the consciousness of independent inheritance and development of ethnic music culture. Promote the modern inheritance of folk music culture. Finally, it is necessary to strengthen the construction of "study hall" and "culture hall". In the historical development and inheritance, national folk music is generally transmitted in the form of "improvisation" and "oral creation". The construction of "culture hall" and "study hall" can not only preserve the inheritance mode of "oral teaching", but also discover more folk music inheritors. It can also make all kinds of folk music culture fully, completely and comprehensively preserved.

4.2 Strengthen the new media publicity of folk music culture

Strengthening the development and publicity of new media is an important part of the ecological construction of folk music culture, which is helpful to solve the problem of lack of social identity of folk music culture. Based on the development needs of folk music culture, all regions should formulate long-term development plans for folk music culture and art, combine online publicity and offline marketing paths, strengthen cultural output based on folk music, and make new media platforms become important tools for folk music culture publicity. Among them, all regions should take industrial economic construction as the first element, mold folk music culture as a new commercial brand, and integrate folk music culture with economic development and construction on the premise of ensuring the steady development of the protection of folk music culture. It fully embodies the culture of folk music in the aspects of tourism industry resources development and cultural industry development and innovation. In this way, the social attention of all sectors of society to folk music culture is enhanced, the social influence of the development of folk music culture is strengthened, the development of folk music culture is advanced with the times, and the advantages of rural revitalization and development in the construction of folk music culture ecology are laid a solid foundation for the future stage.

4.3 Promote the training of professional talents in folk music art

Aiming at the development of folk music culture and art, training professional talents of national music art is an effective way to solve the problem of lack of talents in the development of folk music culture, and it is also the most important thing in the construction of folk music culture ecology. Among them, each region should strengthen the development of folk music culture and art inheritance and enrich the support of folk music art development resources to carry out the layout. Each region needs to strengthen the inheritance of ethnic music culture and art. Based on the protection of ethnic music culture and art, in terms of professional talent cultivation, each region needs to strengthen the application of elements of ethnic music culture and art, so as to form a normalized trend in the development of ethnic music culture and art, and enhance the integration ability of ethnic music culture and art in the new era of music and art environment. Only in this way can we, We can make the development of ethnic music culture and art an important part of the construction of China's music and art system. Enriching the resources to support the development of folk music art means that, based on the training of professional talents, professional talents can give full play to their professional advantages in the field of music in the protection of folk music culture and art and the development and innovation of culture and art, so that the development of folk music art can form a good cycle and promote the sustainable development of the ecological construction of folk music culture.

4.4 Establish a social security mechanism for the development of folk music culture

The establishment of a sound social security mechanism has a far-reaching impact on strengthening the development and protection of folk music culture, and is an important way to enhance the ecological structure of folk music culture in the process of rural revitalization. The significance of establishing a social security mechanism is to strengthen the support of social resources and economic resources, enable the entertainment industry and music art practitioners to participate in the construction of the folk music culture system, strengthen the full pooling of external forces, enhance the support of external resources to form a positive impact on the development of folk music culture, and change the passive development of folk music culture. The development of folk music culture can be independent and contact with various industries. Among them, government agencies can provide help for foreign capital, commercial resources and industry funds to enter the fast track of folk music culture protection based on the implementation of policies such as tax reduction, tax exemption and

government fund support, and use commercial resources and industry resources to lay a solid foundation for building the development ecology of folk music culture. In this way, the development potential of folk music culture is enhanced, so that the construction of folk music cultural ecology can better form a close connection with the integration and development of multi-industries.

4.5 Expand new channels for the development of folk music culture

Expanding the development channels of folk music culture means using industrial economic construction to drive the development of folk music culture, so that industrial economic construction can become a strong support for the development of folk music culture. The artistic expression forms acceptable to the public will be incorporated into the national music culture innovation and development system, so that the construction of folk music culture ecology can be based on a good industrial economic development platform. Therefore, according to their own industrial development advantages and the characteristics of rural revitalization and development, explore resources from various industries such as cultural industry, tourism industry, entertainment industry and art, open up new channels for the development of folk music culture, penetrate the development of folk music culture into multiple fields, and highlight the effective application of folk music cultural elements in the development of various industries. For example, based on the commercial brand of national music culture, the establishment of a cultural industry ecology with national characteristics, and the musical instruments, historical stories, character allusions and historical development in folk music culture are taken as the means to create a good commercial image of folk music culture. Then, combined with the development of tourism industry and entertainment industry, the development of folk music culture is promoted, so that the folk music culture can carry stronger cultural, artistic and social attributes. Then, the new form of the development of folk music culture is innovated.

4.6 Construct a diversified integration system for the development of folk music culture

To build a diversified and integrated development system is to integrate the folk music culture with the modern music culture according to the development characteristics of the folk music culture. Based on the development of modern music art, it forms a driving force for the construction of folk music cultural ecology, so as to better enhance the actual influence of folk music culture. For example, in the creation of some popular music art, some folk music cultural content is incorporated, and through the form of external cooperation, the folk music art performance is authorized and managed, and the application of folk music cultural elements in modern music art performance is enriched, so that the folk music culture can better integrate with the development of modern music culture. Through the construction of a diversified folk music culture development system, all regions should better carry out cultural and artistic publicity based on the characteristics of folk music culture, and strengthen the internal correlation between cultural and artistic development and industrial economic construction, so that folk music culture can become an important business card for the development of economic and social construction in some regions.

5. Conclusion

To sum up, the implementation of rural revitalization strategy provides partial support for the construction of folk music cultural ecology. However, the change of economic development and artistic development environment in the new era still has a more direct impact on the construction of folk music cultural ecology. According to the development needs of folk music culture in the new era, all regions should make use of rural revitalization and development to do a scientific layout, enhance the influence of folk music culture in the times, so that the ecological construction of folk music culture can play a positive role in promoting economic development, strengthening cultural protection and accelerating industrial integration.

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