

The Era Value and Development Direction of Mass Culture and Art Construction

Xinxin Liu*

Yishui County Culture and Tourism Bureau, Linyi, China

*Corresponding author

Abstract: *The construction of mass culture is a concrete manifestation of cultural confidence in the new era, and it is also a vivid reflection of the social practice activities of the people and an important manifestation of spiritual creation activities. It is also a spiritual home that carries and embodies the ideals and beliefs of the people. This paper starts from the concept and historical category of mass culture and art, explores the era value of mass culture construction, analyzes the problems in the development of mass culture and art, and proposes corresponding development directions based on the reasons for the problems. Through the analysis of the paper, the development of mass culture and art activities can be effectively promoted, and the development of mass culture and art can be promoted, to meet the diverse spiritual and cultural needs of the people.*

Keywords: *mass culture, era value, development direction*

1. Introduction

China's economy has developed rapidly, and significant progress has been made in various fields. Cultural confidence has been constantly on vacation, and people's spiritual needs have been fully met. Mass culture has added new connotations to socialist spiritual civilization. In the long process of human evolution, local customs and living habits have formed people's spiritual civilization, which is characterized by cultural construction, and the variety of cultures is rich and colorful, this includes mass culture. Mass culture holds a very important position in people's hearts, serving as their spiritual and cultural needs, fully demonstrating the functions of society and the value of culture[1].

With the rapid development of the times, cultural and artistic activities of the people in various parts of China are vigorously carried out, meeting the spiritual needs of the people with a variety of cultural and entertainment activities, promoting the construction of local spiritual civilization, and promoting the construction of a harmonious society [2]. However, from the current situation of the development of mass culture and art, there are still some problems in the process of development, leading to the lack of penetration of mass culture and art among the masses. It is urgent for cultural departments and units in various regions to interpret mass culture and art, grasp the problems in the development process of mass culture and art, and take effective measures to improve the effectiveness of mass culture and art development.

2. Conceptual organization and historical category of mass culture and art

2.1 Concept sorting of mass culture and art

Mass culture and art are an important component of Chinese socialist culture, mainly used to meet the spiritual and cultural needs of the people, and provide them with necessary cultural and entertainment programs through cultural and entertainment activities [3]. The specific meaning of mass culture and art can be analyzed from narrow and broad perspectives.

Firstly, from a narrow perspective, mass culture and art usually refer to grassroots cultural activities organized by community neighborhood committees or rural village committees. Generally, these grassroots cultural activities bear a distinct imprint of the times and reflect the political and economic characteristics of a certain era.

Secondly, from a broad perspective, mass culture and art belong to the pursuit of spiritual civilization by the people in their labor practice and historical development process, and have different

forms of artistic expression. These artistic expressions not only showcase the spiritual pursuit of the people, but also reflect their rich wisdom. At the same time, these cultural and artistic works and forms reflect the people's pursuit and yearning for a better life, and stimulate their imagination, thereby achieving the sustained innovation and development of mass culture and art.

2.2 The historical category of mass culture and art

The essence of mass culture and art is a cultural product that is inevitably influenced by social background, rooted in the labor practices of the people, and fed on the excellent traditional Chinese culture. In fact, mass culture and art are closely related to excellent traditional Chinese culture. The shadow of excellent traditional Chinese culture can be clearly seen in mass culture and art, and mass culture and art are also a form of inheritance and development of excellent traditional Chinese culture [4]. For example, in mass culture and art projects such as calligraphy and acrobatics, there are traces of excellent traditional culture.

With the continuous progress and development of the times, mass cultural and artistic projects and forms are also developing in a diversified direction, and their outstanding inclusiveness highlights their tenacious vitality. For example, in a community in Yan'an, the popular drama 'The Seed of Fire' incorporated the production and labor of the local working people, while using modern dance design to enhance the performance effect, and received unanimous praise from the audience. Therefore, with the help of modern technology and stage performance equipment, the continuous innovation of mass culture and art can be promoted, making it more attractive for the people to participate in the development process of mass culture and art. The diverse development of mass culture and art is also reflected in the emergence of project activities targeting specific groups in recent years. For example, the Yimeng Flower Blossom Music Festival organized by the people of Yishui County, or professional performers holding concerts for the masses, not only spreads locally, but also plans to move the band to the live stage, using modern dance design to display beautiful scenes, and combine it with tourism to attract domestic and foreign tourists and effectively export local culture.

3. The era value of mass cultural and art construction

3.1 Enriching the leisure life of the masses and enhancing their sense of identity

Rich and diverse mass cultural and artistic activities can enrich the leisure life of the people. In the past period, due to the lack of attention paid to the cultural life of the masses, there were fewer cultural activities available for entertainment and leisure. After a busy day, people returned home mainly through the internet, watching TV, and other means of leisure and entertainment. The entertainment methods were single, and the internet, watching TV, and other entertainment methods could easily lead to prolonged sitting, dry eyes, and adverse effects on people's physical health [5]. On the contrary, attracting people to go out of their homes and actively participate in community cultural activities through some interesting community cultural activities can not only meet people's leisure needs but also provide opportunities for physical exercise. It can also allow people to communicate with their neighbors and establish good neighborhood relationships during the process of participating in community cultural activities.

Mass culture and art have a positive guiding effect, which can reflect the daily life of the people, as well as promote correct values and provide the people with correct ideological incentives. For example, in the process of carrying out mass cultural and artistic activities, incorporating the concept of building a harmonious community into neighborhood committees can enhance the community's sense of identity with community management, or integrate socialist core values, which can enhance the community's sense of identity with socialist cultural construction, enhance the political identity and cohesion of the community. In addition, local cultural departments and units can also carry out corresponding mass cultural and artistic activities, integrating the Party's spirit and policies into them, and also playing a role in political propaganda.

3.2 Meeting the diverse cultural life needs and ensuring the physical health of the people

In the past, mass cultural and artistic activities had a single form and monotonous content, without considering the differentiated needs of the masses in the field of cultural and artistic life. However, in the new situation, carrying out mass cultural and artistic activities can help different people find their

favorite cultural and artistic activities and meet the diverse cultural and living needs of the masses. For example, elderly people enjoy cultural and artistic activities such as opera and dance, while young people enjoy cultural and artistic works full of youthful atmosphere such as cross talk and drama. Therefore, carrying out mass cultural and artistic activities in the new situation helps to meet the diverse cultural and living needs of the masses.

Mass cultural and artistic activities can not only meet the cultural needs of the people, but also exercise their bodies and ensure their physical health. In many mass cultural and artistic activities, it is necessary for participants to have high body coordination skills and use all body muscles, which can exercise the participants' bodies. For example, in some dance performances, dancers are required to perform various movements and poses, or in traditional Chinese opera performances, performers need to possess exquisite footwork and body movements that are in line with the plot of the opera. Especially for some elderly opera enthusiasts, frequent participation in such opera performances can also prevent hypertension, heart disease, cancer, and so on [6].

3.3 Improving the cultural level of the masses and expanding their cultural vision

Many mass cultural and artistic projects and activities have rich cultural value, containing profound historical and cultural stories behind them. In the process of carrying out these cultural and artistic projects or activities, both participants and audiences can understand the cultural stories behind the project activities, and thus deeply understand their cultural connotations. Therefore, organizing cultural and artistic activities can significantly enhance the cultural level of the masses, play a role in cultural popularization, and also contribute to the construction of a socialist cultural power. Mass culture and art, as a special carrier of cultural knowledge, can help people understand cultural knowledge, understand nature, understand society, and broaden their cultural perspective through extensive participation. In addition, during the process of organizing cultural and artistic activities, some viewers can also be attracted by the rich and colorful mass cultural and artistic activities, and develop a strong interest in the cultural stories and connotations behind them, attracting the masses to actively explore the cultural content of cultural and artistic activities.

4. Main problems in mass culture and art

4.1 Mass cultural and artistic activities separated from mass life

Holding normalized mass cultural and artistic activities is an important way to promote the development of mass culture and art [7]. However, from the current situation of mass cultural and artistic activities, many regions have a situation where cultural and artistic activities are detached from mass life during the process of hosting mass cultural and artistic activities. For example, during a cultural and artistic event held by a cultural center in a certain city, in order to highlight the effectiveness of the event, the city ballet troupe and the city symphony orchestra were specially invited to present exciting performances to the audience. However, based on feedback from the performance afterwards, the audience's evaluation of the performance activity was average. The cultural center of the city has carefully rehearsed for several weeks, mobilized a large amount of manpower and material resources, and invested a certain amount of funds. However, the performance response has been mediocre, which is actually caused by the detachment of mass cultural and artistic activities from people's lives. When people watch cultural and artistic activities, they prefer cultural and artistic activities that are closely related to their daily lives. Art programs such as ballet and symphony require the audience to have professional music knowledge and a high level of appreciation. However, the majority of the audience is not professionals with professional backgrounds, which leads to the inability of ordinary viewers to develop emotional resonance when watching such art programs. Mass cultural and artistic activities need to avoid falling into the wrong direction of blindly pursuing sunshine and snow, and should adopt artistic activities and projects that the masses enjoy to promote the development of mass cultural and artistic activities.

4.2 The level of public participation needs to be improved

Mass cultural and artistic activities should originate from the masses, serve the masses, and take the masses as the main body. The masses should play a leading role in mass cultural and artistic activities and the development process of mass cultural and artistic activities, and then use the production practice and daily life of the people as the theme to promote the innovative development of mass

cultural and artistic activities. However, from the current development of mass culture and art, it can be seen that mass culture and art activities are mostly undertaken by professional cultural departments or cultural units. The participation of the masses in cultural and art activities is insufficient, and they have not actively played a leading role in the development of culture and art. At the same time, local cultural departments also have misconceptions about the development of mass culture and art. Many cultural departments in different regions are accustomed to adopting a "blood transfusion" approach to cultural and art development, directly dispatching professional cultural and art teams to perform cultural and art activities. This leads to a large number of performances and high performance pressure for cultural and art teams. Although this approach can temporarily meet the needs of the people's spiritual and cultural life, but it is not a long-term solution and cannot achieve the normalization of the development of mass culture and art [8]. Therefore, how to actively mobilize the enthusiasm of the masses, make them the main force for the development of mass culture and art, play the main role of the masses, and promote the transformation of mass culture and art development from "blood transfusion" to "hematopoiesis" is a problem that cultural departments in various regions must carefully consider.

4.3 Insufficient investment in the development of mass culture and art

The development of mass culture and art requires the investment of corresponding human, material, and financial resources. For example, conducting mass cultural and artistic activities requires specialized performance venues and equipment, as well as a professional performance team responsible for the performance activities. Funds need to be invested to purchase relevant clothing and props, and to pay the salaries of performance personnel and venue personnel. However, some cultural departments in certain regions lack sufficient funds when carrying out cultural and artistic activities, and the venues and equipment are relatively old, the performance level and professional competence of performers vary, which limits the development of mass culture and art. In addition, some local governments face financial constraints, making it difficult to invest sufficient funds for the development of mass culture and art, which is also an important factor hindering the development of mass culture and art.

4.4 Insufficient innovation in the development of mass culture and art

The progress of technology has given birth to diverse forms of artistic expression, and the integration of cultural and artistic programs in different regions has also made cultural and artistic programs more diverse. However, at present, there is still a clear trend of imitation in mass culture and art, which has not achieved innovative development in mass culture and art, and has not fully utilized modern network technology and modern art theory to innovate mass culture and art. For example, when organizing mass cultural and artistic activities, it is not possible for all the people in the jurisdiction to arrive on-site to watch cultural and artistic performances. In this case, the organizer can record videos through media devices and transmit them to social media platforms through the internet. Local residents can then watch through social media platforms or self media platforms, but most of the time, the organizers have not fully utilized the convenience and advantages brought by the development of modern media, leading to obstacles in the development of mass culture and art, and a lack of innovation.

5. Development direction of mass cultural construction

5.1 Seizing the timeliness

The development of mass culture and art in the new era has distinct characteristics of the times. Mass cultural and artistic activities have a long history, dating back to the pre Qin period when working people sang folk songs to express their inner emotions and meet their spiritual and cultural needs. With the development of history, the cultural and artistic forms of the working people are becoming increasingly diverse. For example, in the Shandong region alone, there are various folk dance arts such as dragon dance, yangko, Shanyang dance, drum dance, Bagua drum dance, Yin Yang board, etc. These folk dance arts that have been passed down from ancient times have become important materials for the development of modern mass culture and art. However, it should be noted that, when applying these folk dance arts to the performance process of cultural and artistic activities, it is necessary to dialectically apply them. Most of these cultural and artistic activities passed down from ancient times have ideological factors from the feudal era, which do not meet the requirements of cultural development in the new era. Therefore, it is necessary to adhere to the characteristics of the times and promote the development of mass culture and art in the new situation in accordance with the needs of

the times. For example, Mr. Wang used the flower basket as a prop during his performance of 'Carp Playing Flower Basket', displaying words such as 'People's Democracy' and 'Grain Harvest', showcasing the people's yearning for a better life after the founding of the People's Republic of China. After entering the new era, under the leadership of local cultural departments, the work 'Carp Playing Flower Basket' added relevant elements of socialist construction in the new era during its performance. It has obvious characteristics of the times.

5.2 Adhere to regional characteristics

The development of mass culture and art should highlight its regional characteristics. The development of mass culture and art is rooted in the production practice and daily life of the working people, and people in different regions have significant differences in labor production and daily life. For example, Guangdong, Fujian and other regions have developed fisheries, and local cultural and artistic activities are closely related to ocean and fishery activities. Every year, people need to worship the sea god to pray for good weather. On the contrary, the mass culture and art in Northeast China mainly include activities such as Errenzhuan, stilt walking, and Yangko dancing, which also demonstrates the distinct differences in the development of mass culture and art in different regions. Therefore, promoting the development of mass culture and art needs to be based on local production and life practices, highlighting the characteristics of regional culture, and highlighting the regionality of cultural and artistic activities, in order to meet the spiritual and cultural needs of local people.

5.3 Relying on normalization

The development of mass culture and art in the new situation should not be a gust of wind or rain, nor should it be the effect of water getting wet on the land. Instead, it should always be integrated into the daily lives of the people, highlighting its normalized characteristics. During the development of mass culture and art, it is necessary to carry out mass culture and art activities in a normalized manner in order to continuously meet the spiritual and cultural needs of the people, and to enable the excellent parts of mass culture and art to continuously shape the spiritual world of the people. Through the influence of artistic and cultural activities, the people can establish correct values. At the same time, normalized mass cultural and artistic activities also help stimulate the enthusiasm of the people to participate in cultural and artistic activities and promote the development of culture and art.

6. Conclusion

In the new era of developing mass culture and art, it is necessary to clarify the development value of mass culture and art, grasp the characteristics of mass culture and art development, and based on accurate analysis of the development problems of mass culture and art, take relevant measures from four perspectives: types of culture and art, highlighting the main position of the masses, increasing financial support for mass culture and art development, and achieving innovative development of mass culture and art. In order to enable mass culture and art to play their due role in the context of the new era.

References

- [1] Liang T. *Exploring the Value and Direction of Mass Cultural Construction* [J]. *Popular Literature and Art*, 2018, (19): 16.
- [2] Chen Y. *On the Characteristics of Mass Cultural and Art Education Activities* [J]. *Home Drama*, 2020, (19): 188.
- [3] Hou L N. *Reflections on Inheriting Folk Culture and Arts and Developing Mass Culture* [J]. *Comparative Study of Cultural Innovation*, 2020, 4(14): 78-79.
- [4] Zhaxi D Z. *Innovative Research on the Popularization Mechanism of Mass Culture and Art under the New Situation* [J]. *Media Forum*, 2020, 3(7): 146.
- [5] Chen J. *Reflection on Inheriting Folk Culture and Arts and Developing Mass Culture* [J]. *Art Science and Technology*, 2019, 32(4): 120.
- [6] Gao C L, Qian Y. *Research on the Inheritance of Folk Culture and Art and the Development of Mass Culture* [J]. *Shoes Technology and Design*, 2023, 3(8): 91-93.
- [7] Zhang Y P. *Planning and Innovative Development Ideas for Mass Cultural and Art Activities* [J]. *China National Exhibition*, 2022, (22): 85-88.
- [8] Zhang Z Q. *Discussion on the Role of Culture and Art Management on the Development of Cultural Industry* [J]. *Shoes Technology and Design*, 2021, (16): 101-103.