

Inheritance and Activation: the Practical Logic of Reproduction of Rural Folk Culture and Art

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Abstract: Rural folk culture and art is the root of Chinese traditional culture and the soul of rural revitalization. The changing process of rural folk culture shows the characteristics of cultururation, alienation, and osmosis. The relationship between rural folk culture and modernity is a fusion and symbiosis. The reconstruction of rural folk culture is accomplished by building cultural self-confidence, strengthening organizational construction, optimizing the integration of resources, and remodeling the public space of rural folk culture.

Keyword: *Rural folk culture and art; Transmutation; Reproduction*

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The report of the 19th National Congress of the Communist Party of China clearly pointed out that the rural revitalization strategy, agriculture, rural areas and peasant issues are the fundamental issues related to the national economy and people's livelihood, and we must always take solving the "three rural" issues as the top priority of the whole party's work. This is also the first time that the central high-level officials have used the word "village" in the development strategy. Compared with the word "rural", the connotation of "rural" is richer, it emphasizes the unique aspect of the countryside, and pays more attention to the investigation of the historical, cultural and social aspects of the countryside. Therefore, the rural revitalization strategy should proceed from the actual situation of the countryside, respect the basic laws of rural development, and conform to the trend of rural social development.

Bourdieu (1993) pointed out in the theory of cultural reproduction that the essence of culture is its self creativity, and culture itself is a dynamic process of change, a process of continuous self-renewal and creation. After the original social structure of the countryside has encountered the violent impact of modernity, the inheritance of rural culture has become a complex and dynamic process. That is to say, rural folk culture cannot be passed on by means of "copying", but should be updated and developed by means of "reproduction". Modernity has not only brought a huge impact on rural society, but also brought an opportunity for the development of rural folk culture to be reborn. The two contradict and shape each other.

To develop rural folk culture, we must adhere to the principles of diversity, integrity and relativity, pay attention to the integration and symbiosis of urban and rural cultures, and emphasize the modern adjustment of rural folk culture.

I. RURAL FOLK CULTURE IN THE CONTEXT OF MODERNIZATION

Under the tide of globalization and urbanization, rural China is undergoing unprecedented social changes. In the context of modernity, the original cultural concepts and lifestyles of Chinese rural areas are gradually being dispelled, and some local rural folk cultures are facing the risk of rupture. Culture has a new cultural significance (1). The rural folk culture that can be passed down to this day has been reconstructed and recreated (2).

Through the field investigation of rural folk culture activities such as dragon dance and horse lantern dance in Lishui District of Nanjing, we can fully understand the current situation of rural folk culture and its practical difficulties, and try to explore a feasible path for the development of rural folk culture. Just like other rural folk cultures, dragon dance is also a cultural expression of production and life in agricultural society. It is used by people to pray for good weather. The production materials required for dragon dance are also locally sourced, and local materials such as bamboo and candles are mostly used. The production process is also inherited from generation to generation, completed by the villagers themselves, and constantly internalized through the village's clan structure, religious belief and other value systems. The performance time is selected during the traditional Spring Festival, which is a three-year round, and it is usually trimmed for a few years in the middle, which reflects the distinct local flavor of traditional rural folk cultural activities. At the same time, we also see that rural folk culture is deeply embedded in the rural social structure, and the two build a community of rural society. Today, in the context of modernity, under the influence of modernity, the function and sociality of rural folk culture are constantly being reconstructed, such as the production materials, craftsmanship and performance time of dragon dance. , organization mode, etc. are constantly being adjusted. The production materials used in the dragon dance are integrated with modern technology, which improves the performance effect of the dragon dance folk custom. Under the background of rural population flow, the performance time of the dragon dance folk custom is also considering the villagers' needs. The schedule of the Spring Festival is adjusted, and it is generally arranged from the fourth to the seventh day of the first lunar month. The development of folk activities requires not only the participation of people, but also the guarantee of funds. Traditional dragon dance folk activities more is through the village internal mobilization, adopt the method of average share, but rural social stratum differentiation is obvious, the

organization pattern of the "equalitarianism" no longer applies, followed by a fundraising way to complete the fund raising, such as a country folk culture association, the organization mode of the rural folk culture more institutionalized.

In short, with the advancement of the modernization process, the rural folk culture is constantly adjusting and self-renewing in the face of the transformation of the rural social structure. The function in the construction of the rural value system, rebuilding the shaping of the rural social order by rural folk culture.

II. THE EVOLUTION OF RURAL FOLK CULTURE

Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has talked about Chinese traditional culture many times, expressing his recognition and respect for Chinese traditional culture and traditional ideological value system. "Zizhitongjian" has a cloud: "customs are the major events in the world". Rural cultural construction is highly valued by the government and society, and rural folk culture plays an important role in rural governance and other fields.

The cultivation of rural folk culture. Cultivation is an important concept in the study of cultural change. American scholar J.W.Powell believes that cultural change is based on invention and cultivation, and cultivation is when an invention is accepted and used by others (3). The process of cultural cultivation is both active and passive. Under the tide of globalization and urbanization, rural folk culture cannot be immune to itself, and will inevitably be severely impacted. At the same time, it will also integrate and coexist with foreign cultures. In short, the process of cultivation is inevitable. In the face of the impact of other cultures, rural folk culture will continue to debug, and in the game with other cultures, the content and form of rural folk culture will be adjusted, so as to better meet the needs of today's rural social development. , or face the danger of extinction. Taking the custom of dragon dance in Lishui as an example, since the 1990s, with the continuous advancement of marketization in my country, which in turn affects the social life of the village, the custom of dragon dance has also changed continuously. Today's dragon dance materials incorporate modern elements, such as replacing candles with electric lights, which makes the dragon more expressive and impactful, and the viewing effect is better. The cultivation of rural folk culture not only reflects the social changes of the village, but also responds to the cultural demands of the villagers.

Alienation of rural folk culture. The concept of modern urban developmentalism has a huge impact on the rural life form. In practice, developmentalism has evolved into consumerism, and people are more pursuing the symbolic meaning behind consumption. The cultural form of traditional farming society has gradually declined and changed from the past community structure to the circle pattern. Rural folk culture is villagers' practice and expectation of their own value and meaning of life. People's understanding and recognition of the rural folk culture are constantly decreasing, and their acceptance of urban culture represented by consumerism is higher, and they chase popular culture and fast food culture. Folk culture, which represents the production and life style of traditional rural society, has been labeled as "outdated" and "outdated", and people have become increasingly unfamiliar and alienated from rural folk culture. The participation of rural

folk culture has been greatly reduced, and even the number of people watching it is very few. Rural folk culture has fallen into a severe survival crisis. The form and function of rural folk culture are deconstructed, showing the characteristics of alienation, the system of villagers' understanding of the meaning of life is declining, and the ontological and functional value of rural culture is disappearing.

The immersion of the rural folk culture. Implantation generally refers to the process of inheritance and continuation of traditional culture by individuals or groups in the process of specific cultural changes. Rural folk culture is inherited through family acquisition, school education, and village internalization. , the process of social group consolidation. The enrichment of rural folk culture is embodied in the cultural inheritance at the level of time and space, the changes in cultural symbols at the level of artifacts, and the changes in institutions at the level of organizational models. In the context of social structure transformation and foreign cultural input, rural folk culture itself is constantly changing, constantly adapting, and even integrating.

Traditional rural folk culture is mostly presented in folk festivals, and the space is also a special space formed based on rural production and life. With the development of the times, rural folk culture is constantly adjusted, showing a diversified trend in time and space, which is also conducive to the inheritance and development of rural folk culture and the promotion of rural folk culture. Rural folk cultural artifacts mainly include clothing, props, decorations and other items with symbolic significance. In the process of cultural change, these artifacts gradually integrate with modern times and integrate with the rural social structure in the new era. Traditional rural folk activities have no specific organizational form, but in the current rural society, the organization of rural folk culture is more embodied in the form of the government support, internal coordination, social promotion and other institutionalized forms.

III. ACTION STRATEGIES FOR THE DEVELOPMENT OF RURAL FOLK CULTURE

Establish cultural self-confidence and give play to the subjective value of farmers. Since the 18th National Congress of the Communist Party of China, Comrade Xi Jinping has repeatedly emphasized cultural self-confidence, which is a solid foundation for national rejuvenation and rural revitalization. From the perspective of sociology, the essence of rural revitalization is to rebuild the cultural self-confidence of the countryside, and realize the transformation from cultural consciousness to cultural self-confidence to cultural revival. Rural society is a society of "born in here and died in here", a way of life of "everyone is a hometown", the core of rural folk culture is rural, and the main body is farmers, which has significant value and social nature. Features. To develop rural folk culture, we must view rural folk culture with a more open and rational attitude, highly recognize the value system of rural society, and respect the general laws of rural folk culture development. At the same time, the inheritance and development of rural folk culture is inseparable from the cultivation of farmers' subjectivity. The identification and participation of farmers is the key to the development of rural folk culture.

Strengthen organizational construction and optimize resource integration. In 2015 and 2016, No. 1 central document

of the Central Committee twice included "Xiangxian culture" into rural cultural construction. In the traditional rural society, Xiangxian culture embodies the unique spirit and style of the countryside and plays an irreplaceable role in rural autonomy, purification of folk customs, maintenance of rural values, and stimulation of rural emotions. In order to give full play to the value of Xiangxian in the inheritance of rural folk culture, we should establish a social organization dominated by Xiangxian, and give greater play to the unique advantages of the Xiangxian in the development of the rural folk culture through organizational means. The development of rural folk culture can not be separated from the support of the government, which plays an important role in the construction and guidance of rural culture. The construction of rural folk culture should give play to the role of grass-roots party organizations as fortresses, the leading and exemplary role of Party members and cadres, and strengthen the construction of rural cultural system and the supply of public cultural services.

Reshape the public space of rural folk culture. The public space of rural culture is an important material carrier for interpersonal communication and information exchange in rural content, and an important foundation for the inheritance of the rural folk culture and the continuation of the village community. With the severe impact of the market economy on rural society, the public cultural space in rural society has gradually shrunk, and is occupied by economic activities such as family production and township enterprises. Some places are rented out as collective income, and there is no space for the development of rural folk culture. In the context of rural revitalization, in order to realize the inheritance and development of rural folk culture, it is necessary to reconstruct the public space of rural folk culture, integrate resources, pay attention to the planning and design of rural folk culture public space, and improve the use efficiency of rural cultural public space. , to give full play to the important role of rural cultural public space in the inheritance of rural folk culture, and to provide sufficient spiritual power for rural revitalization.

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