

Research on the Strategy of Revitalizing the Teaching of Local Advertising Service in Rural colleges and Universities

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Abstract: The report of the 19th National Congress clearly pointed out that vigorously promoting rural construction is a major strategic decision of the current "three issues(Agriculture, rural areas and farmers)". Colleges and universities bear the responsibility of cultivating and transporting excellent social elites for the country. Under the environment of rural development in China, they must shoulder their responsibilities, make full use of their strengths and make their own contribution to the realization of rural development. This paper discusses the significance of advertising major in local colleges and universities for the implementation of rural revitalization and development strategy, and puts forward specific measures for the implementation of rural revitalization strategy, hoping to provide reference for the revitalization of rural areas.

Keywords: Rural Revitalization Strategy; Local Universities; Advertising Major; Cultural and Creative Practice

1. Introduction

General Secretary Xi pointed out in the report of the 19th National Congress that China has entered a new socialist period with distinctive characteristics. In China's vast rural areas, it is the most prominent embodiment of this contradiction. Talents play an important role in promoting the rural revitalization strategy and are the essential key. Sufficient human resources can ensure the smooth development of rural industry and cultural construction. Therefore, for local colleges and universities, we should deeply explore the development strategy of rural cultural and creative industry, carry out practical teaching, and transport a large number of talents for rural cultural and creative industry.

2. Problems in cultural and creative industries under the background of rural revitalization

Under the background of rural revitalization strategy, rural tourism has gradually become the focus of social attention. The industrial value of rural tourism continues to rise, and rural cultural creativity is integrated into rural tourism. However, the development of China's rural cultural and creative industries is slow, the development mode is relatively backward, mainly rural tourism, and lacks the ability of innovation.

2.1 The development of rural culture and creative industries is slow

For rural revitalization, the development of tourism industry is an important way. Rural areas can promote local economic growth through cultural tourism, such as combining local culture, agriculture and agricultural product processing and services, so as to promote the development of rural cultural and creative industries. However, for most of China's rural areas at this stage, the growth rate of cultural and creative industries is relatively slow, and there are few cultural and creative enterprises in rural areas, so it is difficult to promote the development of cultural and creative industries.

2.2 Rural cultural and creative industries with backward development

mode

At present, for many rural areas, the lack of awareness of the development of cultural and creative industries leads to the lack of characteristics in the local cultural development and construction, and the mode is relatively backward. It is difficult to form a certain scale and influence only by relying on college students to drive the industrial development and lacking the support of enterprises, funds and policies.

2.3 Lack of innovative rural cultural and creative industries

The development of rural cultural and creative industries needs high-quality talents, and the development of rural cultural and creative industries is lack of innovation consciousness, good development environment and atmosphere, so it is difficult to attract high-quality talents. The innovation ability of rural cultural and creative industries needs to build an industrial chain, cultivate excellent talents and build rural cultural and creative industries. However, the current conditions for the development of rural cultural and creative industries are difficult to achieve, which has great limitations for the development of rural cultural and creative industries.

3. Important factors restricting the development of rural cultural and creative industries

Under the background of implementing the rural revitalization strategy, the development of rural cultural and creative industries in China is facing many problems. The core innovation ability of rural cultural and creative industries is insufficient. Therefore, in the context of serving the rural revitalization strategy, it is of great significance for advertising majors in local colleges and universities to carry out cultural and creative practical training teaching.

3.1 Rural cultural and creative industries lacking talents

The lack of talents in rural cultural and creative industries is an important reason for the shortage of talents, the prominent contradiction between supply and demand, and the lack of rural cultural and creative talents. To develop rural cultural and creative industries, we must have a certain understanding of them, grasp the development law of rural cultural and creative industries, and have the operation and management ability of rural cultural and creative industries.

3.2 High quality rural cultural and creative industries

Rural culture often has attractive and unique charm. Therefore, when vigorously developing rural cultural and creative industries, we should deeply tap rural cultural resources and enhance the connotation of rural cultural and creative industries. At present, many rural cultural and creative industries lack high-quality content in the development process. Taking rural cultural creative products as the media to convey rural culture and show local customs, we need to excavate rural culture to enrich its content and better meet the needs of contemporary people for multiculturalism.

4. The important role of local colleges and universities in serving the strategy of rural revitalization

4.1 Promoting the development of rural science and technology

Local colleges and universities serve the realization of rural development, which can not only improve the scientific and technological development of rural areas, but also create a large number of research achievements for the majority of colleges and universities and promote their transformation to real productivity. It has been widely used in production and life, so as to improve economic benefits.

4.2 Expanding effective local training areas

In the process of rural development, it constitutes an important support for the composition of skilled service-oriented, productive and social service-oriented talents, and rural colleges and universities provide strong support for the realization of rural economic development. In this process, local colleges and universities can also expand professional and technical personnel suitable for rural development in accordance with the requirements of rural development. At the same time, local college students should be promoted to gain a foothold in rural development through voluntary service, internship, entrepreneurship and other forms.

4.3 Promoting the development of rural culture

The new rural development strategy should not only promote the development of rural economy, but also improve the economic income of rural residents, enrich the spiritual life of rural people, and effectively improve the quality of life of rural residents. Local colleges and universities provide a new type of cultural and creative products for rural construction, which not only makes the rural human resources further developed, but also makes the rural economy further developed. On this basis, it inherits the excellent tradition of traditional villages, and makes some creative exploration according to the characteristics of the times, so as to form local characteristics with characteristics. While promoting the development of rural culture, we can inherit some excellent national culture, so as to enrich the national multiculturalism.

5. Practical teaching strategy of serving rural revitalization strategy for advertising major in colleges and universities

In the context of national development, the development of rural cultural and creative enterprises must strengthen the training of rural cultural and creative industries and pay more attention to their connotation, so as to strengthen the independent development of rural culture and creative industries. Therefore, in the teaching of advertising specialty in local colleges and universities, we must pay attention to the practical teaching of cultural and creative industry.

5.1 Rural culture and the cultivation of creative industries

In the new situation of national development, we must pay attention to the teaching of cultivating students' cultural and creative industries in order to promote the development of rural areas and rural industry in an innovative way. The government should increase the introduction of excellent rural talents. At the same time, local colleges and universities should vigorously cultivate students to deepen their understanding of rural culture and get familiar with rural customs. In this process, students also integrate all elements into cultural and creative design. At the same time, students can also learn and understand some new concepts and ideas in the process of operation and development of enterprises, and draw some useful lessons and technologies from them, so as to contribute intelligence to the revitalization and development of rural areas.

5.2 Paying attention to the connotation of rural culture and creative industry

Under the background of implementing "rural revitalization", advertising in local colleges and universities should pay attention to improving its connotation, strengthen its innovative design and transformation, and deeply explore the connotation of its local culture. By refining the rural spirit, we can excavate the characteristics of rural culture, build high-quality cultural and creative industries, and realize the revival of rural culture, in order to promote the development of rural cultural, creative industries and rural industries, and achieve the purpose of rural revitalization.

5.3 Strengthening the innovation of rural culture and creativity

College students majoring in advertising should make full use of rich creativity to package rural cultural innovation. In practice, students should use local materials and deeply combine with local culture and customs to make rural products keep

pace with the times and full of creativity; In addition, in the process of practice, we can also design creative cultural activities, build a favorable platform for rural cultural and creative industries, and show local customs, in order to attract the attention of the outside world, and increase the vitality of rural economic development.

5.4 Cooperative development strategy between universities and enterprises

To improve the independent innovation ability of rural cultural and creative enterprises, we must strengthen the national support system, improve the support environment, improve the internal driving force of rural revitalization and development, and strengthen the core competitiveness of rural cultural entrepreneurship industry. Through the cooperation with local enterprises, local colleges and universities can comprehensively improve the practical operation skills of college students. At the same time, we should strengthen the management of rural cultural and creative industries, strengthen their creativity from many aspects, and strengthen the innovation of rural cultural and creative industries to revitalize the countryside from a cultural perspective.

6. Conclusion

To sum up, in order to implement the strategy of "rural revitalization", we need to develop the cultural and creative industries to the countryside. Colleges and universities need to strengthen students' understanding of rural culture, go deep into the countryside, and complete the cultural and creative practice teaching through the deep excavation and development of rural cultural resources, the development and design of rural cultural and creative products. In the process of implementing the rural revitalization strategy, colleges and universities should make full use of rural cultural and creative industries to improve the development level of students, so as to promote the realization of the rural revitalization strategy.

References

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