

# The Function Analysis of Folk Art in The Construction of New Rural Culture

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**Abstract:** This paper discusses the function of folk art in the construction of new rural culture. First, it introduces the background and importance of the construction of new rural culture. Secondly, it analyzes the characteristics and forms of expression of folk art, emphasizing that it is an important part of traditional culture. Then, it deeply discusses the multiple functions of folk art in the construction of new rural culture, including inheriting history, culture and values, enhancing rural cohesion and identity, promoting rural economic and tourism development, and enhancing rural social harmony. At the same time, it evaluates the influence of folk art in the construction of new rural culture through practical cases. Finally, the author puts forward relevant countermeasures and suggestions on the inheritance and innovation of folk art in order to promote its sustainable development in the construction of new rural culture.

**Keywords:** Folk art; New countryside; Cultural construction; Sense of identity; Rural economy; Social harmony; Innovation

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## 1. The importance of new rural culture construction

Culture plays a vital role in the construction of new countryside. The construction of new rural culture aims to inherit and carry forward the excellent traditional national culture, enrich the spiritual life of rural residents, and promote the harmonious and stable development of rural communities. The following is the importance of new rural culture construction:

### 1.1 Inherit culture and enrich connection

The construction of new rural culture is conducive to inheriting the long historical and cultural traditions of rural areas, and preserving intangible cultural heritage such as folk art, folklore and traditional festivals. Such inheritance not only helps rural residents understand their roots, but also strengthens their sense of cultural identity and promotes the prosperity of local culture. Through the development of new rural culture, the connection and cohesion among rural residents can be enhanced. Shared cultural experiences and values will help to form community consensus and stimulate rural residents' sense of belonging and pride in their hometown, thus promoting the harmonious development of the community.

### 1.2 Promote development and improve harmony

The construction of new rural culture also helps to promote the development of rural economy. Protecting and mining rural cultural resources can become the highlight and attraction of rural tourism, drive the prosperity of related industries, and increase the income source of farmers. Culture is an important part of social harmony. Through the construction of new rural culture, it can promote the communication and cooperation within rural communities, reduce social conflicts, and create a stable and harmonious social environment.

To sum up, the construction of new rural culture plays an irreplaceable and important role in the whole process of new rural construction. It is not only the inheritance and promotion of traditional culture, but also an important driving force to promote the development of rural communities, and has positive promoting significance for realizing rural modernization and the goal of a well-off society in an all-round way.

## **2. The characteristics and forms of expression of folk art**

### **2.1 The concept and characteristics of folk art**

Folk art which is an important part of folk culture, is an art form created, inherited and interpreted by ordinary people. In contrast to official or academic art, folk art is closer to life and reflects the life emotions and experiences of ordinary people. The characteristics and forms of expression of folk art are as follows:

#### **2.1.1 Diversity and regionalism**

Folk art presents rich and diverse characteristics in different regions and cultural backgrounds. Folk art forms in different regions are influenced by local natural environment, historical tradition, religious belief and other factors, so they show unique regional characteristics.

#### **2.1.2 Oral transmission**

Folk art is mostly passed down through oral transmission and spiritual communication. This kind of non-formal inheritance makes folk art have strong community and family character, and also makes traditional skills passed down from generation to generation.

#### **2.1.3 Close to life**

Folk art usually draws inspiration from the life experience of ordinary people, reflecting the daily life and emotional experience of farmers, artisans, fishermen and other groups. This makes folk art more approachable and acceptable.

#### **2.1.4 Folklore and ritual**

Folk art is often associated with folk culture and religious rituals. For example, festivals, weddings, funerals and other occasions are often accompanied by folk art performances and traditional customs, and such art forms play an important role in community cohesion and cultural identity.

### **2.2 Forms of expression of folk art in different regions**

In different regions, folk art presents its own distinctive forms of expression. Here are some common folk art forms:

#### **2.2.1 Opera, drama, and music**

Chinese opera is widely practiced and performed in many parts of China, such as Peking Opera, Huangmei Opera, Sichuan Opera, etc. These opera forms take singing, reading, doing and playing as the main performance methods, through exquisite performance. Folk music and dance vary from place to place. Some use folk songs and music to inherit folk history and tradition, while others use dance to express local life scenes and customs. These forms enrich local culture and become a bridge for cultural exchange and dissemination.

#### **2.2.2 Arts and crafts**

Folk arts and crafts show strong folk customs and regional characteristics in the form of painting, carving, embroidery, ceramics, etc. These art forms not only beautify life, but also pass on the wisdom of history and craftsmanship.

#### **2.2.3 Folk festivals and ceremonies**

Folk festivals and ceremonies everywhere are accompanied by specific performances and celebrations, such as dragon boat races, lion dance performances, lantern displays, etc. These traditional festivals and rituals play an important cultural and social role in the community.

As an important part of traditional culture, folk art shows diversity and richness in different regions. They not only reflect the unique style of regional culture, but also bridge the past and present, inheritance and innovation, and have far-reaching academic value for the construction of new rural culture.

## **3. The function of folk art in the construction of new rural culture**

As an important part of traditional Chinese culture, folk art plays an indispensable role in the construction of new rural culture. It not only enriches the spiritual life of rural residents, but also has far-reaching functions and influences on the harmonious development of rural communities. The following are the two main functions of folk art in the construction of new rural culture:

### **3.1 Passing on history, culture and values**

As an important representative of national traditional culture, folk art carries rich historical and cultural heritage and values. Through the inheritance and performance of folk art, new rural residents can feel the accumulation of ancestral wisdom and historical culture. All kinds of opera, music, dance and other art forms contain profound cultural connotations, conveying traditional virtues and ethical concepts, such as filial piety, loyalty, integrity and so on. These values are helpful to guide rural residents to establish the correct value orientation, strengthen the sense of cultural identity, and make the traditional culture glow with new vitality in the new era.

### **3.2 Enhancing rural cohesion and sense of identity**

The performance and inheritance of folk art in rural communities has become an effective means to promote the cohesion and

sense of identity of farmers. By participating in folk art activities together, rural residents can feel the warmth and intimacy of the community and enhance their emotional connection with each other. Folk art emphasizes community and family inheritance, so that rural communities can form a closer cultural community, which is conducive to forming consensus, solving problems and common development.

## **4. Inheritance and innovation of folk art**

### **4.1 Challenges and problems**

The inheritance and innovation of folk art are faced with a series of challenges and problems. First of all, traditional folk art is gradually declining, and many traditional skills and performance forms are at risk of being lost. The impact of modern life style and the intensification of urban and rural population flow have led to the rupture of traditional art inheritance. In addition, under the influence of market economy and commercialization, some folk art forms may deteriorate and become excessively commercialized, losing their original purity and cultural connotation. Secondly, the inheritance of folk art needs the investment and support of the successors, but in some areas, there is a lack of professional inheritance talents and inheritance institutions. The younger generation is often more inclined to choose other professions or leave the countryside, leading to a vacancy in the inheritance of traditional arts. At the same time, some traditional skills require a long time to learn and practice, and may encounter insurmountable technical problems in the process of inheritance.

### **4.2 Countermeasures and suggestions for improving the ability of inheritance and innovation**

#### **4.2.1 Strengthen protection and support**

The government and society should strengthen protection and support for folk art. Establish relevant laws and regulations to protect the copyright and intellectual property rights of traditional art and prevent improper commercial use. At the same time, increase the funding and project support for folk art, and encourage artists and inheritors to pay for the inheritance of traditional skills.

#### **4.2.2 Establish inheritance institutions and platforms**

Establish professional inheritance institutions and training platforms to attract young people to participate in folk art inheritance and learning. These institutions can provide professional guidance and training to help young people master traditional skills and stimulate their interest and love for folk art.

#### **4.2.3 Combine modern technology and media**

Combine modern technology and media with folk art inheritance to promote and publicize traditional art. Through the Internet and social media platforms, more people can understand and contact folk art, and improve the influence and communication power of traditional art among the younger generation. While inheriting, encourage artists and inheritors to innovate and explore. The combination of traditional art and modern elements infuses new era connotations and forms of expression to make folk art more attractive and dynamic.

## **5. Conclusion**

Folk art plays an indispensable role in the construction of new rural culture. As a precious heritage of Chinese traditional culture, folk art exerts a profound influence on the cultural integration and development of rural communities through multiple functions such as inheriting history, culture and values, enhancing rural cohesion and sense of identity, promoting rural economic and tourism development, and enhancing rural social harmony. Folk art is not only the medium of cultural inheritance, but also an important part of rural spiritual civilization construction.

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