

Analysis of the application of Huaihe River Basin folk culture to the construction of beautiful village culture wall from the perspective of rural revitalization

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Abstract: Our country vigorously implemented the "rural revitalization strategy", let the people have a higher sense of happiness, under the corresponding national call, the society has higher attention to the folk culture application of beautiful rural culture wall construction. We deeply explore and excavate the folk cultural elements of the Huaihe River basin, and according to the actual requirements of building a new socialist countryside, combined with the excellent traditional folk culture of the Huaihe River basin, as well as the excavation of the profound folk culture of the Huaihe River basin, explore the rich resources of the Huaihe River basin. The folk-art elements such as Hua-Gu-deng art, Sizhou opera, Lingbi Zhong-Kuo painting, Feng-yang-feng painting are applied to the construction of the folk culture wall in the Huaihe River basin. Link theory to practice, let the paper written on the yellow soil. Hope to make a contribution to the construction of rural charm culture wall; To stimulate the Huaihe River basin folk culture and art construction to make a contribution; To contribute to the building of a socialist society with Chinese characteristics.

Keywords: Rural revitalization; Folk culture; Beautiful countryside; Cultural construction; Creative practice.

1. Introduction

In 2013, the "No.1 document" issued by the central government clearly stated: "To promote the construction of ecological civilization in rural areas, and strive to build attractive villages." The report of the 19th National Congress of the CPC also put forward that "according to the requirements of building a new socialist countryside, the promotion of folk literature and art is an important requirement of rural cultural construction, the scientific use of rural folk cultural resources, and the coordinated development of rural material civilization and spiritual civilization". Huaihe river basin has a beautiful natural environment, and people ask me historical culture is also very rich, in recent years, vigorously promote the development in our country under the background of traditional culture, to the corresponding national call, to pay attention to the application of the huaihe river folk culture, to strengthen the construction of the huaihe river folk culture application of wall, this paper will be based on the huaihe river basin folk culture application, This paper explores the important value of the construction of the beautiful village culture wall, and focuses on the practical research of the application of the folk culture of the Huaihe River basin in the construction of the charming village culture wall, aiming at the folk culture elements of the Huaihe River basin, so as to better implement the spirit of the 18th National Congress of the Party, and make preparations for the practical activities of the "beautiful village culture wall".

2. Overview of folk culture in Huaihe River Basin

For social culture, rural folk culture is an important part, rural beauty often lies in its unique cultural charm. In the long-term historical development, rural culture gets unique cultural inheritance and cultural brand, which has an

important influence on realizing the development of beautiful rural construction in China. Huaihe Culture is the source of Chinese traditional culture and the representative of water culture. In ancient times, "the land was thick in Pyongyang, and the harmony of the middle earth was gained. It has a strong soil flavor and symbolizes the humanistic feelings of the people in the Huaihe River basin. During the Spring and Autumn Period, Chu culture with unique charm was formed in the Jianghuai River basin. At the same time, the culture in the Huaihe River basin also belongs to the Taoist culture, which is one of the core cultures of the Chinese nation and has an important cultural influence on China and even the world. It is the treasure and essence of the traditional Chinese culture.

Sizhou Opera also occupies an important position in the folk culture of the Huaihe River basin. Sizhou Opera originated in the Ming and Qing Dynasties. In the singing process, you can not only feel the graceful beauty of the south, but also feel the bold and unrestrained gas of the north. It contains the folk regional characteristics of the Huaihe River basin, has a relatively obvious local flavor, and reflects the inner yearning and pursuit of the people in the Huaihe River basin. For the people in the Huaihe River basin, the folk opera culture is the epitome of people's life, bringing ancient peace and harmony to the people in the Huaihe River basin.

Huaihe river is the main representative of the farming culture of the folk opera, opera have healthy emotional tone, the cultural characteristics of the huaihe river basin was intact and local conditions and customs, showing the history of the huaihe river basin, relies on changes and humanistic amorous feelings change, and forms a relatively simple, conform to the folk festival artistic style of be fond of, It can fully show the cultural characteristics and personality characteristics of the people in the Huaihe River basin, and is widely liked and sought after by the people in the Huaihe River basin. It not only conforms to the local conditions and customs of the

Huaihe River basin, but also bears the originality of the folk art to a certain extent, and conforms to the local conditions and characteristics of the Huaihe River basin. Fengyang Flower drum is a folk art born in the modern society, is still popular, Fengyang flower drum is a unique folk art in Fengyang County, is "truly" growing in Fengyang County art, carrying the local people from generation to generation of life and historical imprint. National intangible cultural heritage inheritance Sun Fengcheng has been immersed in flower drum performance all his life, and never gave up this skill until he was old. He can be regarded as a living fossil of Fengyang flower drum folk art. Similarly, the painting of Zhong Kui in Lingbi County also has an unusual meaning. In huaihe river basin folk art works, represents a significant proportion of the subject matter is to promote filial piety motto, chivalrous behavior, people with symbolic meaning symbols of the ideal and desire of life, is used for folk auspicious folk people always, play a drive to eliminate evil blessing, auspicious, history painters are used as its specific symbols, To carry out the painter's own emotion into Zhong Kui's painting, Lingbi Zhong Kui's painting has obvious artistic characteristics, and adopts the technique of borrowing object metaphor meaning, entrusts the wishes of Chinese common people.

Through the investigation of the folk culture of the Huaihe River basin, Sizhou Opera, Fengyang phoenix painting, Tianchang judge painting and Lingbi Zhong Kuo painting and other factors were added to the cultural wall. Through the investigation of these contents, the folk culture of the Huaihe River basin was more deeply reflected. In the process of wall painting practice, we fully combine the folk culture of Huaihe River basin to build a more beautiful rural cultural wall.

3. Huaihe River area folk culture application culture wall construction image creativity

Huaihe river in huaihe river basin has created unique cultural temperament unique folk culture, makes the huaihe river folk art culture often structure is unique, colorful, full of fun, has a profound cultural connotation, thus to spy on the huaihe river special local conditions and customs, the people experience the cultural history of the huaihe river and huaihe river plain life. The New Year pictures in the Huaihe River basin to Lingbi County's Zhong Kui painting, Fengyang's phoenix painting and long judge painting is the most brilliant, and called "Jiangbei three unique". Through the meaning of folk graphics, we can feel the simple folk culture belief of the Huaihe River basin, feel the free and flexible art and profound cultural expression of the Huaihe River basin.

The folk New Year pictures in the Huaihe River basin often take the myths and legends of the Huaihe River basin as the main body, such as Zhong Kui's ghost hunting paintings. Lingbi County Zhong Kui painting originated from the Tang Dynasty Wu Daozi powder, at the same time rooted in the folk, love in folk customs. After thousands of years, in the inheritance and innovation of many "craftsmen" from ancient times to now, the gradual formation of Lingbi Zhong Kui painting unique "soil and not ugly, vulgar not elegant" art style. Among the many folk legends in the Huaihe River basin, Zhong Kui gives people a sense of distinction: its image is also a person is also a ghost, and in the minds of the public is to eliminate the disaster in addition to difficult, the town house exorcism symbol. "Zhou Li · test work records" in the

"big GUI long three feet, zhu on the end of the Kui head, the son of heaven clothes" which said "the final Kui" is also Zhong Kui, perhaps because of homophony, perhaps because of various allusions, experts and scholars have their own basis, which also lay a deep foundation for Zhong Kui painting research. About the image of Zhong Kui modeling, one is based on the traditional folk style of this style of beauty in the ugly. Exaggerated facial image, both shape and spirit. The second is the fine brushwork style without anger or authority. Zhong Kui on the painting long beard flying, eyes bright looking ahead, solemn demeanor. Third, the freehand brushwork style of natural and unrestrained chivalrous. This style is spontaneous, free and easy, with a pen or look like a dragon dance is actually full of fun. All in all, Zhong Kui's image in the painting is grotesque but still verve, serious but still alive. The IMAGE OF ZHONG KUI CARRIES VARIOUS AUSPICIOUS MEANINGS AND connotations OF FOLK: ONE is to exorcise EVIL spirits and eliminate disasters, the other is to pray for good luck. Painters of all dynasties regard ZHONG KUI as A specific auspicious symbol, perfuse their feelings, thoughts among them, and appeal to visual expression. Many Zhong Kui painters from the concept of creation to image composition and creative skills, skillfully use the artistic means of borrowing the meaning of the object, entrusted the ideal and wishes of the people.

The folk phoenix paintings in the Huaihe River Basin are a unique form of folk art expression in this region. The folk phoenix paintings are characterized by bright colors, unique style, profound history and common taste. The Fengyang phoenix paintings in the Huaihe River Basin are mainly phoenix paintings, supplemented by birds, insects and flowers, and have the popular style of New Year pictures. The phoenix in Fengyang Phoenix painting has a unique and fixed Chen style. The phoenix in the painting may fly, perch, feed or sing, all of which are inherent characteristics of "snake head, turtle back, ruyi crown, goatee, crane leg, chicken foot, nine tails and eighteen wings". In THE minds OF Fengyang people, PHOENIX is a symbol of good luck. Therefore, the phoenix in the phoenix painting is the culmination of the beauty of all birds. This unique and inherent modeling Chen style of Fengyang Phoenix painting forms an independent artistic form, which fully expresses the decorative beauty of phoenix painting. The Phoenix painting pays attention to the bright color and strong contrast. The color of Phoenix painting is mainly the folk handicraft color. The technique of Gongbi painting with heavy color flower and bird painting is adopted, and the line is fine and the color is bright. In the panorama, the composition is beautiful, and the concrete and image are integrated. Visible folk phoenix painting has a very high indoor decorative, colorful, lifelike, and most of the huaihe river phoenix painting content is auspicious wealth is given priority to, has a strong MinSuXing, huaihe river folk phoenix painting comes from the people, but also carry on with the people, including the order of the phoenix as a traditional Chinese birds, huaihe river folk phoenix painting to the phoenix as the main body, It also shows the people's pursuit of a better life and their yearning for happiness in the Huaihe River basin. As an old saying goes, "THE Chu people like the phoenix". In history, the people of Fengyang, who were bumpy and wandering, yearned for the spiritual pursuit of phoenix represented in phoenix paintings, which is the belief in the hearts of Fengyang. It can be seen that Fengyang painting in Huaihe River basin is the reproduction of the

traditional folk life in this region.

We know that the people in the Huaihe River area pay great attention to the local folk culture. Therefore, when constructing the beautiful village culture wall of the Huaihe River Area, we will display people's beautiful vision in the picture of story plot into the culture wall, and combine it with phoenix painting. Used to draw pictures such as the artistic features and profound connotation of creation to meet the expectations of the general public to happiness life, is the original intention of fit beautiful rural construction, in the practice of the study, by collecting inheritance to contemporary outstanding cultural treasures to record images, combining with the current rural public good life every day, for creative culture construction of the wall images.

4. Practice report on the application of folk culture in the construction of beautiful village culture wall in Huaihe River region

Based on the excellent traditional folk culture of the region, we give play to the advantages of the excellent folk culture with local characteristics, aiming to make the excellent regional folk culture and art active in the fields and farmers' doorsteps, so as to promote the great development and prosperity of the beautiful rural culture. Along the huaihe river in the beautiful folk culture village culture for the construction of the wall, the culture wall as the window to carry forward China's traditional folk culture, carry forward the excellent traditional culture through cultural wall, make the people close contact to the traditional folk culture, to cultivate the people form the thought of chongwen suntech, improve people's moral accomplishment. In this construction practice of the application of the folk culture of the Huaihe River basin beautiful village culture wall, we widely understand the unique folk culture characteristics of the Huaihe River basin itself, and make full use of and excavate the folk culture resources of the Huaihe River basin. Application in folk culture village culture beautiful wall construction, the residents of the huaihe river basin is the main part of the rural construction, therefore, in the huaihe river folk culture application of the beauty of the countryside culture wall construction process, we value for the promotion of local culture, in the cultural construction of the wall, the folk-art unique charm fully reflected. Most of the huaihe river folk art with New Year pictures, such folk pictures have distinctive huaihe river folk cultural features, many myths and

legends as subject, in the beautiful countryside culture wall construction, by moving the colorful, rich interesting, in accordance with ordinary plain nature to draw pictures in the beautiful countryside culture on the wall, To help local residents more deeply contact with the folk culture of the Huaihe River basin. We not only apply the folk New Year pictures to the construction of the beautiful village culture wall in this practice, but also apply the folk paper cutting to the culture wall. The paper cutting in the Huaihe River basin has its own uniqueness, which often produces corresponding patterns by cutting and dyeing. Local residents who are good at paper cutting work with us to complete the design and production of the cultural wall paper cutting. By Posting and drawing the paper cutting patterns of happiness and good luck, we can build a cultural wall of happiness and significance for local rural residents. In addition, in the folk culture of the Huaihe River basin, Fengyang Phoenix painting is a unique folk-art form in the Huaihe River basin, with distinctive colors, unique style, profound history, elegant and popular characteristics, and the folk Fengyang Phoenix painting has its unique decoration. Add the chicken in the culture wall paint of the wall painting of the related content, these have qualitative feeling, romance and simple drawing to the content of the beautiful old village culture wall, make beautiful countryside culture for the construction of the wall to the next level, the realization of the huaihe river folk culture used in the beautiful countryside culture construction of the wall inner meaning, let the "rural revitalization" truly fall in the effect, We will better build a socialist society with Chinese characteristics.

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