

Research on the Path of Art Colleges Empowering Rural Revitalization under the Background of Common Prosperity

Shuang Liu, Panpan Jin, Weiwei Ma

Anhui University of Finance and Economics, Bengbu Anhui, 233000, China

Abstract: Under the guidance of the concept of common prosperity, rural revitalization carries the dual mission of economic leap and cultural prosperity. College art, as an engine of cultural innovation and a bridge for dissemination, has demonstrated unique effectiveness in rural revitalization. Through strategies such as promoting art education, showcasing art creation, and integrating the art industry, university art has effectively promoted the inheritance and innovation of rural culture, enhancing the cultural heritage and economic vitality of rural areas.

Keywords: Common Prosperity; Art Schools; Rural Revitalization; Route.

1. Introduction

In the context of common prosperity, the research on the path of art colleges empowering rural revitalization not only provides new ideas and methods for rural revitalization, but also provides a broad space for the effective utilization of art resources in universities. Through in-depth analysis of the role and implementation path of art colleges in rural revitalization, this study reveals the unique value of art colleges in promoting comprehensive rural development. At the same time, in response to the challenges faced during the implementation of the path, the countermeasures and suggestions proposed in this study also provide useful references for the formulation and implementation of relevant policies. In the future, with the deepening practice of the concept of common prosperity, the path for art colleges to empower rural revitalization will be further improved, injecting new vitality into promoting the comprehensive development of rural areas.

2. Overview of the Background of Common Prosperity

The concept of common prosperity is deeply rooted in the essential requirements of socialism with Chinese characteristics. It emphasizes that on the basis of sustained and healthy economic development, the income gap between members of society should be gradually narrowed through institutional innovation and policy adjustment, thereby achieving broader social equity and harmony. This concept is not only an important goal of China's economic development, but also a significant symbol of comprehensive progress in social civilization. In the grand context of common prosperity, the strategy of rural revitalization has been endowed with unprecedented profound connotations and requirements of the times, that is, what we pursue is not only the rapid growth of rural economy, but also the comprehensive prosperity of rural culture and the harmonious development of society.

When promoting rural revitalization under the framework of common prosperity, it is crucial to focus on addressing the challenges of agriculture, rural areas, and farmers, which are related to agriculture, rural areas, and farmers. The success or

failure of rural revitalization is closely related to the modernization transformation of agriculture, the optimization and livability of rural environment, and the substantial improvement of farmers' quality of life. The vision of common prosperity emphasizes that rural revitalization should not only be reflected in economic growth, but also encompass the overall progress of rural society and the comprehensive development of farmers. Therefore, the popularization of educational resources, the enrichment of cultural activities, and the stimulation of artistic creativity, among other multidimensional empowerment, will become an indispensable driving force for rural revitalization. Art, as a core cultural resource and spiritual driving force, plays an unparalleled key role in rural revitalization. The integration of art can stimulate the innovative vitality of rural culture, enhance the cultural style of rural areas, and inject new impetus into the economic and social progress of rural areas. Art can deeply integrate with the natural beauty and long history of rural areas, jointly shaping a unique cultural identity with regional characteristics, attracting a wide range of tourists and investment attention, and effectively driving rural economic growth. In addition, art can greatly enrich the spiritual world of rural people, improve their cultural cultivation and quality of life, and lay a solid foundation for the harmony and stability of rural society. In short, the multidimensional contribution of art has opened up new paths for rural revitalization, reducing repetitive expressions while strengthening its core values.

3. The Role of Art Schools in Rural Revitalization

3.1. The Unique Value of Art School Education

Art college education plays a crucial role in rural revitalization, and its unique value is mainly reflected in talent cultivation, cultural inheritance, and the transportation of artistic talents.

In terms of talent cultivation, art education in universities has profound significance for the cultivation of rural youth. Through comprehensive and systematic art education, rural youth are able to access and master diverse artistic knowledge and skills, thereby honing their aesthetic appreciation and

creativity. These abilities not only lay the foundation for their personal growth, but also inject fresh vitality into the prosperous development of rural culture. Art education reshapes the thinking structure and value orientation of young people in a subtle and silent way, leading them to continuously improve their cultural literacy and artistic cultivation in the journey of appreciating and creating beauty, and ultimately becoming a significant cultural force in the journey of rural revitalization.

In terms of cultural inheritance, art education in universities plays a crucial role. Rural areas contain profound traditional cultural treasures, which are the foundation and soul of rural culture. However, in the process of modernization, many traditional rural cultures face the risk of inheritance rupture. College art education explores and integrates these traditional cultural resources, using education as a bridge to convey their essence to the younger generation and ensure cultural continuity. In addition, art education is also committed to innovating the presentation and dissemination channels of traditional culture, making it compatible with modern aesthetics, thereby enhancing the charm and radiation of rural culture.

Art school education has also cultivated a large number of artistic talents for rural areas. These talents possess both artistic professional skills and a profound understanding of rural culture, providing solid talent support for the prosperity of rural culture and driving innovation and upgrading of the rural cultural industry. They are also a key bridge for cultural interaction between rural areas and the outside world, promoting the widespread dissemination of rural culture and enhancing its awareness and reputation.

3.2. The Advantages of Art School Resources

The resource advantages possessed by universities in the fields of artistic creation and exhibition planning play an undeniable role in promoting rural revitalization. These advantages are mainly reflected in a professional team of art teachers, abundant teaching resources, and a large number of art works and exhibition resources. Universities have a professional team of art teachers who possess profound professional knowledge and rich practical experience in fields such as art creation, art criticism, and art education. They can provide targeted art guidance and training for rural areas, helping rural residents improve their artistic literacy and aesthetic abilities. At the same time, they can also create art works that reflect rural culture and characteristics based on the actual situation of the countryside, thereby enhancing the cultural attractiveness of the countryside.

Universities have also accumulated rich teaching resources, including art textbooks, teaching equipment, and teaching methods. These resources can provide strong support for art education in rural areas, helping rural schools improve art teaching conditions and enhance the quality of art education. Through the popularization and improvement of art education, it is possible to cultivate the artistic interests and hobbies of rural youth, laying a solid foundation for their comprehensive development. In addition to teaching and creative resources, universities have a large number of art works and exhibition resources. These works and exhibitions not only showcase the artistic strength and achievements of universities, but also bring diverse cultural experiences and artistic enjoyment to rural areas. By introducing these works and exhibitions into rural areas, we can enrich the cultural life of rural areas and enhance the cultural taste and aesthetic taste of rural residents.

By leveraging their own strengths, universities can collaborate with rural areas to explore and organize the rich traditional cultural and artistic heritage of rural areas, injecting new vitality into the inheritance and innovation of rural culture. The specific approach includes planning art creation projects and exhibitions centered on rural areas based on their characteristics, using artistic means to present the beautiful scenery and simple customs of rural areas, in order to attract attention and support from all sectors of society for rural development. The professional capabilities of universities in areas such as artistic innovation and exhibition planning are particularly crucial for the implementation of rural revitalization strategies. By utilizing these advantageous resources, we can not only provide high-level art education and training to rural areas, enrich their cultural connotations, improve their cultural style and aesthetic level, but also add momentum to their economic and social development, promoting their comprehensive prosperity and progress.

4. Analysis of the Path for Art Schools to Empower Rural Revitalization

4.1. Path to Popularizing Art Education

The close cooperation between universities and rural schools is a key link in achieving the popularization of art education. Rural schools, as the main battlefield of rural education, undertake the important task of cultivating rural youth. Universities can establish cooperative relationships with rural schools to jointly design and develop art education courses, providing rich and diverse art experiences for rural students. At the same time, universities can regularly dispatch professional art teachers to rural schools for lectures and teaching, allowing students to personally experience the charm of art and enhance their artistic literacy and aesthetic ability. Organizing art teachers to teach in rural areas is also an important way to promote art education. Universities can make full use of their own teaching staff to select outstanding art teachers to conduct short-term teaching support activities in rural areas. This can not only provide professional art education for students in rural areas, but also help them broaden their horizons, stimulate their love and pursuit of art. At the same time, teaching support activities also provide an opportunity for university teachers and students to gain a deeper understanding of rural culture and society, which helps promote cultural exchange and integration between urban and rural areas.

With the rapid progress of Internet technology, online art education courses have opened up a new path for the popularization of rural art education. Universities can utilize online platforms to launch remote art education courses, allowing rural students to access professional art education anytime and anywhere without being restricted by geography. This model not only crosses geographical boundaries, but also significantly reduces education costs and benefits a wider range of rural student groups. Meanwhile, integrating multimedia technology and interactive teaching methods into online courses can greatly enhance students' interest and activity in learning. By deepening cooperation with rural schools, dispatching art teachers to support teaching, and implementing online art education courses, we can effectively promote the widespread popularization of art education in rural areas. This not only helps to enhance the artistic cultivation and aesthetic cognition of rural youth, but also cultivates cultural talents for rural revitalization and promotes

the prosperity of rural culture. It is particularly crucial that the popularization of art education can stimulate the innovative momentum and development potential of rural society, laying a solid foundation for the goal of common prosperity.

4.2. Art Creation and Exhibition Path

The ways of artistic creation and display play a core role in the inheritance of rural culture. The joining of art school groups and artists not only provides high-level art guidance to rural areas, but also deeply explores the unique charm of rural culture, vividly presents it through artistic means, and attracts wider social attention and recognition. Going deep into the front lines of rural areas, art school groups and artists rely on their keen perception and profound artistic skills to capture the subtle aspects of rural daily life and extract unique cultural symbols and artistic features. They closely communicate with the villagers, explore the historical context, regional characteristics, and folk customs of the countryside, and gain creative inspiration from them. These inspirations are artistically integrated into the works, making each piece contain cultural memories and emotional bonds of the countryside.

The art exhibitions and festivals jointly organized by universities and rural grassroots are key platforms for showcasing these artistic masterpieces. These activities greatly enhance the cultural style and popularity of rural areas. Participants can not only enjoy art works rich in regional characteristics, but also personally experience the extraordinary charm and profound accumulation of rural culture. The holding of such activities not only enriches the cultural atmosphere of rural areas, but also attracts more tourism resources to the local area and promotes the emergence of new opportunities for economic development.

4.3. The Integration Path of Art Industry

The close integration of the art industry and rural economy can inject new vitality into the rural economy and assist in the inheritance of rural culture. During this process, art school teams and artists play key roles. They can work together with rural enterprises, cooperatives, and craftsmen to create art products that embody local cultural characteristics. The practical forms of this cooperation are diverse. For example, art school teams can deeply extract the history and customs of rural areas, cleverly integrate them into handicrafts and souvenir designs, and endow them with artistic value and rural characteristics. In addition, the artistic resources and brand influence of universities can effectively promote the market promotion and marketing of these products, achieving a win-win situation.

Building a sound industrial chain is crucial in promoting the integration of the art industry and rural economy. Art school teams can help rural areas build a comprehensive industrial chain covering raw material procurement, design and research and development, production and manufacturing, and sales, ensuring high-quality and efficient products. At the same time, the addition of the art industry can also stimulate the vitality of other related industries in rural areas such as

tourism and catering, promoting positive interaction and circular development between industries.

The combination of the art industry and rural economy can bring abundant employment opportunities to rural areas and increase farmers' income. With the flourishing development of the art industry, rural areas will attract more tourists and investment, accelerating the prosperity of the rural economy. Art school teams can actively participate in rural tourism development, leveraging their professional advantages to shape unique tourism brands for rural areas and enhance the charm and competitiveness of rural tourism. The development of rural tourism not only broadens the channels for farmers to increase their income, but also allows more people to appreciate the natural beauty and profound cultural heritage of rural areas.

5. Conclusion

Under the grand blueprint of common prosperity, art schools have become a key force in empowering rural revitalization. Enhance the soft power of rural culture through the popularization of art education and online courses; Go deep into the countryside, explore the essence of local culture, hold art exhibitions, and enhance cultural confidence. At the same time, we will closely cooperate with rural industries, integrate art and agriculture, create a distinctive industrial chain, and promote economic diversification. The art school team also actively participates in rural tourism planning, shapes rural brands, attracts external investment and tourists, injects new vitality into rural revitalization, and achieves comprehensive economic, cultural, and social development.

Acknowledgments

This article is the research result of the Anhui Province Social Science Innovation and Development Research Project "Research on the Path of Art Colleges Empowering Rural Revitalization Construction under the Background of Common Prosperity" (No. 2022CX112).

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