

Promoting the Research on the Revitalization of Rural Talents ——Take Music Talents as an Example¹

Li Jia College of Music Shanxi Normal University

Quan Huiqi Inner Mongolia University of Arts

Wang Juanjuan Qingdao University

Li Meizhuan Yuncheng University

Zhang Yiting Communication University of Shanxi

Zhang Jinjie Nanyang Vocational College of Agriculture

Qi Tin Nanyang Vocational College of Agriculture

Ren Xiaoyu Jingzhong University

Abstract

Research the problems existing in the process of revitalizing rural music talents in my country, and give corresponding suggestions based on the problems, and provide corresponding specific development strategies for promoting the revitalization of rural talents, especially the problem of music talents revitalization. To solve the problem successfully, to win a well-off society in an all-round way, and to promote socialist modernization, it provides certain suggestions and references. In the journey of comprehensive promotion of rural revitalization, talent revitalization is the most long and arduous part. The cultivation of country music talents requires the participation of the government, music schools and even social training institutions. The cultivation of country music talents needs to be different from the city, based on the local area, focusing on regional cultivation. In the process of cultivation, emphasis is placed on the role of music in shaping village customs, folk customs and family customs, so that the work of country music aesthetic education can be carried out healthily and continuously. Produce country music talents with certain musical skills and good morals in the new era, and empower the revitalization of rural talents.

Keyword : Revitalization, Music, Rural Talents

Date of Submission: 25-04-2022

Date of acceptance: 07-05-2022

I. INTRODUCTION

For rural revitalization, the number of talents with continuous growth and steady improvement in quality is the fundamental guarantee. On February 23, 2021, the "Opinions on Accelerating the Promotion of Rural Talent Revitalization" (hereinafter referred to as the "Opinions") was officially released. The "Opinions" clearly put forward a timetable, in 2025; rural people can initially meet the needs of the rural revitalization strategy. The source of talents for rural revitalization, on the one hand, needs the guidance of the government, provides policies and opportunities, encourages all kinds of talents to devote themselves to rural construction, and explores paths and methods for talents to take root in the countryside; The reform, with aesthetic education as the starting point, according to the strategies and characteristics of different rural development, local blood production, and accelerate the cultivation of local rural talents.

At present, more than 40 years have passed since the introduction of the reform and opening-up policy. In the past 40 years, my country's economic development has undergone earth-shaking changes. But at the same

¹This article is an enhanced version on a previous study. Original study can be referenced tot:Li Jia, Quan Huiqi⁽²⁰²¹⁾. 'Revitalization of Rural Music Talents in China: A Theoretical Discourse in the Current National Policy in Rural Revitalization International Journal of Research Publication and ReviewsVol (2) Issue (8) (2021) Page 474-478.<https://ijrpr.com/uploads/V2ISSUE8/IJRPR993.pdf>

time of rapid development, there is a structural imbalance between urban and rural development in my country. The problems of aging and hollowing out in rural areas are obvious, and problems such as the decline of rural culture are prominent. The urban-rural dual structure is obvious. The problems of agriculture, countryside and peasants have become a serious constraint to my country's economic development and social progress. It has played a certain hindering role in winning a well-off society in an all-round way and promoting socialist modernization. In response to the seriousness of the "Sannong" problem, the 19th National Congress reiterated the importance of the "Sannong" problem and the urgency of solving it, which is enough to show that the party and the state attach great importance to the "Sannong" problem. In the "three rural" issues, talents are the key to solving rural revitalization. The 21st century is the century of talent. As the most critical and active force in development, the role of talents cannot be ignored. Therefore, promoting the revitalization of rural talents must be placed as the top priority of rural revitalization work.

Socialism with Chinese characteristics has entered a new era, which has injected new connotations into the cultural industry's empowerment of rural revitalization, put forward new requirements, and clarified new goals. It has also given music-related industries an important opportunity to give back to the countryside. The music industry is related to the cultural life of the people and is the spiritual food of the people. At the same time, the music industry is of great significance to promoting economic development and improving the economic structure. However, judging from the current practice situation, most of the rural revitalization programs lack a plan to introduce or cultivate musical talents to participate in the development of rural revitalization, and ultimately promote the simultaneous improvement of rural economic and cultural life. At the same time, in theoretical research, there is also a lack of understanding of the participation of music talents and the music industry in rural revitalization. Such a situation cannot provide strong support for the development of music in my country's rural revitalization. Therefore, this research will be based on the current situation of my country's rural revitalization, and analyze the current situation of my country's rural revitalization music talent training by studying the role of music talents and the impact of the development of music industry or career on rural revitalization.

II. Review of relevant research literature

Looking at the current layout of the music industry in the countryside, it presents a vibrant scene. Farmers who have depended on the land for their livelihood and the sky for generations have turned into "artists" and "entrepreneurs" who have mastered the craftsmanship of musical instruments and basic performance skills with the help of the music industry. This is unique in today's rural China. scenery. Entering Raoyang, Cangzhou, Wuqiang in Hebei, Yuhang and Deqing in Zhejiang, Yangzhou in Jiangsu, Jinghai in Tianjin, Lankao in Henan, Longkou in Shandong, and Zheng'an in Guizhou, every household in the beautiful countryside has become rich by making musical instruments, and farm tools and farm work have been replaced by musical instrument raw materials. , machine tools and machinery, the dress, dress and speech of villagers are also related to musical instruments, which is how music culture shapes and improves them. Through a survey of existing research, it is found that the main views on rural talent revitalization are as follows:

At present, rural revitalization is the focus of the current research on "three rural issues". Before the rural revitalization strategy was put forward, most scholars mainly conducted theoretical discussions on the strategic layout of agricultural and rural peasant development. Many scholars have realized that the problems of agriculture, rural areas and farmers are becoming more and more prominent in the state of unbalanced urban-rural dual structure, and they are gradually declining. Therefore, they call for improving the construction of "three rural" problems and strengthening the promotion and resolution of "three rural" problems. After the rural revitalization strategy was put forward, many scholars focused on the implementation of the talent strategy, and generally believed that the talent strategy was the key to solving the "three rural" problems and breaking the "three rural" dilemma. In recent years, the "Literary and Art Hussars" organized by the Federation of Literary and Art Circles in many provinces have gone to the countryside, bringing the music and art of promoting positive energy to the fields, and have played a good leading role in shaping the village style, folk style and family style in the new era of the countryside. The traditional music art in the local villages is excavated, sorted and reshaped in the new era, making it a music work that is easily popularized in people's lives, which has played a positive effect on promoting and promoting the local rural culture.

Cai Fang (2018) believes that talents are the primary driving force for solving the "three rural" problems. In the process of urbanization in rural areas, it is necessary to play the leading role of talents. Gao Huizhi, Wei Guanglong (2018) and other scholars conducted in-depth investigations and conducted in-depth investigations on the specific cases of talents revitalizing villages during the implementation of the rural revitalization strategy. The two scholars believe that we should rely on preferential policies for talents to attract and retain talents, and take advantage of talents to effectively promote their own construction and development. At the same time, Zhou Hong (2018) believes that measures should be taken from financial investment, policy support and other aspects to guide talents back to the countryside, enrich the rural talent team, and solve the

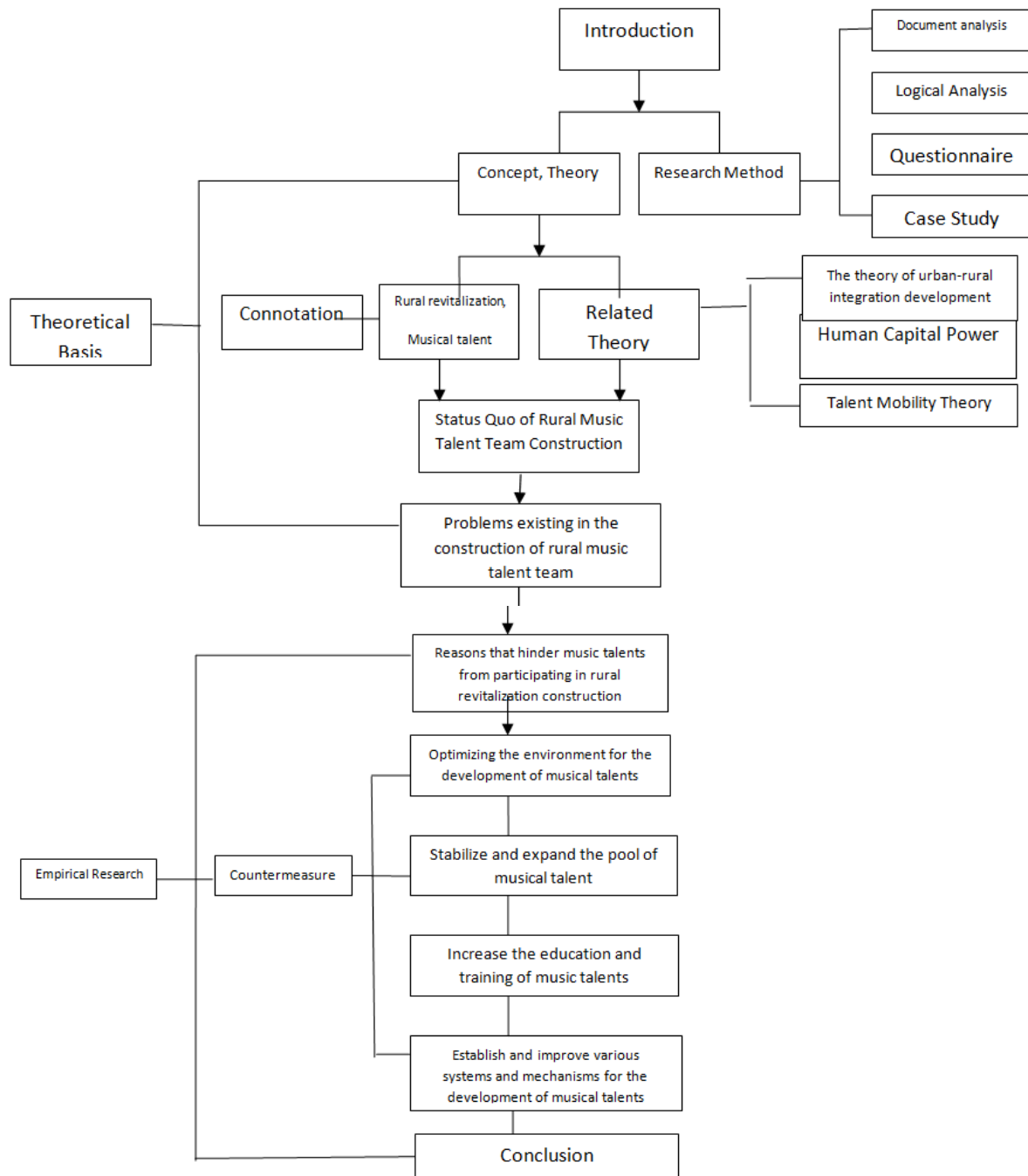
problem of "talent shortage" in rural construction. Wu Beibei (2019) pointed out that only when social talents enter the countryside can the implementation of the rural revitalization strategy be effectively promoted. The scholar believes that professional and technical personnel such as high-efficiency, scientific research institutes should be established to enter the countryside, and combined with their remuneration, performance, qualification certification and other work, an effective rural service mechanism should be created, thereby attracting more experts, scholars, doctors and teachers and other professionals to return to rural areas, take root in rural areas, and devote themselves to rural construction. In addition, many provinces have issued relevant documents to strengthen the construction of talent teams in rural revitalization.

Judging from the existing research, the research on the revitalization of rural talents has not yet been systematic and comprehensive, and the relevant academic rational explanations are relatively lacking. my country's academic circles have not made sufficient and systematic policies and related theories on the participation of professional talents in rural revitalization. However, it cannot fully meet the urgent need for human resources for rural revitalization. At the same time, there is almost no relevant research and specific practice on the participation of musical talents in rural revitalization in the existing literature in my country. This status quo cannot meet the needs of the current situation. Therefore, under the strategic background of rural revitalization and talent revitalization, this research will strive to encourage music talents to participate in rural revitalization, accumulate talent for rural reserve development, and provide strong support and encouragement for the introduction and cultivation of music talents.

"Strengthen the creation, improvement and creation of traditional country music" and "Strengthen the collection, sorting, activation and utilization of traditional folk music". The excellent traditional Chinese culture is the root and soul of social development and national progress, as well as the inexhaustible driving force and source of contemporary cultural innovation and development. The traditional ethnic folk music active in the vast countryside is various and colorful, full of people's life wisdom and aesthetic taste, and contains the spiritual sustenance and emotional identity of Chinese children. For contemporary Chinese music creation, inheriting and developing this priceless musical wealth has a special educational significance, as it is the key to avoiding the flood of music without water, wood without roots, and lifeless music. It is essential to "cultural self-confidence" and "remembering nostalgia" to preserve and utilize the vibrant country music culture, and it is also a powerful tool for re-energizing local culture. The favorable impact of national cultural memory and other factors is well documented. The effective protection and utilization of traditional folk music is particularly important in today's multicultural world, which is filled with its own natural beauty. This work will be inspired by the integrity, innovation, and deepening development of contemporary Chinese music if it is promoted with greater force and a more scientific concept.

III. Research content and scheme

3.1 Research content



Based on the current situation of my country's rural revitalization, this research will analyze the current situation of my country's rural revitalization music talents training by studying the role of music talents and the impact of the development of music industry or career on rural revitalization. Research the problems existing in the process of revitalizing rural music talents in my country, and give corresponding suggestions based on the problems, and provide corresponding specific development strategies for promoting the revitalization of rural talents, especially the problem of music talents revitalization. To solve the problem successfully, to win a well-off society in an all-round way, and to promote socialist modernization, it provides certain suggestions and references. The full text is divided into the following contents.

The first part is the introduction, which summarizes the relevant research at home and abroad through the literature analysis method, clarifies the background, purpose and significance of the research, and introduces the research ideas, research content and research methods of the paper.

The second part is the theoretical basis for promoting the research on the revitalization of rural music talents, mainly expounding the concept and connotation of rural revitalization and music talents, the main role of music talents in rural revitalization, etc., focusing on the theory of urban-rural integration development, human capital strength and talents. The flow theory provides a theoretical basis for the writing of the thesis.

The third part starts from the current situation of rural revitalization's demand and supply of talents, analyzes the current supply and demand of talents for rural revitalization, and combines the influence of talents on rural revitalization, and comprehensively looks at the role of talents in rural revitalization. At the same time, the research in this part will also use the questionnaire survey method to analyze the current situation of the introduction of music talents in rural areas, obtain the feelings of existing music talents in the process of rural revitalization, and explain the current situation and role of music talents participating in rural revitalization. Learn about the level and role of musical talent in the current rural revitalization process. The music business is intertwined with the people's cultural lives and provides them with spiritual nourishment. At the same time, the music business has a significant impact on the promotion of economic growth and the improvement of the economy's structural framework. Those with musical abilities who participate in the development of rural rejuvenation will eventually contribute to the economic and cultural growth of rural areas. As a result of the study conducted in this section, we will have a better understanding of the present position of musical talents who are encouraging rural rejuvenation.

The fourth part is to analyze the problems existing in the process of promoting the revitalization of country music talents. On the whole, there are imbalances and inadequacies in the process of promoting the revitalization of rural music talents in my country. The music talent team is not perfect, the overall quality cannot meet the development needs of the current rural revitalization, the education and training methods and means are backward, and the attractiveness of music talents is seriously insufficient. The availability of funds for investing in the resurrection of country music talent is also restricted; in addition, the management and incentive systems are out of date. In its current form, the country music talent team is unsatisfactory, and it is unable to serve as a catalyst for the resurrection of country music talents as well as the expansion of the economy, society, and culture as a whole. Following a description of the existing process of music talents participating in rural revitalization, a thorough understanding of the limits and problems in developing a country music talent team will be gained as a result of the research undertaken in this section.

The fifth part is based on the problems existing in the process of promoting the revitalization of country music talents, and deeply explores the deep-seated reasons for its emergence. The emergence of problems such as the backward construction of the country music talent team is related to the backwardness of rural public service facilities, insufficient investment in education and training resources, the promotion of market forces leading to the outflow of talents, imperfect institutional guarantees, and the deviation of local governments' understanding and lack of attention is inseparable. In the absence of musical talents, in the absence of cultivation, and in the absence of introduction, the country music industry or industry has regressed, and it is unable to provide sufficient development impetus for the solution of rural revitalization, nor can it contribute to the promotion of economic structural reform and the improvement of the overall quality of farmers due to its lack of strength. The question of how to fix the present difficulties and remove the impediments must thus prompt consideration.

The sixth part is based on the problems existing in the process of promoting the revitalization of country music talents and the deep-seated reasons mentioned above, and put forward specific development suggestions. First of all, for the development of music talents, we should create a good social environment, increase the emphasis on the music industry and music career in rural construction, and form a good atmosphere in which everyone loves music and participates in music, and at the same time provides a good environment for the development of music talents. Work and living environment, improve infrastructure. Meanwhile, it is necessary to strengthen the cultivation of country music talents, actively introduce music talents and prevent the loss of talents, and begin from the salary system and incentive systems in order to realize the expansion of the scale of country music talents; appropriately allocate funds to the construction of music talent teams; recognize the importance of country music talents in the process of promoting rural revitalization; and provide feasible operational conditions.

The seventh part is a summary of the full text, comprehensively sorting out the views of the full text, pointing out the shortcomings of this research, and prospecting the research on promoting the revitalization of country music talents. Promote the integration of musical cultural heritage into all aspects of rural revitalization, support the use of intangible cultural heritage folk song singing, inheritance experience centers and other places, and cultivate a number of rural music cultural heritage tourism experience bases. Encourage all localities to strengthen the construction of "Hometown of Chinese Folk Culture and Music", create characteristic brands of "one town, one product", "one town, one art" and "one town, one scene", form a rural cultural business card with regional influence, and improve the quality of rural cultural construction in an all-round way. Promote "Creativity to the Countryside" and realize the revitalization and development of country music talents.

3.2 Research Proposal

First, on the basis of researching a large number of documents, a scientific and rational method of understanding is formed for the research object. On the one hand, this research collects, organizes and analyzes the literature related to the research purpose and research content, so as to understand the existing research results, form a theoretical understanding, and lay a theoretical foundation for the later research.

Then, conduct field visits and investigations on the revitalization of country music talents, collect relevant materials, understand the current development status and existing problems, and make profound judgments, in-depth actual analysis of the causes of these problems, and put forward corresponding measures and suggestions based on the reasons.

Finally, complete the writing of the research, accept the criticism and correction from the supervisor, revise the thesis repeatedly, and gradually revise and improve.

IV. Research Methods

(1) Literature research method

The literature method refers to the scientific and rational method of understanding the research objects on the basis of researching a large number of literatures. On the one hand, this research collects, organizes and analyzes the literature related to the research purpose and research content, so as to understand the existing research results, form a theoretical understanding, and lay a theoretical foundation for the later research.

(2) Case analysis method

This research will use the case analysis method to analyze the existing problems and reasons from the current situation of my country's music talents participating in the rural revitalization, and make a scientific and comprehensive evaluation. The research will be discussed in combination with specific cases, mainly taking the specific practice of a village in Shandong as the object of analysis, and improving the scientific nature of the research.

(3) Logical analysis method

This research will use the method of logical analysis to analyze the problems existing in the process of the revitalization of country music talents, explore the deep-seated reasons for its emergence, and put forward specific development suggestions. Provide practical operation plans for its development, and provide new ideas and reference plans for the start of the "14th Five-Year Plan" and development to promote rural revitalization and construction, and provide reference for the solution of "agriculture, rural areas and farmers" issues.

(4) Questionnaire survey method

This research will use the questionnaire survey method to analyze the current situation of the introduction of music talents in rural areas, obtain the feelings of existing music talents in the process of rural revitalization, explain the current situation and role of music talents participating in rural revitalization, and have a clear understanding of the current rural revitalization. The degree of participation and role of musical talents in the process.

Research Outcomes

Through the research, this research is expected to obtain the following results:

(1) Master the current construction of the music talent team introduced in rural areas, and understands the participation degree and role of music talents in the current rural revitalization process. Encourage musicians, music companies, music academies, and music industry organizations to go deep into the countryside to collect folk songs, perform, and provide assistance. Give play to the social role and talent advantages of music-related units, integrate and mobilize music resources to the countryside. Through the collection, performances, and support, you can understand the countryside, connect with the countryside, love the countryside, deliver excellent music activities to the countryside, and more accurately increase the proportion of music and art in the rural cultural life. "Encourage the development of a complex format of music training and interactive experience." The purpose is to enhance the musical instrument industry's role as a cultural person in rural revitalization, and to improve farmers' awareness of the music industry. In the context of the vigorous development of new media technology, the development of a composite format of music training and interactive experience has relatively mature experience in operation mode, which is a practical way to promote the music industry to land in the countryside.

(2) Identify the problems existing in the process of revitalizing country music talents, and conduct in-depth exploration to analyze the deep-seated causes of the problems. With a detailed understanding of the general situation of rural production and development, strengthen support in terms of talents, technologies and projects, and provide real tricks for promoting the revitalization and development of rural talents to help revitalize. Strengthen the collection, arrangement, activation and utilization of traditional folk music. The level of specialization and branding of the musical instrument manufacturing industry should be raised; the expansion of musical instrument production into musical instrument culture should be encouraged; and the development of

complex formats such as music training and interactive experience should be encouraged. To encourage qualifying locations to build unique projects such as music festivals, concerts, music parks (bases), and the development of music-themed and distinctive cultural communities, provide them the authority to do so.

(3) Aiming at the problems existing in the process of revitalizing rural music talents and the deep-seated causes, put forward specific development suggestions from the aspects of team building, retaining talents, optimizing the environment, and improving the mechanism, so as to promote the implementation of the rural revitalization strategy and add a solution to the "Three Rural Issues". Music industry empowerment, as an important component of cultural industry empowerment for rural revitalization, requires a long-term commitment, scientific planning, and precise implementation in accordance with a pattern of "drawing a blueprint to the end" and a clear vision in order to provide rural land and practitioners of the music industry with the resources they require. Construct a path toward long-term growth, provide a safe environment for the sound and orderly development of music art and music industry in Chinese rural regions, and contribute to the improvement of the quality of music culture among a large number of farmers in China.

Reference

- [1]. 乡村音乐文化传播与乡村振兴的有效衔接[J]. 王翔宇. 中国果树.2022(01)
- [2]. 美国乡村音乐发展背景及对乡村发展的影响研究[J].徐颖.农业技术经济.2021(08)
- [3]. 乡村振兴背景下乡村音乐的文化遗产与创新研究[J].张帆,张欣.农业经济问题. 2021(08)
- [4]. 建构地方高校音乐学与乡村音乐教育的联动模式[J].樊霄英.河南教育(高等教育).2021(08)
- [5]. 让音乐飘荡在田野山间宁波打造中国新乡音乐发源地[J].杨芝.宁波通讯.2019(24)
- [6]. 新时代呼唤新音乐关于发展中国新乡村音乐,专家这样说[J].杨芝.宁波通讯.2019(24)
- [7]. 民间信仰“合法化”与乡村音乐文化振兴[J].王传历.歌海.2019.5
- [8]. Li Jia, Quan Huiqi⁽²⁰²¹⁾. 'Revitalization of Rural Music Talents in China: A Theoretical Discourse in the Current National Policy in Rural Revitalization'International Journal of Research Publication and Reviews Vol (2) Issue (8) (2021) Page 474-478.<https://ijrpr.com/uploads/V2ISSUE8/IJRPR993.pdf>

Jia, Li, et. al. "Promoting the Research on the Revitalization of Rural Talents ——Take Music Talents as an Example." *American Journal of Engineering Research (AJER)*, vol. 11(05), 2022, pp. 24-30.