

# Research on the Construction and Development of Country Music Culture in the New Era

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doi:10.56397/JARE.2023.05.02

## Abstract

Rural revival cannot be achieved without the guidance of music culture, which is an integral part of the all-round rural revival. Rural cultural revival can not only bring cultural spirit nurturing and support to the all-round rural revival, but also be an important path and starting point to promote the all-round rural revival, and become the casting soul system project of the all-round rural cultural revival in China. China's rural cultural revitalization program can bring stronger spiritual strength and cultural support for all-round rural revitalization. As the soul of the whole rural Renaissance, rural cultural Renaissance can bring strong cultural strength and spiritual support to the whole rural Renaissance. Based on the actual situation of China's rural economic construction and development of the country music culture industry, this paper discusses the diversified development of China's music culture industry in the revitalization of China's rural areas, and aims to promote the healthy development of rural music culture industry, and provides feasible suggestions for the development of China's country music.

**Keywords:** music culture, rural construction, development research

## 1. The Value Connotation of Country Music Culture Construction

Rural revival cannot be separated from the guidance of music culture, which is an integral part of the overall rural revival. Rural cultural revival project can not only bring cultural spirit nurturing and support to the overall rural revival, but also an important starting point for the overall rural revitalization (Hao Zhenrong, 2020).

As the soul project of rural revitalization, rural culture revitalization can provide strong spiritual motivation and cultural support for rural revitalization. Music culture will play an

important role in promoting the acceleration of China's rural revitalization, making it an important starting point for the comprehensive revitalization of rural economy, so as to realize the common prosperity of rural material and spiritual levels. Artistic production is not a special creation of its own, but a specific process that depends on the lips and teeth of social history. As a kind of social economic form that integrates the creation, dissemination and consumption of music culture organically, the practice of developing music culture in China is mainly in response to the new development trend of national policies, and at the same time conforms to the internal requirements of

ecological revitalization of rural areas and urban culture and the realization of common material and spiritual prosperity of the people. Rural culture is the foundation and spiritual source of traditional breeding of Chinese civilization. The rise and fall of rural culture is not only related to the rise and fall of the countryside, but also related to the rise and fall of the Chinese nation. Therefore, as an important factor of rural development, music literature and the development of rural revitalization are mutually complementary and inseparable. Music literature is an important carrier, new driving force and accelerator of the revitalization of Chinese rural culture, and the revitalization project of rural culture also provides a platform and opportunity for the future development of Chinese music culture. Music has become an important booster for the revitalization of rural civilization in China, which plays an important role in enriching villagers' spare time life, improving their humanistic temperament and quality, and cultivating rural spiritual traits. Music culture, with its unique endowment of human and natural resources and cultural advantages of integration of the east and the west, has great significance of historical revitalization. Through music culture, it will enable the natural protection and development of human resources in rural areas, so as to promote the healthy development of urban and rural areas.

## **2. Present Situation of Country Music Culture Construction and Development**

So far, the number of villages in China that have realized rural revitalization through the development of music culture is still small, many villages have not developed the degree of music culture, the cultural atmosphere of country music is insufficient, the training mechanism of music talents is not perfect, the villages with unique music elements have not been widely concerned, and even the characteristics of their own music culture have not been developed. For example, the folk songs with distinctive national characteristics in many places such as Zhejiang have not yet been explored.

According to the situation of China's rural economic construction and music culture construction, this paper analyzes the difficulties facing the development of China's country music culture industry, such as the top-level construction layout of the music culture industry,

the insufficient leading role of the music culture industry and the lack of public awareness of music culture.

## **3. The Development Path of Country Music Culture Construction**

According to the above ideas, in the two dimensions of traditional culture revival and healthy culture development, each town should base on the music culture resources in the process of music culture construction, build a good name card of music culture, and with the help of its own rich country music cultural resources, further stimulate the inner power of rural culture. To explore the cross-border integration of emerging country music culture such as "art + Internet", "art + science and technology" and "art + cultural innovation", further stimulate the rural cultural momentum, so as to find a reference for the development of music culture to promote prosperity. (Chen Yi, 2022)

By incubating the "music town" and other modes of tourism industry, forming a model similar to the "musician sampling base", making the village become a holiday tourism mecca featuring "music", transforming cultural wealth into material wealth to the maximum extent of protecting the local ecological culture in the countryside, and realizing "common prosperity".

By promoting the creation and development of country music culture, effectively making use of the advantages of country music art to contribute the main force to the prosperity and development of rural economy, helping to stimulate the internal driving force of rural economic development, giving full play to the multiple functions and comprehensive leading functions of the music art and culture industry, and effectively promoting the growth of rural economy. It has helped to promote the rational connection between rural poverty alleviation and urban and rural prosperity, promote livable rural natural environment, civilized rural culture, orderly economic management, and prosperous daily life of the people. It has explored innovation in rural policy mechanisms and empirical methods, and set up a classic example that can be repeated and developed. The rural revival is the key part of the whole rural revival, which should not only provide the feeding guarantee for the whole rural revival, but also promote the way and focus of the whole

rural revival. We encourage musicians and various music organizations to actively participate in the creation and improvement of traditional music art in rural areas, and encourage capable people to develop complex industries such as equipment production, music education training and interactive perception in rural areas, including music education festivals, concerts, music education parks and other cultural service projects. Promoting the creation of country music culture and creating a beautiful countryside can effectively enhance the happiness and prosperity of villagers.

Through strengthening the creation, integration and creation of traditional village folk songs, to produce music works with the characteristics of The Times, positive and healthy connotation, and to collect, arrange and activate the development of national folk traditional festival songs. Strengthen the construction of rural civilization, build cultural heights in the new era on the basis of traditional art and culture, further enhance the "spiritual wealth index" of the peasant masses, find the source of vitality in the heritage culture of traditional Chinese music, combine the innovation of traditional art with the spiritual value of Chinese art, and integrate the spiritual value of traditional Chinese art with the requirements of contemporary Chinese art. There are more excellent works emerging, forming more fine art works that can not only meet the traditional cultural needs of farmers, but also strengthen the traditional cultural weapons of farmers, so as to achieve three great harvests of economy, society and culture. Pay attention to the fact that the transformation process of folk art assets has not activated the economy of sound art, but that exerting its special role in rural revival may have an irreversible impact on sound art resources. On the basis of learning successful experience and avoiding defects, guide the artistic assets of country music to contribute to rural rejuvenation on the premise of adapting to the economy and maintaining its functions, give full play to the comprehensive leading function of multiple functions of art and culture, promote the growth of rural economy, help to consolidate and expand the effect of poverty alleviation and effectively connect with rural rejuvenation, and promote the livable rural environment, rural culture, orderly regulation and people's prosperity. We will explore new policy approaches and empirical methods, and set up

exemplary models that can be replicated and promoted.

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