



Revitalization of Rural Music Talents in China: A Theoretical Discourse in the Current National Policy in Rural Revitalization

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ABSTRACT

From the existing researches, most scholars have affirmed the role of talents in rural revitalization, and think that there are problems and bottlenecks in the construction of Rural Revitalization talents in China, and put forward some suggestions for attracting and retaining talents. The suggestions are mainly about the welfare, benefits, and incentive system of talents to improve the living conditions in rural areas. And from the existing research, the "talents" in the study of Rural Revitalization talents construction are mainly agricultural professionals. Overall, the research on the revitalization of rural talents has not been systematic and comprehensive. It can not fully meet the urgent needs of Rural Revitalization for the participation of multi-field talents. At the same time, there is little research and practice about art talents participating in Rural Revitalization in the current literature. With the progress of society, the development of rural cultural causes can become an important driving force for economic and social progress. It is necessary for art talents to participate in the Rural Revitalization.

Keywords: Revitalization, Rural Music Talents, China, National Policy, Rural Revitalization

1. Introduction

The cultural cause is related to the people's spiritual life, and it is the spiritual food of the people. At the same time, cultural undertakings are of great significance to promote economic development and improve economic structure. President Xi Jinping pointed out that the implementation of the Rural Revitalization Strategy should not only look at the number of votes in the pockets of farmers but also the farmers' mental outlook. The performance of the strategy of Rural Revitalization should be carried out by material civilization and spiritual civilization, especially the promotion of the spirit of farmers. *The State Council of the CPC on the Implementation of the Strategy of Rural Revitalization* clearly put forward that "in the process of rural revitalization, the academia cannot neglect the construction of spiritual civilization. We need strengthen the role of rural cultural organizations, and vigorously support the inheritance and development of rural opera and theater arts (quyi)." Therefore, the academia must put the rural cultural construction in the critical position of the strategic development of Rural Revitalization. At the same time, the countryside has a rich literature and art resources. Much traditional music such as opera and guys are the important representatives of local culture with the growth of farmers from generation to generation.

2 Current Rural Situation of Arts Promotion in China

The art resources rooted in the countryside are our country's valuable cultural heritage. It is of great significance to explore the rural literature and art resources for improving the Rural Revitalization and spiritual civilization construction, enriching the development of Chinese cultural undertakings, and enhancing cultural confidence. However, because of the long-term existence of urban-rural dual structure, the problem of hollowing and aging rural construction is serious. Although the government vigorously promotes the strategy of rural revitalization, it has not reversed the trend of agrarian civilization decline. Therefore, it is urgent to revitalize rural culture and cultivate rural civilization, which is related to the success or failure of solving the problem of "three rural areas" in China.

3 Research Target

From the current practice, many rural areas pay more attention to the construction of material civilization in the development plan design. They lack the working ideas of introducing or cultivating literary talents to participate in Rural Revitalization and development. At the same time, there is also a lack of understanding of the participation of literary and artistic skills in Rural Revitalization in the theoretical research. This situation can not provide strong support for the cultural construction of Rural Revitalization in China. Therefore, this study will be based on the current condition of Rural

Revitalization in China, and take the construction of rural music talents as the research object, explore the problems and future development ideas in the process of rural music talent revitalization, to dig in-depth literature and art resources, improve rural construction and spiritual civilization construction.

4 Data Collection

The research data of this subject come from the actual investigation and visit. In the process of research, this topic uses the network to grasp the relevant data of talent introduction and Cultivation in rural revitalization, the demand and type of talent in the rural revitalization, and obtains the intuitive understanding of talent participation in Rural Revitalization. In addition, in order to grasp the current situation of rural music talents, the academia conducted a questionnaire survey on a rural music talent team in Weifang City, Shandong Province, to understand the current situation of music talents participating in rural revitalization, and through interviews to understand the understanding and feelings of these music talents participating in rural revitalization, and obtained the first-hand information. At the same time, this paper studies the development plan of the township and its affiliated counties and cities for rural revitalization and grasps the current emphasis of the village on music and other literary talents, which lays the foundation for the qualitative and quantitative analysis of this topic.

5 Research Plan

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

The author made a field survey on the revitalization of rural music talents, collects relevant data, understands the current development status and existing problems, makes deep judgments, deeply analyzes the causes of these problems, and puts forward corresponding development suggestions combined with the causes.

6 Definition of Terms

(1) Literature research method

Literature method refers to the formation of scientific and rational knowledge method of research object based on the research of a large number of literature. On the one hand, this study collects, collates, and analyzes the literature related to the research purpose and 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 study will use the case analysis method, starting from the current situation of China's music talents participating in rural revitalization, analyze the existing problems and reasons, and make a scientific and comprehensive evaluation. The research will be combined with specific cases to discuss, mainly taking the specific practice of a village in Shandong Province as the analysis object so as to improve the scientific nature of the research.

(3) Logical analysis

This study will use the logical analysis method to analyze the problems existing in the process of rejuvenating rural music talents, explore the deep-seated causes of its emergence, and put forward specific development suggestions. It also provides new ideas and reference programs for the start and development of the "fourteenth five-year plan" to promote rural revitalization and construction and provides a reference for the solution of the "three rural" problems.

(4) Questionnaire survey method

This study 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 in rural revitalization, and clearly understand the participation degree and role of music talents in the process of Rural Revitalization.

7 Research Objective

Through the research, the following results are expected to be achieved:

- (1) Master the current rural introduction of music talent team construction, understand the current rural revitalization process of music talent participation and participation.
- (2) Clear the problems existing in the process of rejuvenation of rural music talents, and carry out in-depth exploration to analyze the deep-seated causes of the problems.

- (3) In view of the problems existing in the process of rejuvenating rural music talents and the deep-seated reasons, this paper puts 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 Rural Revitalization Strategy and increase the solutions to the "Three Rural" problems.

8 Discussion

At present, rural revitalization is the focus of the current "three rural" issues. Before the Rural Revitalization Strategy is put forward, most scholars mainly discuss the strategic layout of rural agricultural farmers' development from the theoretical level. Many scholars have realized that the problems of agriculture, rural and farmers are increasingly prominent under the unbalanced urban-rural dual structure and gradually decline. Therefore, they call to improve the construction of the "three rural" problems and the promotion and solution of the "three rural" problems. After the strategy of Rural Revitalization was put forward, many scholars focused on the implementation of talent strategy and generally believed that talent strategy is the key to solve the problem of "three rural areas" and to break the dilemma of "three rural areas." The following are the main points of view of Rural Revitalization of talent construction.

Bian Wenzhong (2019) believes that talents are the primary driving force for solving the "three rural" problems. In the process of rural construction of urbanization, the academia must play a leading role in talents. Through in-depth visits and investigation, scholars such as Liuailing and querying (2018) have made in-depth discussions on the specific cases of talent rejuvenation in the implementation of the Rural Revitalization Strategy. Two scholars believe that the academia should rely on preferential policies for talents to attract and retain talents and to promote their own construction and development with the help of talent advantages. Meanwhile, Fang Zhonghua (2019) believes that measures should be taken from financial input and policy support to guide talents to return to the countryside, enrich the ranks of rural talents, and solve the "talent shortage" problems in rural construction. Guoxianfeng (2019) pointed out that only when social talents enter the countryside can the academia effectively promote the implementation of the strategy of Rural Revitalization. The scholar believes that it is necessary to establish high efficiency, scientific research institutes and other professional and technical personnel to enter the countryside, and combine with their salary, performance, qualification and other work, and establish an effective rural service mechanism, so as to attract more professional personnel such as experts and scholars, doctors and teachers to return to the rural areas and root in the countryside and participate in rural construction. In addition, in view of the problem of the construction of the talent team in rural revitalization, many provinces have issued relevant documents to strengthen their important construction. Qian et al. (2019) believe that a service mechanism for the talents from Xinxiang Province in China and the virtues should be established to encourage more new rural talents to enter the rural construction and innovate the tool for the use of new rural talents so as to indeed retain and use talents.

Zhouxiaoguang (2019), through analyzing the bottleneck of Rural Revitalization Strategy talents, thinks that the total amount of rural skills in China is insufficient, the quality is not high, and the total amount is not good. At the same time, the author thinks that the reason for the unsatisfactory situation of rural talents lies in the deviation of the ideological consciousness of rural skills, low income, and poor environment. In view of these problems, the academia should carry out talent introduction from the orientation, implement talents from various aspects, promote talent cultivation by classification, vigorously promote talent entrepreneurship, strive to optimize the talent environment in five dimensions, and effectively improve the construction of rural talents. Based on the perspective of migrant workers' return, Jiang Xiaolei (2019) analyzes the talent problem in Rural Revitalization by using the dual logit model. The scholars believe that most of the migrant workers are passive return to the countryside, and only one-tenth of the migrant workers actively return to the rural revitalization construction. Therefore, the academia should increase the investment in rural public goods construction, give full play to the guiding role of grassroots cadres, build and improve the entrepreneurship system of migrant workers returning home, strengthen training guidance, improve the quality of migrant workers, improve the rural social security system, and attract the talented farmers to actively return to the Rural Revitalization. Wenruixu (2019) believes that urban talents should be attracted to participate in Rural Revitalization. In specific practice, the academia should improve the mechanism of interest protection, formulate talent policies by classification and implement services. Wusufang (2019) takes the backward area of West Ningxia as the research object and thinks that the Rural Revitalization of Rural Revitalization talents is faced with the shortage of agricultural professionals and serious disconnection of grassroots agricultural technology popularization personnel. The scholar believes that the academia should strengthen the training of rural professional talents, improve the initiative and enthusiasm of the grassroots agricultural personnel to break through the plight of rural talents. Dingxi and Zhangjiagang (2019) think that the leading skills are in a strange shortage in the Rural Revitalization. At present, the source of Rural Revitalization's leading talents mainly comes from Xinxiang, Xian, college students, social experts, etc. the academia should strengthen the construction of the Rural Revitalization leading talents team around three levels: formulating policies to attract leading talents, strengthening Cultivation of leading talents, and improving incentive mechanisms.

9 Comment on the Current Rural Talent Research in China

From the existing researches, most scholars have affirmed the role of talents in rural revitalization, and think that there are problems and bottlenecks in the construction of Rural Revitalization talents in China, and put forward some suggestions for attracting and retaining talents. The suggestions are mainly about the welfare, benefits, and incentive system of talents to improve the living conditions in rural areas. And from the existing research, the "talents" in the study of Rural Revitalization talents construction are mainly agricultural professionals. Overall, the research on the revitalization of rural talents has not been systematic and comprehensive. It can not fully meet the urgent needs of Rural Revitalization for the participation of multi-field talents. At the same time, there is little research and practice about art talents participating in Rural Revitalization in the current literature. With the progress of society, the development of rural cultural causes can become an important driving force for economic and social progress. It is

necessary for art talents to participate in the Rural Revitalization. The current research status of music and other artistic talents participating in Rural Revitalization cannot meet the needs of reality.

10 Suggestions for National Systematic Research of Rural Music Talents Cultivation

Based on the current situation of Rural Revitalization in China, through the study of the role of music talents and the impact of the development of music industry or career on Rural Revitalization, the scholars need analyze the current situation of Rural Revitalization of music talents in China, and explore the problems existing in the process of Rural Revitalization of music talents in China, combined with the problems to give corresponding suggestions, to promote the revitalization of rural talents, In particular, the academia need provide specific development countermeasures for the revitalization of music talents, and offers new suggestions and reference for the successful solution of the problems of agriculture, rural areas and farmers, the overall victory of the well-off society, and the promotion of socialist modernization.the academia need summarize the relevant research at home and abroad through the method of literature analysis, clarify the background, purpose, and significance of such research, and introduce the research ideas, research contents, and research methods .

The theoretical basis of promoting the research on the revitalization of rural music talents can never be overestimated.the academia need mainly expound on the concept and connotation of Rural Revitalization and musical talents and the important role of music talents in Rural Revitalization. It focuses on the theory of urban-rural integration development, human capital strength, and talent flow, which provides a theoretical basis for the writing of this paper.

Starting from the current situation of the demand and supply of talents in rural revitalization,the academia need analyze the supply-demand of talents in rural revitalization, and comprehensively views the role of skills in Rural Revitalization combined with the impact of talents on Rural Revitalization.For example, the study can 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 in rural revitalization, and clearly understand the participation degree of music talents in the process of Rural Revitalization. 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 also of great significance to promote economic development and improve economic structure. The participation of music talents in the development of Rural Revitalization will ultimately play a role in the development of the rural economy and culture. A clearer view of the current situation of music talents can be further analyzed to promote rural revitalization.

More importantly,the academia should analyze the problems existing in promoting the revitalization of rural music talents. On the whole, the current construction of rural music talent team can not satisfy people, can not promote the revitalization of rural music talent, and promote the development of economy, society and culture. In announcing the regeneration of rural music talents in China, there are some problems, such as the imbalance and insufficiency, the unsound music talent team, the overall quality can not meet the development needs of the current rural revitalization, and so on. The data should present the current process of music talents participating in the rural revitalization and comprehensively grasp the shortcomings and problems of rural music talent team construction.

The academia need identify the problems existing in the process of rejuvenation of rural music talents and profoundly explores the deep-seated reasons. The backwardness of the construction of rural music talent teams is inseparable from the backwardness of rural public service facilities, insufficient investment in education and training resources, imperfect system guarantee, and other factors. The loss of music talents, the lack of cultivation facilities, and the lack of introduction programs lead to the backward development of the rural music industry, which can not provide enough development power for rural revitalization and can not contribute to promoting the economic structural reform and improving the comprehensive quality of rural area human resource.

11 Conclusion

For the development of music talents,the academia should create a good social environment, improve the emphasis on the music industry and music-making in rural construction, form a good atmosphere for everyone to love music and participate in music, provide a good working and living environment for the development of music talents, and improve infrastructure construction. At the same time,the academia should strengthen the training of rural music talents, actively introduce music talents and avoid the loss of talents. Starting from the salary system and incentive system,the academia can expand the scale of rural music talents. In order to provide a feasible operation plan for its development,the academia should take a multi-pronged approach.

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