

# The Research Trend of Contemporary Chinese National Folk Art Theory

Kun Yuan

Art Design Engineering Department, Shanxi Youth Vocational College, Taiyuan, China

**Keywords:** Contemporary china, National folk art theory, Systematic development, Scientific development

**Abstract:** It is the focus of the current work to pay more attention to the study of contemporary Chinese folk art theory, which has been widely concerned by the society. This paper will focus on the research stage of contemporary Chinese folk art theory, and study its revival, development and deepening. In the specific research process, the theoretical knowledge and practical experience will be fully combined in order to lay the foundation for the future research work.

## 1. Introduction

The study of contemporary Chinese folk art mainly includes three stages: rejuvenation, development and deepening. It is the achievement of the artistic creation of the working people, and to a certain extent reflects the development course of human society. The rise of this theoretical research is early, pay attention to strengthen the study of national folk art, provide a broad creative space for its development, and help to realize the social value of national folk art theory.

## 2. The Revival of the Theory of Contemporary National Folk Art in China

The theory of contemporary Chinese folk art revived in 1980 s, and based on it, the research work was carried out. The establishment of Chinese Folk Art Museum provides a broad platform for the study of art theory, which was set up in 1982. With the continuous development of folk art, folk art academic research meeting was held in 1983, bringing together art research experts from all walks of life to study together. The folk paper-cut art in northern Shaanxi is superb and has a high reputation in the world. In 1984, it went abroad to exchange and perform, and its paper-cut art really went out. Also in 1984, folk art style works The products are gradually appearing in the visual field of the public and relevant experts and scholars, and the art works exhibition is held, and various kinds of art works are displayed, and the attention of the national folk art is promoted. Two years later, the Central Academy of Fine Arts incorporated folk art courses into the teaching link, and focused on the study of the field art. The establishment of the Society of Folk Fine Arts lays the foundation for the work of the study of Chinese contemporary folk art theory. Some experts and scholars have studied the theoretical research of the folk art as the subject of the main research, and the research direction of folk art and the content of the study are summarized. the art of folk art In order to promote the sustainable development of the study of folk art theory, the structure of folk art is optimized and upgraded. In this time period, more focus on the deep meaning of the national folk art theory, but in the actual research process will focus on the art modeling and color elements and other aspects [1].

## 3. The Development Direction of Chinese Contemporary Folk Art Research

### 3.1 Collection and Publication of Fine Arts Data

The research of Chinese national folk art is mainly developing in the direction of systematicness and academic development. It mainly develops in the 1990s, and studies the folk art in all-round way. During this period, it is mainly reflected in the collection and publication of the folk art data, the scholars pay attention to the study of the folk art data, and always adhere to the principle of returning to the local area, and the field is regarded as the main research direction, and the attention

of the social audience is emphasized. In order to improve its social influence, it will be published in the form of words and images. For example, the Chinese Folk Art Complete Set is the most representative, and the whole book is divided into fourteen volumes. The folk art is integrated and summarized, in which the development process of Chinese contemporary national folk art is expounded in detail. The book has strong practical value, explains the characteristics of folk art, and analyzes the inherent spirit of its existence, showing the characteristics of comprehensive deepening. Among them, Hunan has also published a complete collection of folk art, which comprehensively expounds the aspects of cotton weaving, painting and carving, and carries on the omni-directional appreciation to its folk art works, which is helpful to improve the utilization rate of folk art resources to a certain extent. With the continuous development of national folk art, experts and scholars from all walks of life have increased their research on folk art. It enriches the extension of folk art, and always adheres to the innovative principle, classifies and studies different types of art works, pays attention to showing its artistic function, and combines it with the actual life of the social audience, which will cover the fields of food, clothing, housing, transportation and other fields, so as to promote the healthy development of folk art.

### **3.2 Academic Circles Strengthen the Study of Folk Art Theory**

The academic research on folk art theory mainly includes three aspects. First, in the actual research work, we will give full play to the advantages of cultural background in the theory of national and folk art, and deeply excavate the existing cultural heritage. For example, the publication of the introduction to Folk Art, which mainly includes the display of the aesthetic form of national folk art, expounds its development origin in detail, to a certain extent, is the perfection of the aesthetic system. The book studies and analyzes the modeling and the subject, and connects with the non-folk art, and finds out the differences between the two, so as to lay the foundation for the smooth progress of the follow-up research work. Second, pay attention to strengthen the research on the theory of national folk art from the modeling noumenon, in which the books related to this stage mainly include “Chinese Folk Art Modeling” and “the Modeling concept of Folk Art”, which are studied from a macro point of view, and the relationship between the development of folk culture and folk art is recorded in detail, and the innovation and development of folk art modeling are expounded. Clear its specific modeling way, the aesthetic implication of folk art is fully excavated, and the subsequent experts and scholars have strengthened their research. Third, pay attention to the construction of folk art discipline for summary and analysis, and The relevant secretary of the stage is mainly the Outline of the People's Arts, and lays emphasis on the research of the promotion of the folk art. In real time, according to the overall development of the current folk culture, the research work is carried out in a step-by-step manner, and the research level of the national folk art theory is promoted to a certain extent. And the framework of the Chinese national art learning is improved [2].

## **4. Deepening the Development of the Theoretical Research of Contemporary National Folk Art in China**

### **4.1 Pay Attention to Strengthening the Protection of Folk Art**

Since the 21st century, the deepening development of the theoretical research of contemporary national folk art in China has mainly occurred since the 21st century. From the point of view of overall protection, attention has been paid to the protection of folk art. At present, the protection of intangible cultural heritage has become an important part of the current work, and has a certain impact on the protection of folk art. This kind of books are published more, the most representative of which is the Collection of Intangible Cultural Heritage and Folk Art Research, which combines ecology with society and human beings organically in the actual research work, and pays attention to giving full play to the advantages of traditional culture in this link. Carry on the accurate grasp to its cultural state, and from the human beings to carry on the accurate grasp, and from the human beings Starting from the real life, advocating the principle of harmonious symbiosis between man

and nature, and summing up the law, to a certain extent, it is helpful to deepen the social audience's understanding of folk art culture and mobilize the enthusiasm of protecting folk art. In order to improve the protection level of folk art as a whole, regions have given full play to their subjective initiative, set up relevant folk art protection centers, and be protected by professional personnel, which is helpful to ensure the development of folk art protection work in the direction of standardization.

#### **4.2 Pay Attention to Strengthening the Summary of the Situation of Folk Art**

From the perspective of social development, more attention is paid to the research and summary of the development trend of national folk art. The national folk art gradually appears in the vision of the social audience, mainly in the direction of living culture. And in the actual research process, in order to coordinate the current laws of social development, adjust and improve the existing shortcomings, fully tap the excellent elements of national folk art, and lay the foundation for the follow-up cultural heritage work. For example, the decline and Transformation -- a hundred years of thinking about the situation of Chinese folk art is clearly recorded in the book. It describes the development process of folk art in an all-round way, focuses on the analysis of its development and transformation, and makes a comprehensive analysis of the decline and transformation of folk art, in which the transformation form of national folk art develops in a diversified direction. And will be ecological, functional and structural organic combination, the decline and transformation of the trend of a detailed explanation, so as to help deepen the understanding of social audiences. Subsequently, some experts and scholars have summarized the development trend of national folk art and published relevant representative works. In the actual research and development, it can be seen that the research concept is consistent. It pays attention to increasing the research on national folk art, and it also needs to fully respect the actual law of social development, which helps to ensure the scientific development of national folk art research, so as to adapt to the actual needs of the current social development [3].

#### **4.3 Pay Attention to Strengthening the Excavation of Local Cultural Elements**

Pay attention to strengthen the excavation of local cultural elements, and play an advantage in the field of national folk art. The theory of contemporary Chinese folk art rose in the 1980s. After several centuries of development and changes, its theoretical research has been deepened in the 21st century. With the efforts of predecessors, its achievements are more prominent. In the actual research process, the advantages of traditional culture are more significant, and with the combination of modern art, the construction of a comprehensive system of art theory disciplines, to a certain extent, will help to lay the foundation for the smooth follow-up research work. The theoretical research of national folk art has strong comprehensive characteristics. It is conducive to the realization of the social value of the local culture by effectively integrating the local culture and upgrading the modernization system. There are differences between different national cultures, which are all important parts of the excellent traditional culture of the Chinese nation. Giving full play to the characteristics and advantages of the local culture, combining art and design organically helps to shorten the distance with the social audience and improve their own aesthetic sentiment. For example, the inspiration of folk arts and crafts to Chinese modern design is the most representative article. It summarizes and evaluates the modern art design and folk art design, constructs the regional culture with national characteristics, and effectively integrates the design elements of local culture into it, which helps to ensure the integrity of modern design. With the continuous development of social economy, the theory of contemporary Chinese folk art is gradually improved, and the published books are on the rise, which has a certain practical significance in the actual research process.

### **5. Conclusion**

The rise of contemporary Chinese folk art theory and the 1980s, after the continuous improvement of ancestors, pay attention to the collection and publication of folk art materials, and

strengthen the protection of folk art in the process of deepening its development, fully dig up the cultural background of ethnic folk art, clarify the main body of creation, and proceed from the perspective of local cultural elements. It is helpful to promote the sustainable development of the theoretical research of ethnic folk art.

## **References**

- [1] (2019), Be quiet. The importance of integrating Chinese folk art elements into modern visual communication design. China National Expo, no. 08, pp. 165.
- [2] Liang, Xianhui. (2019). The study of the folk art of the peach and the aesthetic elements of chinese painting. Hunan Normal University.
- [3] Xu, Mingyue. (2019). The practice and thinking of folk art elements in modern Chinese graphic design. Modern communication, no. 02, pp. 120-121.