

Research on the Situation and Countermeasures of Art College Students' Participation in Rural Revitalization

Xiaojian Liu

School of Sculpture and Public Art, The Guangzhou Academy of Fine Arts, Guangzhou, Guangdong, China

Abstract: The abstract is to be in fully-justified text based on the questionnaire survey method and interview method, this paper takes Guangzhou Academy of Fine Arts as an example to understand the willingness and situation of art college students to participate in rural revitalization, and puts forward corresponding countermeasures. Due to the lack of systematic understanding of the content and significance of rural revitalization, the unclear career development path of art majors in the process of rural revitalization, the traditional backward concept and low employment treatment, etc., the willingness of art college students to participate in rural revitalization is low. Accordingly, it is necessary to systematically promote college students' participation in the strategic all-round education of rural revitalization, strengthen career development planning education to effectively solve the practical difficulties of college students, so as to enhance the enthusiasm of college students to serve rural revitalization.

Keywords: Rural Revitalization; Art Colleges; Questionnaires; Personal Interviews; Countermeasure Research

1. Introduction

The new journey and new era have made a deeper plan on how to implement the rural revitalization strategy, requiring "accelerating the construction of an agricultural power and solidly promoting the revitalization of rural industries, talents, culture, ecology and organizations". Talent revitalization is the foundation of rural revitalization. In order to achieve rural revitalization, it is necessary to innovate the system and mechanism of rural talent work, fully stimulate the vitality of existing talents in rural areas, and guide more

urban talents to rural innovation and entrepreneurship. In the comprehensive promotion of the rural revitalization strategy, how to revitalize human resources, stimulate the vitality of talents, guide and cultivate the majority of talents to actively integrate into rural revitalization, and take root in beautiful countryside is the key to rural revitalization. As the backbone of national development, college students play an irreplaceable role in the rural revitalization strategy. Guiding and encouraging college students to work and start businesses in rural areas has become an important part of the rural revitalization strategy. Based on this, this paper investigates and analyzes the current situation of college students' participation in rural revitalization, and puts forward corresponding countermeasures and suggestions, in order to provide a theoretical reference for guiding college students to return to their hometowns and devote themselves to rural construction.

2. The Significance of Art College Students' Participation in Rural Revitalization

Rural revitalization is a major task to realize the great rejuvenation of the Chinese nation. Young college students are the hope for the development of the cause of the country, and shoulder important responsibilities and missions in the rural revitalization strategy^[1]. As a special group of college students, art college students have certain practical significance to participate in rural revitalization.

2.1 In Line with the Needs of the National Rural Revitalization Strategy

Rural revitalization is an important national strategy. As the main force in building a better future, young college students must closely follow national policies, give full play to their own advantages in the rural revitalization strategy, and help rural revitalization. The

participation of art college students in rural revitalization can not only effectively combine theoretical knowledge with practice, intervene in rural construction in a multi-level and all-round art form, but also contribute to the rural revitalization strategy in many aspects such as the protection of traditional villages, the revitalization of traditional crafts, the construction of beautiful villages, and cultural inheritance and innovation, and practice the empowerment of rural revitalization through art [2]; At the same time, it can also realize the infiltration of aesthetic education, cultivate a group of aesthetic education talents for the rural revitalization strategy, and provide high-quality aesthetic education talent guarantee for the national rural revitalization strategy.

2.2 It Will Help to Solve the Problem of Employment Difficulties for Students in Art Colleges and Universities

In recent years, the employment situation has become increasingly severe. On the one hand, due to the impact of the new crown pneumonia, the economy has declined, and the jobs provided by the market have decreased; On the other hand, with the rapid development of higher education in China, the number of college graduates has increased dramatically. College graduates face the problem of difficulty in finding jobs. In particular, art college students are subject to the characteristics of their majors, and many art students are facing the dilemma of being unemployed after graduation. In the process of rural revitalization, art college students can give full play to their strengths, and on the basis of providing aesthetic education services, they can help rural villages inherit excellent traditional culture, spread advanced culture, and promote the construction of rural culture in the form of art empowerment, so as to better meet the needs of rural people in terms of sports activities, artistic edification, spiritual settlement, and changing customs [3]. Therefore, guiding art college graduates to go to rural areas to devote themselves to rural revitalization is one of the effective ways to solve the employment pressure of art college students.

2.3 It is Conducive to Building a Beautiful Economy with the Integration of Agriculture, Culture and Tourism

The economic resources of rural areas mainly include natural resources, human resources, and social resources [4]. Art college students participate in rural revitalization, and create a beautiful economy integrating agriculture, culture and tourism by tapping the characteristics of local natural resources. On the one hand, through local art design, it will help the rural development of leisure agriculture and rural tourism boutique projects, and provide support for projects such as leisure and sightseeing areas, country houses, characteristic agricultural production and tourism bases, as well as the design of tourism cultural and creative souvenirs, so as to create a rural tourism economy. On the other hand, students from art colleges give full play to their professional advantages, empower the design of agricultural product packaging, agricultural tourism cultural and creative souvenirs for rural characteristic industries, participate in the planning and design consulting of the rural industry brand system, and provide artistic support such as planning and design, product packaging design services and other artistic support for external regional agricultural product exhibition activities according to the needs of the rural characteristic industrial chain.

3. The Current Situation of College Students Participating in Rural Revitalization in Art Colleges

In order to understand the willingness of art college students to participate in rural revitalization and their views on rural construction, this study conducted a survey of the current students of Guangzhou Academy of Fine Arts and the graduates of the class of 2022 and 2023 from March 2023 to March 2024. Among them, 237 valid questionnaires were collected through questionnaire research; Through one-on-one interviews, 25 people were effectively interviewed, and the interview time reached 730 minutes. Through the survey, it is found that there are still the following problems in the participation of art college students in rural revitalization:

3.1 Art College Students Lack a Systematic Understanding of the Content and Significance of Rural Revitalization

In order to enhance the willingness of college students to participate in rural revitalization,

we must first make them realize the important practical significance of the rural revitalization strategy. However, according to the survey results, compared with college students in comprehensive colleges, art college students lack systematic understanding of the content and significance of rural revitalization. Among the students who participated in the questionnaire survey, only 11.1% believed that they knew the content and significance of the rural revitalization strategy very well, while 85.2% only knew a little about rural revitalization, and 3.7% thought that they basically did not understand rural revitalization. This shows that art college students are more yearning for big cities and large enterprises, but they do not have a deep understanding of the specific content and significance of rural revitalization, and lack of understanding of the current situation of rural development, and cannot fully realize the importance and urgency of rural revitalization. In addition, when asked whether it is meaningful for college students to participate in rural revitalization, 59.3% of them chose "very meaningful", 37% said "meaningful, but it has little effect", and 3.7% said "it is basically meaningless". This shows that art college students lack the main consciousness of participating in rural revitalization, and their understanding of rural revitalization is still relatively superficial, and they have failed to realize the combination of industrial characteristics and rural revitalization, and have failed to deeply realize the important role of college students as a new generation in rural revitalization.

3.2 The Pressure of Career Development Affects the Participation of Art College Students in Rural Revitalization

Affected by the downward pressure of the economy and the increasing number of college graduates year by year, the employment pressure of college students is greater. In the process of choosing a career, the clear path of career development has become the main factor affecting the career choice of college graduates. For art college students, in economically backward rural areas, there is a lack of art industry and industry-related practitioners, and there is a lack of clear career development path and direction for returning to their hometowns to participate in rural

revitalization. In the questionnaire survey, when asked whether they would like to participate in rural revitalization after graduation, only 14.8% said they were very willing, 59.3% said they were somewhat willing, and 14.8% and 11.1% said they were not very willing or did not have this idea at all. In response to the question of "reasons for not wanting to participate in rural revitalization", 37.5% of the students believed that returning to their hometowns to participate in rural construction would limit their career development and unclear future planning for art majors. 12.5% of the students believe that in economically backward rural areas, there is a lack of jobs that match their majors, and even if they return to their hometowns for development, it is difficult to give full play to their strengths, so it is difficult to make achievements in their majors. The pressure of career development has become one of the important reasons affecting the participation of art college students in rural revitalization.

3.3 Traditional Backward Concepts and Employment Benefits Affect the Participation of Art College Students in Rural Revitalization

In the traditional concept of education, people often regard education and study as an important way to "jump out of the farm", "take the career path" and "eat the imperial grain", so many parents of rural students strongly oppose their children returning to the countryside for employment or entrepreneurship. And some college students also have this idea. In the questionnaire survey, 12.5% of the students said that they did not consider participating in rural revitalization because of the constraints of traditional thinking. They believe that if they return to work in the countryside after graduating from university, they will admit that they are not able to develop steadily in the cities. In addition, 18.8% of the students believe that they cannot get the ideal salary package if they participate in rural revitalization in rural areas. On the one hand, this creates a gap with the classmates around him, making him feel a sense of gap; On the other hand, practical pressures such as the financial burden of the court and the support of parents require that they have a certain economic ability, and even if participating in rural revitalization can give them a certain

sense of honor, they cannot solve the actual needs. Affected by traditional backward concepts and employment treatment, the willingness and enthusiasm of college students to participate in rural revitalization need to be improved.

4. Countermeasures and Suggestions for Guiding College Students in Art Colleges and Universities to Volunteer for Rural Revitalization

To encourage and guide art college students to volunteer for rural revitalization, it is necessary to start from two aspects: all-round education concepts and practical conditions. On the one hand, through all-round education and political education, students are guided to change backward and outdated ideas, take positive actions, stand up and take responsibility, and overcome difficulties in rural revitalization; On the other hand, we should actively solve the practical difficulties of college students in serving rural revitalization, so that more college students can volunteer to serve the countryside, take root in the countryside, and build beautiful villages ^[5].

4.1 Systematically Promote College Students' Participation in the Strategic All-round Education of Rural Revitalization, and Enhance the All-round Education Consciousness and Action Consciousness of Art College Students to Serve Rural Development

Art colleges and universities should further strengthen the publicity of students' rural revitalization education, guide college students to have an in-depth understanding of the current situation of rural development, correctly understand the significance of rural revitalization, and improve students' initiative to participate in rural revitalization. On the basis of systematically explaining what the rural revitalization strategy is, why and how to do it, college students can deeply understand that the high-quality implementation of the rural revitalization strategy is inseparable from the active participation of young college students, and realize the transformation from "I want to go" to "I want to go". For example, it is necessary to combine the strategic all-round education of college students with the social practice during holidays and volunteer services such as "three branches and one support", and

improve the understanding and experience of art college students on rural revitalization through social practice projects such as art painting walls and art to help agriculture ^[6], and improve the action consciousness of art college students to devote themselves to rural construction. In addition, by giving full play to the power of role models and interpreting the dedication of young students in rural areas through typical cases, students can realize that serving rural revitalization can also make great achievements, guide college students to combine the needs of national development with the realization of personal life values, integrate personal career development into national strategies, and reverse students' backward and outdated ideas ^[7], so as to achieve the purpose of guiding students to volunteer for rural revitalization.

4.2 Strengthen the Construction of the Employment Guidance Curriculum System, Help Students Establish a Correct Concept of Employment, and Do a Good Job in Career Development Planning

Art college students are restricted by the characteristics of their majors, and they are not clear about how art majors can serve rural revitalization and their own career development paths in the process of rural revitalization, which calmly leads to the reluctance of art college students to go deep into rural grassroots employment, or do not regard serving rural revitalization as the primary career choice. Based on this, art colleges and universities should strengthen the construction of the employment guidance curriculum system, help students establish a correct concept of career choice, explore the characteristics of relevant majors in colleges and universities, clarify feasible career development paths, and point out the direction of career development for students. In addition, the village-based working group of colleges and universities can be invited to return to school or organize students to go to the village ^[8], and introduce the current situation of rural development, talent demand, and relevant policies and regulations to college students through front-line village-based staff, so as to help them understand the most real villages, understand the most practical needs, and clarify the clearest direction of efforts. At the same time, the theme of rural revitalization can

be set up in a series of employment and entrepreneurship competitions, and employment and entrepreneurship projects can be set up according to local needs, so as to combine students' entrepreneurial awareness and innovative spirit with serving rural development, and improve the educational effect of college students' participation in rural revitalization strategic thinking.

4.3 Effectively Solve the Practical Difficulties of College Students, And Enhance the Enthusiasm of College Students to Serve Rural Revitalization

From the perspective of the employment and entrepreneurship of the 2022-2023 graduates of the School of Sculpture and Public Art of Guangzhou Academy of Fine Arts, there are very few graduates who take the rural grassroots of the "three rural" work as their employment choice, which makes the contradiction between the talent demand for rural revitalization and the talent supply of art colleges and universities more and more prominent. In the process of questionnaire research and personal interviews, the author learned that although some students had the idea of participating in rural revitalization, they did not choose to work at the grassroots level in rural areas due to practical problems such as family economic pressure and rural medical care. It can be seen that only by strengthening the construction of social service system, and strengthening the construction of public service systems such as rural education, medical care, and employment, can college students be able to "take root and stand on their feet" in rural areas, so as to effectively guide college students to serve rural revitalization ^[9]. First, stimulate the enthusiasm of college students to participate in rural revitalization by improving the welfare of rural grassroots employment students. Second, improve the local medical security system, so that college students can enjoy the same medical security as in urban areas during their job search and employment in rural areas. Third, strengthen the construction of rural infrastructure ^[10], improve rural infrastructure, strengthen the improvement of the rural ecological environment and the disposal of domestic waste, and narrow the gap between rural and urban infrastructure construction. Finally, we should vigorously promote the

development of rural industries, improve the rural economic environment, promote the development of rural cultural tourism industries, and create more employment and entrepreneurial opportunities for art college students to participate in rural revitalization.

5. Conclusion

Helping the construction of rural revitalization is the unshirkable mission and responsibility of college students. The rural revitalization of art college students will not only help solve the problem of employment difficulties for art college students, but also realize art empowerment and create a beautiful economy with the integration of culture and tourism. Based on this, it is necessary to effectively enhance the belief in promoting the service of rural revitalization of art college students, lead them to inject more intellectual support into rural revitalization, effectively solve the talent dilemma of rural development, and promote the construction of beautiful villages.

Acknowledgments

This paper is supported by Guangzhou Academy of Fine Arts student work team special construction project library funding "Research on the Current Situation and Countermeasures of Rural Students from Art Colleges and Universities with Economic Difficulties in 'Feeding' Rural Areas from the Perspective of Rural Revitalization" (No.: 6040924404)

References

- [1] Si Qingqing. The Practical Logic and Realization Path of Talent Revitalization in Rural Revitalization Strategy. *Shanxi Agricultural Economics*, 2024, (14): 108-110.
- [2] Zhang Anbang, Zhao Chenxi, Yue Lili, et al. Discussion on the Integration of College Education and "Three Rural" Culture from the Perspective of Rural Revitalization. *Issues in Agricultural Economics*, 2024, (08): 2+145.
- [3] Liu Zhen, Shi Yufeng, Li Qi, et al. A Study on Public Art Helping Rural Landscape Construction. *Modern Horticulture*, 2024, 47 (17): 128-130+133.
- [4] Li Ka, Shi Polo, Li Deli. The path, challenges and countermeasures of innovation and entrepreneurship education

- in agricultural colleges and universities to help rural revitalization. *Heilongjiang Education (Theory and Practice)*, 2024, (09): 53-55.
- [5] Xie Lianlian. Analysis of the Current Situation and Countermeasures of College Students' Willingness to Return to Hometown and Entrepreneurship and Employment Education from the Perspective of Rural Revitalization. *Human Resources Development*, 2023, (19): 31-33.
- [6] Zhuang Yue. Thinking on the Path of Rural Revitalization of College Students' Volunteer Service. *Shanxi Agricultural Economics*, 2024, (12): 12-15.
- [7] Gao Linzhen. Investigation and Research on Rural Youth Returning to their Hometowns to Entrepreneurship and Employment in Tianshui Area under the Background of Rural Revitalization. *Shanxi Agricultural Economics*, 2024, (14): 105-107.
- [8] Xu Jie. Reflections on Promoting the Construction of Rural Ecological Civilization in the Context of Rural Revitalization. *PR World*, 2024, (18): 4-6.
- [9] Zhao Fen. Intangible Cultural Heritage Empowers Rural Revitalization—A Case Study of Ningjin Acrobatics. *Smart Agriculture Guide*, 2024, 4 (16): 168-171.
- [10] Wang Xiaoshan, Liu Xinrui. Research on Rural Social Governance Countermeasures in the Context of Rural Revitalization. *Journal of Jiamusi Vocational College*, 2024, 40 (07): 95-97.