

Evolutionary Paths and Development Trends of Artistic Interventions in Rural Development: Based on CiteSpace Visualization Analysis

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Abstract: This study employs CiteSpace visualization analysis tools to conduct systematic review and knowledge mapping analysis of research literature related to art intervention in rural revitalization from the China National Knowledge Infrastructure (CNKI) and Web of Science databases spanning 2004-2024. The research findings reveal: (1) International research demonstrates interdisciplinary convergence trends, with Western developed countries initiating research earlier and maintaining continuity, while China has experienced rapid growth in this field in recent years with continuously enhancing academic influence; (2) Research outside China exhibits differentiated characteristics: international research domains are dispersed but emphasize innovative practices, whereas Chinese research focuses on architectural design fields and gradually extends to cultural creativity, art education, and other directions; (3) Art empowerment of rural cultural and creative industry development has emerged as a recent international research hotspot, reflecting a trend of transformation from singular art intervention toward industrial integration; (4) Based on research trend analysis, China's future development directions in this field should prioritize: construction of rural art education systems, digital art empowerment of rural development, and new models of multi-industrial integration encompassing art with agriculture, tourism, education, health and wellness, among other sectors.

Keywords: Art Rural Construction; Rural Development; Rural Revitalization; CiteSpace; Visualization

1. Introduction

In the contemporary era of accelerating globalization and urbanization, rural development faces unprecedented challenges and opportunities. Traditional rural development models can no longer meet the demands of the new era, making the activation of endogenous rural vitality and the achievement of sustainable development critical issues that urgently need to be addressed. In recent years, art intervention in rural development has emerged as an innovative development pathway, gaining widespread attention globally and demonstrating unique value and potential.

Art intervention in rural development is not merely a simple transplantation of artistic activities, but rather a multidimensional composite development model involving cultural heritage preservation, economic revitalization, social reconstruction, and ecological protection. This model utilizes the creative power of art to re-examine and activate rural cultural resources, constructing new value systems and development pathways. From the successful practice of Japan's Echigo-Tsumari Art Triennial to the flourishing cultural and creative industries in European rural areas, and from the exploratory innovations of "art-based rural construction" across various regions in China, art intervention in rural development has become a significant force driving rural transformation and upgrading.

In China, this practice holds distinctive practical significance and theoretical value. Chinese art-based rural construction practices have demonstrated a flourishing development trajectory, encompassing diverse initiatives ranging from rural aesthetic education programs at Shandong University of Art & Design to anthropological investigations at the China

Academy of Art, and from Qu's pioneering "Xucun Project" to Pan's traditional handicraft revitalization efforts. Numerous scholars and practitioners have engaged in profound theoretical contemplation and practical exploration within this domain.

Nevertheless, as research continues to advance and practices become increasingly sophisticated, the field of art intervention in rural development has exhibited several emerging characteristics: diversification of research themes, methodological pluralism, and internationalization of research perspectives. Consequently, understanding how to comprehensively grasp the overall developmental dynamics of this field from a macro-level perspective and clarify its evolutionary pathways and future trends has become a pivotal challenge for advancing research depth in this domain. Furthermore, significant disparities exist between Chinese and international scholars regarding research priorities, methodological approaches, and theoretical frameworks. Therefore, extracting development patterns that possess both universal applicability and localized characteristics through comparative analysis represents a critical issue that contemporary research urgently needs to address.

Based on this context, this study employs CiteSpace visualization analysis tools to systematically review and analyze literature related to art intervention in rural development from the China National Knowledge Infrastructure (CNKI) and Web of Science (WOS) databases spanning 2004-2024. By constructing multidimensional visualization maps including keyword co-occurrence networks, author collaboration networks, and institutional cooperation networks, this research conducts in-depth analysis of research hotspots, developmental trajectories, and evolutionary trends in this field, aiming to provide objective and comprehensive development trend analysis for art intervention in rural development research from a bibliometric perspective.

The innovation of this study is primarily reflected in three aspects: first, it adopts a research method combining quantitative and qualitative approaches, objectively presenting the research status and development trends of this field through visualization analysis tools; second, it conducts comparative research between China and international contexts,

systematically analyzing the differential characteristics of art intervention in rural development research under different cultural backgrounds; third, based on literature analysis, it proposes future research directions and policy recommendations, providing theoretical guidance for the field's further development. The research results not only help scholars comprehensively understand the current research status of art intervention in rural development and grasp disciplinary development dynamics, but also provide important decision-making references for policymakers and practitioners, holding significant theoretical value and practical significance.

2. Data Collection and Literature Characterization

2.1 Data Collection

This study adopts the CiteSpace visual analysis tool (version 6.3.R1) to systematically sort out the current status of research on art intervention in rural development. The tool is able to analyze the big data samples from a macro perspective, helping researchers to grasp the overall trend of the knowledge field. In data processing, countries, institutions and keywords are used as nodes to generate visualization maps, and the time span is set from 2004 to 2024, with each year as a time slice. In order to highlight the key nodes, the threshold was set to the top 50 frequencies of each time slice, and the branch reduction method was chosen to simplify the network structure by Pathfinder.

The data sources were selected from China Knowledge Network (CNKI) and Web of Science (WOS) core collection databases, and the search time was August 11, 2024, and the time range was from August 1, 2004 to August 1, 2024, respectively. CNKI was searched with the themes of "art and rural construction", "rural revitalization" and "rural development", and 503 valid documents were obtained after data cleaning and de-weighting. In the WOS core collection, "Art" AND "Rural development" and "Art" AND "Countryside development" were used as the themes to search, and 88 effective documents were obtained after screening and de-weighting. By visualizing and analyzing these documents, we present the evolution path and development trend of art intervention in rural development research.

2.2 Literature Characterization

An analysis of the quantitative trends of literature from 2004 to 2024 through CiteSpace visualization maps reveals that the number of Chinese publications has shown a rapid growth trend since 2017, particularly peaking in 2023 (with 110 articles), which is closely related to China's rural revitalization strategy policies. In 2017, China's policy first proposed the "Rural Revitalization Strategy"; in 2018, comprehensive deployment of relevant work was initiated; in 2021, the Rural Revitalization Promotion Law was enacted; and in 2023, five departments jointly issued a notice on pilot projects for cultural industry empowerment in rural revitalization. Such policy guidance has continuously boosted the research enthusiasm in this field. In contrast, research in countries outside China started earlier but with a weaker growth momentum, showing an overall steady upward trend, and reaching a peak in the number of publications in 2022.

Author co-occurrence analysis reveals the core authors and collaboration intensity in the field. The analysis of Chinese CNKI literature shows that the core authors mainly include Dui (21 publications), Pan (14 publications), and Fang (9 publications). The team centered on Qu focuses on the theoretical construction and practical exploration of art intervention in rural revitalization; Pan's team focuses on the revitalization of traditional crafts and the protection of non-heritage; and Fang Li Li's team analyzes the construction of art villages from an anthropological perspective. In the Web of Science literature of countries other than China, the core authors mainly include Qu Meng and Zheng Danni, etc. The authors cooperate more closely with each other, forming several research networks. In terms of institutional cooperation, the core institutions in China are Shandong Academy of Arts and Crafts, Institute of Art Anthropology of China Academy of Art, etc., and the academic exchanges between institutions are relatively few; the core institutions in countries outside China include Newcastle University-UK, Hiroshima University, etc., and the cross-institutional cooperation is more close and mature. On the whole, the research on arts intervention in rural development shows a pattern of "mainly universities, supplemented by research institutes and associations", but the

cooperation between Chinese authors and institutions is relatively decentralized and needs to be further strengthened.

There are 32 countries in the Web of Science's country co-occurrence map, and the top three countries in terms of centrality are China, Japan, and the United Kingdom, in that order. The top three in terms of centrality are China, Japan, and the UK. 53 disciplines are involved, showing strong intersectionality.

3. Research Hot Spot Analysis

Keywords allow for a quick grasp of the main research content of an article, as they represent the essence, condensed content, and research direction of the article. Analyzing keywords enables us to identify research hotspots and frontiers. The keyword co-occurrence and clustering functions in CiteSpace can be used to analyze the hotspots and frontiers within a research field.

Research hotspot is the focus of the current research, is in a certain period of time, there is an intrinsic connection, the number of relatively large group of papers to explore the popular issues or topics, the literature keyword frequency distribution and the size of the center of the keyword frequency can be used to study the development of the field trends and hotspots, and keyword emergence map with the help of keywords to present the co-occurrence number of times of the rate of change in order to reflect the development of research frontiers of the basic characteristics of the change.

3.1 Keyword analysis

In this paper, we use citespate software to identify research hotspots by using keyword as the node type of co-occurring word analysis method. The time scale is set to August 1, 2004 to August 1, 2024, the time interval is set to 1, the data extraction object is set to TOP50, and the clipping method is Pathfinder, and the obtained keyword knowledge graph is shown in Figure 1, Figure 2. A total of 281 nodes and 528 lines appear in the keyword map of Chinese literature, with a network density of 0.0134. "Rural revitalization" and "art and countryside construction" have the highest frequency and the largest nodes, followed by countryside construction, art design, and art intervention. A total of 253 nodes and 715 links appear in the keyword mapping of the literature of countries other than China, with a network density of

0.0224, and the frequency of “arts”, ‘community’ and ‘creativity’ is the highest, with the largest node, followed by rural construction, art design and art intervention. Creativity “has the highest frequency and the largest node, followed by ‘city’,” economic development “,” place”.

Centrality refers to the ability to act as a mediator in the whole relationship network, and it is generally believed that a node with a centrality greater than 0.1 represents a more important position in the network structure [1]. According to the software statistics (Table 1, 2), there are 14 keywords with centrality greater than 0.1 in the WOS literature: ‘arts’ (0.2), ‘community’ (0.36), ‘community’ (0.37), and ‘community’ (0.38). ‘(0.36),’ creativity ‘(0.16),

‘city’ (0.28),’ economic development “(0.18), ‘place’ (0.14), and ‘socially engaged art’ (0.11), ‘area’ (0.11), ‘community resilience’ (0.14), ‘contemporary art ‘ (0.11), ’creative economy ‘(0.17), ‘culture’ (0.11), ’cultural policy” (0.17), and ‘smart village’ (0.19). In contrast, there are only three keywords with centrality greater than 0.1 in the Chinese literature: “rural revitalization” (0.78), “artistic village construction” (0.45), ‘village construction” (0.17). This means that these keywords have the highest media centrality in the research of the field of art intervention in rural development, which represents that they play a larger role of liaison and transit in the whole network of relationships and are the hotspots of research in this field.

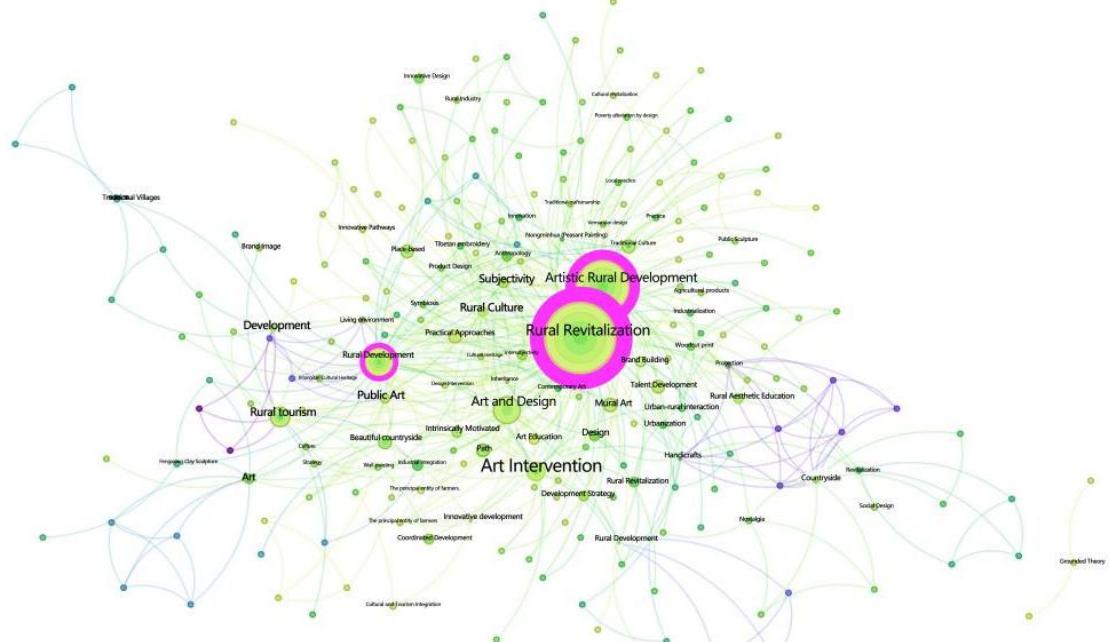


Figure 1. CNKI Literature Keyword Map

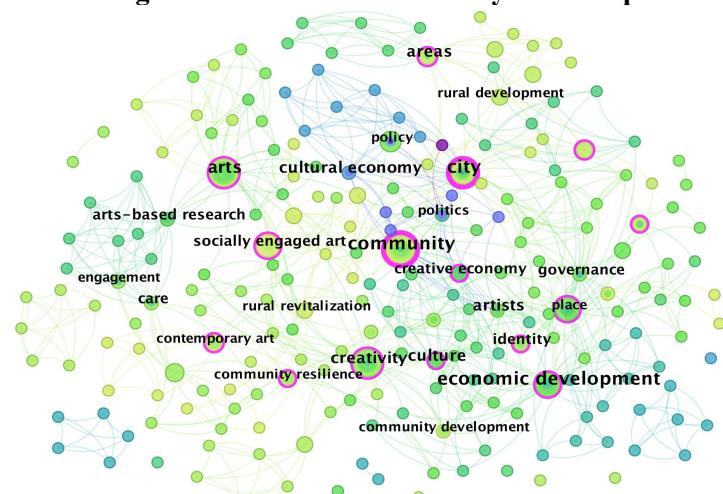


Figure 2. Web of Science Literature Keyword Map

Table 1. Keywords with Centrality Greater than 0.1 in WOS Literature

Frequency	Centrality	Year	Keywords
6	0.2	2018	arts
6	0.36	2015	community
6	0.16	2016	creativity
5	0.28	2012	city
5	0.18	2014	economic development
5	0.14	2014	place
4	0.11	2023	socially engaged art
4	0.11	2017	areas
3	0.14	2019	community resilience
3	0.11	2021	contemporary art
3	0.17	2009	creative economy
3	0.11	2015	culture
2	0.17	2017	cultural policy
2	0.19	2023	smart village

Table 2. Keywords with Centrality Greater than 0.1 in CNKI Literature

Frequency	Centrality	Year	Keywords
156	0.78	2018	Rural Revitalization
83	0.45	2018	Artistic Rural Development
34	0.17	2012	Rural Development

3.2 Burst analysis

The keyword suddenness map can display the sudden decrease or increase in the citation frequency of literature, thereby reflecting a significant shift in research hotspots. In order to track the inflection point of research hotspots in the field of art intervention in rural development, the Burstness function of CiteSpace was used to detect the suddenness of keywords. Through the analysis of sudden keywords of art intervention in rural development, as shown in Figure 3, a total of 16 sudden keywords were obtained from CNKI literature. Each research hotspot shows an explosive trend in research within a short period of time. As time goes by, the research hotspots keep changing. Combining the frequency, centrality and suddenness of keywords, it can be known that the research hotspots in this field in China have gradually shifted from the initial handicrafts, rural development, rural construction and traditional villages to revival, design, industrialization, rural areas and urbanization. Turning to beautiful villages, local practices, rural aesthetic education, art, art design, and development strategies, among them, the keyword "handicrafts" has the greatest influence in the academic circle. The research popularity of this term has lasted the longest, from 2011 to 2020. The second is "rural development", which has lasted from

2013 to 2019. The key words "art design" and "development strategy" have been the research hotspots and trends in this field in the past two years, continuing from 2022 to the present. A total of 21 burst keywords were identified from the literature in Web of Science. As shown in Figure 4, research hotspots have been constantly evolving. In chronological order, these keywords are: Politics, cultural economy, economic development, place, culture, creative economy, arts, creativity, perceptions, policy, community, children, contemporary art, global south, social enterprise, socially engaged art, smart village, sustainable development, rural development, management, and areas. Among these, the keyword "Politics" maintained its research attention for the longest duration, spanning 11 years from 2004 to 2015. This is followed by "economic development" and "place", whose research focus persisted from 2014 to 2020. Additionally, the keyword "culture" remained a research focus from 2015 to 2019. Moreover, the research popularity of keywords such as "socially engaged art", "smart village", "sustainable development", "rural development", "management", and "areas" has continued from 2023 to the present, showing a strong development trend.

4. Analysis of research frontiers

Research frontiers play a crucial role in clarifying the research direction, which refers to

the existence of potential research problems and a set of emergent dynamic concepts in the field. Keyword clustering mapping can be summarized as the similarity between the nodes of each keyword, and nodes with obvious co-word relationships are clustered into one category based on data operations to accurately depict the focus of the frontier.

Top 16 Keywords with the Strongest Citation Bursts

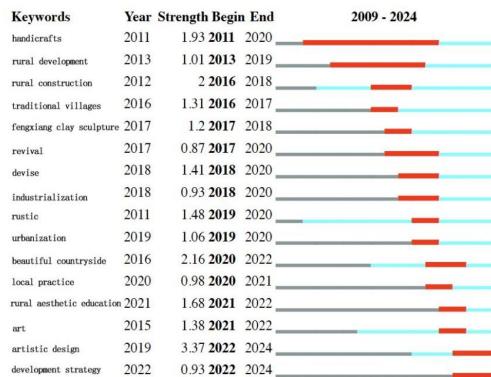


Figure 3. Keyword Emergence Map of CNKI Literature

Top 21 Keywords with the Strongest Citation Bursts

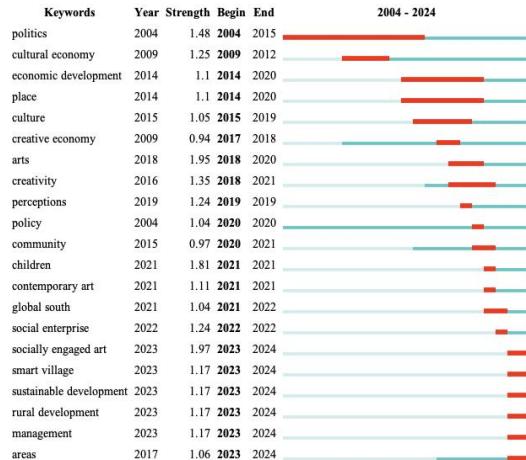


Figure 4. Keyword Emergence Map of Literature

4.1 Cluster Analysis

In this paper, the LLR (log-Likelihood Rate) algorithm is used for cluster analysis to categorize the keywords, so as to understand the research topic categories of art intervention in rural development. Using the clustering function in CiteSpace to conduct cluster analysis, CNKI literature obtained a total of 10 clustering results, which are shown in Figure 5 and Figure 6, in the following order: #0 art countryside construction, #1 rural revitalization, #2 art design, #3 rural tourism, #4 countryside, #5 art intervention, #6 rural culture, #7 art, #8

rural development, #9 rural aesthetic education. Web of Science literature clusters totaled 14 (Figure 5, Figure 6), in the following order: #0 community cultural development (by), #1 program, #2 arts-based research, #3 north carolina, #4 regeneration, #5 partnership, #6 tehran, #7 rural revitalization, #8 community, #9 sustainable islands, #10 conservation ethics, #11 landscape painting, #12 viktor lowenfeld, #13 resident participation. Where CNKI literature clusters Modularity=0.6276, Mean Silhouette=0.9201, Web of Science literature clusters Modularity=0.7982, Mean Silhouette=0.9427, both of which are greater than 0.6, indicating better clustering confidence.

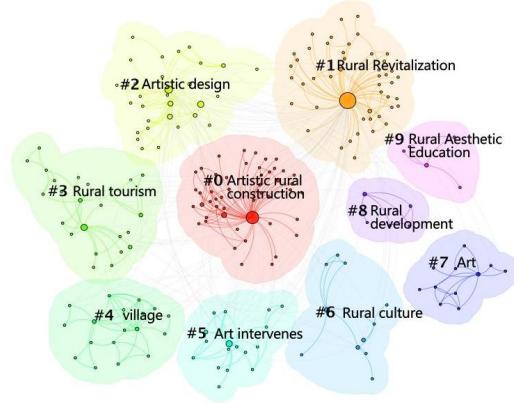


Figure 5. Keyword clustering of CNKI literature

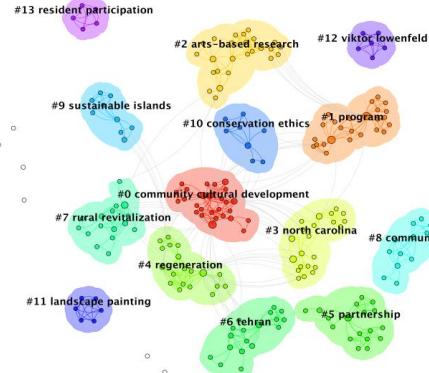


Figure 6. Keyword Clustering in C Web of Science Literature

4.2 Analysis of Clustered Keywords

The main clustering keywords analyzed by the LLR algorithm are organized as shown in Table 3 and 4, and through the content analysis of valid literature based on LLR keywords, they are further summarized into two major aspects: theoretical research and artistic practice research. Specifically, the theoretical research mainly involves the integration of culture and tourism, art anthropology, digital countryside,

sustainable development, etc., and the research on art practice includes the construction of rural brand, the revitalization of traditional handicrafts and the innovative design of non-genetic inheritance, the rural aesthetic education, the restoration of traditional architecture, the art festivals and public art.

Studies on the integration of culture and tourism mainly include rural tourism, tourism branding, art and rural construction, etc. For example, Chen, Li Hongyi, and Zeng Li believe that the key to rural revitalization lies in the development of characteristic advantageous industries, and the integration of culture and tourism is a major path to promote the quality development of the countryside for a period of time in the present and the future. Although the revitalization of the countryside has achieved certain results in recent years, the problems of "hollowing out of the countryside", "destruction of rural historical resources", "contradiction between new rural lifestyles and traditional living space" still exist. Problems still exist. In the construction of the countryside, art intervention is a mapping of the real context and a guardian of the countryside's history and culture. In this context, the innovative path of art intervention in rural revitalization should start from the aspects of environment shaping, memory reshaping, spirit cultivation, and subject participation, highlight the rural elements in cultural tourism development, and promote the synergistic development of urban-

rural integration and rural revitalization [2]. Jing and Li believe that the concept of creative art design is embedded in the different stages of tourism development, optimizing the tourist experience, so that the art of rural construction empowers the high-quality development of rural tourism, the art of rural construction helps to rationalize the coexistence of art practice and rural tourism space, art results and rural tourism industry co-creative, artistic thinking and rural tourism subject symbiosis of the three relationships, through the art of the ability to rely on the practice of tourism to repair the countryside of the social order, Maintaining the belief system, promoting the villagers' aesthetic enhancement, and maintaining the unique sense of place, so that the rural tourism brand can be shifted from the low-value "use" function to the high-value "symbolic" emotional function, and the rural tourism products can be sublimated from the 'function' stage to the "manufacturing" stage to the" meaning manufacturing "stage, improve the quality of rural tourism services, promote rural employment from 'urbanization' to" reverse urbanization and promote the transformation of rural employment from "urbanization" to "reverse urbanization", thus promoting rural revitalization [3]. Luo, on the other hand, analyzes the dilemma of art and tourism from the perspective of rural governance [4].

Table 3. Main Keywords Extracted from the Literature

CNKI Literature Clustering Tags	The main keywords derived using the LLR (log-Likelihood Ratio) algorithm.
#0	Artistic Rural Development(46.74, 1.0E-4); Subjectivity (12.8, 0.001); Rural Revitalization (6.37, 0.05); Place-based (6.37, 0.05); Anthropology (6.37, 0.05)
#1	Rural Revitalization(36.44, 1.0E-4); Nongminhua (Peasant Painting) (8.85, 0.005); Art and Design (6.51, 0.05); Art Intervention (5.69, 0.05); Rural Development (5.65, 0.05)
#2	Art and Design (33.19, 1.0E-4); Rural Development (32.27, 1.0E-4); Public Art (19.25, 1.0E-4); Beautiful countryside (16.38, 1.0E-4); Strategy (8.14, 0.005)
#3	Rural tourism (27.12, 1.0E-4); Development (16.11, 1.0E-4); Traditional Villages (10.69, 0.005); Inheritance (10.69, 0.005); Integration of culture and tourism (5.32, 0.05)
#4	Countryside (18.51, 1.0E-4); Handicrafts (12.26, 0.001); New Rural Construction (6.09, 0.05); Museum(6.09, 0.05); Postdoctoral Industrial Society (6.09, 0.05)
#5	Art Intervention (28.54, 1.0E-4); Urban-rural interaction (11.15, 0.001); Rural Modernization (5.55, 0.05); Artistic Function (5.55, 0.05); Rural Revitalization (5.55, 0.05)
#6	Rural Culture (18.76, 1.0E-4); Design (14.35, 0.001); Brand Building(12.42, 0.001); Collaborative Design (6.17, 0.05); Dalian Countryside (6.17, 0.05)
#7	Art(22.56, 1.0E-4); Culture (7.36, 0.01); Xucun (7.36, 0.01); Faith (7.36, 0.01); Wall painting (7.36, 0.01)
#8	Rural Development (17.36, 1.0E-4); Zhou Cheng (8.54, 0.005); IP Image (8.54, 0.005); Ethnic regions (8.54, 0.005); Guangfu Ancestral Hall (8.54, 0.005)
#9	Rural Aesthetic Education (16.83, 1.0E-4); Social Design (8.29, 0.005); Interdisciplinary

	Design Education (8.29, 0.005); Path Research (8.29, 0.005); Creative Exhibition (8.29, 0.005)
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Table 4. Main Keywords Extracted from the Literature

WOS Literature Clustering Tags	The main keywords derived using the LLR (log-Likelihood Ratio) algorithm.
#0	community cultural development (3.96, 0.05); photo elicitation (3.96, 0.05); praxis (3.96, 0.05); photography (3.96, 0.05); civic engagement (3.96, 0.05)
#1	program (4.06, 0.05); cultural revival (4.06, 0.05); post-productivism (4.06, 0.05); assembling (4.06, 0.05); rural impacts (4.06, 0.05)
#2	arts-based research (5.3, 0.05); community resilience (5.3, 0.05); participatory (5.3, 0.05); older volunteers (5.3, 0.05); aging (5.3, 0.05)
#3	north carolina (5.12, 0.05); creative industries (5.12, 0.05); creative economy (5.12, 0.05); artistic urbanization (5.12, 0.05); interlocking directorates (5.12, 0.05)
#4	regeneration (5.12, 0.05); cultural industry (5.12, 0.05); culture-led development (5.12, 0.05); branding exercise (5.12, 0.05); creative cities (5.12, 0.05)
#5	partnership (5.97, 0.05); collaboration (5.97, 0.05); cultural conservation (5.97, 0.05); rural culture (5.97, 0.05); spatial heterogeneity (5.97, 0.05)
#6	tehran (5.72, 0.05); reciprocal interaction (5.72, 0.05); rural-urban (5.72, 0.05); sustainable development (5.72, 0.05); aspects (5.72, 0.05)
#7	rural revitalization (7.96, 0.005); carbon sequestration benefits (5.72, 0.05); digital design ecosystem (5.72, 0.05); street trees (5.72, 0.05); art practice (5.72, 0.05)
#8	community (5.5, 0.05); segmentation (5.5, 0.05); behavior (5.5, 0.05); emotion (5.5, 0.05); urban and rural (5.5, 0.05)
#9	sustainable islands (6.59, 0.05); social enterprise (6.59, 0.05); community resourcefulness (6.59, 0.05); art festival (6.59, 0.05); multi-stakeholder partnerships (6.59, 0.05)
#10	conservation ethics (5.12, 0.05); & eacute (5.12, 0.05); mapeo con drones (5.12, 0.05); arte contempor & aacute (5.12, 0.05); n (5.12, 0.05)
#11	landscape painting (5.72, 0.05); britain (5.72, 0.05); visual artists (5.72, 0.05); authenticity (5.72, 0.05); rural genre art (5.72, 0.05)
#12	viktor lowenfeld (7, 0.01); preschool childrens drawings (7, 0.01); sociodramatic play (7, 0.01); uganda (7, 0.01); storytelling/story-acting (7, 0.01)
#13	resident participation (7, 0.01); rural historical landscape (7, 0.01); mountainous village (7, 0.01); tangible cultural property (7, 0.01); landscape preservation (7, 0.01)

The related research of art anthropology mainly includes vernacular China, ecological China, beautiful countryside, etc. For example, Fang thinks that from vernacular China to ecological China, this is a reflection on China's reality and the future of China's development. In thinking about this issue, we first see that the traditional industrial civilization has entered a bottleneck in the development mode and value concepts, the only way to break this bottleneck is that we must create a new, sustainable green civilization, this civilization is the ecological civilization. This civilization must grow out of the countryside, and the reason why it should grow out of the countryside is not only because of its agrarian manifestation, but also because it has a value system that can support this civilization. From this perspective, we can see that the discussion on rural revitalization is not only about the protection and reconstruction of the Chinese countryside, but also about how to find a new cultural and economic growth point for China's future development, and even about

how to move forward on the road of China's future development. China has the cultural genes of traditional handicrafts and the traditional ecological wisdom of living with nature, and these genes and wisdom are now coming back into play. It is entirely possible for us to combine handicrafts with 3D printing, computers and the Internet, to open up a new mode of production in the era of ecological civilization, to embrace the new round of labor transfer problems that will be faced by the transformation of society, to shape a new lifestyle, to explore the traditional ecological wisdom of China, to practice a highly ecological and high-quality "low-carbon lifestyle," and to promote the development of China's cultural, political and economic development, and to create a kind of ecological civilization. We will try to practice a high-ecological and high-quality "low-carbon lifestyle", promote China's cultural, political and economic development, and create a kind of ecological civilization value to influence the

world [5]. According to Sun and Lu, China's "vernacular reconstruction" has gone through a long transformation, during which "art intervention" as a key clue has played and balanced with the mainstream technical rationality, constituting the theoretical paradigm and thinking turn of China's vernacular reconstruction. They summarize the modernity of China's rural construction and sort out the diversified background of China's rural construction, in which they find "art anthropology" as a new dimension of thinking, expanding the concept and scope of "rural reconstruction"; then they discuss the concept of "art design" based on art anthropology. Then, we discuss the intervention of "art design" in rural construction under the vision of art anthropology, and sort out the problems of its locality; finally, we look forward to the organic nature and possibilities of rural construction in China under the vision of art anthropology. This is neither a regulated pioneering concept or a discursive position of elite factions, nor the construction of a specific ideology or an independent artistic activity, but art anthropology provides a brand-new vision for the construction of China's countryside [6].

The related research of digital countryside mainly contains digital technology, new media, smart countryside, etc. For example, Wang and Li believe that the renewal and reconstruction of culture is a realistic problem that needs to be solved urgently in the current rural construction. In recent years, the artistic rural construction boom that has been continuously promoted throughout the country has provided practical experience with reference value for the cultural development of new villages. Rural cultural construction in the digital era has a broad space and potential, and from the development of digital technology, especially from the countryside of the digital infrastructure, to summarize the existing art of rural construction of the development model, to absorb the experience and look forward to the digital era of rural cultural construction of new ideas [7]. Chen and Wang believe that the rural cultural design strategy under the new media perspective is a continuation of the application of digital technology in rural development, so that the transformation of the interactive mode of cultural design is more creative, resulting in the digitalization of the rural culture of the understanding and experience of the village,

combined with the empirical research and design of the beach village in Zhejiang Province, analyzing the rural cultural design strategy [8].

Sustainable development of related research mainly contains culture and art industry, endogenous power, such as Wei talent, Sun by focusing on the culture and art industry empowering rural revitalization of the internal mechanism and power, the culture and art industry empowering rural revitalization of the reality of the dilemma and reasons for in-depth analysis, and combined with the actual situation of rural revitalization, put forward a series of culture and art industry empowering rural revitalization strategy, that the art empowering rural revitalization, with industrial clusters to help the sustainable development of rural industries [9]. Zheng, on the other hand, explores the possibilities of various strategies for sustainable rural development through the effective intervention of art and science integration. By intervening in rural development through contemporary vision, art aesthetics and "design power" can effectively drive local development, find a balance between the confrontation and conflict between tradition and modernity, and empower the countryside in the new round of opportunities and challenges, thus providing theoretical basis and practical possibilities for the sustainable development of China's countryside [10].

Research related to rural branding mainly includes studies on the design and development of agricultural products, rural brand design, brand image, etc. For example, Liu, Li and others promote the differentiation of China's rural brand design and the design and development of characteristic agricultural products by drawing on the experience of Japan's famous Oita Prefecture's "One Village, One Product" rural design activity in the 20th century and applying the method of artistic brand design. By combining historical and cultural development, brand design development, and local products, we invite various artists to enrich the possibilities of artistic creation in the countryside. Injecting art design into the path of rural development can strengthen the cultural and spiritual construction of the countryside, awaken the nostalgia of contemporary urbanites, attract the return of rural talents, provide jobs in the countryside, alleviate the outstanding problems

of the left-behind elders and children in the countryside, and ultimately help revitalize the rural economy. At the same time, it provides a feasible reference for poverty alleviation through cultural and creative development in key villages [11]. Cheng believes that the rural tourism destination brand image construction can help promote rural tourism to a higher level, but also help to provide tourists with more quality tourism products and tourism services. Rural tourism souvenirs not only have commemorative significance, but also can play a good role in brand publicity, help to enhance the visibility and influence of the destination brand [12].

The research on the revitalization of traditional handicrafts and non-genetic inheritance innovation design mainly includes folk art, handicraft revival, non-genetic inheritance, etc. For example, Pan proposes that the revitalization of the countryside can not be separated from the cultural support, and the strategy of revitalization of the countryside puts forward higher requirements for the inheritance and reshaping of the countryside culture. The revival of traditional handicrafts can help enrich and revitalize rural culture and enhance the source power of cultural industries to integrate into development. Therefore, it is necessary to deeply grasp and respect the development law of rural characteristic industries, pay attention to cultural inheritance and protection, establish and improve a more "grounded" development mode, reshape the cultural characteristics of the countryside, and inherit the aesthetics of life as well as cultural memory and vitality [13]. After analyzing the development of rural cultural and creative industries and the survival and development of folk handicrafts in the context of new rural construction, Lu and Chen proposed to revitalize local folk handicrafts in the process of industrial development in villages and towns, guide the benign development of rural culture, activate the cultural heritage and village culture that have been on the verge of disappearing, and find a way to raise the living standard of the peasants and improve the living environment, while at the same time protect the historical and cultural heritage. The aim is to find the best way to improve the living standards and living environment of farmers while preserving the historical and cultural heritage [14].

Related research on rural aesthetic education

mainly contains educational resources, art education, social aesthetic education, campus aesthetic education, such as Pang and Li summed up the experience and thinking of Sichuan Fine Arts Institute in rural aesthetic education, and explored the new path of future modernization and construction of Chinese-style villages. Mainly embodied in three aspects: to rural aesthetic education to adhere to the people's main position, practicing the new era of art colleges and universities of political position and responsibility; to rural aesthetic education to optimize the rural habitat environment, to promote the sustainable development of rural ecological livability and sustainable development; to rural aesthetic education to infiltrate the cultural life of the farmers, to meet the growing spiritual and cultural needs of the peasant masses [15]. Su believes that folk art as a resource for aesthetic education can greatly expand the time, space and the upper limit of the educational objects of aesthetic education. Tapping into the aesthetic value of folk art can enrich the diversity of aesthetic education resources and help build a complete context for contemporary aesthetic education. As a local resource of Chinese aesthetic education, folk art is conducive to people's understanding of the aesthetic temperament of traditional Chinese culture, realizes the shaping of human creativity, and is of practical significance in solving the problem of aesthetic education in rural areas [16]. Zhang and Zhang believe that with the implementation of China's rural revitalization strategy and the great importance attached to aesthetic education, rural art museums, as a unique lineage of art museums, have unique local characteristics, collections of exhibits and multi-faceted research resources, which make them increasingly become an indispensable place of public education in public life and play an important role in enhancing the cultural literacy of all people in the countryside. It plays an important role in improving the cultural literacy of all people in the countryside. Rural art museums are responsible for exhibitions, collections, exchanges and public education in the construction of rural culture [17].

Studies on traditional building restoration include landscape design, construction practice, cultural villages, and traditional villages, etc. Luo, Sun, and Fu Keinuo discuss the village conservation and rural revitalization

undertakings in Songyang County, Zhejiang Province, in recent years from three clues, namely, the ancient village strategy, the mountain strategy, and the cultural highland strategy. The ancient village strategy focuses on cultural heritage attributes, especially the interaction between local and national authorities in heritage protection. The mountain strategy focuses on the landscape and ecological attributes of Songyang mountainous area: the landscape attributes are reflected in photography, sketching and B&B vacation industry; the ecological attributes are reflected in the implementation of holographic natural farming method. The cultural highland strategy focuses on cultural positioning and arts and culture strategies, with the aim of enabling Songyang to present an imaginative vision of the future while maintaining its cultural positioning [18]. Li Junjie and Luo take traditional villages as the object of landscape design research and practice, analyze the differences between traditional village landscapes and general rural landscapes and vernacular landscapes, put forward the theory of traditional villages needing “weak landscapes”, and define the concept of weak landscapes. At the same time, from the three aspects of remediation design, renovation design, and introduction of moderate design, it specifically explains how to create a weak landscape in the process of traditional village landscape practice, and the applicability of the three types of landscape creation methods [19]. Xiao and Luo believe that traditional architecture of ethnic minorities not only contains beautiful architectural art value, but also carries rich and unique ethnic minority cultural connotations because it is the physical carrier of ethnic minority culture presentation and expression, which is especially prominent in the series of implicit conceptual cultures such as ceremonies, rituals, festivals, and customs around the construction techniques, which is the most essence and reality of the national philosophical concepts. The essence and reality of national philosophical concepts are the most prominent. In China's rural revitalization strategy, the aesthetic and artistic value as well as the unique cultural value carried by ethnic minority traditional architecture have become potential market demands for meeting spiritual consumption under the trend of economic downward shift. Thus, they possess the value of

unique spiritual resources for the construction of “beautiful villages”, the value of characteristic economic resources for “industrial villages”, and the value of ethnic trait resources for “cultural villages”. This provides a feasible and reasonable development path and model for building “beautiful villages”, “industrial villages” and “cultural villages” with ethnic characteristics [20].

Studies on art festivals and public art include emotional community, cultural memory, rural art festivals, and so on, the most widely known of which is Dui Yan's “Xucun Project”, in which he proposes to activate the countryside with art festivals, “The Xucun Art Festival has been embedded into local culture and rural life, and the Xucun International Art Festival has a lasting vitality thanks to the successful integration of external cultural resources and local culture, which proves the symbiosis between the world and the place in the era of globalization. The Xucun International Art Festival has been deeply embedded in local culture and village life, and the reason why the festival has constant vitality is due to the successful integration of external cultural resources and local culture, which confirms the symbiosis between the world and the place in the era of globalization, and the reason why this symbiosis is sustainable is precisely because it is accomplished in festivals and games.”[21]. Xu's art activities, led by the Echigo-Tsumari Earth Art Festival, aim to make the sparsely populated remote villages a carrier of public art by means of “art villages,” giving art a form of growth, rural residents an identity to participate in art creation, and the audience an immersive art experience. We analyze the cultural characteristics of Echigo-Tsumari's location from the perspective of “cultural memory,” analyze the cultural uniqueness of the geo-culture and the rupture of the cultural memory, explore the “Art Village” project as a way to resist homogenization with warmth, summarize the dynamic connection between the art and the nature of the project, and emphasize the importance of local people's participation in the project. Through the preliminary narrative, it awakens and reconstructs the dormant “cultural memory” of the countryside [22]. Taking China Quzhou Citrus Culture and Art Festival as an example, Li and Ji explore the construction and enhancement of the countryside, analyzing the characteristics and effectiveness of the festival,

aiming to better serve and help the revitalization of the countryside [23].

5. Development Trend Analysis

To visually present the evolution and development trends of keywords in different time periods, this study uses CiteSpace to visualize keywords in a time-zone format. As shown in Figures 7 and 8, which are the overall time-zone maps of research on art intervention in rural development in CNKI and Web of Science, the abscissa represents the time in years. The evolution of keywords is presented in the time dimension, making it possible to clearly and intuitively identify the research trends of art intervention in rural development. A larger number of literature in a certain time period indicates that scholars at that time focused on research in this field. The connecting lines between nodes in different time periods indicate inheritance relationships, and the tightness of the connection between two time periods is reflected by the number of connecting lines.

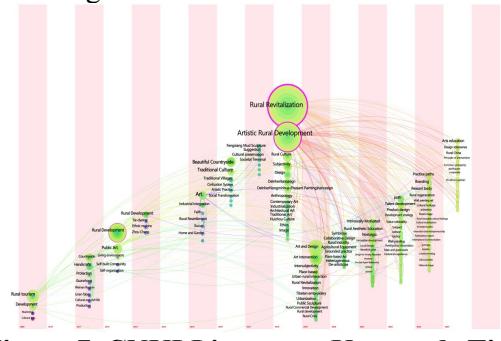


Figure 7. CNKI Literature Keywords Time Zone Chart

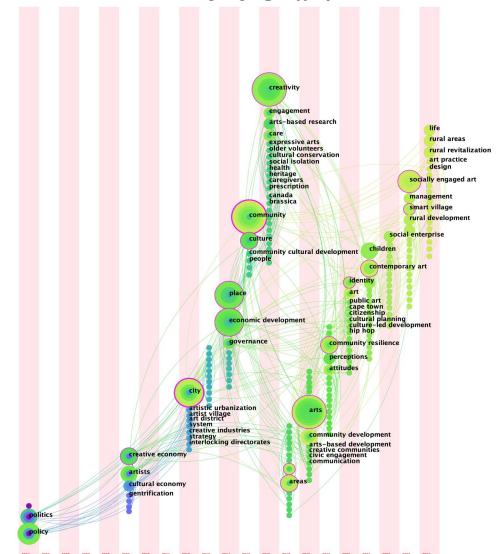


Figure 8. Remove the Time Zone from the Keywords of Web of Science Literature

5.1 Development Trends of Art Intervention in Rural Revitalization in China

As can be seen from the CNKI keyword time-zone map in Figure 7, in the field of research on art intervention in rural development in China, there were no influential literatures published between 2004 and 2008. From 2009 to 2014, there were relatively few nodes overall, with research mainly focusing on rural tourism, handicrafts, rural construction, public art, and rural development, and there were few connecting lines. Among them, no important relevant literatures in this field were recorded in 2010 and 2014. It is thus evident that during the long decade from 2004 to 2014, research on art intervention in rural development was in the initial exploratory stage. From 2015 to 2017, relevant studies gradually increased, which was reflected in the increased number of nodes in the map, though the nodes were small, and the growth momentum of the number of published papers was slow. Research in this stage was relatively scattered and diversified, mainly focusing on art, beautiful countryside construction, traditional cultural construction, cultural protection, and other aspects. Compared with the previous stage, the research themes were further expanded, and it was in a gentle transitional period. With the continuous advancement of research and supported by national policies, the research hotspots in this field have been continuously expanding. In 2018, hotspots such as rural revitalization, art-based rural construction, rural culture, subjectivity, and beautiful countryside emerged, driving the continuous growth of research on art intervention in rural development. As can be seen from the map, the number of high-frequency keyword nodes has been increasing, with dense connecting lines. Subsequently, hotspots such as art intervention, art design, intersubjectivity, locality, symbiosis, endogenous motivation, rural aesthetic education, local design, product design, brand building, talent cultivation, rural regeneration, and design intervention have continuously emerged, making the research more in-depth and the themes more extensive. It is obvious that from 2018 to 2024, research in this field showed an explosive growth. Particularly in 2018, relevant studies emerged in a spurt, which can be regarded as an important turning point. Research during this period has also

attracted the attention of scholars from countries outside China, entering a stage of in-depth research.

5.2 Development Trends of Art Intervention in Rural Revitalization in Countries outside China

In comparison, research on art intervention in rural development in countries outside China started earlier. As shown in Figure 8, during the period from 2004 to 2011, the development was slow. The time-zone map is characterized by a small number of nodes, yet these nodes are relatively large, indicating that high-frequency keywords are prominent while the scope of research focus is narrow. The research mainly centered on terms such as policy, politics, creative economy, artists, and cultural economy. Notably, there were almost no prominent literatures in this field in the years 2005, 2006, 2007, 2008, 2010, and 2011. Therefore, the period from 2004 to 2011 can be regarded as the exploratory stage of research in this field in countries outside China. From 2012 to 2016, the number of keyword nodes increased sharply, with high-frequency keywords becoming prominent and persisting throughout this time period, including city, place, community development, governance, community, culture, creativity, engagement, arts-based research, and care. It is evident that this stage was one of steady growth. Although the number of publications showed a slight decline in 2017, with smaller nodes, the number of nodes did not decrease significantly. In the following year of 2018, there was a sharp growth trend again. The research hotspots focused on areas, arts, community development, community resilience, perceptions, attitudes, identity, contemporary art, social enterprise, socially engaged art, management, and rural revitalization. From the perspective of the entire time period, the years 2017 to 2024 represent a stage of rapid development, featuring a large number of nodes, dense connecting lines, an expanded research scope, and enriched content.

6. Conclusion and Discussion

6.1 Conclusions

In this paper, we visualized and analyzed the literature of art intervention in rural development related research from 2004-2024 by using CiteSpace tool, firstly, we sorted out

the trend of literature issuance and the distribution of authors' cooperation network, institutions' cooperation network, and country distribution, and secondly, based on the literature keyword network knowledge mapping, we discussed the literature characteristics of scholars' research in the countries other than Central China, Secondly, based on the knowledge mapping of literature keyword network, we discussed the literature characteristics, research stages, research clusters, research emergence and research trends of scholars' research in countries other than China, and analyzed the research hotspots and research trends in the field of art intervention in rural development, and came up with the following conclusions:

(1) Art intervention in rural development has become a hot topic of concern for academics in countries other than China, but scholars in different regions show distinctive features in their research direction and focus due to their different research backgrounds and social needs. However, due to the differences in their research backgrounds and social needs, scholars from different regions show distinctive features in their research directions and focuses. Scholars from countries other than China mostly start from the perspectives of creative economy, socially engaged art, community resilience, contemporary art, and smart countryside, exploring how art can stimulate the innovation potential of rural areas and promote economic transformation. With the development of science and technology, the concept of smart countryside has gradually emerged, and scholars from countries other than China have begun to explore how art can be combined with new technologies to promote the intelligent development of the countryside. In contrast, Chinese scholars focus more on practicality and solving practical problems, focusing on cultural policy, handicraft revitalization and inheritance, traditional building restoration, local practice, rural aesthetic education and other aspects to explore the paths and strategies of art intervention in rural development.

The hotspots of research in countries other than China mainly focus on the creative economic effects brought by art interventions and the sustainable development of the countryside. Scholars focus on how art can stimulate the creative vitality of the countryside and cultivate

new economic growth points, while also exploring how to balance economic development and environmental protection to ensure the long-term sustainable development of the countryside. The hotspots of China's research are more diversified, mainly focusing on the impact of art and design on the dissemination and protection of rural culture. Scholars focus on how art can help build and promote rural brands, enhance the influence and attractiveness of the countryside, and explore how to reshape the cultural confidence of the countryside and activate traditional cultural resources through artistic intervention. The study of using art and cultural resources to drive rural development is of great interest, and academics will continue to explore how to transform art and cultural resources into development momentum, cultivate and grow rural cultural industries, inject new vitality into rural economic development, and realize rural revitalization.

(2) The development history of research on artistic intervention in rural development in countries outside of China has varied, with each stage showing different research characteristics. In countries other than China, the budding stage (2004-2011) is characterized by a single research content, scale, and perspective; the stable growth stage (2012-2016) is characterized by abundant empirical research results and deepening of the research system; and the high-speed growth stage (2017-2024) is characterized by increased disciplinary crossover, rich research tools, and the emergence of innovative and forward-looking results.

In China, the budding stage (2004-2014) mostly stays in the preliminary exploration of art intervention in rural development research, looking forward to solving the problems of rural poverty and rural development at the policy and technical levels; the smooth transition stage (2015-2017) is characterized by increasing cross-research between art and sociology and anthropology, and analysis of feasible paths of art intervention in rural development; and the smooth and deepening stage of rapid development (2018-2024) focuses on cultural policy and social participation, attaches importance to field research and study of art intervention in rural revitalization phenomenon, and the research methodology and system tends to be complete.

From the statistics of the annual publication volume of literature, Chinese authors are more influenced by the national guiding policies, showing a top-down characteristic; while countries outside of China, although they also studied the rural development policies in the early literature, they are less influenced by the policies in general, usually by analyzing the successful cases, and then appealing to the relevant departments to support them, showing a bottom-up characteristic. In the authors' cooperation mapping, Chinese authors cooperate less with each other, mostly in a decentralized state, and are good at independent research, while authors from countries outside of China cooperate closely with each other, line up more cooperation networks, and focus on the cross-fertilization of disciplines. From the perspective of institutional mapping, the cross-institutional cooperation in countries outside China is closer than that in China, and the overall institutional mapping in countries outside China shows a "university-oriented" research pattern.

6.2 Discussion

Under the background of promoting rural revitalization and realizing ecological civilization, art intervention in rural development has become an important research field. Based on the existing research results in China and drawing on the relevant research experiences and inspirations of countries other than China, China's art intervention in rural development needs to be in-depth in the following aspects:

(1) Currently, most of the research on Chinese arts intervention in rural development focuses on the practical level, and the theoretical construction is still relatively weak. Future research should focus on constructing a systematic theoretical framework, and placing arts intervention in rural development in a wider social, economic, cultural and ecological context for examination. For example, the theory of social-ecological system can be used to explore how arts intervention affects the elements of rural social-ecological system and their interactions. At the same time, we should pay attention to the problems of rural hollowing out, urban expansion, ecological restoration, etc. Combined with the theory of sustainable development, we should study the long-term impact of artistic intervention on the sustainable

development of the rural economy, society, and environment, and form effective strategies and methods for solving the problems of the rural economy, environment, and civilization.

(2) China's multidisciplinary integration to carry out research on artistic intervention in rural development should be further strengthened, and future research should pay more attention to the cross-fertilization of multiple disciplines. In addition to traditional disciplines such as art, sociology, anthropology, etc., the theories and methods of economics, management, ecology, geography and other disciplines should be actively introduced. For example, the input-output analysis of economics can be used to assess the direct and indirect impacts of art projects on the rural economy; the geographic information system (GIS) technology can be used to analyze the impacts of art interventions on the rural spatial structure and land use; and the indicator system of ecology can be used to assess the impacts of art projects on the rural ecological environment, so as to enrich the content and results of the research. With the rapid development of information technology, digitalization and intelligence are becoming the new trend of rural development. Future research should pay attention to the application of digital technology in art intervention in rural development, and explore the new mode of "intelligent art rural construction". For example, we can study how virtual reality (VR) and augmented reality (AR) technologies can be applied to the protection and display of rural cultural heritage; explore how big data and artificial intelligence can assist artistic creation and rural cultural and creative product development; and study how Internet platforms can promote the sale of rural artworks and the dissemination of rural culture.

(3) Comparative research should be strengthened and localized experiences should be refined. At present, there are many successful cases of artistic intervention in rural development in countries other than China, but there are fewer systematic comparative studies. Future research should strengthen comparative studies between different regions of China and countries outside of China, summarize the advantages and limitations of different modes, and refine the localized experiences suitable for China's national conditions. For example, comparative studies can be conducted on the similarities and differences between China's

"Art Rural Construction" and Japan's "Earth Art Festival" and Europe's "Rural Art Festival", as well as exploring the differences in the paths and effects of art interventions in rural development in different socio-cultural contexts.

(4) International cooperation should be strengthened and experience exchange should be promoted. Under the background of globalization, it is of great significance to strengthen international cooperation and exchange of experiences to promote the study of art intervention in rural development. Future research should actively carry out international cooperation projects and promote the exchange and interaction between Chinese and foreign scholars. For example, international academic conferences and workshops can be organized to exchange research results and practical experiences; transnational joint research projects can be carried out to compare the art and rural construction models of different countries; and an international art and rural construction network platform can be established to promote resource sharing and experience dissemination.

In conclusion, art intervention in rural development is a dynamic and potential research field. Future research should make breakthroughs in theoretical deepening, methodological innovation and practical exploration, so as to provide more intellectual support and practical guidance for promoting rural revitalization and sustainable development. At the same time, researchers should keep an open and critical attitude, objectively assess the effects and limitations of art intervention, and avoid considering art intervention as an all-purpose solution to rural problems, but rather place it in a broader framework of rural development strategy for reflection and practice.

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