

Research on Industrialization of Folk Art in Jilin Province

Liping Tong

College of Media and Art, Jilin Business College, Changchun, Jilin province, China

wuhaorantongliping@126.com

Keywords: Jilin Province; Folk Art; Industrialization

Abstract: The industrialization development of folk art is to form a serialized and branded operation mode and organization form under the condition of market economy. Guided by the concept of sustainable development of folk art, combined with the comparative advantages of folk art and regional characteristics of Jilin Province, it effectively promotes the development of regional economy, and the road of industrialization development has gradually become clear. This paper rationalizes the situation and problems it faces, explores and studies the reasonable path of development, and makes the industrialization of folk art in Jilin Province develop steadily and sustainably.

Folk art is an art created by the working people in order to express their thoughts and feelings and satisfy their needs for aesthetic art in their long-term life and production activities[1]. As one of the important contents of cultural industry, the industrialization development of folk art not only realizes the scientific and effective allocation of local cultural resources, but also is an effective way to strengthen the regional characteristics of regional cultural industry. The way of folk art industrialization is to make folk art closely combined with economic interests under the condition of market economy. Guided by the needs of the industry and aiming at achieving benefits, it has become the driving force of folk art production. By relying on professional service and quality management, it has formed a series and brand operation mode and organizational form, so that folk art can be better explored, inherited and protected.

1. Overview of folk Art in Jilin Province

Jilin Province has been inhabited by numerous ethnic minorities since ancient times and has created rich and colorful folk arts in its long history. From the perspective of folk customs, national style, cultural connotation, production technology, use function and aesthetic value, many folk works of art are unique throughout the country. To eight famous brand in jilin province as an example of changchun city treasure chicken paper-cut art co., LTD., changchun purple magnolia jade co., LTD., the ancient dust woodwork company, yu ping handicraft manufacturing co., LTD., jilin province, changchun jia ji folk arts companies such as arts and crafts co., LTD., are in the traditions and at the same time, continuously creative, combined with the culture + quality + marketing, the changchun many folk arts and crafts products shine in the international market of the enterprise. However, there are many small-scale folk arts in Jilin province, such as Jilin Manchu paper-cut, Xiao Li Flying knife, etc. Carved songhua Lake stone, songhua stone carving, Jilin Songhua River wave root carving, Jilin hand-painted gourd carving, micro carving, stone carving, etc. The painting category includes Jilin Dongfeng peasant painting, Jilin Dunhua Knife painting, root and mustache painting, etc. Traditional handicraft cloth shoes, Jilin Manchu Cheongsam and so on, these are to be marketized operation.

2. Constraints to the Industrialization of Folk Art in Jilin Province

The folk art industry is an important part of the art industry, and its industrialization is a

historical necessity. Jilin province development relatively late, the history culture is inferior to the deep south, so the industrialization construction and development of folk art slowly, only straighten out the main problems of jilin province folk art industrialization and to find its way of development, can play to the jilin province folk art resources of their own advantages, reasonable excavation, enhance its cultural content and technology content, place in cultural market at home and abroad, the origin of advantage into industry advantage, so as to promote jilin province tourism, culture and economic construction.

2.1 Government Departments Have A Low Degree of Supervision and Jurisdiction, and the Original form Remains Lacking of Industrial Consciousness

In the process of the industrialization development of folk art, government departments and market institutions should realize the coordination between macro-control and micro-adjustment according to the objective needs of the industrialization development of art [2], so as to truly ensure the standardization and orderization of the industrialization development of art. According to the current supervision situation of government departments, in the early stage of the industrialization development of folk art, the government departments realized the integration of various folk art through the dual support of government policies and government funds. However, after the development of folk art industrialization entered a stable period, the core supervision of the development of folk art industrialization by government departments did not make further update accordingly [3].

2.2 Intellectual Property Issues in the Industrialization of Folk Art

Many folk art forms are mass and historic products, and they are difficult to define and protect property rights. Especially in our country, there is still no perfect intangible cultural heritage protection system, which makes it difficult to resist people's abuse or natural loss of intangible cultural heritage. Therefore, disputes about inheritance place, inheritor and trademark registration arise frequently.

2.3 Lack of Originality and Innovation

The development of art industrialization is the key channel to realize the international market circulation of Chinese classical cultural elements. Therefore, the inheritance means and ways of folk art should conform to the trend of The Times and make necessary changes. Jilin province folk art variety, there are both the style of the local ethnic minorities and the influence of foreign culture, folk art has rapidly developed in recent years, but it shows convergence folk art product market variety and design, and manufacture the original, the craft is simple, slightly rough, the lack of artistic creativity, well-made with unique artistic products on the market very few, thus affect the the grade of the product and the collection value, result in jilin province so far did not show the typical tourist souvenirs available for visitors to the collection.

2.4 Small Scale, unable to form the Industrial Scale

Scale and standardization are the important characteristics of modern industrial civilization. Jilin province folk art industry basic on folk craftsman itself with production management and marketing of small scale, lack of chance to continue to learn professional knowledge and training, lack of government policy, the lack of capital support, most can only survive and cost, so can't attract professional talent of art, also can't put more innovation creation and expand. In this way, the systematic division of labor cannot be formed, so that the products stay at the level of workshop, the audience is small, and the market share cannot be occupied, which hinders the road of mass production and large-scale development of folk art.

2.5 Single Path for the Industrialization of Folk Art

In the process of economic construction, it is not an easy task to realize the common prosperity of economic and cultural benefits. On the contrary, to realize the integration of economic and cultural benefits, a lot of time and energy should be invested by multiple departments and efforts

should be made to build a multi-part construction path and mode[4]. Although the industrialization of folk art has tried hard to integrate and interact with Chinese and Western cultures, the degree of integration of Chinese and Western cultures still cannot meet the objective needs of the industrialization of art, and the industrial operation is still easily blocked due to the single path of the industrialization of art.

3. Countermeasures to Promote the Industrialization of Folk Art in Jilin Province

The regional comparative advantage of folk art must be combined with regional cultural and economic development level, regional characteristics and other indicators in order to be transformed into practical advantages and become the "catalyst" for accelerating the development of regional productivity. Jilin province folk art industry development strategic goal is to strive to create with local characteristics of domestic leading folk art brand, give play to the role of industry associations and regional linkage, form a multi-level, many industry, scale and regional development momentum, folk art and culture industry chain, to expand the business network, so as to realize the scale effect of folk art industry development.

3.1 Government Behavior

The government regulation on the development of folk art industry clears the way for the folk art industry in Jilin Province from three aspects of administrative guidance, economic norms and legal protection, so that the industrialization of folk art can develop healthily according to the law of the market.

3.1.1 Actively Creates A Good Environment for Production and Lay A Foundation for Brand Building

Establish national folk handicraft street or folk handicraft market, hold various folk art exhibitions and trade fairs, and continue to improve its level and scale, make it an international advanced cultural and art event, and provide a broader trading platform for the folk art of Jilin Province. Vigorously develop the tourism industry, with the scenic spot to build some rich national characteristics of the architecture, for the folk art industrialization to provide a stable place, and tourism culture complement each other.

3.1.2 Strengthen Guidance to Improve the Ability and Level of Enterprises and Industry Organizations

Government departments shall, according to the new normal economic development the objective need of constructing art industrialization, to develop a practical benefit of industrial operation policy, strengthen the government the "visible hand" of folk art industry leadership and management, ensure the folk art industry in the development process of a particular industry, can with the help of the government preferential policies under the important impetus to achieve macroeconomic regulation and control of the orderly development [5]. In addition, government departments should allocate necessary operating funds to ensure that various kinds of folk art can inherit and develop in the process of the industrialization of folk art without breaking the capital chain, and provide rent and tax relief to some extent [6].

3.1.3 Establish and Improve the Legal Mechanism

To protect folk culture and art, it is necessary to have a sound legal protection system of folk art intellectual property [7]. The government must formulate relevant supporting policies to protect industrial development through relevant legal departments in order to ensure the complete implementation of industrial policies. Therefore, the government and relevant legal departments have the responsibility and obligation to establish a legal system corresponding to the development of local economy, culture and art, so as to standardize and guide the healthy development of the folk art industry [8].

3.2 As An Enterprise

3.2.1 Creative Research and Development of Folk Art

With the change of social times, the public's aesthetic appreciation is also changing. Some folk handicrafts still maintain their original expression content and form, and are on the verge of extinction because they cannot occupy market share in the process of industrialization. It is necessary to inject fresh design concepts into the folk art, set up a special research institution of folk art, and carry out research on the appearance design and technology of folk art in combination with the subject, so as to enhance the aesthetic value of folk art in Jilin Province [9]. On the basis of preserving the national characteristics and traditional crafts of artworks, creative art design and the development and application of new technologies in pursuit of the aesthetics of The Times are always the core of art. Only in this way can tradition be combined with The Times and folk art be guaranteed to have a broader market.

3.2.2 Sale of Folk Art

In recent years, the tourism and cultural market of Jilin Province has been developing vigorously, and various places have successively established a number of folk customs gardens and museums featuring ethnic minorities. The tourism market can provide tourists with well-made folk arts and crafts that can represent the regional culture of ethnic folklore of Jilin Province. In addition, home environment, bars, shopping malls and other environmental decoration into the elements of folk art, environmental decoration market also provides business opportunities for folk art. In addition, the mutual gifts of interpersonal communication and business contacts have promoted the development of the gift market. Exquisite gifts have more value added and collected. There is a great business opportunity for folk arts and crafts in Jilin Province in this market.

Expand new ideas through "Internet plus". With Internet thinking, asset-light mode of operation, and Internet trading, the sales cost is low, the product price is low, and the development momentum is unstoppable [10]. Therefore, the development of folk art should use the Internet operation mode to expand the transaction time and enrich the transaction category, so as to breed more kinds of art. Combining with the characteristics of regional culture and economy, the integrated marketing communication theory is introduced into the marketing of folk art in Jilin Province to build different industrial brands at provincial and county levels.

3.2.3 Vigorously Develop and Cultivate the Human Resources of Folk Artworks in Jilin Province

Professional talents are an important guarantee condition for the sustainable development of everything. The cultivation of folk art marketing strategy talents in Jilin province includes the protection of folk art inheritors and the construction of talent pool of folk art personnel in Jilin Province, which should not only strengthen the protection of inheritors, but also cultivate innovative management talents who not only have folk art foundation but also know how to operate and manage well. In addition, government departments should also mobilize some artistic talents from universities and colleges to supplement human resources for industrial development through the construction mode of integration of production, study and research.

3.2.4 Strive to Build A Characteristic Brand of Folk Art Industry.

From the perspective of folk art industry, all relevant enterprises must base themselves on the characteristic industrial culture, pay attention to the uniqueness of culture, carry forward and innovate the relevant skills of folk art creation, stick to the essence of culture, and occupy the market with characteristic projects and techniques. As "a man without I have, people have me alone, alone I designed" the concept of innovative products, to make high-quality goods, guide the high-end consumer demand, thus promote high-end market, form fine effect and brand effect, promote the folk art industry to improve the core competitiveness, to build the core brands, to better serve the market, and then realize the value of the brand.

In a word, the industrialization of folk art is the only way for the inheritance and protection of folk art. Under the new normal of economic development, it is necessary to strengthen the core

leadership of government departments, establish the industrial awareness of folk art development, improve the comprehensive application of folk art resources, realize the integration of traditional art and modern industry, and build the brand of art industrialization. To form a multi-level, multi-industry, multi-scale and multi-regional development trend, extend the folk art and culture industry chain, expand the operation network, so as to achieve the scale effect of folk art industry development. For sustainable development of the folk art concept, combined with the comparative advantage and jilin province regional folk art characteristics, effectively promote the development of regional economy, the industrialization development path has been gradually clear, we should straighten out the situation and problems, explore the reasonable development path, the jilin province folk art industrialization steady sustainable development.

Acknowledgements

Social Science Research Project of the 13th Five-Year Plan of Jilin Province in 2016.

Project name: Research on industrialization of Folk art in Jilin Province.

Project Contract No. : JIesunesCO-Hexi [2016] No. 115.

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