

Aesthetic Education into the Internal Logic and Practice Path of Rural Characteristic Industrial Construction

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Abstract

Aesthetic education in a variety of forms in the sublimation of the people's feelings, sublimation of the soul. It is of great significance to inherit and develop rural culture and to maintain cultural diversity. At present, rural characteristic industry is an important form of development to promote rural economic development, protect rural cultural diversity and continue rural culture. It is of great practical significance to guide the development direction of rural characteristic industry, strengthen the value connotation of rural characteristic industry and stimulate the endogenous power of rural characteristic industry. At the same time, it is of great significance to promote the development of aesthetic education and broaden the path of aesthetic education.

Keywords: *Aesthetic education, rural characteristic industry, rural revitalization.*

1. Rural Characteristic Industries and Aesthetic Education Implication

As an important carrier of Chinese culture inheritance and development, the countryside carries the material and spiritual heritage of the Chinese nation for thousands of years and is the root of Chinese culture. Our countryside culture flourished in history. Many villages have their own long-standing rural records, "Ten li different sounds, hundred li different customs" signifies that China's rural culture has a long heritage, rich and diverse characteristics. However, in the modern industrialization era, industrial industry has absorbed a large amount of rural labor force, and the urbanization process has accelerated, which makes the large-scale rural population become urban population. According to the National Bureau of Statistics, the number of people living in cities and towns in 2021 will be

90.199 million (63.89%) and the number of people living in villages will be 509.79 million (36.11%). Compared with 2010, the urban population increased by 236.42 million, the rural population decreased by 164.36 million, and the proportion of urban population increased by 14.21%. The large loss of rural population and labor force not only caused the social phenomena such as "empty nest old man" and "left-behind children", but also caused the rural culture to be broken. In order to change the backward situation in the countryside, the first thing to do is to develop the countryside industry. The inheritance and development of rural culture can only be realized by establishing rural industry to retain rural population. Since the 19th National Congress, with the deepening of rural revitalization strategy, China has further strengthened its rural infrastructure, improved the rural ecological environment and a new rural appearance. On the basis of this, all

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levels of society pay more and more attention to the investment and construction of rural industries and become more and more interested. This situation brings great impetus to the development of rural industry, but also brings great challenge. A large amount of foreign capital and industry enter the countryside to a certain extent broke the original ecological balance, to a certain extent caused the destruction of rural human ecology. At the same time, the excessive intervention of capital also produced the serious phenomenon of commercialization and homogenization of rural industrial products. The experience of urbanization tells us that the countryside can not follow the old road of industrial concentration, but must adhere to local characteristics and excavate local culture. Developing rural characteristic industries not only promotes rural economic development and raises farmers' income, but also plays an important role in protecting the diversity of rural culture.

"Beauty" has been feeding mankind since its discovery. With the deepening of people's understanding of "beauty", in 1750 German philosopher Baumgarten first put forward the concept of "beauty". The educational value existing in the "beauty" also along with people's continuous exploration of the image world, in the late 18th century by Schiller put forward the concept of "beauty education". Aesthetic education can not only improve people's aesthetic accomplishment, but also affect people's spiritual world, warm up the soul and shape healthy personality. The integration of aesthetic education into the rural revitalization strategy can effectively cultivate people's ability to discover beauty, enhance their perception, enhance their experience of beauty, improve their creativity, and promote their beauty. At present, aesthetic education is complementary to intellectual education, moral education and physical education in our country and promotes mutual development. But at present, the public's cognition of aesthetic education is still in the art education or art education, and in the practice of rural aesthetic education is mostly in the form of art classrooms, art classes, public art facilities and places. Schiller put forward aesthetic education, the core of which is for the perfection of human nature, the art of beauty balances the perceptual and rational people, and achieves "freedom" with "living image"[1]. It can be seen from this that aesthetic education "beauty" refers not only to art, but also to art which includes many forms of freedom. Aesthetic education also contains not only the meaning of guidance, persuasion and education, but also the meaning of inclination to infiltrate, edify and infect. That is to say, aesthetic education through various forms of beauty to infect and influence the public, the pursuit of spiritual freedom, and thus to achieve the biochemical mind. Therefore, rural aesthetic education should not be limited to aesthetic education, but should broaden the practice path of rural aesthetic education, so that aesthetic education and rural life production can be integrated. It can be seen that aesthetic education is of great significance not only to protect the rural ecological and cultural diversity, but also to inherit the local culture and enhance the confidence of rural culture. At the same time, it also provides more choices for the construction of rural characteristic industries, provides deeper cultural connotation for the development of rural characteristic industries.

2. Aesthetic education into the intrinsic logic of rural characteristic industry

Rural characteristic industry is mainly farmers, highlighting regional characteristics, relying on local resources, including rural characteristic agriculture, rural characteristic cultural tourism, rural research and other forms of group industry. It is of great practical value to realize the rural poverty alleviation and the promotion of the sustainable development of rural economy. Empower rural characteristic industries through aesthetic education to protect rural areas

Cultural diversity will stimulate the endogenous power of traditional rural culture, promote the development of rural industries and help rural revitalization.

(1) People-oriented rural endogenous power development needs

Promoting rural revitalization requires widespread mobilization of farmers' power and the participation of multi-talents in society. Local farmers should not only be the beneficiaries of rural revitalization, but also the builders of rural revitalization, and provide continuous endogenous power for rural revitalization and development. The development of rural characteristic industry can not be separated from people, the continuous innovation of rural characteristic industry can not be separated from people. For a long time, rural educational resources were backward, limited cultural quality, limited space for display, etc., which led to a large loss of rural population due to development restrictions. At present, China is increasing rural infrastructure construction and basic education construction, rural development of the fundamentals have been continuously improved, which laid a material foundation for rural residents. The development of rural characteristic industries can not be separated from those "earth experts", "field talents" and "mud craftsmen", to reabsorb those who have practical ability of local talent into the rural revitalization. To nourish the people with beauty, to sublimate the soul, through aesthetic education to nourish the spiritual world of the rural masses, constantly lead to discover the beauty of the countryside.

Realizing the development of rural characteristic industry depends not only on the strength of local villagers, but also on absorbing the power of "new villagers". Now the unique natural environment and humanistic culture of the countryside attract a large number of college students, artists, retirees, creators to live in the countryside, entrepreneurship, become the "new villagers" of the countryside. Through aesthetic education, more people can discover the beauty of the countryside, experience the beauty of the countryside and then realize the spiritual sublimation, attract more people to stay in the countryside. Aesthetic education can continuously retain and attract people and talents in the countryside. Through various forms of beauty, it can display the natural and human charm of the countryside [2].

(2) Important ways to promote the coordinated development of ecological civilization and industry

The development of rural characteristic industries should be based on the unique natural and human environment, combined with the actual conditions of the region. In order to realize the ecological development of man and nature in harmony, we mainly rely on two ways: industrial ecological development and ecological development. The industrial ecology starts from science and technology, carries on the reform and innovation to the traditional industry. In accordance with the law of local humanistic and ecological development, the industry will be integrated into the construction of local ecological civilization. Ecological industry mainly starts from the development of local characteristic ecological resources, including natural and human resources. On the basis of protecting and developing local ecological civilization, we will promote industrial development and industrialization of ecological resources. Both models are based on the rational utilization of local characteristic ecological resources, and fully combine advanced science and technology with advanced management concepts to realize harmonious development of industry and ecology. The development of rural characteristic industry is to discover the beauty of rural ecology, humanism and harmonious development. Through aesthetic education all-round improve the ability of discovering beauty in the countryside, enhance the aesthetic value of products, spread and carry forward the beauty of the countryside. To promote the construction of rural characteristic industries based on "beauty" standards can effectively promote the industry to be rooted in the local ecological and cultural environment. Through the "education" infection, dissemination of the harmonious development of industry and ecology management concept, to achieve the sustainable and harmonious development of industry and ecology [3].

(3) Vigor sources of sustainable development of rural characteristic industries

With the continuous and in-depth implementation of the rural revitalization strategy, the development of rural characteristic industries has also ushered in a major development. Many villages develop various characteristic industries including rural experience agriculture, rural cultural tourism, rural cultural creation

and so on by reforming the rural industrial model. Through the development of characteristic industries, the rural economy is developed, the income of farmers is increased, and the public confidence in rural revitalization is enhanced [4]. However, with the continuous development of rural characteristic industries, many problems have arisen. Many rural areas attract orders and tourists by developing rural agriculture or rural tourism, but due to the single industrial product service model, it is often only attracting a wave of orders or visitors, difficult to form repeat customers. At the same time, the competition between the villages is fierce, a good project is often surrounded by several villages to land, forming a vicious circle of homogenization, price war and so on. These are not comprehensive, profound and systematic understanding of rural culture. Through aesthetic education, we dig deep into the natural and humanistic culture of the countryside, discover the different beauty between different villages, grasp the difference of culture between different villages. At the same time, the development of rural culture will be promoted continuously, which will provide impetus for the development of rural culture. Combining with the development of the times and the progress of science and technology, it can effectively promote the further development of rural characteristic industries. At the same time, to grasp the development and construction of rural characteristic industry through aesthetic education can effectively protect the diversity of rural culture and enhance the vitality of rural culture.

3. Aesthetic education empowers the construction of rural characteristic industries

(1) Aesthetic education empowerment, integration into the industry multi-value system.

As an emotional force, aesthetic education exists in all aspects of life, appearing in many forms and healing in many ways. By continuously exploring the beauty of production and life and grasping the law of beauty, we can educate the masses in various forms. Continuously explore the local culture, aesthetic education for the rural characteristics of industries, to maintain the uniqueness of the industry. To cultivate the ecological culture of rural characteristics, grasp the development direction of ecological culture, combine with "beauty" to improve the intrinsic value of local ecological culture, and improve the competitiveness of industrial products [5]. Through the discovery of "beauty", we can explore new cultural and industrial growth points, grasp the rural ecological cultural diversity, realize the rural ecological cultural diversity and promote the rural characteristic industries. At the same time, with the industrial products of beauty, unknowingly lead and infect the public to the local ecological culture to produce beauty experience and enjoyment. To raise the public with beauty, promote new aesthetic discoveries, provide new focus for the development of rural characteristic industry, and promote the organic sustainable development of rural characteristic industry.

At present, there are many biases in the public's perception of aesthetic education, and the construction of rural characteristic industries is limited to art education industry or art experience. In order to promote aesthetic education into the construction of rural characteristic industries, it is necessary to have a correct and objective understanding of the meaning of beauty. The government should be the main body, universities should be the main body, promote the in-depth study of aesthetic education theory, promote aesthetic education systematically and raise public awareness of aesthetic education. Secondly, it is necessary to explore the ways of developing rural characteristic industries, broaden the practice form of aesthetic education, and promote aesthetic education to integrate into the multi-value system of industry.

(2) Open and inclusive, and improve the mechanism for participating in rural characteristic industries.

China's rural scale is huge and rural problems are complex and diverse. Only by mobilizing the broadest

masses of people can it truly promote the development of rural characteristic industries and realize rural revitalization. Talent is the core motivation to promote rural revitalization and high-quality development. The development of rural characteristic industries cannot be separated from people. The development of rural characteristic industries is inseparable from the joining of multi-dimensional talents such as traditional technology inheritance talents, agricultural innovation talents, science and technology innovation talents [6]. Rural characteristic industries have put forward the demand of talents to society from many dimensions such as policy orientation, industrial management, operation and development, continuity of context and ecological harmony. At present, the country is promoting artists, designers, entrepreneurs, entrepreneurs and other types of talent to develop entrepreneurship. We should continue to promote the optimization of talent structure, provide diversified participation mechanism, and continuously improve the path of talent participation in rural characteristic industries. It is necessary to deepen the diversified mode of exchange and training of talents and promote the practice of multi-mode aesthetic education to empower rural characteristic industries. At the same time, innovative talent training system, improve the quality of school-enterprise cooperation, and cultivate more outstanding talents for aesthetic education into rural characteristic industries.

(3) Systematic construction, to achieve aesthetic education and rural characteristic industries cooperative development

Deepening the integration of aesthetic education into rural characteristic industries is a complex systematic project, which requires us to coordinate various forces to create a new mode of participating in industrial development. We should take the government as the leading body and industry as the main body to mobilize the talents of scholars, artists, traditional technology inheritors and other diversified talents [7]. Different values will lead to different development, so aesthetic education can be integrated into the production process of rural characteristic industries and new aesthetic discoveries can be obtained continuously. The integration of aesthetic education into the construction of rural characteristic industries is a consistent process, according to different characteristics and development of different industries. The main body of rural characteristic industry development is farmers. It is necessary to establish correct aesthetic values, combine theoretical education and practical experience. Only by infiltrating the whole process of production and development of rural characteristic industry with aesthetic education can the co-development of education and rural characteristic industry be promoted.

4. Conclusions

Rural revitalization is the only way to realize common prosperity. The prosperity and development of rural economy and culture cannot be separated from the help of rural characteristic industries. It is of great significance to develop rural characteristic industries to raise farmers' income and promote rural ecological development, and to inherit and develop rural traditional culture. At present, there are still great limitations in the practice of aesthetic education in China. Most of the activities in aesthetic education are art education or art education. The main reason for this phenomenon is the loss of cognition of the meaning of beauty, limited to the "beauty" refers to art or art, and the "education" refers to education. All these are important reasons that cause the current aesthetic education practice to develop insufficiently and comprehensively. These phenomena reflect that the current people's cognition and practice of aesthetic education and rural industry are more from the perspective of their own profession and industry. Therefore, aesthetic education must break the presupposition of art and education as soon as possible and realize the return of value. This paper mainly explores the theoretical possibility of integrating aesthetic education into rural characteristic industry, and

hopes to broaden the way for the practice of aesthetic education.

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