



Research on Copyright and Innovation of Wutong Peasant Paintings

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Abstract. Research shows that with the rising demand for cultural consumption, the supply and demand on the content side of the cultural industry is increasing, and the copyright development of calligraphy and painting has become more and more hot. Finding new forms of application in historical art is more conducive to the development of excellent cultural and creative products suitable for contemporary aesthetics and usage habits. With the rapid development of the domestic market economy and the gradual deepening of the economic concept of commodities, most peasant paintings tend to be utilitarian; at the same time, printed traditional Chinese paintings have entered the peasant painting market, which has caused a huge impact on hand-painted peasant paintings, and has caused a huge impact on all aspects. serious impact. The copyright protection of Wutong peasant paintings and the discovery of their innovative features are of great significance to the solution and breakthrough of the problems of “fakes are rampant and shoddy” in the calligraphy and painting market.

Keywords: Wutong peasant painting · copyright protection · innovation

1 Introduction

Calligraphy and painting have been highly sought after since ancient times, from the top of the temple to the far away from the rivers and lakes. From the prosperous era of calligraphy and painting of “prosperous antiques, chaotic gold”, to now, with the rise of the e-commerce market, the continuous growth of online sales is very important. The offline traditional market has caused a greater impact [1]. At the same time, the phenomenon of fakes and shoddy products in the calligraphy and painting market has also appeared. It will have an impact on the supply and demand of the content of the cultural industry, so the development of calligraphy and painting copyright will gradually develop into a new hot spot. With the increasing demand for cultural consumption, the market has paid more and more attention to the copyright issue of calligraphy and painting, and has adopted a series of measures from various aspects to strengthen the protection of intellectual property rights. In this context, by studying the copyright protection and innovation characteristics of Wutong peasant paintings, this paper conducts some research and thinking on how to better protect the rights and interests of creators and bring Wutong peasant paintings to the market, hoping to provide some effective Suggest.

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2 Status Quo of Copyright Protection in China

2.1 Overview of the Development Status of Copyright of Cultural and Creative Products

The rapid economic development has also led to the prosperity of culture and art, and the society has become more and more open and inclusive to the art cause, and it has become more and more respected and protected. Art has become more lifelike, more detailed, richer and more universal. It was once regarded as a luxury, but now it has gradually become a necessity in people's daily life [2].

Relying on various cultural resources in different regions, China's fake painting market has formed a variety of market styles. The production of fake paintings has also formed a large-scale, technological and procedural production line, from painting selection, spray painting, drawing, rendering, to Inscriptions, signatures, mounting, descriptions, and old-fashioning are all done by professionals in an assembly line, and all processes do not need to go out of the way. After the customer pays the deposit, they enter the production process, which usually only takes four or five days to complete. The fake calligraphy and painting are generally difficult to see through, because there is no trace of the real one, the appraiser can only understand the appearance and style of the original work according to the relevant literature.

From the perspective of the development of calligraphy and painting copyrights, cultural and creative products should be innovative and unique, and be able to well adapt to market trends and needs, and be successfully used in modern society, thus gradually forming a kind of system that is conducive to protecting the intellectual property rights of calligraphy and painting products. At the same time, cultural and creative products should actively seek new forms of application in the long river of history and art, and create excellent cultural and creative products that are suitable for contemporary aesthetic trends and usage habits.

Copyright protection in the physical market is more difficult than copyright in the form of the Internet. Although the copying of cultural and creative products in the Internet market is relatively easy and the cost is low, Internet copyright protection has been embodied in different forms; while in the physical market, the copyright protection of cultural and creative products is difficult to achieve in all aspects with advanced scientific and technological means Cover, detect in time, and effectively prevent infringement. Therefore, for the protection of calligraphy and painting copyrights, more rely on enhancing the copyright awareness of ordinary people and businesses, and the construction of brand awareness; or the government's crackdown on piracy, but this can only serve as a warning at most.

2.2 Overview of the Status Quo of Copyright Protection of Wutong Peasant Paintings

Most of the peasant painting workshops in Wutong Town operate and create through their own residences or renting idle houses of other peasants. Most of the painting workshops have not registered personal trademarks or applied for painting copyrights, and most of the creators use the prohibition of photography to create. Process way to protect the

copyright of calligraphy and painting works. The production process of Wutong Painting is relatively rough, and the farmers' creators have low brand awareness. They have not formed their own awareness of self-protection and their own unique trademarks, and have no relevant patents to protect intellectual property rights. So that it is easy for a layman to enter its field, resulting in the behavior of stealing paintings.

In terms of artistic value, the number of creators of Wutong peasant paintings is relatively small, and because most of the painting workers in this industry lack professional training, the creators' painting skills and innovation capabilities are very limited. In terms of the composition and techniques of painting, the main problems of Wutong peasant paintings are: less innovation, more imitation, less quality products, and lower artistic grades, etc., and the excessive pursuit of commercialization and marketization of works by merchants leads to the continuous artistic quality of works. Decrease and churn. The town's galleries operate independently and guard against each other, lack of technical exchanges and commercial exchanges, so that economies of scale have not been well formed. At present, Wutong peasant paintings have not yet formed a good reputation in the whole painting and calligraphy market, and their popularity in the painting and calligraphy market is relatively low.

In recent years, with the rapid development of the market economy, the concept of commodity economy has been deeply rooted in the hearts of the people, which has led to the utilitarian nature of most peasant paintings. At the same time, the printed Chinese painting entered the peasant painting market, which had a huge impact on the hand-painted peasant painting and had a serious impact in all aspects. Due to the continuous development of printing technology, printed Chinese paintings are produced quickly and at low cost, and are even sold as hand-painted works, resulting in a chaotic business situation in the calligraphy and painting market. Most of the buyers who buy paintings are not professionals who are proficient in art or even do not know much about the background of the works. They only value the market value of the works and expect to increase their value, so they know how to appreciate the artistic value of Wutong peasant paintings. Humans are just a few of them.

2.3 The State's Policy Support for the Development of Calligraphy and Painting

With the development of the country and the progress of the society, we should enhance cultural awareness, strengthen cultural self-confidence, and pay more attention to the discussion and attention of the artistic connotation, moral essence, value construction, continuation and inheritance of Chinese excellent intangible cultural heritage. How to carry forward the excellent traditional art culture, explore its modern value, and gradually develop the cultural industry into a pillar industry of the national economy is the main theme of the current domestic cultural and artistic construction and creative practice. In response to the new situation of Wutong peasant paintings, since 2014, the Lingui District Committee of the Communist Party of China and the District People's Government have closely contacted the actual situation of cultural poverty alleviation and cultural poverty alleviation in the district, and formulated a series of relevant standards and incentive policies, which will promote Wutong peasants. The painting industry is included in the national economic and social development industry plan of Lingui District. CCTV's "Rural World" column focused on promoting Wutong peasant paintings, and "China

Culture News” made several concentrated special reports on the project [3]. A 200-m peasant painting exhibition gallery is set up in Yijiangyuan Scenic Spot, providing a platform for communication and reference for peasant paintings. By holding invitational competitions and participating in art exhibitions all over the country, we have built a platform for peasant creators to improve their skills.

The multi-department of the government coordinated to promote the construction of public culture, forming a whole-area painting business pattern centered on Wutong Town and radiating and driving the participation of villagers around Lingui; thus stimulating the inspiration of peasant creators for painting creation, updating the concept of artistic creation, and driving the masses. The overall level of art has been improved. Through the promotion of Wutong peasant paintings, Lingui District has explored and constructed a construction based on local excellent traditional culture, serving ordinary people, taking peasant paintings as the central symbol, and ultimately promoting the construction of rural culture and realizing public culture, benefiting the people and enriching the people. A new mode of public cultural services for villages and towns.

3 Protect Wutong Peasant Paintings Through Copyright Construction and Work Innovation

3.1 Protect the Personal Rights and Interests of Creators of Peasant Paintings

In order to protect the personal rights and interests of the vast number of painters, stop the spread of shoddy calligraphy and painting imitations, prints and counterfeit works in the market, help creators to find and form their own unique painting personality, create their own brand characteristics, and give complete legal Protection, help it prepare and apply for painting copyright patents, and promote the long-term development of the market. In order to enhance the artistic value of calligraphy and painting works, it is necessary to increase the communication between the creators, carry out basic skills training and outdoor sketching activities on a regular basis, strive to improve the painting skills of the creators, and use the resources of the exhibition hall to carry out competitions with brand benefits; Introduce cultural celebrities, well-known painters and other folk art lovers to communicate together, assist, improve and cultivate creators’ artistic connotation and painting skills, and encourage them to create more original and excellent calligraphy and painting works with local characteristics of Guilin; Cooperation between cultural and art exhibition institutions and related art museums to find more publicity and sales channels for Wutong peasant paintings, identify and evaluate peasant paintings that want to enter the calligraphy and painting market, and ensure the quality and quality of the works; Policies to reward painters who have made outstanding contributions in the field of hand-painted works creation, and vigorously publicize and popularize knowledge to improve the popularity of hand-painted works [4].

It is also possible to excavate the cultural heritage of Wutong peasant paintings, collect some folk stories, and spread them through artistic processing, so as to endow the Wutong peasant painting brand with new cultural value and improve the commercial value of the brand, thereby establishing brand awareness and reducing the number of printed paintings and paintings. Threats posed by replicas.

3.2 Strengthening the System Construction of Copyright Protection of Calligraphy and Painting

Now, there are all kinds of infringements in all walks of life. There are many infringement problems in the painting and calligraphy industry. The state has formulated a series of laws to protect these rights, but infringements such as embezzling paintings and forging trademarks are still emerging. According to the “Copyright Law” and the relevant regulations of the National Copyright Administration, it can help the creators of Wutong peasant paintings to apply for painting copyright patents and register the copyright of landscape paintings, enhance the self-protection awareness of creators, and prevent others from arbitrarily stealing paintings. By applying for copyright registration, the name of the work, author, registration time, etc., as well as original drawings, barcodes, and QR codes are summarized into the “Work Registration”. The “Work Registration” is equivalent to the ID card of the work. Their own rights and interests have a certain protective effect; by applying for a painting copyright patent, the protection of the copyright owner is strengthened, the relationship between the author and the user of the work is further clarified, the disputes arising from the ownership of the copyright are reduced, and the legitimate rights and interests of the calligraphy and painting creators themselves are protected [5] At the same time, it is necessary to cultivate art professionals with the ability to appraise calligraphy and painting, and help the public security, procuratorial and legal institutions to form a specific supervision system for “art anti-counterfeiting”.

Improving the copyright standards of Wutong peasant paintings and further strengthening the protection of calligraphy and painting copyrights will not only promote the inheritance and development of Wutong peasant paintings, but also allow the creators to benefit; Income, further stimulate the creative enthusiasm of creators, and promote the characteristic culture of Wutong peasant painting to better market. The use of modern digital means and the construction of a scientific copyright registration system to maintain the order of the art market will help creators to register the copyright of calligraphy and painting artworks, so as to better protect the personal rights and interests of artists and collectors, and make the art of our country better. The inheritance of calligraphy and painting works is more orderly.

3.3 Improve the Publicity Methods of Wutong Peasant Paintings

Guilin is famous for its scenery all over the world. The famous special products are generally unique and distinctive products in the local area. Following the long history of development, its packaging design creativity is closely related to its brand, product or origin. If Wutong peasant paintings can cooperate with Guilin’s own native products, on the one hand, it can use the popularity of Guilin’s “internationally renowned tourist city” for marketing, successfully create a distinctive brand effect, and carry out innovation and promotion of works; Be protected by another layer of copyright that increases the value of the product. The packaging design of special products in Guilin uses Chinese painting and calligraphy elements such as Wutong peasant paintings, which can show the unique charm of traditional Chinese folk painting and calligraphy art. The packaging design style is gradually formed and developed. At the same time, while ensuring the normal economic benefits, on the basis of striving to maintain the traditional heritage, it

will carry out moderate innovation, actively create a wide range of social benefits, and realize the sharing of calligraphy, painting and art works.

Under the condition that the copyright is not infringed, it is also possible to reasonably photograph the creative process of the creators of peasant paintings, share the creators' creative thoughts, publicize the historical background and cultural color of Wutong peasant paintings, and create the characteristics of Guilin's calligraphy and painting brand. The core establishes a brand ecosystem. Further cultivate and enhance brand awareness, form the unique label of Wutong peasant paintings with differentiated positioning and local life atmosphere, and create a unique publicity style in the field of new media; The creation, sales, exhibition and training of farmers' paintings and calligraphy are one-stop, fully combining farmers' paintings and Guilin's tourism resources, extending the industrial chain, striving for brands, and taking the road of quality and brand.

4 Conclusion

The way of literature and art, without success, will not be successful, without virtue, it will not be prosperous. In order to protect the rights and interests of Wutong peasant paintings and other intangible cultural heritage products of the Chinese nation from being infringed and influenced by others, it is necessary to protect the personal rights and interests of the creators of peasant paintings, strengthen the system construction for copyright protection of calligraphy and painting works, and help them carry out related work. Copyright registration and application for painting copyright patents, to maintain the order of the art market through modern digital means, to protect the rights and interests of artists and collectors, and to protect the further inheritance of my country's artistic calligraphy and painting works; also help Wutong peasant paintings to adapt to the development of modernization, improve Its publicity method creates excellent cultural and creative products that are suitable for contemporary aesthetic trends and usage habits.

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