

Analysis of Economic Value of Folk Culture

Jingdong Chen¹

¹Baicheng Normal University

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Abstract. With the progress of scientific technologies and changes of economic globalization, the tertiary industry centered by the service industry is rapidly developing. Folk culture has close relations with the economic development of the service industry. It is a great breakthrough for our country from implementing the strategy of rejuvenating the country through science and education to constructing our country to a cultural power. At present, the situation of new media becomes more severe, which fully proves the importance of human 'cultures' to the national construction, international communications and internationally joint development. And folk culture is directly produced through the most direct way when the masses experience it in person in the social and economic environment. Hence it is of certain necessity to discuss the economic value of folk culture.

In terms of domestic and foreign economic situations, there are innumerable economic chain numbers that regard folk culture as the chains and extend development. Especially with the appearance of the pattern of economic globalization, the tendency of global cultural integration is rapidly developing; folk culture is of greater impact on economic construction. Many countries and regions have been striving to develop the cultural industry; in recent years, folk culture activities such as 'Chinese bridge' and 'ambassador of cultural image' have also been attracting the masses. Hence, we should be clear about the relations between folk culture and economic development and analyze the pattern and the value orientation of the existing folk culture so as to guarantee that the folk culture is not to be destroyed and perform the historical missions of inheriting the folk culture.

Relations between Folk Culture and Economic Development

Definition of Folk Culture. Folk culture is a kind of cultural phenomenon established by usage by the masses. It is the concentrated demonstration of the ideology, values, social tendency and living habits of the masses. In the current society with the highly developed economy, we still advocate economic construction, for economic foundation determines the superstructure[1]. However, the 'people-oriented' concept has been more deeply rooted in our hearts. Therefore, to develop folk culture is one of the core points of sticking to the 'people-oriented' thought.

Folk culture is different from ethnic culture. Ethnic culture is the comprehensive reflection of national ideologies, national central thoughts and national soft power. It belongs to national superstructure with the profound and broad characteristics. However, for each 'small family', it seems somewhat 'illusory' and value or somewhat intangible. That is why ethnic culture is irreplaceable. However, folk culture is different; it is closely related to people's life and directly related to the basic necessities of life. Under the new situations, with the economic development, people have raised their pursuits of recreational life and spiritual enjoyment; folk culture is also reforming and developing.

Relation between Folk Culture and Economic Development. In the process of boosting the social productivity, folk culture also influences the economic development to a certain degree. Our country has undergone the history of 5000 years. It is safe to say that folk culture, which is closely related to people's lives, also has a long history. In the feudal society, excellent things such as drama and textile have been produced in folk culture, which have been spread till today. However, the thought that man is superior to woman in the feudal society restricts the development of social economy. Women did not have the social status, which means that the individual value of women could not be realized; their personal labor even could not be exerted. In the current society, it is to cultivate free people. The policy of seclusion restrained people's thoughts who read a little with

inflexible minds and short sight and thus missed the good opportunities of developing economy.

The folk culture that has a long history and has formed fixed modes cannot be changed all of a sudden; folk culture is also reformed under the boost of the social economy. In 1978, Mr. Deng Xiaoping proposed the great measure of reform and open-up, after which huge changes took place to the national economy. And economic reform is bound to cause development and innovation of cultural creativeness. In the period of reform and open-up, the system of socialist market economy was established; people began to follow the ideal of a moderately prosperous society. Hence folk culture has also changed a lot; the ideology turned from being feudal to being open. After satisfying the basic necessities of life, citizens also paid attention to the popular fashion. From no television to black-and-white television to color TV, it is the change of folk culture. Improvement of people's cultural and spiritual pursuits benefits from economic development.

Therefore, while developing economy, we should pay attention to protecting the excellent and advanced folk culture and absorbing the fresh blood of folk culture; on the other hand, we should also learn to get rid of the backward and corrupt folk culture so as to eliminate the ideological defects and obstacles for the better development of economy and the society.

Pattern of Folk Culture in Market Economy

Performance of Folk Culture in Market Economy. In terms of folk culture in domestic market economy, three aspects including folk art, fashionable clothing and tourism culture are chosen for research.

Folk art is born among the folk. It is an art culture that is formed by the citizens individually or collectively through free performance and is shown in public and finally achieves certain social responses. Such cultural forms include folk embroidery, paper cutting, acrobatics performance and folk drama etc. The creation of folk art enriches people's spare life; under the quick pace of economic development, it slows down the living paces of people and thus is widely spread.

Fashionable clothing is shown with the increasing interest of the public to fashionable match. It develops from the former sewing and mending to the unified Chinese tunic suits to the colorful clothing in the market. The economic levels of people have been improved, so people began to pay attention to aesthetics of appearance and clothing. Pop fashion has become a kind of tendency; when the fashion conferences are held, citizens begin to purchase new products to pursue fashion. The development of fashionable clothing culture will immediately stimulate consumption and bring economic growth of clothing.

Tourism culture is born in the rapid development period of the tertiary industry. With the improvement of people's economic life levels and cultural levels, people have visual tiredness of the current life and feel urgent to see the outside world. The emergence of tourism craze also boost the rapid development of transportation industry, catering industry and recreational places, which is the most rapid way of stimulating economic and consumption growth. However, with the development of tourism industry, many negative effects are also produced, which should be restrained. Once spread, it will lead to disastrous consequences to the tourism economy development of the market.

Transition of Folk Culture Pattern. When our country was at the economic depression period, the economies of the places were at the pattern of independent development and hence folk culture was not developed in the good spread way. Under the boost of social economy, the folk culture forms of our country turned from singular development to multi-variant development. After reform and open-up, our country set up Special Administrative Regions and municipalities directly under the central government, carried out west development and regarded the cities along the coasts as the mainly developing cities. Middle, western and eastern regions have strengthened economic intercourse; folk cultures of the places have also been exchanged. External workers spread the local ethnic culture to the economically developed regions and the life modes of towns have also been known by the remote masses. The local cultural characteristics are thus shown and develop to multi-variant status[5]. The pattern of folk culture is influenced by economic development and also adds advantages to economic development.

Value Orientation of Folk Culture under the New Situation

Value Orientation of Folk Culture under the New Situation. The situation of economic globalization becomes more and more obvious; so does the tendency of global cultural integration. Under the shock of big data information age, people's value orientation of culture has also been changed. People become increasingly dependent on electronic IT. The electronic products in the market update in a rapid way. Hence people consume more and more electronic products. People tend to read less newspapers and paper magazines but like electronic culture. Electronic novels and video readings become popular. Therefore, newly emerging hot professions such as network writer have appeared in such folk culture.

In the past, the network technologies were not developed; people had to contact one another in the way of transmitting letters by doves. However, with the progress of scientific technologies, cellphone and Internet communication has replaced letter communication; the traditional 'letter culture' has disappeared. Under the new situation, film and television art has also been prospering, which is more attractive than the traditional folk arts. Hence the development of film and television industry is more rapid; a great number of actors and actresses have made huge amount of money, which is quite common. This industry is a recreational industry with large economic input and highest benefit in the later stage, which plays an important role of boosting the entire economic growth.

Under the new situation, we should exert the active effects of folk culture on national economy. Tourism industry and fast food industry have been rapidly developing. While developing the tourism industry, we should also protect the local folk culture. The local ethnic culture exists as the local economic lifeblood, whose importance is clearly shown. The number of developers of quick payment platforms increases. Therefore people can order meals without going out, which boosts the consumption growth of the catering industry but also produces much disposable tableware garbage. It also brings challenges to the traditional table culture.

The urbanization process is quickened. Although the urban and rural gap has been narrowed, yet we cannot look down upon the folk cultures in the places where minorities gather and in the underdeveloped regions in the west.

Challenges of Traditional Folk Culture under the New Situation. In the process of economic development, the excellent folk culture also plays the role of spiritual pillar, which supports the social economy to develop in a better and quicker way. When the excellent folk cultures are accumulated to a certain scale, qualitative changes will take place[4]. Powerful folk cultures such as thought innovation, creativity expansion, social sense of honor and sense of belongingness play the most important role in the later economic development and economic globalization. With the coming of the big data era, all walks of life face severe challenges. Folk culture also faces many challenges. The traditional folk culture faces the risk of being swallowed by new media culture. If we do not inherit and protect the excellent folk culture, we will lose a large amount of social and cultural wealth. If the traditional folk culture does not produce new things, the former essential parts may also disappear. Therefore, inheritance and innovation is the major reform of folk culture under the new situation.

Conclusion

As is known to us, open and reform policy of our country advocates to regard development of social productivity as the priority. In other words, the advanced social productivity is the driving force that boosts social economic development. Only by making social productivity rapidly develop can the economy have broad developing space. Folk culture is the most valuable part in Chinese ethnic cultures, which keeps reforming in the process of economic development. Meanwhile, as part of superstructure, it also has reaction to social economy. Therefore, in the process of economic development, folk culture should be treated in halves. We should exert the positive roles of folk culture, inherit the excellent folk culture and take advantage of the new media technologies to keep innovating. We should also turn cultural advantages to economic advantages so as to boost increase

of social economic effects.

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