

## **Discussion on the Art Poverty Alleviation Mode of College Students from the Perspective of Targeted Poverty Alleviation**

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**Keywords:** Targeted Poverty Alleviation; College Student; Art Poverty Alleviation

**Abstract:** Targeted poverty alleviation is a political guideline to help poor rural areas get out of poverty and go to a well-off society. It is also an important measure to lead the urbanization development of both material and cultural life of rural residents. In recent years, many colleges and universities are also actively mobilizing students to participate in the "Providing Three Assistances to the Countryside" activities----a program advocate officials, doctors, scientists and college students going to the countryside to spread scientific and literacy knowledge and offer medical service to farmers, so that students in the activities can devote themselves to the targeted poverty alleviation of China by their professional skills. Art poverty alleviation mainly refers to the art students who combine their own professional characteristics and the characteristics of cultural construction in poor rural areas so as to transfer the advanced art culture to the poor rural areas, and help poor rural areas to inherit and carry forward the outstanding local traditional culture at the same time, and to enrich the spiritual culture of the Poor countryside.

### **1. Introduction**

In recent years, China attaches great importance to rural poverty alleviation and rural cultural construction, and has invested a lot of human and material resources in this area. Under this background, the work of helping the poor in art by college students who major in art needs to be kept pace with the development of the times, and the students also must persist in combining theory with practice, deeply analyze and understand the current problems of agriculture, countryside and farmers in China, and master the social characteristics of China, and take the artistic way to supplement and improve the rural targeted poverty alleviation. Based on this, colleges and universities should also encourage college students to actively participate in the work of targeted poverty alleviation in rural areas, so that the thinking and behavior of the college students can be inspired in practice, and they can continue to use the knowledge they have learned to the practice, dedicate their own artistic knowledge to the society, and practice socialist core values and understand the political and cultural implications of "targeted poverty alleviation".

### **2. The meaning of art poverty alleviation for college students under targeted poverty alleviation**

#### **2.1 Promoting the improvement of the art and cultural literacy of the people in rural areas**

When college students go to the countryside for practice in winter and summer vacation, they are not strictly managed enough in the aspect of culture, and most students' artistic and cultural abilities are poor, which can not bring effective help and suggestions for the poverty alleviation of the poor areas, so that they receive low prestige among the masses, it is difficult to play a constructive role in poverty alleviation. Art has the function of edifying and perfecting individual personality and sentiment, it can also promote the development of individual intelligence, cultivate individual creative thinking, and develop the comprehensive quality of individual in an all-round way<sup>[1]</sup>. Therefore, college students should give full play to their attainments in art, bring art into practice, and take it as a method to help the poor rural people. In this way, college students can teach their art theory and skills to the stay-at-home children and villagers, so that they can improve their artistic

literacy and promote the construction of local art and culture under the influence of art that is from the students. In addition, the process of art poverty alleviation of college students can help empty nesters by means of artistic skills, performing art performance for them, so as to let them feel the charm of art and make their spiritual and cultural life richer. Furthermore, it is necessary to ensure that art poverty alleviation must go deep into the practice of social activities of the grass-roots units, so as to stimulate the soul of art in the hearts of the masses, and to further sublimate the effect of art poverty alleviation.

## **2.2 Using efficient resources to promote the synchronous development of urban and rural cultural construction**

In the 18th National Congress of the Communist Party of China, it was pointed out that economic construction should be the core, the theme of scientific development should be persisted in, and political, economic, cultural, social and ecological construction should also be comprehensively promoted. In the process of alleviating the poverty by college students by means of art, they should bring excellent art and culture to the countryside, promote the development of excellent art and culture in rural areas towards the direction of urbanization, and constantly improve the level of local art and culture. This is the purpose of art poverty alleviation by college students; at the same time, it is also a problem that needs to be solved in the process of art poverty alleviation. When helping the poor by art, college students can show their artistic and cultural charm to the local people and bring the art and culture that they have learned in colleges and universities into the local culture, so that they can better play the role of art in helping the poor, and promote the construction and production of the rural culture, so as to promote the synchronous development of the spiritual civilization and material civilization in these poor areas. Therefore, on the one hand, art poverty alleviation can stimulate the enthusiasm of college students in art learning, promote the optimization and integration of artistic and cultural resources in colleges and universities, and continuously bring the socialist core values, which are innovative and easily accepted by the masses, into the countryside, so as to promote the construction of political culture in rural areas. On the other hand, the art poverty alleviation by college students can make up for the lack of talents in the construction of rural art and culture, can provide much more convenience for the cultural construction in rural areas, and also can promote the integration between rural cultural construction and advanced ideology and culture, so as to create a more superior cultural circumstance for poor rural areas, and to let the local people's ideas and ideas can be innovated and updated.

## **2.3 Improving the specialty of rural cultural construction and the art literacy of college students**

Generally speaking, those areas are in need of help in poverty have greater deficiencies in economic level, there is also a big gap in the educational resources between urban and rural areas, and many rural children, understanding less of the role of art, have not really been cultivated in the aspect of art. And the college students who are helping the poor in art are those who have received professional, systematic art training, they can more professionally popularize art to the residents of poor areas, they are good at using art to convey current social and political and cultural situation to the local residents and children, and they can convey their love to children in poor areas by the form of art, so as to promote the improvement of children's artistic and humanistic qualities in rural areas<sup>[2]</sup>. In addition, college students enrich rural life by artistic means, which is also an important way for them to apply art to practice, and which can train and strengthen the art professional skills of college students and improve their artistic professional literacy. Through social practice, college students can bring their own artistic expertise into full play, collect art materials on the spot, constantly integrate resources, and experience and practice art. After practice, they can also analyze the material from a rational and perceptual point of view, and show these materials in an artistic way. Art poverty alleviation promotes the expansion and extension of the scope of art education, which enables college students to appreciate art, judge art and promote art skills in a new way of view and thinking.

### **3. Problems existing in the development of art poverty alleviation activities of college students under targeted poverty alleviation**

Under the background of targeted poverty alleviation, the activities of art poverty alleviation of college students are more and more frequent, which contributes a lot to the cultural construction of many poor rural areas. However, there are still many problems in poverty alleviation for college students. For example, the way that university students alleviate poverty is very simple, lack innovation. At present, the main forms of art poverty alleviation for college students are organizing art museum and cultural center, but these art exhibitions have some defects, which can not provide more help for the cultural construction in the targeted poverty alleviation. Although the art poverty alleviation of college students is to make up for this defect to a certain extent, but due to there are lack of professional ability and experience, the art poverty alleviation activities are carried out also very simple in form<sup>[3]</sup>. Secondly, the ideological and political understanding of art poverty alleviation is relatively low. The political literacy of the art college students general is relatively low, which leads to their poor overall consideration and team work, so that their methods of poverty alleviation is relatively common, which can not play the high quality poverty alleviation effect. In addition, the college students lack of effective guarantee mechanism and strong support. Because most of the art poverty alleviation of college students is usually organized and arranged by the school, and the students do not actively participate in, so there are many compulsory factors in these activities. As a result, the college students can not actively innovate in the process of helping the poor in art, and they cannot deeply understand the profound meaning of targeted poverty alleviation; at the same time, they take art poverty alleviation as a necessary task, so their innovation consciousness is also relatively low.

### **4. Analysis on the strategy of college students carrying out art poverty alleviation under targeted poverty alleviation**

#### **4.1 Integrating art poverty alleviation with excellent local culture so as to promote innovative development of art poverty alleviation**

The rapid development of information technology has also brought a new vision to rural residents, which makes them rely more and more on the virtual world, such as television, new media, etc. It is necessary for college students to have a broad view of the overall situation and the ability of controlling the overall situation. At the same time, they should pay more attention to “teaching them fishing” and fundamentally help poor residents to solve the predicament of “no fish”, and continue to inherit and carry forward their excellent folk art and culture in farming. For example, students from the College of Art of Yulin University fully utilized their own professional knowledge and went to Chi Niuwa Village in Jia County, Shaanxi Province for art tour service on Aug. 20th, 2018. Chi Niuwa Village is a very rich place of folk culture, and there is a folk museum, much excellent traditional culture has been better passed on, carried forward and protected. When college students go to the there to carry out the activities of helping the poor in art, they can seek the help of the relevant leaders and adopt the way of singing and dancing to transform the local folk culture into advanced art. In addition, art students can also flexibly use their professional skills to draw wall newspapers for local residents. In the wall newspaper of the cultural display bar, the excellent local culture can be painted into a rich, vivid and beautiful picture for local residents to watch; at the same time, the picture also is also a kind of advertisement of the rural area that makes certain contribution to the local economic development<sup>[4]</sup>.

#### **4.2 Combining art poverty alleviation with local network resources, promoting art poverty alleviation becomes a kind of normal life**

At present, many rural areas have achieved network coverage, network media has become an important carrier of the rapid spread of art and culture. In the process of art poverty alleviation of the college students, combining the characteristics of network communication, the excellent local culture can be scientifically programmed and then uploaded via the network, so that the local

traditional excellent culture can be accepted and appreciated by the outside world. For example, in the process of art poverty alleviation in Chi Niuwa Village, which was organized by Yulin University, the students propagandized the local traditional culture by means of network interaction and network class, and promote the exchange of local traditional culture and the outside cultures. In the Internet age, QQ, forum, Weibo, and so on are popular information exchange platforms that can transfer more artistic resources to poor villages. By Internet technology, the stay-at-home children and empty nesters in the poor rural area can feel and see the outside world. By this way, it not only motivates the local residents to study hard, but also to propagandize the folk culture of poor villages to every corners of the world<sup>[5]</sup>. The current education in poor rural areas has not achieved the goal of new curriculum reform yet, the idea of examination-oriented education makes the children are less active in learning, and the use of network resources in art poverty alleviation can promotes their acceptance and absorption of artistic and cultural knowledge, so as to stimulate their enthusiasm for learning.

#### **4.3 Expanding the methods of art poverty alleviation**

At present, the art poverty alleviation of college students plays a very important role in the targeted poverty alleviation. However, art poverty alleviation can not only rely on the strength of college students and the resources of colleges, we should also pay more attention to the development the methods of art poverty alleviation, and mobilize the masses to participate in the art poverty alleviation of targeted poverty alleviation. Although many colleges and universities actively mobilize students to participate in the activities of helping the poor in art, but the resources of colleges and universities are limited after all. If the social artists can join in together, the shortage of talents and professional defects in art poverty alleviation can be solved well to a certain extent<sup>[6]</sup>. In launching the activities of helping the poor in arts, colleges and universities can actively mobilize local art talents with advanced ideas to join them, so that the talents can become members of the art poverty alleviation and they can also mobilize some other social resources, which can constantly solve the problems and difficulties in art poverty alleviation. In addition, colleges and universities can also actively seek help from social enterprises and organizations, which can not only provide certain funds for art poverty alleviation to a certain extent, but also help enterprises to carry out product propaganda, so that more social masses can participate in poverty alleviation activities.

#### **5. Conclusion**

The targeted poverty alleviation policy of China is gradually implemented in many poor rural areas. The implementation of targeted poverty alleviation mainly starts from the two aspects ---- economy and culture. From the perspective of economy, the state has already given strong support to the poor residents of the poor rural areas. From the perspective of culture, the construction of basic cultural facilities has also been strengthened. For the college students majoring in art, in the process of targeted poverty alleviation, they can provide their own professional knowledge and skills to the people in poor rural area, give full play to their professional skills in helping the poor rural areas to carry out the art and cultural construction, and they also helps poor rural areas to inherit and carry forward the local folk culture and contribute their own professional strength to the effective development of our the targeted poverty alleviation policy in China.

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