

# **A Preliminary Research on the Cultural Embodiment of Pastoral Landscape under the Background of Rural Revitalization Strategy**

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## **Abstract**

The cultural value brought by pastoral landscape is used to find a solution for the revitalization of rural culture based on the research background of rural revitalization strategy. By using the research framework of design and sociology, this paper intends to analyze the causes of the cultural value demand of the pastoral landscape, and clarify the new demand for the local pastoral landscape under the mass culture environment through the research status of the cultural value in the pastoral landscape. In addition, this study tries to solve the shortcomings and blind spots in the embodiment of pastoral landscape culture under the background of rural revitalization strategy, thus realizing the research path of rural cultural revitalization.

## **Keywords**

Rural revitalization; pastoral landscape; cultural value.

## **1. Introduction**

It is pointed out that the development of rural revitalization strategy is a fundamental issue related to the people's livelihood in the report of the 19th CPC National Congress. In addition, we must always take solving the problems of agriculture, rural areas and farmers as the top priority of the work of the whole party. The Central Rural work Conference proposed for the first time that we should take the road of revitalizing socialist villages with Chinese characteristics, make agriculture a promising industry, make farmers an attractive profession, and make rural areas a beautiful home to live and work in peace and contentment on December 29, 2017. "Agriculture, rural areas and farmers" are improving and taking the initiative as a whole. The problem of agricultural and rural farmers is a fundamental issue related to the national economy and people's livelihood. In addition, we must always take solving the problems of agriculture, rural areas and farmers as the top priority of the work of the whole party. The report of the 19th CPC National Congress proposed to implement the strategy of rural revitalization and solemnly wrote this strategy into the Party Constitution without precedent, which is a major strategic plan for building a well-off society in an all-round way and pointed out the direction for the reform and development of agriculture and rural areas [2]. The rural cultural value reflected in the pastoral landscape is a precious wealth to be explored.

## **2. An Overview of Pastoral Landscape**

The meaning of landscape has changed many times with the deepening of human understanding of nature. The word "landscape" is used to describe the magnificent scenery of the holy city of Jerusalem in the Old Testament Bible recorded in Hebrew. In other words, the word "landscape" at that time refers to the visual aesthetic experience brought by "scenery" and "scenery". Up to now, in addition to taking landscape as an aesthetic concept, we also explore the word landscape as a geoscience concept, mainly from the spatial structure and historical evolution in the research and development of the concept of landscape. Besides, landscape ecology and human ecology which take landscape as the carrier of ecosystem to

study, which is studied from the functional level [3]. Moreover, the concept of pastoral landscape we discuss here, on the one hand, starts from the visual beauty of the landscape, on the other hand, it is a "regional whole ecosystem" that combines the characteristics of Chinese rural pastoral culture.

In fact, Chinese society is essentially a rural society, and many forms of rural traditional culture have lost their original functions. The traditional pastoral landscape in China is different from that formed by large-scale industrial planting parks in the West. In China, agricultural production is a continuous planting system when the proportion of population and arable land is tight, which adopts the way of intensive cultivation. In some places, there are even two kinds of planting in a year. Captive husbandry is the main way of animal husbandry in agricultural areas. However, pastoral areas are mostly distributed in remote non-agricultural areas. As a consequence, in specific crop areas in China, the pastoral landscape is a neat and uniform agricultural landscape [6]. We achieve a harmonious symbiosis between man and nature by conforming to nature in the traditional agricultural ecological and cultural order. Fallow cultivation and straw cultivation all reflect the recycling of resources. This is the cultural foundation for the sustainable development of Chinese traditional rural ecological culture.

### **3. The Present Situation of the Construction of Pastoral Landscape Culture in Rural Revitalization**

The development of Chinese landscape architecture has the characteristics of social period. The service object of garden landscape was only a small number of dignitaries headed by emperors in ancient China, which took the small-scale peasant economy as the main mode of production. The craftsmen carried out the planning and construction of the garden landscape under the guidance of aestheticism in the court and garden. the garden evaluation standard of this period was to emphasize the beauty of poetic and picturesque artistic conception. In the meanwhile, it emphasizes the beauty of craftsmanship and horticulture, the most representative of which are the Chinese royal gardens and Jiangnan literati landscape gardens; the service object of the landscape has been transformed into the working class as the main body of the vast number of urban residents in the era of mature industrialization and large-scale production. Landscape designers pursue the landscape planning and construction of green area, sports and leisure space under the guidance of the theory of human-centered regeneration in urban green space and parks; The service object of landscape landscape begins to face the whole ecosystem in the international era of information and biotechnology revolution, including human beings and other creatures. The overall planner of ecological environment emphasizes human development and the sustainability of resources and environment, and emphasizes the circulation and regeneration of energy and resource utilization under the guidance of the theory of sustainability.

#### **3.1. The Change of Traditional Agricultural Ecology**

In the process of industrialization, agricultural production began to take the road of industrial production, and the natural resources in rural areas were overexploited and utilized in order to improve agricultural output and economic effect. It led to the crisis of China's traditional agricultural ecological and cultural order, and the "regional overall ecosystem" with rural and pastoral cultural characteristics was affected to a certain extent. The change of traditional agricultural ecology has led to the change of the characteristics of Chinese traditional pastoral landscape.

#### **3.2. The Construction of Modern Culture Is Insufficient**

From a macro point of view, the problem of rural culture is not balanced with the development of urban culture. Besides, from a micro point of view, it is the problem of the inheritance of rural

traditional culture and the development of rural modern culture [7]. In the meanwhile of the crisis of the traditional rural landscape, the modern cultural construction failed to follow up in time in the development of the rural landscape. As a result, it directly led to the crisis of the traditional pastoral landscape to be solved at the same time, and the insufficient development of modern landscape infrastructure.

#### **4. The Methods of Reflecting the Pastoral Landscape Culture under the background of Rural Revitalization Strategy**

##### **4.1. Build the Cultural System of Pastoral Landscape Through the Development of Design Education and Industry**

Generally speaking, the development and revitalization of design and design education in rural culture is also an important link. As a new discipline, design involves a wide range of areas, which is completely in line with the development needs of the rural revitalization strategy. Advocating the inflow of talents into the neighborhood of rural landscape environment design is conducive to the development of rural revitalization strategy. Starting from the demand side, to solve practical problems as the center. Give full play to creative ideas in accordance with local conditions, and give play to limited resources in the local environment to provide effective solutions. The industrial scale of the countryside is insufficient, and the way of attracting talents is relatively backward. The loss of a large number of labor force and talents is one of the obstacles to rural development. In the meanwhile, the economy and culture of the countryside are always in a state of relative backwardness. Young people will give priority to work in big cities where the economy and culture are relatively developed under the influence of this concept. This not only leads to the shortage of manpower in the rural economy, but also makes it difficult to explore the potential of rural culture. Design education is the key link in the development of rural talents. Exploring its cultural heritage and carrying forward its traditional posture is the top priority of cultural revitalization in the local society with relatively rich natural and human resources. In this way, the art design will be used in the excavation of local culture to improve the local cultural awareness, build a rural brand, and develop a relatively mature cultural industry chain.

##### **4.2. Combine the Humanistic Characteristics of Pastoral Landscape to Enhance the Cultural Value**

In addition, pastoral landscape is the product of the combination of man and the surrounding environment in nature. Ancient Chinese landscape painting regards habitability as the highest standard of painting and artistic conception of a painting. The visual beauty brought by the pastoral landscape and the stability and comfort brought by human beings for the ideal habitat environment are the functions of the pastoral landscape-psychological comfort to a certain extent. We have experienced the transformation from enclosure to planning, and the landscape we enjoy has gradually changed from the urban park to the forest park from the perspective of the development history of the landscape. In other words, the overall area of the landscape is becoming larger and larger. More and more people are eager to stay in a more pure and primitive environment to enjoy the psychological comfort and short rest and escape brought by nature. The cultural value of pastoral landscape meets this point. The pastoral landscape is in urgent need of regional cultural embodiment combined with the development of industrialization. What needs to be considered is the plant growth and living environment affected by the natural characteristics and hydrometeorological characteristics of different regions. Moreover, it is necessary to combine the humanistic characteristics formed by the regional national culture and grasp the differences of the local society so as to show the special

pastoral landscape with local characteristics and different from the urban landscape culture. After all, it can narrow the cultural value gap between pastoral landscape and urban landscape.

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