Understanding and Thinking of Contemporary Chinese Folk Art

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Objectives: The development of computer technology has changed the way of traditional folk culture, which provides a positive impetus for the restoration of the whole folk culture. In order to protect and restore the folk fine arts culture in our country, the author analyzes the present situation of the development of folk art culture in our country, and then the author verifies the superiority of the Folk art culture restoration of computer technology, and the result shows that The construction of Folk art cultural works of computer technology can be more easily accepted by students. Therefore, computer technology can improve our national understanding of folk art and thinking. Research aimed to provide reference for the restoration of traditional culture in China.

Keywords:folk art; computer technology; understanding and thinking

The development of computer technology to the current era of "globalization", and gradually promote the development of human civilization in a new direction. In particular, the advent of some computer-affiliated technologies has made the traditional social and national culture widely available. The traditional national culture is often constructed by a variety of different external information, and its propagation is also played by time and space parameters.[1,2,3] The advent of computer technology has enabled some traditional folk culture to be excavated and reshaped, especially in today's overlapping world of culture and the gap between the masses growing in the development background, due to the continuous change of people's living environment, the younger generation is more willing to accept the newer modern culture, Thus ignoring the inheritance of traditional national culture.[4] Therefore, the world folk traditional culture has been gradually disappearing. The understanding and thinking of the contemporary folk traditional culture has gradually become an important research topic in the development of the present times.[5] Many researchers have begun to apply computer technology to the development of folk traditional culture.

However, due to the folk culture of the combination of computer technology is not enough, it for the current world of folk art inheritance still have some limitations.[6] In this study, the author will focus on the current situation of the development of folk art in China, and then the author of the application of computer technology in the development of Chinese folk art of the feasibility of understanding and thinking, research aimed at some traditional cultural heritage and technical improvement to provide a reference basis.

Traditional folk art is a cultural product accumulated in the trend of the times, which not only includes the traditional houses, costumes, festivals, but also art, music and so on.[7] It can be said that the development of folk art is very necessary for the development of the times, it can not only provide positive impetus for the improvement of people's mood pleasure, but also promote people's sense of value and life philosophy in a great change.[8] However, in the development trend of the times, folk culture is facing great changes due to the change of surrounding environment, especially in the younger generation, its understanding of traditional folk culture is low, which may cause the disappearance of folk culture The development and decline of the national culture

art have also prompted many researchers to consider that the protection and inheritance of national art should be combined with the reality of today's social development.[9,10] The rapid development of digital information technology has brought new development environment and opportunity for the protection of world folk culture and art.[11] It can be said that this new development model has broken through the traditional protection of folk culture, because this technology can be more convenient for people to browse, storage and dissemination of related folk art products, thus providing a promotion platform for the wider publicity of traditional folk culture.[12] And many researchers believed that computer technology can effectively prevent the commercial development or destruction of the products in the process of inheriting the folk culture, and then form the New World art form inheritance characteristics. In many Western developed countries, in order to better protect and carry forward the national traditional art and culture, it has begun to combine computer technology with traditional folk traditional culture.[13,14] And to a certain extent, the comprehensive level of the culture and art of its citizens is continuously promoted, also make these countries and regions of the national culture industry and regional economy has been higher development, and ultimately to a certain extent, the country's soft power has been greatly improved and increased the international influence of the country.[15]

METHODS

With the continuous strengthening of China's comprehensive strength, the country began to realize that in all areas of the world in the global trend of development, the promotion of national comprehensive strength not only in the economic, military and other hard power, but also often expressed in the promotion of some soft power. And soft power is often representative of a country's outstanding traditional culture; it can not only show the connotation of the whole country, but also represents a country's national quality. China is an ancient country with 5,000 years of civilization, in the trend of the development of the Times, a series of excellent traditional culture also began to appear in the

history of China's development process, and China's traditional art, music and so on in the world has a strong influence. The strong of traditional culture also impels our country to export to the culture; many countries have also been influenced by our culture, such as Japan, Korea and so on. Folk culture as a part of the development of Chinese traditional culture, which is composed of some folk artists' cultural products, including paper-cut, pictures and so on, these traditional folk culture represents the connotation of the grassroots people in our country, and then become the important trend of China's historical development (see Figure 1). However, due to the influence of modern warfare and so on, and the development of the country in the late period of the process, due to the importance of economic and other neglect of the development of traditional folk culture, thus making our country's folk cultural heritage is experiencing the disappearance. In this study, the author of China's Intangible cultural heritage of the folk culture related to the statistics, so that in recent years, the status of Intangible Cultural heritage Statistics, and then to China's current intangible cultural Heritage development trend analysis, so as to provide research direction for this study.

Figure 1
### traditional folk art in china

In the background of the disappearance of excellent folk art in our country, some scholars put forward that we should set up more perfect methods to protect and inherit folk art, only in this way can we promote the influence of folk art of our country and strengthen the promotion of Chinese cultural soft power, which can provide theoretical support for the output of our country. The development of computer technology has broken the time limit of the traditional

technology's sharing and spreading of information resources, so it has been applied in the inheritance of Chinese folk culture. Some scholars believe that the development of computer technology is not only conducive to the protection and dissemination of Chinese traditional folk art, and through some can enhance the influence of national culture and the authority of the construction of digital platform can also improve the click rate of some art websites and finally achieve the expected artistic propaganda effect. In the system construction of the digital exhibition hall based on computer technology, it should not only fully consider the real experience of the art visitors, so as to create a comfortable and convenient display space for the experience, but also pay attention to the inner knowledge contained in the folk art products, and finally realize the mutual win of art and visitors. Nowadays, in the application of computer technology of traditional folk art, virtual reality technology is the most common form of art experience, it is often through high-performance computers to affect visitors ' vision, hearing and touch to help visitors experience the feeling of immersive, in the process of overall interaction, can help and inspire visitors to think for themselves. Folk art works as a folk excellent cultural object, its important information resources in the computer with digital production, coding, storage, and then through the form of network transmission, finally through decoding restored to the viewer can feel subjective performance. Now, based on the three-dimensional technology of virtual reality modeling, the three-dimensional scene and model are of great practical significance to restore the structure, material and color of traditional folk art, and viewers can see the folk art works which no longer exist in the application of digital processing technology of Virtual Hall, and combine the sound and The light and electronic technology simulates real scene to acquire a brand-new visual and auditory enjoyment, and finally can experience the main thinking of the creator in the process of creating the work. Based on the analysis of the advantage factors of the three-dimensional virtual reality technology in the process of the folk art works, this research then, based on the virtual reality simulation system (Figure 2), the author constructs the computer model of the restoration and perception of folk art so as to realize the performance of Chinese folk art in virtual reality technology. In order to provide technical support for the subsequent practical research.

Figure 2
virtual reality simulation System
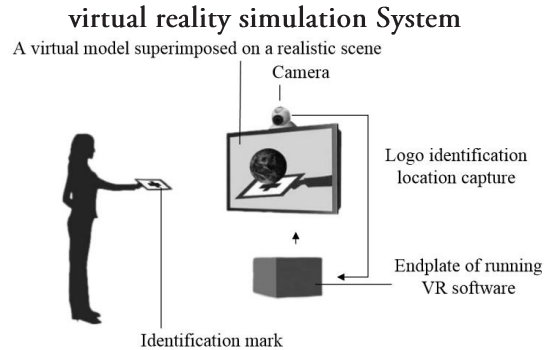
In order to verify the application of virtual reality technology in the inheritance of folk art works in China, in this study, the author will build a folk art restoration and perception model based on computer technology in the actual art creation process, and then the author in order to detect the construction of folk art cognitive environment of practical application effect, A survey and analysis of 2016-level traditional folk art majors in an art university. The authors selected 100 students (for the elimination of possible gender differences, including 50 boys and 50 girls) as the object of the survey, and then randomly divided all the students into two groups, the experimental group and the control group. The two groups of students, gender ratio are the same, but in the experimental process of the two groups of folk art to be used in different cognitive styles, of which the control group of students still use the traditional folk art cognitive style, and the experimental group of students use the above built in the computer technology of folk art cognitive style. The research cycle is a semester, after the experiment, the two groups of students on the folk art cognitive thinking ability of the questionnaire, the content includes the independent learning ability of folk art, learning interest, folk art classroom atmosphere active degree and students ' folk art description ability promotion effect, etc. Finally, comparing the results of the two groups, the students ' folk art thinking ability is divided into 4 grades, namely excellent (90-100 points), good (80-89 points), average (60-79 points) and bad (0-60 points). On

the basis of determining the superiority of computer technology in Chinese folk art cognition and thinking, the author introduces the fuzzy comprehensive evaluation model to evaluate and analyze the advantage factors of computer technology in the cognition and thinking process of folk art in China, and the model formula of fuzzy comprehensive evaluation is as follows:

$$u(x) = \begin{cases} 1, \bar{x} < S_{\min} \\ (S_{\max} - \bar{x})/(S_{\max} - S_{\min}), S_{\min} < \bar{x} < S_{\max} \\ 0, \bar{x} > S_{\max} \end{cases} (1)$$

Among them, $u(x)$ represents the dominant factor of the Chinese Folk art cognition system of computer technology; $S_{\min}$ and $S_{\max}$ represent the minimum survey value and maximum survey value of the dominant factors obtained by the survey. $\bar{x}$ represents the average of the survey value of the dominant factor measured.

$$A_i = u(x_i) \bigg/ \sum_{i=1}^{n} u(x_i) \ , \ \sum_{i=1}^{n} A_i = 0 \qquad (2)$$

Among them, A_i represents the average of the membership degree of a certain influence factor, $u(x_i)$ represents the membership degree of a dominant factor in the Chinese Folk art cognition system of computer technology.
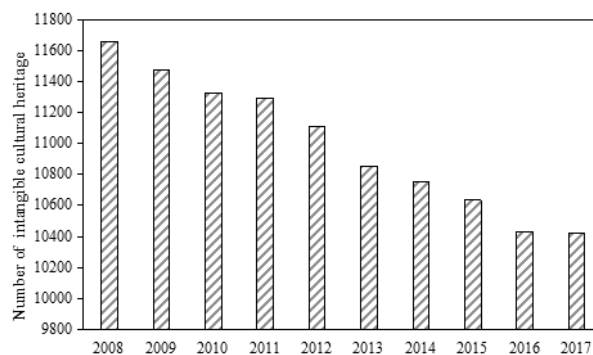
RESULTS

Status of Intangible Cultural Heritage in China

Culture, as an important cultural product in the development of China's times, is very necessary to promote the comprehensive strength of our country at present. Therefore, in this trend, China has begun to strengthen the protection of intangible cultural inheritance. However, due to the tendency of the development of the Times and the common influence of some subjective and considerable factors, China's intangible cultural heritage in the process of inheritance is still subject to greater volatility, a large number of intangible cultural heritage because of the loss of human inheritance, thereby gradually disappearing, which for the development of China's culture has

caused a greater negative impact. In this study, the author first of China's intangible cultural heritage of the number of statistics, the results show that, with the development of economic globalization, China's intangible cultural heritage may be affected by foreign culture, and is showing a decline in the trend of the year (see Figure 3). Therefore, the protection of intangible cultural heritage is imminent. Folk art, as an important part of Intangible cultural heritage, has attracted more and more researchers' attention, and only the intangible cultural heritage should be more reasonable protection and management, it can make our country's cultural soft power appear to be rising trend, and then provide positive impetus for cultural export and the promotion of national influence.

Figure 3
quantitative statistical results of intangible cultural heritage in china
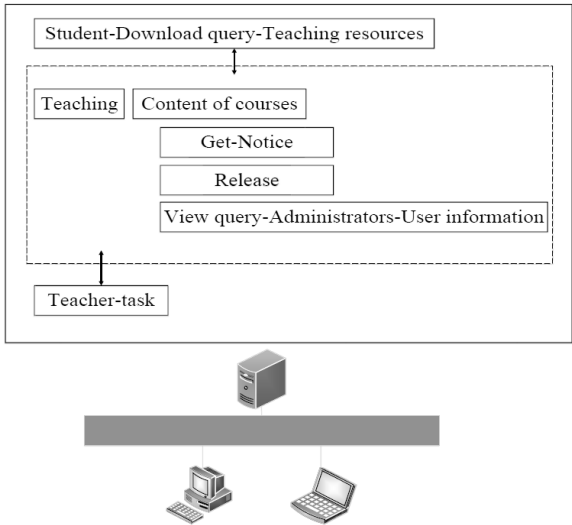

The Construction of Folk Art Multimedia Platform Based on Virtual Reality Technology and the Result of the Creation of the Actual Folk Art Works

The traditional folk art display may be limited by time and space, thus affecting the visitors and the experience of the more accurate cognition. The virtual reality technique of computer technology can bring more intuitive perception to the reference through the way of simulation, so as to help visitors through the sense of hearing, sight, touch and so on to produce the resonance to the folk art works. Therefore, many folk art works in the exhibition and teaching process has begun to form a multi-media technology platform, the construction of these platforms for China's folk art and cultural works of the dissemination and protection played a certain role in supporting, and

further make more people's own literacy has been strengthened. In this research, the author built the multimedia platform of Folk art based on the virtual reality technology based on the previous research, and its system running flow is shown in Figure 4.

Figure 4
the construction result of folk art multimedia platform based on virtual reality technology

Then the author applies the multimedia platform to the actual folk art creation process, the original picture and the post creation picture respectively are as Figure 5 (A) and Figure 5 (B). The results show that the image based on the multimedia platform is more visible, so it can be considered that the platform has strong practical value.

Figure5
the result of the creation of the actual folk art works

Application Effectiveness Analysis Results of Folk Art Multimedia Platform Based on Virtual Reality Technology

The author applies the folk art multimedia platform of virtual reality technology to the actual teaching process, then obtains the analysis result of the application efficiency through the questionnaire, and evaluates the results as shown in table 1 and table 2. The results show that the application of the folk art multimedia platform based on VR technology can promote the teaching efficiency of the teaching process, which not only helps the students to improve the knowledge reserve, but also provides the technical support for the optimization of the teaching way through the improvement of the traditional teaching mode.

Table1
Results of Theoretical Test and Evaluation of Students in Experimental and Control Groups

	Excellent	Good	Average	bad	Excellent rate
Experimental group	18	21	8	3	78%
Control group	11	19	14	6	60%

Table2
Evaluation Results of teaching Methods for Experimental and Control Groups

|	Learning self-discipline	Stimulate interest in learning	Improve the classroom atmosphere	Improved implementation capacity
Experimental group	32	29	30	33
Control group	24	21	19	21

The Analysis Result of the Advantage Factor of the Folk Art Multimedia Platform Based on the Fuzzy Comprehensive Evaluation Analysis Model

Finally, based on the fuzzy comprehensive evaluation model, the paper analyzes the advantage factors of the folk art multimedia platform, and the result is shown in Figure 6. The analysis results show that the interest of stimulating learning is the best factor in the teaching application of this kind of platform.

Figure6
analysis of the advantage factors of the folk art multimedia platform based on the Fuzzy comprehensive evaluation analysis model
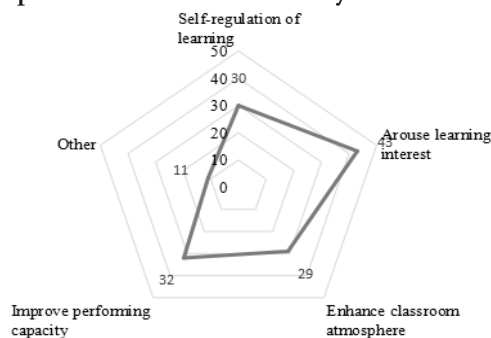
CONCLUSION

With the development of the Times, China's economic comprehensive strength has been unprecedented promotion and progress, in the context of the rapid development of China's economic comprehensive level, the country began to realize the importance of the development of traditional culture. As the soft power of our country, traditional culture can not only export the excellent cultural products of our country to other countries, but also improve the international influence of our country, and provide the positive impetus for the improvement of our national comprehensive accomplishment through the development of this kind of cultural products. However, the particularity of the development of folk art also caused it to be weakened to a certain extent, and eventually led to a large number of folk culture disappeared. The development of computer technology has provided a positive impetus for the protection and inheritance of folk culture and art, because this kind of technology can restore and spread the folk art culture through the network, so that the possibility of the revival of folk culture in our country increases. However, because of the weak application of computer technology in folk art culture, there are still great difficulties in the process of cultural revival. In this study, the author of folk art as the object of study, the development of its current situation and the feasibility of computer technology after the analysis, because of the limited theoretical level of the study still exist, but still have reference value.

Human Subjects Approval Statement
Not applicable.

Conflict of Interest Disclosure Statement
None declared.

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