

The Attributes, Functions and Divisions of Folk Arts Market

ZHANG Zhongbo^{[a],*}

^[a]School of History and Cultural Industry, University of Ji'nan, Ji'nan, Shandong, China.

*Corresponding author.

Supported by the Humanity and Social Sciences Research Fund of Ministry of Education. The project: The Research of the Mechanism and Influence of Folk Arts Industrialization Under the Creative Industry Context (No.13YJC760115); The Doctoral Fund of University of Jinan. The project: The Research of the Survival of Folk Arts Symbolization Under the Creative Industry Context (No.B1318).

Received 22 February 2014; accepted 19 April 2014

Published online 26 May 2014

Abstract

Folk Arts industrialization has three systematical factors, which are the subject, object and medium of folk arts. The coordination of these three factors can bring the sustainable and orderly development of folk arts. The resource of folk arts is the object of folk arts industrialization; the production operators and the consumer consist of the subject, and folk arts market as the medium of folk arts industrialization which connects the subject and object, is the bridge that links the production of folk arts and the consuming of folk arts, and promotes the production of folk arts and guide the consuming of folk arts. Under the arts industry context, based on the attributes of the resource of folk arts and the condition of the demands of market, strengthening market development consciousness, putting forth effort on tourism, performing arts market, handicrafts market, exhibition market, movie and television market and other divisional markets are the preconditions to make the process of folk arts industrialization to carry on orderly.

Key words: Folk arts market; Attributes; Function; Subdivision

Zhang, Z. B. (2014). The Attributes, Functions and Divisions of Folk Arts Market. *Higher Education of Social Science*, 6(3), 123-126. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/4655>
DOI: <http://dx.doi.org/10.3968/4655>

INTRODUCTION

At present, the values and negative problems of folk arts industrialization stand out, which makes it a hot issue of the academia. In general, the achievements of the academic researches mainly concentrate on the values of folk arts industrialization, its principles, methods, conditions, influences, problems, and solutions etc.. And the systematically studies of folk arts industrialization mechanism are still insufficient. How to industrialize folk arts, which is the core problem concerning the exercise of folk arts industrialization, hasn't been clearly and reasonably stated. The research of folk arts industrialization mechanism mainly investigate the system contracture and operational theory, which is also the systematical factors and methods of folk arts industrialization. This study, aiming at the systematical factors of folk arts industrialization, concentrates on the research of the attributes and functions of folk arts market in the process of folk arts industrialization, and also subdivides the folk arts market and elaborates the reasons and contents of divisions, and finally provides scientific bases for the industrial exploitation of folk arts resource.

1. THE ATTRIBUTES OF FOLK ARTS MARKET

Tao Siyan (2001, pp.30-44) put forward that the ones who apply (Yingyongzhe in Chinese), the ones that are applied (Yingyongyuan in Chinese), and the applying places (Yingyongchang in Chinese) are the three factors of folk culture application. The ones who apply are the ones who exploit Yingyongyuan and the ones who appreciate the fruits of Yingyongyuan. And also it is the ones who choose and develop Yingyongchang. It is the subject of folk culture application. Yingyongyuan refers to the developable and exploitable resource, including tangible material resource, intangible spiritual resource and social behavior resource.

It is the object of folk culture application. Yingyongchang refers to the places and areas where folk culture application carries out. Functionally, it performs as demonstration spots, display centers, fields' service, amusement parks, education scenes, which evolve into different areas' market, such as tourism, arts, collection. Yingyongzhe, Yingyongyuan, and Yingyongchang as the three factors of folk culture application are interrelated, mutual restraint, and indivisible.

Folk arts as the carrier of folk custom concept, is an important component of folk culture. Folk arts industrialization as the new path of the contemporary application of folk arts also has three basic factors: the subject, object and medium of folk arts. Folk arts resource is the object of folk arts industrialization. The producer and consumer of folk arts consist of the subject of folk arts industrialization. They are the ones who exploit Folk arts resource and the ones who appreciate the fruits of Folk arts resource. And also it is the ones who choose and develop Folk arts resource. The medium of folk arts industrialization refers to the folk arts market that links the subject and object of it. It is the places and areas where folk culture application carries out, mainly including tourism, performing arts market, handicrafts market, exhibition market, movie and television market and other subdivisional markets. The subject, object and medium of folk arts industrialization are interrelated, mutual restraint, and indivisible.

2. THE FUNCTIONS OF FOLK ARTS MARKET

2.1 Convey the Market Consumption Information, and Promote the Production of Folk Arts

The relationship of the production and consumption of arts is dialectical. First, the production of arts determines arts consumption. Production is the precondition of consumption; Without production, there would be no consuming product; the contents and form of production determine the contents and form of consumption. Secondly, art consumption restricts the production of arts, while art consumption provides production with motivation, and limits the contents and scale of production (Lin, 2006, p.119). Therefore, all the consumption hot spots and new consumption demands that occurred in the process of arts consumption restrict, promote, and conduct the production of arts.

Art market fully reflect the social demands of art production, including the fashion trend in art consumption, consumption physiology, consumption habits, and preferences (Gu, 2005, p.353). Therefore, art market as the aggregate of art consumption demands, has the function of conveying art consumption information, conducting arts production. So far as folk arts is concerned, art

market can reflect the demands of folk arts production, and provide consumption information for producer, and conduct the production of folk arts from products variety, content, form, scale and other aspects. It makes sure that the supply structure can adjust to the demands structure.

Only if the folk arts production operators pay close attention to the market demands information, can the products fulfill the demands of the majority of consumers, and develop and occupy the market. For example, in the landscape virtual performance, *Impression Liusanjie*, the film production team led by Zhang Yimou, in connection with the demands of tourism market, inosculated the folk legends, songs culture, ethnic customs, landscape of Li River in Guilin, Guangxi Province as a whole by using the high technology of sound and light. And by using performing arts, landscape virtual performance as a completely new performance form, became a hit and gasped the eyeball of the public right after it was released.

2.2 Allocate Folk Arts Products, and Conduct Folk Arts Consumption

Hauser (1987, p.107) proposed that production not only produces the object of consumption, but also brings out the pattern of consumption.... Production not only produce what is needed but also produce what is needed beyond the materials....Artwork as the same as the other product create the public who yearn art and appreciate its artistry. Thence, production not only creates object for subject but also creates subject for object. In a certain degree, the scale, ways, contents, forms, habits of folk art product consumption will be influenced by the actual circulation of folk arts products. The folk arts market conducts the consumption of folk arts.

Folk arts market should fully exploit and take advantage of the abundant folk arts resource of our country, and try to find more potential in it, so that it can develop innovative folk arts products. Besides, through the advertisement of medium, the consuming demands of folk arts products can be attracted, conducted, and initiatively created. For instance, shadow dance, *The Sunset* absorbed the modelling and music elements of shadow drama from Tangshan, and innovatively integrated it with the dancing, which makes it refreshing. The performance of *The Sunset* in Chinese Spring Festival Gala made shadow drama achieved wide circulation. And after Chinese Spring Festival Gala, many medium gave introduction to the history, crafts, inheritance of shadow drama and itself. Through all these programs, the public has more knowledge about shadow drama. This great impact cannot be reached if broadcast and inherit shadow drama by single human (Sun & Yao, 2007, pp.32-33). The success of *The Sunset* and the fact that it brought out the advertising and promotion by mass medium enhanced the public's knowledge and understanding about traditional folk arts, and greatly stimulated the consumption demands of folk arts products.

3. THE DIVISIONS OF FOLK ARTS MARKET

3.1 Tourism Market

In the six main factors of tourism, food, accommodation, travelling, tour, shopping, entertainment, folk arts can be a very important part of it. For food and accommodation, except for the basic necessities, tourists also has high requirement on the environment and service of it. Folk arts can be used when it comes to the decoration of the accommodation environment, and folk arts performance can also improve the cultural tastes of accommodation environment; as for travelling, tourists can take copied old carriages or boats, which itself are featured folk arts. And by this way, tourism won't feel very tired during travelling, and the travelling would be more interesting. Concerning to travelling, manifesting the process of folk arts handicrafts manufacture and various performance of folk arts consist of the tourism spots; regard with shopping, shopping for some local handicrafts with ethnic character as souvenir is a very important activity item for tourists; as concerned to entertainment, providing opportunities for tourists to participate in the manufacture process of folk arts handicrafts and folk arts performance can highly enhance the satisfaction of tourists' travelling experience, widen people's knowledge to folk arts, and deepen people's understanding to folk arts.

3.2 Performing Arts Market

Folk arts performance market can be divided into core market and derivational market. Core market refers to the performance market that folk arts performance is the core. It is suitable for the folk arts that has high public acknowledgment and widespread, such as magic from Baofeng, Henan province. Baofeng local government greatly took advantage of local magic resource, through forming performing team, holding magic festival, construct magic industrial park, actively conduct, and fund the development of magic industrialization. Until now the performing arts industrial system has been formed, including performance, costume, stage property, school of arts, audio and so on, which has bring along the development of related industry, such as tourism. "Baofeng Culture" now is well known throughout China.

derivational market refers to the modern performing arts market that set the market demands as its orientation, through exploiting, refining, conforming folk art performance elements, and innovatively integrating it into modern music, dancing, and short sketches and other artistic creation, develop the modern performing arts products that has not only the flavor of modern times but also has strong ethnic features. This has enhanced the culture connotation of the development of our performing arts industry and the competitiveness of performing arts industry, and also effectively expanded the broadcasting

paths and space of folk arts. For example, *The Sunset*, *The Paper Cut Girls*, *Pretty Actress*, *Dynamic Yunnan*, and other performing arts products which base on paper cut, shadow drama, acrobatics and the minority singing and dancing, are very popular.

3.3 Handcrafts Market

The disorder of sales and production of folk arts handicrafts has become a serious problem that limits the development of our folk arts handicrafts. A very important reason is we are not clear to the demands situation of folk arts handicrafts market. The acknowledgement of the demanding situation of the divisional markets of folk arts handicrafts industry is the precondition and basis of solving this problem. Under the culture industry context, based on the attributes and market demands situation of folk arts handicrafts, folk arts handicrafts industry can focus on exploiting daily necessities of handicrafts market, gifts market, tourism commodity market, environmental artwork market, invest and collecting market, and other divisional markets.

Certainly folk handicrafts originated from the demands of production and living in agricultural society. In the process of economy transition, great changes have taken place in people's demands of physical culture consumption, so the old production and promotion patterns don't adjust to currently people's consumption demands. To break into the market of people's daily life necessity again, Folk arts handicrafts production managers have to reform and innovate from theme, function, material, technology and other aspects on the basis of currently people's consumption demands. Beside, Folk arts handicrafts production managers also have to develop more marketable folk arts handicrafts, and exploit and take advantage of its functions, such as daily necessities, gifts, souvenir, environmental artwork, invest and collecting.

3.4 Exhibitional Market

The exhibition forms of folk arts mainly are two types: display and festival. The former mainly manifests on museums, art galleries, libraries, archives, and exhibition centers. Holding various exhibitions on the topic of the protection, inheritance and exploitation of folk arts is to provide the public with the products or service of artwork displaying, performing, and selling and so on. The latter mainly refers to the festival activities that the exploitation of folk arts is the theme or part of the content of it. These festival activities can be traditional festival activities, modern festivals or celebrations, fairs. All these activities have the functions of communication, travelling, trade and so on. At present, the development of our folk arts exhibition is still in the initial stage, and has a lot of problems along with it. For example, the means of holding exhibition are still singular and ineffective; the quality is low and the products repeat, and still lack of features; economic profit is put ahead of the development of folk

arts; the rate of people's participation in the governmental activities is low, etc.. It is the key for the sustainable development of our folk arts exhibition that government, the folk arts industry, academia, and the public work together, and take solutions to solve these problems.

3.5 Movie and Television Market

Combining movie and television production with folk arts will contribute to enhancing the originality of it and strengthening ethnic features. It will also a spreading channel for folk arts. For instance, the anime program *Happy Stop* of CCTV3 has combined crosstalk, short sketches with shadow drama, New Year painting, paper cut and so on, and achieved great market effectiveness by the flash performance, which has new colorful visual effects. Merging paper cut, puppet drama, shadow drama and other folk arts into the animation can make our animation feature with folk arts. This will also help the innovation of animation forms, forming our nationalized animation industry. The issuing copyright in Korean of the first show drama movie *the Way to Weath* that was performed by Tangshan shadow drama troupe, and millions of RMB was invested by Beijing Television Media Co. Ltd. had been bought out by The South Korean Movie World at the price of 900,000 RMB before it started to shot. This manifests that folk arts can increase the market value of movie and television products.

CONCLUSION

Folk arts market, as the medium of folk arts industrialization, connects the subject and object of folk

arts industrialization, and has the function of promoting the production of folk arts and conducting folk arts products consumption. Under the culture industry context folk art industry mainly has the following divisional markets: tourism, performing arts market, handicrafts market, exhibition market, movie and television market.... Certainly, folk arts, as the product of agricultural civilization, adapts to people's consumption needs in traditional agricultural society. Under the social economy transition background, the functions of folk arts market work, and more divisional market can be exploited, only when the consumption demands of are met. By the innovation of content, form, function and other aspects, develop marketable folk arts products and related products so that folk arts can be protected, inherited, and developed, and folk arts industry can develop sustainably (Sun & Yao, 2007).

REFERENCES

- Gu, Z. G. (2005). *Art economy theory*. Beijing: Beijing People's Press.
- Hauser A. (1987). *The sociology of art* (Ju, Y. A., Trans.). Shanghai: Academia Press.
- Lin, R. K. (2006). *Art economics*. Beijing: China Commerce and Trade Press.
- Sun, Y. C., & Yao, Z. H. (2007). Folk culture under the influence of popular culture. *The journal of Wenzhou University (Social Sciences Edition)*, 20(1).
- Tao, S. Y. (2001). *Applied folk custom*. Nanjing: Jiangsu Education Publishing House.