

# **CULTURAL INHERITANCE IN DONGFENG COUNTY FARMER'S PAINTINGS, CHINA**

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## **Abstract**

Dongfeng County farmers' paintings represent a unique artistic tradition that embodies the cultural heritage, religious beliefs, and spiritual values of the local community in China. Rooted in the daily lives of rural farmers, these paintings serve as a medium for storytelling, cultural preservation, and artistic expression. This article explores the role of Dongfeng County farmers' paintings in the inheritance of local culture and examines their deep connections with traditional religious practices and belief systems. The findings reveal that these paintings not only depict agricultural life and folk customs but also integrate symbolic elements from Taoism, Buddhism, and ancestral worship, reflecting the region's syncretic religious landscape. Moreover, the study highlights how these artworks function as a visual archive of collective memory, reinforcing moral values and social cohesion. In an era of rapid modernization and cultural globalization, preserving and promoting this artistic form is essential for sustaining intangible cultural heritage. This research contributes to the understanding of how folk art serves as a conduit for cultural continuity and suggests strategies for its protection, education, and adaptation in contemporary society. This article presented (1) cultural inheritance, and (2) Dongfeng county farmers' paintings in China

**Keywords:** Cultural inheritance; Dongfeng county; Farmers' paintings

## Introduction

Dongfeng County is located in the central and southern part of Jilin Province, located in the Changbai Mountain, the upstream of Hufa River. The terrain of the county is high in the west and low in the east, which belongs to the temperate humid climate in the monsoon region. It is rich in mineral resources, including iron, manganese, limestone, granite, peat soil, etc., and has rich mineral water resources. Dongfeng County has convenient transportation, integrated into the Changchun one-hour economic circle and Shenyang two-hour economic circle, with good location advantages. Dongfeng County has a long history, the Han and Wei period is xuantu, the Jin Dynasty for the Goguryeo. In the Qing Dynasty, it was designated as Shengjing paddock and called "Royal Deer Garden" in history. In 1902, the county, called Dongping County, later renamed Dongfeng County. Dongfeng County is a multi-ethnic settlement. In history, there have been many ethnic regime changes, with diverse and rich cultures. As a local folk art, Dongfeng Farmers' paintings bear the rich Kanto culture and northern folk customs, and reflects the unique life scene and local flavor of northeast China. Dongfeng county economy is based on agriculture, is the national commodity grain production base county. In recent years, as an important part of the cultural industry, Dongfeng Farmers' paintings has been developed rapidly. Dongfeng Farmers' paintings is not only a cultural phenomenon, but also closely related to the local social and economic development. By studying the industrialization path of farmer painting, we can explore how to transform this traditional art into a new driving force to promote the local economic growth. The development of Farmers' paintings in Dongfeng provided a new source of income for the local residents, especially during the slack farming period, when the farmers increased their income and improved their living standards through painting. Dongfeng Farmers' paintings originated in the early 1970s, when local farmers spontaneously organized painting groups and began to create spontaneously. With the passage of time, Dongfeng farmers' paintings gradually move from self-entertainment to marketization, and become a major local characteristic (Liu, 2001).

Cultural industry in Dongfeng. Dongfeng farmers' paintings are famous for their simple image, bright color, full composition, dignified and harmonious, and have a strong Kanto style. At present, the Dongfeng farmer painting creation team has reached more than 52,000 people, including more than 400 backbone authors and more than 40 national well-known authors. Dongfeng farmers' paintings are not only recognized in China, but also enjoy a certain reputation in the world. They have been exhibited in international exhibitions for many times and become an important carrier of Chinese culture to foreign exchanges. To sum up, Dongfeng County has a superior geographical location, rich historical and cultural background, and a steady improvement of economic development level. In particular, Dongfeng farmers' paintings, as a local cultural feature, not only enriches the spiritual and cultural life of local residents, but also provides new impetus for economic development. The study of Dongfeng farmers' paintings has important cultural, economic and social significance. It not only helps to protect and inherit folk art, but also promotes local economic development and rural revitalization. It is also an important window for Chinese cultural exchanges with foreign countries.

(1) Cultural Inheritance and Regional Characteristics: As one of the three major townships of farmers' paintings in China, Dongfeng County farmers' paintings carry rich Kanto culture and folk customs in the north. This art form originates from the folk, reflects the unique life scene and local flavor of northeast China, and is an important embodiment of regional culture. The study of Dongfeng farmers' paintings helps to inherit and protect this unique folk art, but also can explore and carry forward the local cultural characteristics.

(2) Social and economic development: Dongfeng Farmers' paintings is not only a cultural phenomenon, but also closely related to the local social and economic development. By studying the industrialization path of farmer painting, we can explore how to transform this traditional art into a new driving force to promote the local economic growth. The development of Farmers' paintings in Dongfeng provided a new source of income for the local residents, especially during the slack farming period, when the farmers increased their income and improved their living standards through painting.

(3) Rural revitalization strategy: In the context of the national rural revitalization strategy, as a cultural resource with local characteristics, the

development of Dongfeng farmer painting is closely linked with rural revitalization. The study of how to combine Dongfeng farmers' paintings with rural revitalization can provide useful experience for other regions and promote the revitalization of rural culture and economic development.

(4) Artistic innovation and market development: While maintaining the traditional style, Dongfeng Farmer painting is also constantly exploring and innovating, such as combining Farmers' paintings with other art forms such as ceramics to open up new markets. The study of this innovation process and market development strategy has important reference value for the modern transformation of other folk arts.

(5) Social influence and educational significance: The development of farmers' paintings in Dongfeng not only enhances the local cultural soft power, but also has a positive impact on education. By opening farmer painting courses in schools, students' artistic accomplishment can be cultivated, and at the same time, the younger generation can understand and inherit this folk art.

(6) International exchange and cultural communication: Dongfeng farmers' paintings enjoy a high reputation at home and abroad. They have been exhibited in international exhibitions for many times and become an important carrier of Chinese culture to foreign exchanges. The study of how Dongfeng Farmers' paintings become a bridge of international cultural exchange is helpful to promote the international dissemination of Chinese culture (Wang, 2008).

Centering on the goal of "farmer painting inheritance and industrial development", Dongfeng County has established a sound development mechanism of farmer painting and created "five modernization modes": namely, the scale of the creative team, the government promotes the most strengthened, the young creative backbone, the professional training system, and the market marketing of works. This series of measures have effectively promoted the healthy development of Dongfeng Farmers' paintings. Dongfeng farmers' paintings have become an important source of income for local farmers during their slack time. The annual sales of farmers' paintings reached 30 million yuan, and more than 5,000 villagers gained income through the creation of farmers' paintings, with the per capita income increase reaching 6,000 yuan. By combining farmers' paintings with ceramics and other art forms, Dongfeng

County developed ceramic farmer paintings, which increased the practical and collection value of farmer paintings. At the same time, Dongfeng County also actively explores the industrial development mode, promotes the cooperation between the government and cultural and creative enterprises, and creates high-quality farmers painting tourism routes and other ways to broaden the sales channels. The Dongfeng farmers' paintings are not only displayed on paper and in the museum, but also appear on the wall, adding luster to the construction of the beautiful countryside. Dongfeng County gives full play to the social publicity effect of farmers' paintings by drawing the forms of farmers' painting walls, and improves the cultural living standard of the masses.

## **Cultural Inheritance**

Cultural inheritance, cultural inheritance, refers to the process of storing and transmitting cultural information among social members and between generations through communication, imitation and teaching. Cultural inheritance is regarded as an information system, which realizes the storage and transmission of information through communication, imitation, teaching and other means. Cultural inheritance is of great significance to maintaining the continuity of national culture, enhancing national identity and promoting the harmonious development of society. The concept of cultural inheritance has developed with the passage of time, which involves the protection of cultural heritage, the maintenance of national traditions and the promotion of cultural innovation. Historical research shows that cultural inheritance presents different characteristics and challenges under different social and historical backgrounds. The coordinated development between cultural inheritance and innovation is the focus of current research. Some studies have proposed a model of coordinated development of cultural inheritance, heritage and innovation in heritage tourism destinations (Heritage Tourism Destinations, HTDs) to promote the sustainable development of culture. As cultural computing and an emerging interdisciplinary field, Cultural Computing) combines computer science, artificial intelligence, cultural heritage protection and other multidisciplinary research, aiming to promote the protection, analysis and presentation of cultural heritage. At present, the research has put forward various strategies and methods for cultural inheritance, including the establishment of cultural heritage database, the virtual display of cultural heritage with digital technology, and

raising the public awareness and protection of the value of cultural heritage through education and public participation.

Cultural inheritance faces challenges such as globalization, commercialization and environmental changes. At the same time, with the development of technology and the importance the society attaches to cultural diversity, cultural inheritance has also ushered in new opportunities, such as the use of the Internet and social media platforms for cultural communication. Cultural gene theory is an important branch of cultural inheritance research, which discusses the origin, connotation and characteristics of cultural genes, and tries to quantify, calculate and analyze cultural genes through the method of system theory. Future research will focus more on the interdisciplinary nature of cultural heritage, explore how new technologies are used to protect and disseminate cultural heritage, and how to maintain cultural diversity and identity in the context of globalization. Cultural inheritance is a complex and multi-dimensional process, which not only involves the preservation and transmission of the culture itself, but also involves the interaction of social, technological, economic and other factors. Through the in-depth study of the mechanism, strategy and challenges of cultural inheritance, it can provide theoretical and practical guidance for the protection of cultural heritage and the sustainable development of culture.

## **The Current Situation and Development of China's Cultural Heritage and Intangible Cultural Heritage**

The Chinese government attaches great importance to the protection and inheritance of cultural heritage, and has formulated a series of policies, laws and regulations. For example, The General Office of the State Council issued the Opinions on the Implementation of the Project for the Inheritance and Development of Excellent Traditional Chinese Culture, emphasizing the historical value and importance of the inheritance of Chinese culture. In addition, there are also policy documents such as the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which clarify the overall requirements, working principles and main objectives for the protection of intangible cultural heritage. China has established a relatively mature intangible cultural heritage protection system, including a four-level

representative intangible cultural heritage list system at the national, provincial, municipal and county levels, realizing the dynamic protection of intangible cultural heritage projects. The protection and inheritance of intangible cultural heritage is not only the responsibility of the government, but also requires the participation of all sectors of society. The Chinese government encourages social forces to participate in the protection of intangible cultural heritage, such as by establishing demonstration sites of "intangible cultural heritage in communities". At the same time, digital technology and network platforms, such as the Digital Museum of Chinese Intangible Cultural Heritage, are used to display and spread intangible cultural heritage knowledge. Education plays an important role in non-genetic inheritance. By compiling and publishing a series of cultural classics and strengthening national etiquette education, the government has strengthened publicity and education to raise the public's awareness and protection of intangible cultural heritage. The protection and inheritance of intangible cultural heritage also need to keep pace with The Times and develop innovatively and innovatively. The Chinese government encourages the innovative transformation and utilization of intangible cultural heritage, such as promoting the integration of intangible cultural heritage with tourism and modern life, and expanding the promotion and sales channels of intangible cultural heritage products through the Internet platform.

China has actively participated in international cultural exchanges and cooperation, and has promoted China's intangible cultural heritage to the world and enhanced its international influence through UNESCO and other platforms. Despite the remarkable achievements, the protection and inheritance of the intangible cultural heritage still face some challenges, such as the commercialization problems under the market economy, the path selection of innovative protection, and the scientific development of the intangible cultural heritage with local characteristics. In the future, the protection and inheritance of intangible cultural heritage will further strengthen the implementation of laws and regulations, improve the protection system, improve the level of protection and inheritance, promote the rational utilization and extensive dissemination of intangible cultural heritage, and strengthen international exchanges and cooperation, so as to make the intangible cultural heritage glow new vitality under the background of the new era. China has taken a series of positive measures in the protection of cultural inheritance and intangible heritage and has achieved some results. In Chinese cultural inheritance and the development of

the intangible cultural heritage analysis, the following is based on the author's point of view: in the opinions on the implementation of Chinese excellent traditional culture inheritance development project ", the Chinese government emphasized the historical value of Chinese culture and the importance of inheritance, and puts forward the specific protection measures. According to the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, China has established a representative list system of intangible cultural heritage at the national, provincial, municipal and county levels, realizing the dynamic protection of intangible cultural heritage projects. The article "' Breaking the Circle "—— Observation on the activation and Utilization of China's Cultural Heritage" mentioned that the participation of social forces is crucial to the protection of cultural heritage. Through the establishment of "intangible cultural heritage in the community" demonstration site, the social transmission and living inheritance of intangible cultural heritage are promoted. In the Opinions on the Implementation of the Project of Inheritance and Development of Excellent Traditional Chinese Culture, it is proposed that through the compilation and publication of cultural classics, the government has strengthened the publicity and education of intangible cultural heritage to improve the public's awareness of the protection of intangible cultural heritage. In the Revitalization Plan for Chinese Traditional Craft, the Chinese government encourages the innovative transformation and utilization of intangible cultural heritage, promotes the integration of intangible cultural heritage and modern life, and expands the promotion and sales channels of intangible cultural heritage products through the Internet platform. By participating in UNESCO and other international platforms, China has actively promoted international exchanges and cooperation on intangible cultural heritage and enhanced its international influence. The article "30 Years of Intangible Cultural Heritage Protection in China: Achievements, Problems and Revelations" discusses the challenges of intangible cultural heritage protection, including commercialization, the path selection of innovative protection, etc. The Opinions on Further Strengthening the Protection of Intangible Cultural Heritage put forward the goals of future intangible cultural heritage protection, emphasizing the importance of the implementation of laws and regulations, the improvement of the protection system, and the improvement of the level of protection and inheritance.



## **China's Intangible Cultural Heritage Protection System**

China's intangible cultural heritage) protection system is a comprehensive and multi-level structure, aiming at maintaining and inheriting the country's cultural diversity. The system is led by the government and encourages the participation of all sectors of society to ensure the effective preservation and dissemination of intangible cultural heritage. The government plays a core role in the protection of intangible cultural heritage, not only playing a leading role in policy formulation and financial support, but also being responsible for the organization, coordination, supervision and guidance. The Intangible Cultural Heritage Law and other laws and regulations have provided a solid legal foundation for the protection of intangible cultural heritage, and have clearly defined the principles, measures and responsibilities for the protection. Through the establishment of a national, provincial, municipal and county representative list system of intangible cultural heritage projects, China has realized the hierarchical management and dynamic protection of intangible cultural heritage projects, which covers the intangible cultural heritage projects from national to local levels.

Inheritors play a vital role in this system. By identifying and supporting representative inheritors of intangible cultural heritage, the government encourages them to teach their skills and cultivate their successors to ensure the continuation of intangible cultural heritage skills. In addition, through training and funding, the professional skills and knowledge level of the inheritors are improved.

The intangible cultural heritage protection system also emphasizes the overall protection of the intangible cultural heritage ecology, including the cultural and natural ecological environment on which the intangible cultural heritage projects depend. Through education, exhibitions, performances and media communication, we can improve the public's understanding and understanding of the intangible cultural heritage and enhance its social influence. At the international level, China has actively participated in the protection of intangible cultural heritage by international institutions such as UNESCO, promoted international exchanges and cooperation, and enhanced the international status of China's intangible cultural heritage. At the same time, the

supervision and evaluation mechanism ensure the transparency and effectiveness of the intangible cultural heritage protection work, and is adjusted and optimized according to the results through regular inspection and evaluation.

To sum up, China's intangible protection system is a comprehensive, diversified and dynamic protection mechanism, through the government leading, legal support, participation, hierarchical management, protection, integrity protection, spread and international cooperation, realize the effective protection of intangible and sustainable development.

As an important part of China's intangible cultural heritage, the farmer paintings in Dongfeng County plays a key role in the development of cultural inheritance and intangible cultural heritage. This art form is not only the carrier of folk culture and historical memory in Northeast China, but also becomes a bridge between tradition and modernity through its unique artistic style. The creation of Dongfeng farmers' paintings is closely related to the daily life of farmers, reflecting the life scenes and emotional experience of farmers in a simple and real way, and becoming a vivid embodiment of cultural inheritance. As a provincial intangible cultural heritage, Dongfeng farmers' paintings have been valued and protected by the government. Through the establishment of farmers' paintings museum, art festival and teaching activities, their protection and promotion have been effectively promoted. In addition, Dongfeng farmers' painting has also brought economic benefits. Through sales, cultural and creative product development and tourism route building, the development of cultural industry has been realized and the dual prosperity of economy and culture has been promoted. At the international level, Dongfeng Farmer Painting has enhanced its global influence through its participation in international exhibitions and become an important carrier of international cultural exchanges. Dongfeng County also uses farmers' paintings to carry out social publicity, spread positive energy through farmers' painting walls, improves the cultural living standard of the masses, and contributes to rural revitalization. In terms of education, Dongfeng farmers paintings have been incorporated into the school education system, which cultivates young people's interest in folk art and ensures the sustainability of art inheritance. In general, Dongfeng farmers paintings play an important role in promoting cultural inheritance, enhancing international influence, promoting economic development and improving social and cultural level (Zhang, 2016).

## **Dongfeng County Farmer's Painting**

Dongfeng farmers' paintings has gradually developed from the original folk art form into a cultural brand with distinctive regional characteristics. Its history and development not only reflect the creativity and artistic pursuit of Chinese farmers, but also shows the efforts and achievements of Dongfeng County in cultural inheritance and innovation.

The formation of Dongfeng farmers' paintings is closely related to the rich local folk-art tradition. Early folk-art forms, such as folk embroidery patterns, folk sacrificial painting, folk paper-cut, color shed painting, and papyrus painting, laid a foundation for the development of farmers' paintings in Dongfeng. Dongfeng farmers' paintings are famous for their simple image, bright colors and novel structure. It does not pay attention to academic techniques, but focuses on the performance of the real life, with a simple brush stroke to vividly show the life scene. Dongfeng farmers' paintings is full of Kanto style, bright and dazzling, highly decorative. It embodies the unique rugged and dignified and harmonious style of Northeast China, and shows the excellent cultural characteristics of Kanto and the rich folk customs of the North. Based on the fertile soil of his hometown, the authors of Dongfeng farmers' paintings inherit the traditional folk paintings, but also reflect the production and life of modern farmers, especially the content of the new rural construction, which makes the works have a sense of The Times. Dongfeng farmers' paintings has walked out of a creative road of "taking the national tradition as the foundation, the Kanto folk customs as the nutrient, and its own life as the source", forming the artistic style of farmers' paintings with unique regional characteristics of northeast China. Dongfeng farmers' paintings is not only an artistic creation, but also closely connected with the life of farmers, and has become a way for farmers to express their feelings and life experience. Farmer painters use their brushes to tell stories of rural revitalization, showing the problems of agriculture, rural areas, rural areas and farmers. The development of Dongfeng farmers' paintings has been valued and supported by the government. Through the establishment of farmer painting halls, cultural stations and other bases, regular training of farmers painters, and through participating in national and provincial painting exhibitions and other activities, the Dongfeng farmer painting creation team has been continuously expanded,

and the creative level has been constantly improved. Dongfeng farmer paintings have also been recognized in the international community. Their works have been collected by art galleries in many countries and exhibited in the United Nations headquarters in New York, which has enhanced their international popularity and influence. The formation of Dongfeng farmers' paintings artistic style is a process of long-term accumulation and continuous innovation. It not only inherits the traditional folk art, but also integrates the modern elements, showing the living state and spiritual outlook of the farmers in northeast China, and has become an important school of Chinese farmers' paintings (Li, 2004).

### **The Industrialization and Marketization of Dongfeng Farmer Painting**

The industrialization and marketization of Dongfeng farmer painting is a multi-faceted and multi-level development process, involving government policy support, talent training, market expansion and other aspects. The annual sales of Dongfeng farmers' paintings have reached 30 million yuan. Through creating farmer paintings, more than 5,000 villagers gained income, with a per capita increase of 6,000 yuan. The creative team of Dongfeng farmers' paintings has reached more than 52,000 people, including more than 40,000 students and more than 12,000 folk creative teams. Dongfeng County organizes training courses for farmers' paintings writers every year to improve the level of creation and expand the creative team. The Dongfeng County Party Committee and the county government have issued a series of policies to encourage the creation of farmers' paintings, and to provide them with professional title evaluation and career development opportunities. Dongfeng County has established the "Jilin Province Copyright Demonstration Base" and registered the trademark of Dongfeng farmers' paintings, which has protected and promoted the enthusiasm of farmers' paintings creation. Dongfeng County was named as "The Hometown of Chinese Folk Culture and Art", and successfully registered the collective trademark of Dongfeng farmer painting. Dongfeng farmer paintings have won 580 national awards, and 785 works have been collected by world famous art museums. He has participated in many international exhibitions, such as those held at the United Nations headquarters in New York. The works are exported to overseas, to enhance its international popularity. Dongfeng LiuDan Ceramic Farmer's Painting Industry Base combines Dongfeng Farmer's painting with

Jingdezhen ceramics to create a new art form, with the highest annual sales of 8 million yuan." Mother Made" Dongfeng Farmers 'painting cooperative, through one-stop resource integration, broadens the market road and promotes the marketization of farmers' painting. The establishment of Dongfeng Chinese Farmer Painting Museum provides a platform for the exhibition, collection, training, creation and cultural exchange of farmers' paintings. Dongfeng farmers' paintings not only increase the income of farmers, but also improve their living conditions, and promote the cultural revitalization and social propaganda effect of the countryside. These data and information show that the industrialization and marketization of Dongfeng farmer paintings have achieved remarkable results, which not only improves the economic income of local farmers, but also promotes cultural inheritance and artistic innovation, and establishes a good brand image in the domestic and foreign markets.

Dongfeng farmers' paintings have been exhibited frequently in the international arena. Their works have not only been exhibited in many cities in China, but also been exhibited abroad internationally. For example, Dongfeng Farmers 'paintings once went to the United Nations Headquarters in New York for exhibition, which not only enhanced the international popularity of Dongfeng Farmers' paintings, but also promoted the international cultural exchange. The paintings are collected by art museums in many countries, including the United Nations and world-renowned art museums. These collection behaviors are not only the recognition of the artistic value of Dongfeng farmers' paintings, but also an important symbol of their internationalization. The authors of Dongfeng farmers' paintings have exchanged views with artists from many countries. Dongfeng farmers' paintings have been to South Korea, Germany, Malaysia, Singapore and other countries for commercial exhibitions, and conducted artistic exchanges with Japan, South Korea, Russia and other countries. 592 works of Dongfeng farmer paintings have won national awards, more than 600 works have been collected, and they have been exhibited in Switzerland, Japan, Germany and other countries for many times. These international exhibitions and recognition further prove the artistic achievements and cultural value of Dongfeng farmers' paintings. As a representative of Chinese folk art, Dongfeng farmers' paintings has become an important carrier of cultural export through international exhibitions and art exchanges, showing to the world the new achievements of China's rural cultural construction and the new look of contemporary China's rural life. The influence

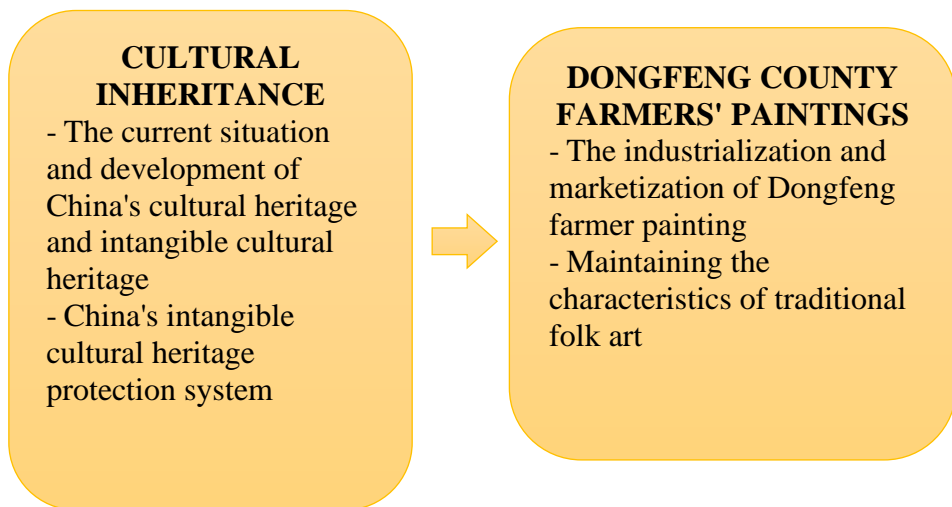
of Dongfeng farmers' paintings in the world is constantly expanding, becoming an artistic bridge between China and the world, and promoting the mutual understanding and respect between different cultures. Dongfeng County has further promoted Dongfeng farmers' paintings to the international market by publishing publicity calendars, folding posters, printing New Year greeting cards, sales samples and other publicity materials of farmers' paintings. The creators of Dongfeng farmers' paintings have participated in various forms of international cultural exchange activities. For example, during the exhibition at the United Nations headquarters, foreign ambassadors and art lovers spoke highly of Chinese farmers' paintings, calling them "the Picasso and Matisse of the East". Through these international and cultural exchange activities, Dongfeng farmers' paintings were not only recognized by the international community in art, but also played an important role in promoting the "going global" of Chinese traditional culture (Liu, 2013).

## **Maintaining the Characteristics of Traditional Folk Art**

On the basis of maintaining the characteristics of traditional folk art, Dongfeng farmers' paintings are constantly innovating. It takes the national tradition as the foundation, the Kanto folk customs as the nourishment, and its own life as the source, forming an artistic style with the regional characteristics of northeast China. At the same time, modern farmers' painters innovate in traditional techniques to make their works more colorful and more can reflect the modern social life. Dongfeng County pays attention to the cultivation of farmers' paintings talents. By organizing the training of farmers' paintings talents, it offers training courses for primary, middle and senior farmers' paintings to improve painters' painting skills. At the same time, it also introduces farmers' paintings into school education, so that children can contact and learn from farmers' paintings from an early age. In addition, Dongfeng County Farmers' Painting Museum has become an art teaching and practice base in many universities, further promoting the inheritance and improvement of painting skills. The Dongfeng County Party Committee and the county government have issued a series of policies and measures to vigorously promote the creation of farmer paintings and talent training (Zhang, 2009). The government's promotion is not only reflected in the financial support, but also includes the professional title evaluation and career development opportunities

for farmer painting writers. In addition, Dongfeng County has established the "Jilin Province Copyright Demonstration Base" and registered the trademark of Dongfeng Farmers' paintings, which protects the originality and creative enthusiasm of farmers' paintings. Dongfeng farmers' paintings has changed from an artistic creation to a cultural industry with a certain scale. By establishing the farmer painting industry base, combining the farmer painting with ceramics and other forms of art, the new products with ornamental value and practicality are developed, the market channels are broadened, and the market value of the farmer painting is increased. At the same time, the sales of farmer painting also realized online sales, further expanding the market scope. Dongfeng farmers' paintings has become an important cultural name card of Dongfeng County and even Jilin Province (Chen, 2012). Through participating in exhibitions and art exchanges at home and abroad, the popularity and influence of Dongfeng Farmer paintings have been continuously enhanced, and it has become an important carrier to promote local culture. Dongfeng County makes use of the social publicity effect of farmers' paintings, such as painting walls in public places, conveys the socialist core values and positive energy through artistic works, and improves the cultural living standard of the masses. Dongfeng farmers' paintings have been exhibited and exchanged for many times in the world, such as the United Nations Headquarters in New York, the United States, as well as commercial exhibitions and art exchanges with South Korea, Germany, Malaysia, Singapore and other countries. These activities not only enhance the international status of Dongfeng farmers' paintings, but also bring new opportunities and challenges for the inheritance and development of Dongfeng farmers' paintings. Through the above measures, Dongfeng farmers' paintings not only retain the traditional essence in the modern development, but also constantly absorb fresh elements, realizing a win-win situation between art and market, and providing a useful reference and demonstration for the inheritance and development of traditional culture.

## New Knowledges



**Figure 1:** Cultural heritage and Dongfeng County farmer's painting.

## Conclusions

The protection and inheritance of China's cultural and intangible cultural heritage have made significant progress through comprehensive policies, government initiatives, and societal participation. The establishment of a multi-level protection system, legal frameworks, digital preservation efforts, and integration with modern industries have contributed to sustaining and revitalizing traditional cultural expressions. Dongfeng County farmers' paintings exemplify the successful preservation and innovation of folk art, balancing heritage protection with economic development and international cultural exchange. However, challenges such as commercialization, sustainable development, and balancing tradition with modernity remain. Moving forward, strengthening legal enforcement, expanding public education, and fostering international collaborations will be crucial to ensuring the continued vitality of China's intangible cultural heritage. By embracing innovation while preserving authenticity, China's cultural heritage can thrive in the contemporary era, fostering cultural pride and global cultural exchange.



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