

*Xi echoes Mao's era with plans to send artists to live in rural communities— (2014-12-02)*

China will send artists, film-makers, and TV personnel to live among the masses in rural areas in order to "form a correct view of art", state media said on Tuesday.

The move is the latest by the ruling Communist Party to echo the Mao Zedong era, during which intellectuals and others were "sent down" to labour among peasants in the countryside.

It comes weeks after President Xi Jinping told a group of artists not to chase popularity with "vulgar" works but promote socialism instead, with state media comparing his remarks to a speech by Mao.

China's media watchdog "will organize film and TV series production staff on a quarterly basis to go to grassroots communities, villages and mining sites to do field study and experience life", the official Xinhua news agency reported, citing a statement by the State General Administration of Press, Publication, Radio, Film and Television.

Scriptwriters, directors, broadcasters and anchors will also be sent to work and live for at least 30 days "in ethnic minority and border areas, and areas that made major contributions to the country's victory in the revolutionary war", Xinhua added.

The move "will be a boost in helping artists form a correct view of art and create more masterpieces," Xinhua said, citing the media administration.

---

1. Source:

<http://secure.asiapacific.ca/page.redir?target=http%3a%2f%2fwww.scmp.com%2fnews%2fchina%2farticle%2f1653800%2fxi-echoes-mao-s-era-plans-send-artists-live-rural-communities&srcid=3869&srctid=1&erid=831086&trid=0804d317-880d-49d8-9c27-de69f640c22f>