

# Study on the Current Situation and Countermeasures of Rural Culture Construction in the New Era

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**Abstract**— Rural culture is the basis and premise of rural development and the core of the continuation of rural society. The revitalization of rural culture is an important goal of the rural revitalization strategy and the due meaning of carrying forward excellent traditional culture. With the development of society, the construction of modern and beautiful countryside has become one of the key points of the development of the Party and the country. Among them, the construction of rural culture is not only the goal and requirement that should always be adhered to in the process of its development, but also an effective way to realize rural revitalization. After entering the new era, the construction of rural culture has been endowed with a new connotation. At present, rural culture is under impact, cultural infrastructure is backward, talents shortage in grassroots culture and other problems are prominent. By analyzing the causes of the above issues, it is proposed to promote the construction of rural culture by strengthening value guidance, improving cultural infrastructure and enhancing talents team.

**Keywords**— the New Era, Rural Culture, Rural Revitalization Strategy, Culture Construction, Value Guidance.

## I. INTRODUCTION

Cultural revitalization not only provides cultural feeding and support for the overall revitalization of rural areas, but also serves as an important driving force and source for rural revitalization. In recent years, with the implementation of a series of supportive policies, the development of rural economy has been significantly promoted, but there is still a certain lag in the construction of rural spiritual civilization. Therefore, under the rural revitalization strategy, we should attach great importance to the construction of rural culture, inherit, carry forward and innovate the farming culture and local culture, so as to promote the comprehensive and coordinated development of rural society.

## II. THE NECESSITY OF STRENGTHENING RURAL CULTURE CONSTRUCTION IN THE NEW ERA

In the narrow sense of culture, rural culture reflects rural production and life. It is the synthesis of ideology, spiritual style, values and life style formed in long-term production and life. Rural culture reflects the development of rural society, and is a spiritual force that shapes the spiritual world of rural people, gathers the strength of rural social development, and maintains the harmony and stability of rural order. The construction of rural culture is related to the improvement of the spiritual and cultural quality of rural people, the development and progress of rural society, and the ultimate consequence of the rural revitalization strategy. Therefore, under the background of the new era, we should pay special attention to the construction of rural culture and play its role.

### A. Helping Rural People Improve their Ideological and Moral, Scientific and Cultural Qualities

Rural cultural construction is the basic form and effective way for rural people to cultivate their ideology and morality and acquire scientific culture. First of all, the dissemination of mainstream values and the promotion of excellent traditional culture in the construction of rural culture help to improve the ideological and moral quality of rural people. After decades of

rapid development, China's rural economic and social development level and rural people's material living conditions have been greatly improved. But at the same time, there exist also phenomenon such as rural culture barren, rural moral collapse and rural people in the spirit of no return. These negative factors in the spiritual field seriously affect the construction of civilized village style and seriously hinder the healthy development of economy and society. The reason lies in the decline of tradition and the absence of mainstream values. Therefore, it is of great significance to vigorously develop rural cultural construction with the main content of carrying forward socialist core values and excellent traditions to improve the ideological and moral quality of rural people and establish their correct value orientation.

Secondly, the popularization of science and technology culture in the construction of rural culture helps to improve the scientific and cultural quality of rural people. Rural people are the main participants in rural revitalization. The level of science and culture directly affects the development of agricultural and rural modernization. Therefore, the construction of rural culture, teaching advanced technology and culture to rural people, so that they can understand and adapt to the modern production mode is an indispensable link to realize the prosperity of rural industry.

### B. Contribute to the Cohesion and Progress of Rural Society

The construction of rural culture is helpful to improve the spiritual outlook of rural society, enhance the confidence of rural people in revitalization and development, and form the spiritual force of concentrating on revitalization. Firstly, the development of public cultural activities in the construction of rural culture helps to enhance the cohesion of rural people. Rural public culture construction is an important way for rural people to enjoy universal culture and meet their spiritual needs. Strengthening the construction of rural public culture can not only provide spiritual food for rural people but also contribute to the cultivation of rural social cohesion. In public cultural activities, rural people not only enjoy physical and mental happiness, but also deepen emotional communication,

strengthen the sense of teamwork and the spirit of cooperation and mutual assistance, and thus form a powerful force to promote rural revitalization.

Secondly, the improvement of material conditions, the perfection of rules and regulations and the progress of ideology brought by the construction of rural culture promote the overall progress of rural society. The construction of traditional social culture emphasizes the function of education and standardizes people's thought and behavior, so it cannot form a direct force to promote social progress. The construction of rural culture under the background of rural revitalization in the new era pays attention to mining the economic benefits of rural culture and emphasizes the integrated development of culture and industry. This change makes the construction of rural culture in the new era have the possibility of directly promoting the development and progress of rural society.

### C. Helpful to Promote the Modernization of Rural Governance Ability

Rural culture has a very rich connotation, involving institutional culture, spiritual culture and other levels, which can connect the subject and object of governance. By promoting the construction of rural culture, demonstration guidance and intellectual support can be provided to rural governance, which can not only accelerate the pace of rural modernization construction, but also significantly enhance the vitality of rural development. At the same time, the perfection of rural governance system directly affects the realization of the goal of modernization of rural governance capacity, and rural culture is the basis of the construction of rural governance system. Only by fully relying on rural culture, can we gradually build a modern rural governance model.

## III. CURRENT SITUATION AND PROBLEMS OF RURAL CULTURE CONSTRUCTION

In recent years, the construction of rural public culture has been accelerated, and good achievements have been made in promoting rural cultural development and boosting rural revitalization. However, we must recognize clearly that our country's rural culture construction is still at an unbalanced and inadequate stage, and there is a big gap to fully realize the goal of rural revitalization. It is mainly reflected in the following aspects:

### A. Rural Cultural Inheritance is not Smooth

"Hollowing out" is the direct cause of the poor inheritance of rural culture. Since the reform and opening up, with the rapid development of the city, more and more rural young and middle-aged labor force with the help of working, studying and other forms of influx into the city, while the original rural residents are getting older, rural cultural inheritance is difficult to continue. According to statistics, in 2001, there are hundreds of thousands of Chinese villages, many of the existing cultural heritage is relatively complete, with rich rural cultural heritage, but from 2001 to 2020, the number of Chinese villages is decreasing, the average annual reduction of more than 8000 rural groups. The transformation of farmers' ideas is the inner reason for the poor inheritance of rural

culture. Under the tide of market economy, the traditional cultural values and ideas of villagers are strongly impacted, and the traditional life style and value concepts passed down from generation to generation are gradually weakened. The economic value has become the primary consideration for many villagers to choose careers and engage in production. In addition, some grassroots governments are too extensive in the progress of promoting the development of rural industries and in the process of urbanization, blindly copying the experience of other places, resulting in the local traditional culture by external impact, gradually declining.

### B. Cultural Infrastructure is Lagging Behind

In recent years, the rural cultural construction boom has been set off in various places, and the rural cultural construction has shown a situation of large investment, great development and great promotion. However, on the whole, there are still many problems in the construction of basic cultural facilities.

First of all, the supply of cultural products and services is unbalanced. On the one hand, the form and content of cultural supply are too single, which cannot effectively meet the spiritual and cultural needs of farmers and arouse their enthusiasm for participation. On the other hand, cultural supply is out of line with farmers' needs, resulting in ineffective supply to a certain extent.

Secondly, the infrastructure is not sound. The government's insufficient investment in relevant funds leads to the relatively backward infrastructure in some rural areas, and even the cultural infrastructure in some rural areas is only a small library or a simple workshop, and the utilization rate is not high, which cannot effectively play its positive role.

### C. Grassroots Cultural Talents are in Short Supply

Talents are the key to developing rural culture. But at present, the shortage of talents seriously affects the construction of rural culture. Firstly, there is a shortage of high-quality professional cultural talents. Rural culture construction is a complicated system engineering, which involves the history, aesthetics, culture, architecture and other fields, there is a higher demand for professional talents. But affected by the unbalanced and inadequate development between urban and rural areas, talents who possess a high level of cultural knowledge rarely willing to devote themselves to the career of village culture, village culture in our country talents appeared fault.

Secondly, the overall level of rural cultural construction talent team is not high. At present, the talent team engaged in rural cultural construction mainly includes full-time cultural personnel in towns and villages and rural residents. From the perspective of rural cultural professionals, because of their poor office conditions and low pay, it is difficult to attract young talents, which leads to the serious problem of post talent fault and aging. From the perspective of rural residents, although they were born and grew up in local areas, they have a clear understanding of the local conditions, customs and social environment of their hometown, but most of them are conservative and lack professional knowledge and culture, so they cannot apply their advantages in practical work.

#### IV. WAYS TO PROMOTE THE CONSTRUCTION OF RURAL CULTURE

##### A. Strengthening Ideological and Moral Construction

###### (a) Using Core Values to Lead

Core values can provide directional guidance for the construction of rural culture. Therefore, it is necessary to carry out rural cultural construction in an orderly manner according to the requirements of core values, and guide the general public to fully identify, understand and practice the core values.

In concrete practice, diversified publicity and education activities should be organized to show the connotation and representation of core values to the public and improve the public's cognitive level. At the same time, we should do a good job in cultivating and practicing the core values, guide the general public to practice them in their daily lives, and resolutely resist all kinds of improper behaviors that go against public order and good customs. Under the guidance of the socialist core values, we should give full play to the excellent ethics and humanistic spirit in rural culture, strengthen cultural education for rural residents, guide them to establish modern moral and professional values, and take them as the standard for their daily behaviors.

In addition, the culture of villagers is the inherent ideology and culture of the countryside, which contains the excellent traditional culture of the Chinese nation, and plays an important role in maintaining order and educating the people in the history of the countryside. So we can enhance the culture of the villagers to promote the construction of modern culture. To promote the development of the culture of the villagers by setting up the typical model of the villagers in the new era and holding the cultural activities of the villagers, so as to give full play to the role of their spiritual guidance and typical demonstration, and effectively improve the ideological and moral quality of the rural residents.

###### (b) Making Use of the Fine Village Style for Self-Preservation

Family style is connected into folk style, folk style is integrated into national style. Only when family customs are upright, people's customs are pure and political customs are clear can society develop harmoniously. Civilized rural style is the engine of rural revitalization. Civilized village style can effectively attract urban elements and resources to transfer to the countryside, and provide a good cultural environment for the construction of beautiful countryside. It is directly related to the sense of gain, happiness and security of farmers. A good village style accumulates traditional rural culture and carries the morals and beliefs of rural residents.

In the process of the revitalization of rural culture, we should actively inherit the fine village style, guide the public to dig deeply into the village style and family style that fit with the new era, and present them in the form of calligraphy works, plaques and other popular forms, so as to promote the cultural charm of the fine village style to be reflected and the educational function to be given full play. It is necessary to commend the advanced examples and deeds in the construction of the village style civilization, so as to play a good role in driving and demonstrating the village style for other rural residents.

##### B. Improving Cultural Infrastructure

At first, we will strengthen financial support. On the one hand, the government should change the structure of public finance expenditure and gradually increase the proportion and weight of local finance in rural cultural expenditure. On the other hand, we should actively introduce social forces and encourage social capital to enter rural cultural construction through investment attraction, equity cooperation and sponsorship, so as to provide sufficient fund guarantee for the construction of rural cultural infrastructure.

Secondly, the supply quality of cultural products and services should be improved. Based on the reality of rural cultural construction, and combined with the spiritual and cultural needs of rural residents, provide accurate cultural content for them, and effectively improve the satisfaction of residents. At the same time, the content and form of rural cultural products and services should be constantly innovated and expressed in the form that the public likes. For example, according to the people's love for the folk arts such as Henan opera, the performance teaching activities can be carried out to let the people participate in the performance process of Henan opera, which not only fully mobilize their enthusiasm for participation, but also meet their spiritual and cultural needs.

In addition, rural infrastructure construction should be further improved, such as the construction of rural libraries, cultural squares, literary and art institutions and other rural cultural exchange centers, in order to promote the development of mass cultural activities. We should also support all kinds of rural cultural talents and art organizations to establish cultural service institutions or hold cultural activities, and constantly improve rural culture.

##### C. Enhancing the Building of a Talented Personnel Team

First of all, improve the personnel training mechanism. On the one hand, improve the employment system, with the help of the national policies such as "college students village officials" and "selected students", through a series of open and fair recruitment procedures, from the society to recruit outstanding cultural talents to work in township cultural stations. At the same time, we should also solve the problem of its establishment, improve its salary, and create a good working environment for it, so that it can put all the energy into the construction of rural culture. On the other hand, we should also strengthen the personnel management system, smooth the channels for personnel promotion, improve the personnel training mechanism, standardize the personnel management mode, and maximize the positive role of talented personnel.

Secondly, we should strengthen the dominant position of rural residents in cultural construction. The people are the inheritors of culture, but also the creators of culture. In the construction of rural culture, we should correctly recognize the important role of villagers, guide and support villagers to give play to their subjective initiative, and create more cultural products full of life and positive energy.

Finally, we should also improve the cultural quality of rural residents and play a positive role in the construction of rural culture. TV, Internet, radio and other publicity efforts

should be increased to strengthen the villagers' subjective consciousness of cultural construction. Carry out activities such as special lectures, education and training, and example demonstration, change the thinking mode and habit of passive acceptance of villagers, and guide them to actively participate in the construction of rural culture.

#### V. CONCLUSION

The new era, the new journey, the rural revitalization strategy described a beautiful picture of the countryside has long been deeply rooted in the hearts of the people, in the rural areas continue to promote and implement, China's rural presented a thriving state. In the practice of rural cultural revitalization, local characteristics and cultural basis should be fully considered, targeted development paths should be explored, the internal vitality of rural development should be stimulated, the overall cohesion of rural society should be enhanced, and the rural revitalization should be fully realized.

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