

Research on the Practical Paths of Rural Cultural Revitalization in the New Era

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Abstract—The revitalization of rural culture in the new era is a necessary measure to solve the "three rural issues" and build a harmonious countryside, and it is an inevitable choice for the all-round development of rural areas. Promoting the revitalization of rural culture in the new era has significant implications for promoting economic development, enhancing farmers' cultural confidence, promoting social harmony and stability, and improving the efficiency of rural governance. Therefore, in order to comprehensively promote rural revitalization, corresponding measures must be taken to support the revitalization of rural culture, mainly focusing on reconstructing farmers' recognition of rural cultural values, enhancing the driving force for rural cultural development, and strengthening the subject consciousness of rural cultural builders.

Keywords—New era, Revitalization of rural culture, Practical path.

I. INTRODUCTION

The revitalization of rural culture is an important component of the rural revitalization strategy. It aims to achieve the comprehensive revitalization and development of rural culture through multiple measures such as excavating and inheriting traditional rural culture, fostering civilized rural customs, improving the cultural knowledge of farmers, and encouraging cultural interactions between urban and rural regions. Certainly, the rejuvenation of rural culture in the new era is an essential step to address the "three rural issues" and create a harmonious countryside, and it is an unavoidable option for the comprehensive development of rural areas. Rural revitalization includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, organizational revitalization, etc. Among them, cultural revitalization holds a very important position in the rural revitalization strategy. It is the soul-casting project, intellectual support and spiritual support for rural revitalization. Therefore, to advance rural revitalization through cultural revitalization, to pursue the route of rural cultural revitalization with Chinese characteristics, to shift agriculture from traditional methods to modern practices, to enhance the cultural literacy of farmers, and to transform rural areas into beautiful and livable ecological homes.

The revitalization of rural culture aims to achieve the comprehensive revitalization and development of rural culture through multiple measures such as exploring and inheriting rural traditional culture, developing cultural industries, promoting farmers' participation, promoting urban-rural integration, advocating new trends of civilization and improving the efficiency of rural governance. Deeply exploring the value of rural culture, excavating historical stories, traditional customs, cultural symbols and other elements of rural areas to establish cultural heritage archives, using abandoned schools and other places to establish traditional cultural inheritance workshops or exhibition halls, holding folk performance education activities, etc., not only helps to protect and inherit rural cultural heritage, but also shapes unique cultural characteristic resources, enhances villagers' cultural confidence, and effectively avoids the loss and discontinuity of rural characteristic culture, protecting the soul of rural

revitalization. In addition, promoting the comprehensive penetration of culture and promoting the integration of rural culture. The penetration of rural culture into all aspects of rural development can provide a new perspective for rural governance, such as achieving full coverage of rural cultural networks through the construction of mobile cultural stations, enhancing the cohesion and centripetal force of villagers, using culture to lead and resolve social conflicts, guiding villagers to establish an ecological civilization view, promoting green lifestyles and production methods, and promoting harmonious, green and efficient rural governance. Strengthening cultural diversity and balance, stimulating rural innovation vitality.

II. RECONSTRUCTING FARMERS' RECOGNITION OF RURAL CULTURAL VALUE

The modern value reshaping of rural culture is the inevitable way to solve the crisis of rural cultural value recognition. However, it is also necessary to be clear that "reshaping" does not mean completely discarding the previous rural culture, but rather retaining the essence of rural culture in the modern value reshaping of rural culture, and grasping the important contents such as the local sentiment, agricultural civilization, and ethics and morality. This requires us to combine agricultural civilization with modern civilization and endow it with new contemporary connotations.

First, continue the core of rural culture and reshape the contemporary value of rural culture. In the current situation of the crisis of rural cultural value recognition in the process of modernization in the new era, it is necessary to reshape the modern value of rural culture, re-examine the significance of rural culture for personal development and the progress of modern society, and enable rural cultural value to play a role in promoting social development again.

Second, reshape the rural cultural value system with the people's need for a better life as the orientation. Answer the ideological confusion and spiritual needs of farmers in the process of modernization in the new era, give full play to the moral guidance role of rural culture, and accelerate the reshaping of rural social culture in the new era background. Actively promote the rural cultural resources that conform to the current socialist ideology and resist the invasion of

erroneous values such as feudal decadence, materialism, and extreme individualism. Guide farmers to enhance their legal awareness, protect their legitimate rights and interests with the law, and when personal interests conflict with collective interests, sacrifice personal interests to safeguard collective interests. Actively participate in the construction of rural culture.

Third, strengthen the construction of the rural cultural system. The government should increase financial investment in rural cultural construction, build rural cultural infrastructure, and meet the spiritual needs of villagers. The village committee should hold cultural evenings regularly, inviting villagers to showcase local cultural projects, allowing farmers to feel proud of being locals from the bottom of their hearts, helping farmers abandon bad living habits, and engage in a healthy and civilized life. Strengthen the construction of rural cultural infrastructure. This includes building rural libraries, cultural activity centers, cultural squares and other public facilities to provide rich cultural activity venues for rural residents. At the same time, attention should be paid to the maintenance and update of cultural facilities to ensure they can continuously and effectively serve rural culture. In addition, enrich the content and form of rural cultural activities. Various forms of cultural activities can be held, such as artistic performances, folk festivals, cultural lectures, etc., allowing rural residents to feel the charm of culture through participation. At the same time, attention should be paid to the diversity and innovation of cultural activities to meet the needs of rural residents of different ages and cultural levels.

III. ENHANCE THE DRIVING FORCE FOR RURAL CULTURAL DEVELOPMENT

According to the changing needs of the new era, explore the excellent cultural heritage in rural culture, endow rural culture with contemporary connotations, and rebuild the modern value system of rural culture. Promote the creative transformation and innovative development of rural culture, guided by the core socialist values, and deeply explore the excellent spiritual resources in rural culture, making the modern value system of rural culture a spiritual support for farmers.

First, support the development of rural cultural industries. The development and expansion of rural industries is the core of rural revitalization, and the development of rural cultural industries is the key to rural industries. Only when the cultural industry develops and expands can rural areas be revitalized. Rural industries are also an important part of the rural cultural revitalization process. Rural culture helps cultivate the rural industrial system and provides a source of strength for rural industrial development, driving the stable and sustainable development of the local rural economy.

Second, create distinctive rural cultural brands. Rural cultural brands can increase the value of rural cultural products and are also the guarantee for the sustainable development of the rural cultural industry. Deeply explore the cultural resources of rural history, geography, and folk customs, and sort out the cultural elements with local characteristics. These elements can become the core content of rural cultural brands and provide rich materials for brand building. In addition, to create

distinctive rural cultural brands, it is necessary to fully explore the rich cultural resources of the local area, integrate and promote local products and projects with local characteristics, and leverage the advantages of the Internet and technology to expand the coverage of the distinctive cultural industry, and build an integrated online and offline industry chain covering accommodation, food, and transportation.

Third, cultivate rural cultural talents. We need to formulate a comprehensive and systematic talent cultivation plan based on the actual needs of rural cultural development. This plan should clearly define the cultivation goals, content, methods, and cycles, ensuring that the talent cultivation work can be carried out in an orderly and efficient manner. In addition, by conducting training courses and enlisting experts and scholars for guidance, foster a group of rural cultural workers who are passionate about rural culture and possess an innovative spirit. They will become an important force in promoting the construction of the rural cultural system. Incorporate rural cultural revitalization into the overall framework of socialist cultural construction, selectively inherit and carry forward local culture, innovate and develop new rural culture, improve the rural agricultural culture inheritance system, and vigorously cultivate and reserve rural cultural talents, firmly establishing cultural confidence. Finally, to promote the revitalization of rural culture, it is necessary to provide intellectual support and a strong driving force for the development of rural culture, and improve the ideological and moral quality and cultural level of farmers. We can use the rural reading room as a carrier for the revitalization of rural culture to promote the progress of rural cultural revitalization. The rural reading room enables farmers to "have books to read" and "read good books", providing spiritual poverty alleviation to farmers. We should adhere to the combination of poverty alleviation and intelligence enhancement, cultivate farmers into modern new farmers, and provide human resources for rural revitalization. By building the rural reading room as a carrier for rural cultural construction, we can stimulate the enthusiasm and potential vitality of farmers to learn theoretical knowledge, promote the stable development of all aspects of rural areas, and thereby promote the comprehensive revitalization of rural areas. In addition, to promote the creative transformation and innovative development of rural culture, the coordinated efforts of the government, the market, and farmers are needed. The government should play a guiding role, providing policy support and strategic planning; the market should play a participating role, adjusting the production and lifestyle of rural residents through market changes to innovate and develop rural culture; farmers should play a leading role in actively promoting the creation, dissemination, and development of rural culture.

IV. ENHANCE THE SUBJECT CONSCIOUSNESS OF RURAL CULTURAL BUILDERS

First, enhance the subject consciousness of farmers and tell the story of rural areas. On the one hand, farmers should have the awareness to consciously explore local rural culture, be familiar with the local historical development process, and think about the future development direction of local rural

culture. This requires increasing the content of rural culture in daily rural education and classroom teaching, integrating local cultural characteristics, and enabling rural children to establish confidence in local rural culture from an early age. We should give full play to the role of the farmers' grassroots village committees, and frequently carry out rural cultural education activities for farmers to enhance their aesthetic ability in rural culture. We should strengthen the cultivation of patriotism and collectivism among farmers, and encourage them to consciously integrate local culture into the construction of socialism with Chinese characteristics. On the other hand, we should enhance farmers' ability to disseminate rural culture. Most rural culture is disseminated through "word of mouth and personal example", which is different from the new information dissemination carriers of the new era such as text and images. Therefore, to expand the influence of rural cultural subjects, we should improve farmers' ability to master language and other dissemination carriers, and help farmers improve their ability to use modern technological dissemination carriers. Farmers should protect cultural heritages like family precepts and clan rules, and record some cultural contents in writing to promote the transformation of the content and form of local rural culture.

Second, cultivate farmers' autonomous consciousness and enhance the innovative creativity of rural cultural revitalization. According to the real cultural needs of farmers and respecting their personal will, we should give farmers more rights to speak, suggest, express, and supervise in the process of cultural construction, and build a rural cultural development mechanism with farmers as the main body and the government as the auxiliary. We should protect farmers' rights to suggest, express, and supervise through laws. We should vigorously develop rural education to enhance farmers' autonomous consciousness in learning and improve their cultural taste and appreciation ability. We should strengthen rural legal construction to ensure that farmers' thoughts and behaviors in the process of rural

cultural construction are within the scope of legal norms. We should inherit and promote excellent rural culture that is in line with the requirements of socialist advanced culture and social development, making it a new era spiritual force to enrich farmers' spiritual world and regulate their behavior. We should help farmers establish a correct modern cultural view that meets the requirements of the new era, and promote the creative development of excellent rural culture.

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Project Funding

- [1] Jiangsu University's Project for Postgraduate Scientific Research Project Approval: "Research on the Theoretical Logic and Practical Path of Rural Cultural Revitalization in the New Era" (Project Number: Y22C047).