

Research on the Path of College Students' Participation in Rural Culture Construction under the Background of Rural Revitalization Strategy—A Case Study of N Village, Xincheng District, Hohhot City

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Abstract: Rural construction plays an important role in the process of China's modernization, and local governments attach great importance to rural construction and make many efforts to build beautiful villages, improve the soft power of rural culture and promote urban-rural harmony. In the overall planning of rural economic construction, political construction, cultural construction, social construction, ecological civilization construction and party building, cultural construction occupies an important role in rural revitalization. This paper studies the path of college students' participation in rural culture construction under the background of rural revitalization strategy. Firstly, this paper summarizes the scientific connotation of rural cultural construction. Secondly, it analyzes the current situation and problems of N village cultural change under the background of rural revitalization strategy. Finally, the path of college students to participate in rural cultural construction is discussed, in order to provide reference for new rural cultural construction workers.

Keywords: rural revitalization; college students, rural culture; construction path

1. Introduction

In 2018, China issued a document on the strategic opinions of rural revitalization, and subsequently, issued the *Rural Revitalization Strategic Plan (2018-2022)* and the *Action Plan for Scientific and Technological Innovation of Rural Revitalization of Colleges and Universities (2018-2022)*, requiring the organization and guidance of colleges and universities to deeply serve the rural revitalization strategy, give play to the important role of colleges and universities in talent training, scientific research, social services, cultural inheritance and innovation, etc., and university students become a key force for revitalizing rural areas. When talking about the problems of rural construction, He Xuefeng believes that the current rural problems are not at all in the economy, but in the culture. The bankruptcy of the countryside is the bankruptcy of culture. Rural construction should be cultural construction, and the focus of rural construction should be cultural construction [1]. The construction of culture needs people who have received cultural education to drive, and the college student group, with broad vision and flexible thinking, is undoubtedly the backbone and frontline pioneer of the implementation of the rural revitalization strategy.

There are many researches on the participation of college students in rural construction, most of which focus on the research of methods and countermeasures, the role orientation of college students and the survey of college students' willingness to participate. Systematically sort out the representative research results of college students' participation in rural cultural construction, and at present, the domestic academic circles mainly carry out research from three aspects.

The first is the study of the scientific connotation of rural cultural construction. Mr. Fei Xiaotong, a well-known sociologist in China, talked about the characteristics of Chinese society in the opening chapter of his book *Native China*, that is, from the grassroots level, Chinese society is vernacular[2]. Regarding the connotation of rural culture construction, Ma Yongqiang and others believe that the connotation of rural culture construction is to build a new rural cultural form and new rural culture including values, cultural cognition, communication methods, rural spirit, production, lifestyle, etc., which is not only the dialogue and mutual integration of national, regional culture and modern culture, but also the reconstruction and innovation of local cultural connotation, but also the construction

of "human construction" and rural cultural ecology, and the reconstruction and innovation of rural spirit and rural cultural values [3]. Wang Hong believes that rural culture construction includes not only rural spiritual culture construction, but also material culture construction, carrying the ideological and political education goals of inheriting cultural genes, guiding ideological penetration and strengthening political consciousness[4].

The second is the predicament and relief of rural cultural construction. Lü Bin believes that in the process of urbanization, marketization and modernization, rural culture faces the impact of urban culture and increasingly shows a trend of decline, and puts forward the strategy of rural culture construction from the aspects of reshaping farmers' cultural values, promoting the development of rural culture, and cultivating the main body consciousness of rural culture builders [5]. Zhou Jin and others believe that cultural construction under rural revitalization needs to be based on the cultural construction of traditional villages to form a unique rural cultural form, form a rural cultural network space by building online and offline interactive cultural network service platforms, and increase mechanism innovation, capital and talent investment to ensure the effective implementation of cultural construction in the context of rural revitalization [6]. Song Xiaoxia and others pointed out that the lack of long-term planning, insufficient vitality, shortage of talents and insufficient team building in rural cultural construction still restrict the healthy development of rural culture[7]. Sun Xihong and others believe that the revitalization of rural culture should start from the existing problems, accurately locate rural culture and build rural cultural industry, and should not ignore the inheritance of cultural roots and farmers' awareness of revitalization[8].

Third, college students participate in the research of rural cultural construction. Shi Wei focuses on improving the cultural knowledge of rural residents, promoting excellent rural culture, and advocating healthy rural life, advocating giving full play to the advantages of college students' human resources, encouraging college students to actively participate in rural cultural undertakings, and helping the construction of rural culture [9]. From the perspective of digital empowerment, Jiang Yehua proposed that college students provide intellectual and resource support in facilitating the digitalization of rural cultural resources, the digitalization of rural cultural industries and the cultivation of rural digital talents[10].

In summary, great progress has been made in the research on rural cultural construction, and many achievements have been made in the research on the scientific connotation, realistic dilemma and relief of rural cultural construction. However, the overall research on the theoretical logic and practical operation of the rural revitalization enabled by college students' participation in rural cultural construction is a little weak. Therefore, in order to further deepen the research and enrich the research content of college students' participation in rural cultural construction, we can strengthen the expansion research at the micro level from the perspective of empirical research to enhance its realistic pertinence and operability.

2. Analysis of the current situation and problems of cultural changes in N village

Since the beginning of the 21st century, with the establishment and improvement of China's socialist market system and system, a large number of peasants have gone to the cities to work, and their incomes have increased rapidly due to good system construction and open market opportunities. N Village is a village near Hohhot city, less than 20 kilometers from the city. Under the background of rural revitalization, N Village has developed rapidly, transforming from a poor and backward small village dominated by agriculture to a culturally oriented tourist village in ten years. In the process of social change, the speed of cultural change lags behind the speed of material change. The phenomenon of poverty is material poverty on the surface, and its essence is often accompanied by spiritual poverty. At present, the residents of village N have basically achieved material satisfaction, but the satisfaction of spiritual life has not been realized in just ten years. After the peasants went upstairs, the old order of life had been broken, and the new order of life had not yet been established, so village N was currently facing a situation of material poverty, spiritual deprivation, and cultural imbalance. People cannot stand without spirit. Aware of the current situation and existing problems of cultural changes in village N, this will provide more clear basis for the construction of rural culture. The following will analyze the two aspects of material production and spiritual concepts from the perspective of cultural change, and discuss a series of problems in the cultural change zone of village N.

2.1. Material production -- the change of primitive ecological culture

The starting point of the development strategy of rural revitalization is to solve the problem of rural economic development, improve the living standards of local villagers, and give more opportunities for entrepreneurship. In order to realize the healthy and sustainable development of rural economy, some developers take the local natural scenery, cultural landscape and other resources as the basis for the development of tourism resources according to local conditions, create tourism conditions and set up tourism projects, which not only promote the development of local economy, but also bring many negative impacts to local villagers. Local homestay operators are eager to succeed, only focus on immediate benefits without looking at long-term development, blindly pursue a sense of modern design, build homestay into a superior hotel, charge more than the consumption level of ordinary tourists, lack of local flavor and cultural connotation; In addition, a large amount of domestic garbage brought by tourists on the way to travel is not handled in time, which brings environmental problems to the countryside; Other developers follow the local characteristics and build the same towns and ancient buildings on a large scale, which does not bring a novel cultural experience for tourists, and causes a waste of land resources. There is a barrier between the developer as the benefit provider and the farmer as the demander in the same time and space. The above problems are due to the failure to respect the local rural cultural characteristics and truly understand the connotation of rural culture, and the failure to give spiritual meaning to the construction of objects. In order to pursue the aesthetic form and economic benefits, the preservation of representative traditional villages is ignored to a certain extent.

2.2. Material production -- the change of rural public cultural service system

Rural public cultural service system is an important area of rural culture construction in rural revitalization. A sound public cultural service system is crucial to improve the efficiency of rural public cultural service. However, the content and form of public cultural services are far from adapting to the growing cultural needs of the masses. The facilities for public cultural services in local villages are not perfect.

Interviewee L (local villager) : After we moved over, we were very happy to have such a good house to live in, that is, we went out to sit and chat with neighbors in the community, I wanted to go to the toilet, it was very difficult to find a toilet, there was no public toilet nearby, the nearest one was at the entrance of the village, we were old, our legs and feet were inconvenient, running back and forth was too far, we could only go home to go to the toilet, and we had to climb the stairs when we went home, which was particularly difficult, not as convenient as living in a bungalow before, coming out of home and going back.

Although it is equipped with public cultural service facilities for the benefit of the people, the lack of a technical model for selecting and establishing facilities according to local conditions has become a short board in rural construction. Problems such as difficult to find public toilets and emitting odors restrict the development of rural civilization, and also affect the pursuit of local people for a better life.

In fact, the deviation between supply and demand in N village is large, resulting in the lack of actual content such as service in form, insufficient effective supply, and inefficient operation. Mere public facilities cannot meet the actual needs of local villagers. Farmers, as the recipients of rural public culture, ignore the interests of farmers, which will inevitably affect the use effect of public cultural services, and restrict the plan and further development of the public cultural service system to a certain extent.

2.3. Spiritual concept -- Change of social relations

With the change of society, the social relations of the village also change gradually. China has been a network society since ancient times, and social network is also an important part of rural culture. Social relations have an important and huge influence and restriction on people's social behavior.

Interviewee X (local villager): We used to be farmers. Neighbors helped each other. Now everyone lives in buildings, material life is better, and the home is clean. We worry that going to someone's house will dirty the floor, cause trouble for the neighbors, and gradually lose contact.

In the society of local acquaintances, the villagers live in the same community. Neighbors attach more importance to the accumulation of social relationships, and if disputes can be resolved emotionally, they will never go to law. The villagers hold the idea of not easily offending people, and build a social relationship network within the village. When the external capital forces integrate into the village, the

original social order inside the village is broken. Under the principle of the supremacy of the interests of market economy, social relations become the real path of economic benefits, but also the hindrance and interference force of state power, law and market. Under the background of rural revitalization, the village develops from agriculture to market direction, the material production and living space of N village change, and the rural social relations also change in the direction of rationalization, which impacts the rural order.

2.4. Spiritual concept -- the change of rural residents' moral culture

Civic morality is a very important part of rural moral culture, and good morality is the basis and premise of rural culture construction. In the process of investigation, the author found that the improvement of villagers' material life did not lead to the improvement of moral literacy, and the phenomenon of theft, spitting and urination in the community emerged one after another. Most of the jobs needed for tourism in the village are local villagers, and we met a tourist who complained during the interview.

Interviewee K (tourist): We took a sightseeing bus tour around, 8 yuan per person, we think it is quite cheap. Let us not expect is a circle of five minutes, only looked at a bunch of houses, the place is very small, the lake is also artificial, walk to the lake also gives off the smell of the lake, very affect the viewing mood, and the attitude of the staff is very bad, there is no cultural literacy, should be well trained.

On the whole, the changes of moral culture in rural culture show the trend of the old village, and the range of changes is small. The moral concept is the slowest in cultural change. On the one hand, the education level of farmers is generally low; on the other hand, there are many old people living in the community, whose ideas are more rigid, so it takes longer and more difficult to change their traditional concepts.

3. Practice path of college students' participation in rural culture construction

In *Rural Construction*, Mr. Fei Xiaotong proposed the ideological path of building a new civilization order of social unity and human integrity by gradual improvement, and this modernity scheme has obvious functionalist methodological colors. The idea of functionalism comes from the theory of social organicism. In its vision, human society evolves from simple to complex like advanced biological organisms, and each system achieves its own movement and development through organic coordination, harmonious development and self-contained integration. When encountering sudden changes in the external environment, the social organism changes accordingly. So social order and social institutions need to be adjusted in a gradual rather than drastic way. In the process of promoting rural revitalization through the way college students participate in rural cultural construction, it is still necessary to use the functionalist thinking mode based on social organic theory to observe and understand China's rural society.

3.1. We should move from understanding to practice, turn passive into active, and embrace rural culture

As the successors of the country in the coming decades, college students should overcome the concept deviation of urbanization thinking, avoid over-advocating and advocating urban culture, and simply relocate the urban life concept, architectural style and behavior mode to the countryside indiscriminately [11].

First, we must bear in mind the mission, have the courage to take responsibility, and devote ourselves to this new era, and should have an accurate grasp of the scientific connotation of rural revitalization. The local government will lead the establishment of a special rural revitalization group for graduates to promote the integration of college students into the overall planning of rural revitalization, tap rural cultural values, clarify the work content and priorities of college students, and provide them with work and life security.

The second is to change the teaching concept of the school, so that college students can get the opportunity to contact the rural culture and its life practice, and to understand, inherit and carry forward. Local colleges and universities can periodically organize students to go to the countryside to carry out interesting activities in different forms of activities, so as to interact with the villagers and let students understand the local culture and customs.

Practice is the only criterion for testing truth and the source of motivation for promoting cognition. Only when knowledge returns to practice can it achieve the unity of knowledge and action, and can it be verified and tested.

3.2. Improve the rural public cultural service system and strengthen the spiritual value of guiding villagers

In the context of the rural revitalization strategy, the rural public cultural service system as a breakthrough in rural cultural construction, villagers as the main body, to improve the rural public cultural service system and strengthen the spiritual value of leading the villagers, to achieve rural revitalization and accelerate the realization of an all-round well-off society.

First of all, to improve the rural public cultural service system requires a stable financial fund guarantee, ensuring the reasonable allocation of funds is very important. As a third-party force, school authorities participate in the cooperation between the government and the countryside, which can not only play a competitive role to increase the attractiveness of rural cultural construction, but also play a supervisory role to ensure the fair allocation of funds.

Secondly, to improve the rural public cultural service system, it is necessary to investigate and understand the needs of local villagers in advance, such as the preferences of villagers, the types of folk art and the educational level of villagers, so as to avoid the waste of funds caused by the discrepancy between supply and demand. In addition, supervision and evaluation will be strengthened to ensure the utilization of public facilities.

Finally, strengthen the spiritual value of leading the villagers, improve their own civilized quality, provide cultural services around the actual needs of farmers, and enhance the degree of rural civilization. College students should not only inherit the excellent traditional culture, but also play a good role in leading the advanced culture, and fully respect the main position of farmers.

3.3. Organize the villagers to participate in cultural activities and strengthen the contacts between the villagers

Social relations follow the principles of reciprocity, mutual assistance and balance. It is a kind of social exchange behavior, which is often based on certain feelings and has certain exchange behavior. The combination of concepts can strengthen the contact between villagers from the following aspects and maintain the heat of social communication.

First, the local government can recruit relevant college students to organize some public activities, such as old items replacement, time bank, love donation and other exchange activities, which are not only practical and environmentally friendly, but also can promote the emotional exchange of villagers.

Second, in China, social relations are often linked with face, and villagers expect daily face competition to meet individual expectations and win honor. Through basketball competition, chess competition, tug-of-war and other activities, villagers are transferred from the private sphere of the family to the public sphere of the village, and villagers are guided to safeguard collective interests in face competition. Foster a sense of community and a sense of belonging to the village community.

Third, the cultivation of social relations is not done overnight, and often takes a certain amount of time. All cultural phenomena are triggered and determined by the political and economic factors in their field. Community "square dance", opening a vegetable market and other ways as a way of daily contact with villagers, through the construction of habitus in the community to influence the villagers' practice.

3.4. Popularize moral civilization education through training, and improve the professional level of staff

First, the local government can establish a corresponding reward and punishment mechanism to restrain the behavior of villagers. Foucault believes that discipline is a way to achieve social control, which can influence people's thinking, behavior and values by standardizing, constraining and educating their words and deeds. College students can participate in rural activities as volunteers, such as cleaning public facilities, community publicity, collecting poor children and other ways to accumulate volunteer service time points, expand social influence, form a role model, and stimulate the enthusiasm of villagers.

Second, regularly organize college students to carry out reading clubs and lectures on law

popularization and ethics in rural areas, and share some classic examples with villagers in an easy-to-understand way, so that everyone can communicate and comment together, hoping to give some guidance to villagers through such publicity, help and leadership activities. Graduate students organize training for local administrators, help them update their knowledge, and constantly improve the professional ability of rural cultural administrators.

Third, increase the salary of college graduates, encourage them to join the volunteer teaching to help rural education, and promote the development of local education. In rural areas, the educational resources are scarce, the educational model is rigid, the individual differences of students are ignored, and the teaching quality is often low. Through the creation of an online education platform, college students can be recruited to carry out relevant volunteer teaching activities in rural areas, carry out moral education, and improve the quality and cultural level of villagers.

4. Conclusion

To sum up, with the improvement of people's living standards, higher requirements are put forward for rural cultural construction, and rural cultural construction gradually presents modernity. Therefore, the government should strengthen the construction of rural cultural system, improve the operation mechanism, expand capital channels, innovate the working mechanism of talents, and improve the level of cultural services. As an indispensable component of the rural revitalization strategy in the new era, college students should take the initiative to participate in the construction of rural culture during the implementation of the strategy. Starting from the actual needs of farmers, college students should also give full play to their specialized characteristics and advantages, organically integrate various resources, coordinate with the government and other organizations, and promote the process of rural culture construction.

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