

Research on the construction of rural culture in China

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Abstract: *With the development of China's economy, rural revitalization has now become one of the mainstream construction directions of China's construction, and more and more relevant policies are constantly being introduced to help the development of rural areas, and many villages have also embarked on the road to prosperity with the help of this shareholder wind to get rid of poverty. In the process of rural revitalization, the construction of rural culture is a part that cannot be ignored. Local culture is the foundation of the people, and in the process of rural revitalization, it is necessary to carry out not only material construction, but also cultural construction. In the 11th Five-Year Plan issued by the central government in 2005, it clearly put forward the implementation of the construction of a new socialist countryside, and by the 19th National Congress formulated the rural revitalization strategy, one requirement has never changed, that is, the civilization of rural customs. Increasing the construction of village style civilization, in order to enrich the spiritual and cultural life of peasant households, in order to increase the quality of peasant households, and then improve the social development level of peasant households' daily life, has an extremely important and far-reaching impact. In today's increasingly abundant rural materials, the villagers' call for spiritual pursuit is getting higher and higher.*

Keywords: *Public cultural services, industrialization, security system, talent base, cultural guidance*

1. Introduction

To optimize and strengthen the construction of rural culture in the new era, it is necessary to establish a modern cultural awareness, change from a closed cultural concept to an open cultural concept, actively strengthen management, and provide correct guidance. Although China's urban and rural cultural construction project in the new era has achieved great results, in the whole process of the successful project, some social problems that make everyone worry are gradually emerging, which will seriously affect the urban and rural cultural project in China's new era. The low utilization rate of urban and rural cultural infrastructure, the uneven development in urban and rural cultural construction projects, and the gradual disappearance of a large number of urban and rural cultural masterpieces are the main problems faced in China's urban and rural cultural construction projects in the new era. In recent years, China has begun to attach great importance to the development of new agriculture, urban and rural development to the development of new agricultural projects is very critical, due to the unbalanced, arduous and long-term characteristics of the development of new agricultural culture, in the whole process of the development of new agricultural projects, it is necessary to further grasp the construction of ideological and moral system, social system construction, cultural infrastructure construction, people's social and cultural level development and urban and rural social and cultural development and environmental construction and other important content, therefore, the implementation method of urban and rural cultural development is the focus of the new agricultural development process. The following article will discuss how to carry out urban and rural cultural construction in the context of new urban and rural history.

2. Conceptual and theoretical analysis of rural culture

2.1 Preliminary analysis of rural cultural construction

Rural revitalization has now become one of the mainstream construction directions of China's construction, and more and more relevant policies are constantly being introduced to help the development of rural areas, and many villages have embarked on the road to prosperity with the help of this shareholder wind to get rid of poverty. In rural revitalization, the construction of rural culture is a part that cannot be ignored. Local culture is the foundation of the people, and in the process of rural revitalization, it is necessary to carry out not only material construction, but also cultural construction.

2.2 The significance of rural cultural construction

2.2.1 Strengthening rural cultural construction is an inevitable requirement of rural construction

The fundamental starting point and foothold of establishing a new socialist agriculture is to gradually liberate and develop agricultural productive forces and promote peasant households to continue to increase their per capita income. The most effective way for peasant households to continue to increase their per capita income is to actively develop modern agriculture and strictly follow the rules of the socialist market. The so-called modern agriculture is an agricultural planting industry marked by the application of modern science and technology. The so-called law of socialist market development is, first of all, that the commodities produced by agriculture must meet the needs of the socialist market economy.

2.2.2 Strengthening the construction of agricultural civilization is an important spiritual force and guiding ideological guarantee for agricultural modernization

To build a new type of socialist countryside, it is necessary not only to speed up the development of rural areas, but also to further improve rural production standards and living conditions, to promote the reform of rural people's living modes and values in tandem with the spirit of the times, to cultivate social fashion for the development of rural society to the top, and to cultivate a new rural cultural spirit that is compatible with China's goal of a new type of socialist countryside. As far as some areas and peasant households in rural China are concerned, the cultural spirit of collectivist values and joint mutual assistance has been somewhat diluted, the will of the main body is relatively indifferent, the social credit degree is not high, the will to development and fair competition is not strong, the will to social development and health are not strong, and some social traditional concepts and bad habits are not yet compatible with the requirements of building a new type of socialist countryside, building a new social trend, and building a civilization of rural customs. It is necessary to further promote the ideological and moral construction of villagers and continuously improve the ideological and moral level of villagers by strengthening the construction of rural culture, giving play to the positive functions of traditional culture in enlightening thinking, cultivating sentiments, disseminating advanced scientific knowledge and inspiring people, and continuously improving the ideological and moral level of villagers, so as to ensure the healthy and smooth progress of the construction of new socialist villages.

2.2.3 Strengthening agricultural science and technology is one of the main tasks of building a new type of socialist agriculture

Farmers must not only have money, but also farmers. Judging from the current state of our social practice, although our party and government have done a great deal of fruitful work and have improved the spiritual and cultural living standards of the broad masses of the people to a certain extent, the level of cultural work in rural areas is still relatively backward and can no longer meet the growing spiritual needs of the broad masses of the people for cultural life. Therefore, doing a good job in rural cultural work has become a major task for us to build a new socialist countryside.

Strengthening the construction of agricultural culture can effectively improve the competitiveness of the high agricultural labor force. With the development of agricultural economy, more agricultural labor can be subject to higher education, thereby improving the quality and intellectual development of agricultural labor force, thereby increasing the income of agricultural labor and better promoting the development of agricultural economy. Second, strengthening the construction of agricultural culture can form new economic growth points for agriculture. With the development of agricultural cultural projects, to a certain extent, the situation of closed agricultural information and shortage of resources has been solved, and the agricultural economy has brought a good opportunity to develop the purpose of new agricultural management projects, thus driving the great development of new agricultural

management projects and new cultural industry projects. Third, strengthening the construction of agricultural chemical projects can create a relatively good agricultural cultural atmosphere. The vigorous development of the rural economy can allow farmers to have more independent funds to consume spiritual and cultural commodities and paid cultural and entertainment activities, so that they can purify their minds and souls, happy body and spirit, cultivate their emotions, and make farmers' ideological consciousness and core values meet the needs of the development of the agricultural market economy with their hearts, and create a small and good social atmosphere for farmers to get rid of poverty and become rich.

3. Development status and existing problems of rural culture

3.1 The utilization rate of rural cultural infrastructure is low

In recent years, although the central government and local people's governments at all levels have continued to increase investment in improving rural cultural facilities, they are still facing the problems of imperfect facilities and low utilization rate. Especially in some rural areas, because the villagers who do not have the conditions to master agricultural science and technology, often lack the time and energy to experience the influence of agricultural technology and culture, so most of the people's busy free time is mainly used for drinking, gambling, fighting, brawling, etc., and some high-level activities such as reading and playing chess are not appreciated or understood, and even ridiculed and disgusted. In this environment, the established farmhouse rooms and farmers' book houses were either reduced to venues for gambling and gossiping, occupied by other activities, or used as venues for other cultural activities.[1]

3.2 Uneven in the construction of rural culture

The imbalance in cultural construction in rural areas roughly includes the following two aspects: First, as far as modern history is concerned, the economic development of plain areas and coastal areas with fertile land is relatively fast, while the economic development of inland areas with little water and complex terrain is relatively slow. At the same time, with the influence of the industrial revolution, China's coastal cities have become more and more prominent in absorbing foreign capital and using port resources, and with the actual situation of urban development, they have increasingly developed into modern cities. In these places, the acceptance of Western onslaught by China's rural consciousness has become more and more obvious, and the traditional Chinese rural consciousness has gradually been transformed. Second, since the implementation of the reform and opening up policy, the agricultural living water and quality of life in the whole country have been rapidly improved, which has greatly improved the enthusiasm of peasant households for life and production, and greatly promoted the vigorous development of agricultural life and production.

3.3 A large number of rural cultural masterpieces are disappearing

After thousands of years of creation, development and accumulation, a variety of ancient traditional cultures have emerged in China's vast rural areas, and there are also great traditional cultural characteristics and local characteristics. As far as China's current history of agricultural development is concerned, the central government has been leading the cultural development of rural China. However, the development of China's rural cultural construction itself is a long process, and under the premise of agricultural "fault" and "out-of-print", it is necessary to reshape the form and content of agricultural culture in the development of agricultural culture, which is a difficult task for the development of agricultural culture. And agricultural culture itself is a culture that lacks roots and foundations. However, in recent years, under the rush of people of insight, some traditional cultural activities in rural China have gradually been preserved and continued, and some cultural masterpieces have not been completely extinct, as the focus of local governments' rural cultural planning [2].

4. Countermeasures and suggestions for strengthening rural cultural construction

4.1 Increase investment in rural cultural infrastructure

Infrastructure construction is an indispensable "hardware" in the current agricultural culture construction, so improving the level of infrastructure is the basic premise of the current agricultural

culture construction [3]. In strengthening the construction of hardware facilities for agricultural culture, the government must give full play to the important role of finance, and the government finance should focus investment on grassroots and agricultural extension and tilt the construction expenses of public agricultural cultural work, and set up special funds for agricultural culture. Finances at all levels should be able to include local agricultural cultural construction input in the financial budgets of local governments at the same level, while ensuring that the speed of such investment is synchronized with the speed of local national economic development, and focus on increasing the government's financial support for economically underdeveloped localities, so that local agricultural cultural construction can generally show a state of stable development. The second is to expand the funding channels for local agricultural cultural construction projects and give full play to the advantages of local financial resources and increase the cultivation of rural cultural teams; Then, by formulating incentive policies and actively attracting social and private capital investment, we will drive all kinds of social funds to invest in rural cultural construction, so as to achieve multi-channel investment, multi-form investment and diversified development.

4.2 Continuously improve social and cultural productivity and create urban spiritual products that are more in line with rural needs

First, it is necessary to introduce a large number of rural general reading books that the rural masses can afford, understand, and use. Second, it is necessary to create a large number of cultural masterpieces that embody the spirit of the rural times, reflect rural life, and inspire the will of villagers, and put them on the screen and on the stage to better serve the rural masses. The third is to vigorously develop rural traditional folk culture and art, and form a number of rural traditional folk cultural activities that are rich in strong regional characteristics or ethnic minority characteristics and are popular with the villagers. Fourth, it is necessary to earnestly strengthen the construction of rural cultural teams and further strengthen the cultivation of rural cultural talents. In particular, it is necessary to strengthen the training of rural cultural personnel, strive to establish a group of cultural backbone teams that truly belong to the rural areas themselves, so that they can take root in the countryside for a long time and become a Zhuanghu troupe that does not leave, so that they can effectively provide public services to the villagers. Fifth, we should adhere to the educational policy of "grasping prosperity with one hand and management work with the other", and strive to create a good social environment that supports healthy civilization and curbs corruption and civilization and progress.

5. Conclusion

To sum up, in the process of local characteristics, it is necessary to further publicize these characteristics by tapping excellent rural resources and cultural resources with local characteristics, and establish local special cultural brands, so as to produce stronger social influence and promote the rescue and protection of folk ethnic culture. In the development of local characteristics, it is necessary to increase development efforts under the basic principle of "reproducing the original appearance, highlighting cultural characteristics, and scientific and reasonable collocation" to achieve the orderly development of cultural resources with rural characteristics. In terms of inheritance of local culture, while effectively preserving cultural resources with local characteristics, it is also necessary to effectively strengthen the protection of those traditional fine folk arts with local characteristics, and carry out various forms of cultural characteristic heritage protection projects. Rural cultural project as a systematic project, once not well built, will inevitably affect the overall vigorous development of the entire countryside to build a moderately prosperous society progress, in the historical context of the new era, we must analyze specific problems, fundamentally solve some problems in the rural cultural development project, in order to cater to the vigorous development of the entire rural undertakings.

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