

Research on the Path of Integrating Red Culture into Rural Civilization Construction in the Sichuan Shaanxi Revolutionary Old Area

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Abstract: *The integration of red culture into the construction of rural civilization in the Sichuan Shaanxi revolutionary old areas has important practical significance for implementing the rural revitalization strategy and promoting the revitalization and development of the revolutionary old areas. Although the revitalization and development of the revolutionary old areas in Sichuan and Shaanxi have ushered in important opportunities, the integration of red culture into the construction of rural civilization still faces problems such as insufficient attention from grassroots organization organizations, single forms of carrier application, and insufficient participation of farmers as the main body. From this, three reasonable paths are proposed to strengthen the construction of grassroots organization organizations, innovate the use of carrier forms, and effectively play the role of farmers as the main body, to promote the effective integration of red culture in the Sichuan Shaanxi revolutionary old areas into the construction of rural civilization.*

Keywords: *Red culture; Rural civilization construction; Sichuan Shaanxi Revolutionary Old Area*

1. Introduction

As an important part of Chinese history and culture, red culture has always been active in the development process of the organization and the country in an advanced cultural form. It was condensed by the CPC during the revolutionary period through hard practice and struggle. It is a scientific, popular, and advanced cultural achievement, and a solid foundation for building ideological barriers in the new era. The 19th National Congress of the Communist Organization of China put forward the strategy of rural revitalization. The construction of rural style and civilization is the guarantee, the soul, and the cultural revitalization is the endogenous power of the overall revitalization of the countryside. The report clearly emphasized that both material civilization and spiritual civilization must work together to effectively improve the spiritual outlook of farmers, cultivate a civilized rural style, good family style, and simple folk style, and promote the overall improvement of the level of civilization in China's rural society. Red culture is rooted in the Chinese revolution, containing the great red spirit and profound historical heritage. It is an advanced culture with Chinese characteristics and an indelible cultural imprint in the hearts of the Chinese people.

The Sichuan Shaanxi Revolutionary Old Area is the cradle of New China, and the local people made great contributions to the establishment of New China during the war. Red cultural resources cover various aspects of the revolutionary period, including politics, military, culture, propaganda, as well as the life and combat of the Red Army. It contains long-lasting positive energy and enormous potential for the national spirit to never fade, and has important research significance and inheritance value[1]. The construction of rural civilization in the Sichuan Shanxi Revolutionary Old Area should combine the advantages of red cultural resources, effectively explore and integrate the deep connotation and positive value of red culture, innovate the carrier forms and methods of red culture application, promote the enhancement of civilized rural atmosphere in the Sichuan Shaanxi Revolutionary Old Area, and overall improve the level of rural social civilization.

2. Red Culture and Rural Civilization in the Sichuan Shaanxi Revolutionary Old Area

2.1 The Connotation of Red Culture in the Sichuan Shaanxi Revolutionary Old Area

Red, for Chinese people, has a profound and unique emotion. It not only represents a festive

atmosphere, but also carries the brilliance of revolutionary history. In different periods, our interpretations of it vary. Since modern times, red has been more endowed with revolutionary colors, and red culture carries the great revolutionary spirit and profound historical significance, Encouraging generations of Chinese people to move forward bravely for the great rejuvenation of the Chinese nation, inheriting and promoting red culture has become a consistent goal for the Chinese people in the new era. The specific definition of red culture refers specifically to the sum of various material and spiritual wealth created by the Chinese people under the leadership of the CPC in the practice of New Democracy revolution, socialist revolution and construction, and reform under the guidance of Marxism [2].

The Sichuan Shaanxi Revolutionary Old Area was a revolutionary base established by the Fourth Red Army during the Agrarian Revolutionary War when it withdrew from the Hubei Anhui Henan region and settled in the southern and northern Sichuan regions. It was the second largest Soviet area in the country centered around Bazhong and Tongjiang. During its heyday, the Red Army developed a strong team of over 80000 people, covering an area of over 20 counties and cities within the Sichuan Shaanxi region. The red culture of the old revolutionary base areas in Sichuan and Shaanxi is the sum total of various red material cultures, spiritual cultures and institutional cultures formed during a series of struggles and practices led by the CPC at that time, including the existing red cultural resources in physical forms such as various battle sites, red theme memorial halls, and red cultural resources in ideology such as red spiritual thoughts, It has important research significance and inheritance value.

2.2 The connotation of rural civilization

In the early days of the founding of the People's Republic of China showed a situation of emphasizing economy over culture. However, with the progress and development of the times and the need for a better life for people, more people have realized the importance of spiritual civilization construction, especially the construction of spiritual civilization life for rural residents in the new era. In 2005, the Fifth Plenary Session of the 16th Central Committee of the Communist Organization of China first explicitly proposed the overall goal of building rural civilization, but due to the comprehensive influence of various social development factors at that time, the actual effect was not significant. Until the 19th National Congress of the Communist Organization of China in 2017, the rural revitalization strategy was proposed, which specifically proposed the overall goal of rural civilization construction and clearly emphasized the importance of rural civilization construction.

In simple terms, "rural culture" refers to a civilized social atmosphere and good social atmosphere formed by the comprehensive effects of culture, legal system, customs, and other aspects in the vast rural areas of China. The carrier of the formation of civilized rural culture is also manifested in specific forms such as good customs, rural regulations, and agreements in rural areas. The construction of rural culture is guided by socialist core values and based on excellent traditional agricultural culture, to promote rural development The coordinated development of farmers in all aspects, through the construction of rural civilization, can enhance the overall ideological quality of rural residents, enrich their spiritual and cultural life, and promote the formation of a good social atmosphere and atmosphere in rural areas. Therefore, the general definition of rural civilization is that, under the premise of enjoying a certain material foundation and good infrastructure, grassroots organization organizations, in accordance with the specific goals and requirements of rural civilization construction, use various effective ways to promote the formation of a simple, friendly, mutual aid, harmonious and stable social atmosphere in rural areas, and guide rural residents to form a scientific, civilized, healthy and positive ideological quality.

2.3 The Logical Relationship between Red Culture and Rural Civilization in the Sichuan Shaanxi Revolutionary Old Area

2.3.1 The red culture in the revolutionary old areas of Sichuan and Shaanxi is highly compatible with the construction of rural civilization

The red culture of the CPC in the old revolutionary base areas of Sichuan and Shaanxi is an advanced culture formed in the process of leading the people of the old revolutionary base areas of Sichuan and Shaanxi in the revolutionary war to fight for liberation, freedom and independence. It has made great sacrifices for the good life of the vast number of compatriots, reflecting the close relationship between the people of Sichuan and Shaanxi and the CPC, with remarkable characteristics of the times and nationality. The construction of rural style and civilization in the new era is the original

intention and mission of the CPC to continue to adhere to Serve the People, and strive to meet the needs of the people for a better life. It can be seen from this that the goal orientation and value pursuit between the red culture and the rural style civilization are highly consistent, and both are ideologies with Chinese characteristics led by the CPC. Through in-depth analysis of the internal relationship between the red culture in the old revolutionary base areas of Sichuan and Shaanxi and the construction of rural style civilization, we can lay a good foundation for the construction of socialism with Chinese characteristics.

2.3.2 The Construction of Rural Civilization is an Important Opportunity for the Inheritance and Promotion of Red Culture in the Sichuan Shaanxi Revolutionary Old Area

The variety of red cultural resources in the Sichuan Shaanxi Revolutionary Old Area is rich and of great significance. Reasonable and effective development and utilization of them, fully leveraging their important value functions such as social value, economic value, and educational value, play an irreplaceable role in promoting the revitalization and development of the Sichuan Shaanxi Revolutionary Old Area. Due to geographical conditions and backward economic development, the overall effectiveness of the development and application of local red culture and the construction of rural civilization in the Sichuan Shaanxi Revolutionary Old Area differs from other developed regions. However, in recent years, due to the government's continuous focus on the development of cultural construction and the protection and utilization of red cultural resources in rural areas, the Central Committee of the Communist Organization of China proposed the "Revitalization and Development Plan for Sichuan Shaanxi Revolutionary Old Area" in 2016, The proposal of the rural revitalization strategy in 2017 marked a new phase in the revitalization and development of the Sichuan Shaanxi Revolutionary Old Area. As one of the overall requirements of the rural revitalization strategy, the implementation of specific work goals will effectively promote the inheritance and promotion of the red culture in the Sichuan Shaanxi Revolutionary Old Area.

2.3.3 The Red Culture in the Sichuan Shaanxi Revolutionary Old Area is an Effective Carrier of Rural Civilization Construction

On the one hand, the red culture of the old revolutionary base areas in Sichuan and Shaanxi contains the great revolutionary ideological spirit that the revolutionary ancestors firmly adhere to, including the ideas of courage to struggle, courage to struggle, solidarity, etc. These ideological spirits have a correct and positive role in guiding the impact of multiculturalism faced by the people in the new era and the change of social atmosphere. By fully tapping the intrinsic value of red culture, we can effectively give play to the red spirit, It plays an important role in promoting the formation of a healthy, positive, stable, and harmonious social atmosphere in rural areas. On the other hand, the construction of rural civilization needs to actively integrate the excellent traditional cultural content of the local area as a support for cultural heritage. As an advanced cultural achievement in the Sichuan Shaanxi region, the red culture of the revolutionary old areas can effectively enhance the substantive nature of rural civilization construction in the revolutionary old areas and promote the cultural revitalization of local villages.

3. The Difficulties Faced by the Integration of Red Culture into Rural Civilization Construction in the Sichuan Shaanxi Revolutionary Old Area

With the needs of social development in the new era, in order to further promote the coordinated development of urban and rural economy, and meet the material and spiritual and cultural needs of the people in rural areas, the country has proposed a rural revitalization strategy, requiring the implementation of rural civilization. In the process of implementing the rural revitalization strategy, it is common for various regions to attach importance to economic development while neglecting cultural construction and development, and the Sichuan Shaanxi Revolutionary Old Area is no exception. Although the development and growth of industries can achieve local prosperity and meet the needs of material life, cultural revitalization is the soul support for comprehensive rural revitalization. Using red cultural resources to promote the construction and development of cultural industries in revolutionary old areas is even more win-win. The Sichuan Shaanxi Revolutionary Old Area has abundant red cultural resources, but faces problems such as insufficient attention and development at the grassroots level. The population loss in rural areas has led to a lack of effective participation of farmers in the construction of rural civilization, and the role of red culture in the construction of rural civilization in the Sichuan Shaanxi Revolutionary Old Area is limited.

3.1 Insufficient understanding of grassroots organization organizations, resulting in outdated integration methods

Most of the revolutionary old areas in Sichuan and Shaanxi are dominated by mountainous terrain, and the level of economic development has always been relatively backward. Local grassroots organizations continue to focus on economic construction, neglecting the importance of cultural construction. The promotion of rural civilization construction work is based on policy plans, and there is insufficient development and utilization of the advantages of local red cultural resources. There is a lack of understanding of the importance of integrating red culture into rural civilization construction. This has led to deviations in the investment of special funds for local development and construction from the construction of cultural sites, resulting in poor results in the construction of rural civilization. The Sichuan Shaanxi Revolutionary Base Area, with the Bazhong region of Sichuan as the core area, has rich types of red cultural resources. However, the local area clearly places more emphasis on the economic benefits brought by the development of red tourism industry. As of 2022, the city has invested more than 700 million yuan in special funds for the protection and utilization of red cultural resources, and implemented the construction of the Bazhong City Museum (the new museum of the Sichuan Shaanxi Revolutionary Base Area), the Tongjiang Red Army stone inscription slogan group. There are over 30 projects for the protection and utilization of red resources, as well as the repair of commemorative facilities, including the former site of the Red Fourth Front Army Headquarters. The preservation of red resources in the city has been improved to some extent. However, insufficient attention is paid to the integration of red cultural resources into the construction of rural culture and civilization, and there is a lack of specific policy support in the local work process, resulting in a lack of practical motivation for the construction of rural culture and civilization, and a lack of innovative methods for the exploration and utilization of red cultural resources. (Data source: Bazhong Municipal Bureau of Culture, Radio, Television, and Tourism)

3.2 The single form of carrier application leads to poor integration effect

The effective integration of red culture into the construction of rural civilization in the old revolutionary base areas of Sichuan and Shaanxi requires understanding the actual needs of the local people, combining them with their daily lives, innovating the use of red culture carriers, and enhancing the driving force for the integration of red culture into the construction of rural civilization. Although there are many red cultural resources in the revolutionary old areas of Sichuan and Shaanxi, their distribution areas are relatively scattered, making it difficult to effectively concentrate and utilize them. Currently, in order to play a positive role in red culture, effectively promote the formation of a healthy, positive, harmonious and orderly social atmosphere in rural areas, and continue to promote the construction of rural civilization, specific practical methods include holding red culture themed practice activities during important festivals. The establishment of the Red Theme Village History Museum to display revolutionary cultural relics and carry forward the revolutionary spirit, etc. The practice results show that the red culture theme activities lack practical contact in the daily life of the people, and the red culture cannot be continuously spread. The static display of revolutionary cultural relics, in a single form, ignores the villagers' sense of participation and experience, is not enough to arouse the villagers' inner resonance, and the rural residents' degree of recognition and recognition of red cultural identity cannot be effectively improved. It can be seen that the integration of red culture into the process of rural civilization construction lacks innovation in the form of red culture carriers, and the endogenous motivation of rural residents is insufficient, resulting in poor integration effects.

3.3 Insufficient participation of farmers, resulting in a lack of motivation

Rural residents are the main participants in the construction of rural civilization and are also the direct beneficiaries. With the continuous acceleration of urbanization, most rural residents choose to work in cities to achieve their target values. The pace of urbanization is also subtly changing their values and lifestyles, and the status and value of red culture have also been impacted. Rural construction and development also face the problem of insufficient participation of the main body. According to statistics, in the core area of the Sichuan Shaanxi Revolutionary Old Area, Bazhong City, in 2020, the rural population was about 1.46 million people. Among the permanent population, there were more than 381100 rural elderly people aged 65 and above, and more than 211200 rural people aged 14 and below. Among them, only 20.66% of elderly people aged 65 and above had a junior high school education level or above, and only 33.9% were in basic physical health. The overall education level of the elderly population was low, and their physical fitness was poor. There are a large number of

children living in rural areas. The elderly, as vulnerable groups, are unable to provide too much manpower, material resources, and attention for the inheritance and development of red culture and the construction of rural civilization. Therefore, in the process of integrating red culture into rural civilization construction, there is a problem of insufficient participation from farmers. The integration of red culture into rural civilization construction lacks effective practical subjects, leading to a lack of integration motivation. (Data source: Bazhong City Bureau of Statistics)

4. Path Analysis of the Integration of Red Culture into Rural Civilization Construction in the Sichuan Shaanxi Revolutionary Old Area

The construction of rural civilization is a long-term and systematic work. Red culture is an advantageous resource with local characteristics in the Sichuan Shaanxi Revolutionary Old Area. To integrate red culture into rural civilization, it is necessary to correctly grasp the spiritual core and value implications of red culture and rural civilization, fully understand the importance and rationality of the integration of red culture and rural civilization, and promote the construction of rural culture to have connotation, characteristics, and infectivity [3].

4.1 Strengthen the construction of grassroots organization organizations and play a leading role

The grassroots organization organization team is the main force in implementing national policies and plans, and establishing a strong and powerful leadership collective of grassroots organization organizations is an important prerequisite for ensuring the construction of rural civilization. To comprehensively implement the rural revitalization strategy and improve the overall level of cultural construction in rural areas, it is necessary to fully leverage the leading role of grassroots organization organizations [4]. Therefore, the old revolutionary base areas in Sichuan and Shaanxi should dig deep into the connotation of red culture, actively play the value function of red culture, improve the sense of red cultural identity in the hearts of grass-roots staff, enhance the awareness of the importance of red culture in the construction of rural style civilization, and lay a solid foundation for the construction of rural style civilization. On the one hand, grass-roots organization organizations should regularly carry out organization lesson training activities, lead organization members and cadres to actively active learning about local red culture, strive to create a strong atmosphere for learning red culture, and enhance grass-roots organization members and cadres to understand the contemporary value and significance of red culture. On the other hand, the local government should be guided by the discussions of the Central Committee of the Communist Organization of China on inheriting and promoting excellent traditional culture, revitalizing the development of revolutionary old areas, and combining with the actual situation of the development of revolutionary old areas, actively strive for funding investment and talent intelligence support, fully play the leading role of organization organizations downward, and effectively innovate the specific ideas and methods of integrating red culture into the construction of rural civilization.

4.2 Innovate the use of carrier forms to activate red culture

Connect with the actual living needs of rural residents, innovate the use of red culture carriers, and effectively activate red culture. First of all, give full play to the advantages of the Internet, build a new red culture communication platform, actively use the TikTok, Sina Weibo, video number and other media platforms to open official accounts of red culture to tell red stories, and make excellent and simple propaganda works of red culture, so that the spread of red culture is more convenient, intelligent, and humanistic, so that red culture can penetrate into the people's daily life[5], and draw the background for the formation of a civilized countryside style. Secondly, in conjunction with the planning for the construction of beautiful rural areas, the use of wall painting to depict the theme of revolutionary figures in the form of image display walls not only effectively beautifies the rural living environment, enhances the rural cultural atmosphere, but also promotes red culture to become a unique cultural element integrated into the construction of civilized rural style. Finally, we will extensively carry out red culture themed activities, regularly organize rural performance activities, and showcase different levels of red literary and artistic works for different audience groups. This will effectively enhance the awareness and recognition of red culture among rural residents of all ages, unleash the educational value and guiding role of red culture, and promote the formation of a civilized rural atmosphere in rural areas.

4.3 Give full play to the role of farmers as the main body and promote rural civilization

Regardless of the development path or model, we adhere to the people-oriented concept as the development principle. As the main participants and direct beneficiaries of the integration of local red culture into the construction of rural civilization, farmers, as the main activity subjects in rural areas, should fully mobilize the enthusiasm of farmers, improve their recognition and understanding of red culture, and promote the integration of red culture into the construction of rural civilization with significant results. On the one hand, for the loss of rural population, local government departments have introduced a series of agricultural development policies and measures to strongly support migrant workers to return to their hometowns for entrepreneurship and employment, attract migrant workers to return to their hometowns for development, promote the active participation of farmers in local construction and development, effectively promote the role of farmers as the main body of rural construction, and provide main participation support for the integration of red culture into rural civilization. On the other hand, for the existing population in rural areas, different forms and categories of cultural training and policy propaganda can be regularly carried out to effectively enhance the political participation awareness of rural residents, mobilize their enthusiasm and initiative to participate in rural cultural construction, and lay a mass foundation for the integration of red culture into the construction of rural civilization. Finally, relying on red cultural resources and combining with the advantages of rural resource elements, the local government fully utilizes basic conditions such as land resources and natural environmental factors, develops rural industries based on market consumption needs, establishes a sound industrial chain, creates job opportunities, provides employment opportunities for local farmers, drives farmers' income growth, and solidifies the material foundation for the integration of red culture into rural civilization.

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3) The third batch of provincial-level ideological and political demonstration courses for higher education institutions in Sichuan Province: Introduction to Rural Development (No: 2022-151).

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