

Study on the Path of Helping Rural Culture Revitalization by the United States and the World

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Abstract: Of cultural support to put forward based on the current xi "sometimes-complex mix-and-match I in you", keep the cultural consciousness, sets up the cultural confidence, what's on for culture and art in the country, what I sing, can let the common people to know more about the party's principles and policies, especially for bolstering region, form the policy in art, the implementation of the rural cultural revitalization of the task. Encourage artists and students to teach acting, singing and composition at grassroots level and in rural areas. Passing through a town will drive a town, through a village will drive a village, through a home will drive a home. Universities have provided policy, manpower and technology support and guarantee for rural revitalization. Rural practice also promotes the transformation and development of colleges and universities, so that colleges and universities can better adjust the orientation of running schools, optimize the layout of disciplines and professional structure, and finally achieve the coordination and interaction between the sustainable development of colleges and universities and rural revitalization.

"A blueprint is drawn one stroke at a time, and one brick and one tile is a wonderful scene." With the continuous deepening of rural construction, "art to help rural development" has gradually become an important part of the revitalization of rural culture. As an art major in colleges and universities, because of its professional convenience, it has become one of the main forces to help the countryside[1]. The transformation of colleges and universities has made all disciplines and courses face the society and have the courage to practice. To revitalize and prosper rural culture, carry forward the local customs and civilization, and help General Secretary Xi Jinping's call for the huge project of rural revitalization, we enter the countryside to impress people with art, spread culture with interpretation, and praise civilization with singing and dancing[2].

1. The Feasibility of Colleges and Universities to Help the Revitalization of Rural Culture

In 2018, the Central Committee of the Communist Party of China and the State Council issued the "Rural Revitalization Strategic Plan (2018-2022)" policy, which officially opened the prelude to the "Rural Revitalization" strategic plan. In this plan, the strategic goal of "prosperity and development of rural culture" is put forward, and it is pointed out in detail that the rural excellent traditional culture should be inherited and developed, and the spiritual and cultural life needs of farmers should be basically met. Then, according to the content in the plan, how to carry out the plan, how to inherit and develop "the excellent traditional culture of the countryside, how to meet

the needs of farmers' spiritual and cultural life", and who will carry out the implementation of the development plan, have become the issues we have to think about[3]. As a special group serving the society, colleges and universities have become a part of the main body that cannot be ignored in the revitalization of rural culture. Its feasibility is mainly reflected in: firstly, colleges and universities themselves have the responsibility of serving the society; secondly, the education and training of college students cannot be separated from the society, and must be in line with the society; thirdly, the advantages of colleges and universities have also become the advantages of helping rural revitalization. Convenience[4].

In recent years, the practical work of colleges and universities in helping literature and art to go to the countryside has been supported by policy theory and has made a qualitative leap. For example, the China Academy of Art's activities in Xianju County, Zhejiang Province, to promote the revitalization of rural culture, are committed to building an influential scientific research, education, and practical training base at home and abroad[5], providing samples for the construction of beautiful Xianju villages and the protection and development of traditional ancient villages. ; Teachers and students of Zhejiang Agriculture and Forestry University designed courtyards for farmers free of charge to help rural cultural revitalization activities[6]; Guangzhou University Songtian College Department of Art and Media and Guangdong University of Finance and Economics Huashang College carried out cultural revitalization activities in Dengshan Village, and jointly built Cultural and creative research and teaching practice base, etc. There are many activities similar to this, and various domestic colleges and universities have actively carried out this activity in various forms[7]. In addition, the implementation of this policy is more feasible through some supporting policies. For example, the "East-West Cooperation Mechanism and the Supporting Support" and other measures, a large number of educational support teams from colleges and universities are stationed in poverty-stricken areas such as the "Three Districts and Three Prefectures" in the west, which have made contributions to helping the local development of culture and art education. From this, it can be seen that it is feasible for colleges and universities to help the revitalization of rural culture with their own professional advantages[8].

2. The Main forms of Colleges and Universities to Help the Revitalization of Rural Culture

Through the investigation, in the practical activities carried out by colleges and universities to help the revitalization of rural culture, there are mainly the following forms: 1. The form is led by the school and students participate in it[9]. The second is to carry out the construction activities of literature and art going to the countryside based on relevant practice projects. Improve the level of art education, cultivate art talents, and serve local economic development; a large number of rural art teachers in poverty-stricken areas have obtained opportunities through the "National Training Program" in colleges and universities to come to higher art colleges for further study, broaden their horizons, and improve their abilities; a large number of rural craftsmen Through the non-genetic inheritance group research and training programs of the Ministry of Culture and Tourism and the Ministry of Education, enter higher art institutions[10], improve concepts, discover yourself, and gain motivation and confidence for innovation and development. Taking the research and training program for non-genetic inheritors as an example, since its implementation in 2015, more than 100 art departments of colleges and universities have joined the research and training program, and tens of thousands of non-genetic inheritors and craftsmen have been trained for rural areas. , many of whom have become leaders in rural revitalization[11].

3. The Main Contents of Colleges and Universities to Help Rural Cultural Revitalization

3.1. Use Education as a Means to Drive the Accumulation of Humanistic Heritage

The development of cultural education and teaching support is one of the main contents of rural revitalization. Education is inseparable from educators. Cultural educators promote social development and lead students to enter the society and dare to practice. Rural development requires the hard work and dedication of educators. Effort[12]. The smooth development of the "Three Going to the Countryside" volunteer education activities for college students has injected fresh blood into the education in the practice area, greatly consolidated the foundation of rural culture, and played a positive role in the development of rural basic education. For example, in 2018, Shaanxi University of Science and Technology carried out the "Three Going to the Countryside Teaching Support Activities" with the theme of "Special Social Practice of Warming Childhood and Caring for Left-behind Children"[13]. Activating and inheriting the excellent traditional culture, mobilizing the humanistic heritage, and using the support education platform to give full play to the professional advantages, the responsibility is on the shoulders, the road is at the feet, and all the way forward[14].

3.2. Relying on Professional Technology to Drive the Construction of Rural Cultural Undertakings

The media of the new era vigorously publicized the revitalization of rural culture and the sending of literature and art to the countryside, giving the dissemination of rural customs and customs a certain amount of cultural confidence and cultural heritage, while the short videos with the new era as the main feature can break through the limitations of time and space, and rely on the platform to spread. With the advantages of wide coverage, wide audience and great influence, it provides a virtual space for the dissemination of rural art and a new opportunity for the dissemination of rural art. Therefore, while paying attention to the widespread dissemination of rural art in traditional media, we must also seize the short video traffic to create miracles. The use of new media technology to promote the rural revitalization strategy has become an irreversible development, building and improving new media technology and facilities. In the process of practical work and study, we can make full use of the modern online short video platform, combine online and offline cultural construction, and take into account the purpose of rural cultural construction and publicity at the same time. Students from Xinjiang Normal University photographed their trip to Shache County for the Sanxia Countryside Art Exhibition and uploaded it to Douyin, letting people across the country know that Xinjiang is famous for its outstanding people and rich products, which has promoted local economic development and sales of various products.

3.3. Promoting the Construction of Rural Traditional Culture by Means of Protection and Inheritance

There are many traditional local cultures in various regions, such as cultural relics, historical sites, style buildings, forest garden ruins and other solid traditional cultures, and even some traditional cultures such as folk literature, music, opera, witch dance and so on belong to the intangible culture of the region heritage. Therefore, colleges and universities should rely on abundant human resources and excellent professional knowledge and skills, and take the protection and inheritance of rural traditional culture as the service entry point according to local conditions. Connotation, in-depth exploration of the contemporary value of traditional culture, so as to promote the construction of rural traditional culture.

3.4. Promote the Development of Local Culture and Education by Sending Literature and Art to the Countryside

General Secretary Xi Jinping's important thoughts on youth work and the spirit of the important instructions of his important speeches to visit Shaanxi guide the vast number of young students in our school to broaden their horizons, increase their knowledge, and temper their skills on the broad stage of social practice. Shaanxi University of Technology "Silk Road Source Point, Building The "Dream Village" practice group and Tianhan Grand Stage jointly held a cultural performance with the theme of "Big Hands Holding Small Hands, Building a Village Dream Together". , increase talent. In the past, the transportation was inconvenient, and the literature and art could not go out or enter the countryside. It was always limited to one place, and it only achieved inheritance and development. A "backward" local culture is unappreciated. Nowadays, the revitalization of literature and art in the countryside is in full swing, and square dancing is also developing with a hometown flavor.

4. Problems Existing in Colleges and Universities Helping Rural Revitalization

Although the above helps rural revitalization in colleges and universities; there are many implementation contents and practical methods, not only in theory, but there are still some problems in practical operation.

4.1. The Content of the Activities Carried out is not Deep Enough (What Aspects are the Content not Reflected In)

The content of the activities is too monotonous, and there are many activity carriers proposed by colleges and universities, but the activities carried out are scattered, rigid, independent, and not systematic. The content is limited to basic activities, lacks innovation, and lacks the extension of cultural revitalization activities. The ability to grasp the center and discuss major issues is not strong, and the systems in all aspects are not perfect, and there are always fish that slip through the net, and it must not only exist in form.

4.2. College Students Lack the Awareness of Active Participation

Through the investigation and research on practical activities, most of the student activities are only in the school, exist in their own small world or comfort zone, not into the society, not into practice, college students lack the initiative to serve the society and participate in the group consciousness. At this stage, college students are often led by individualism, with weak organization and no plans of their own. This is not only reflected in personal awareness but also in activities to help rural revitalization.

4.3. The Persistence of Processing Work is not Strong

Since most of the rural revitalization practice activities in colleges and universities are short-term, many colleges and universities have not carried out follow-up revitalization work for a long time, and the revitalization of college students will stop when they leave the rural areas. For example, Shaanxi University of Science and Technology assisted the Qiang culture in Ningqiang County, Hanzhong City, wearing Qiang costumes as a voluntary tour guide, and combining personal expertise to perform talent shows, but there was no continuation after the end. A habit also takes time to carve out results.

5. Countermeasures and Paths for Colleges and Universities to Help Rural Revitalization

In response to the above problems, we will discuss the countermeasures and paths for colleges and universities to help rural revitalization. The suggestions are as follows:

Combined with the policy document of the "Strategic Plan for Rural Revitalization (2018-2022)", the contents of the document should be studied in depth, and in-depth development should be carried out from multiple perspectives and aspects.

(1) Develop cultural industries with rural characteristics.

Actively encourage and help guide new cultural talents, build a batch of new cultural bases, and build cultural villages. Actively build traditional festival cultural art supplies and folk arts and folk performance projects such as martial arts, opera, acrobatics, lion dance, musical instruments, etc., to promote the coordination of cultural resources and modern consumer demand. Promote the deep integration and innovative development of culture, tourism and other industries.

(2) Enriching rural cultural life

The economic prosperity of the countryside will surely give rise to the people's yearning for a better cultural life. To build a beautiful village with local flavor, cultural soul and regional characteristics, it is necessary to continuously enhance the people's ability to discover, perceive and create rural beauty. Build and improve the social public cultural service system, increase the supply of public cultural products and services, and extensively carry out mass cultural activities. To enrich cultural activities and cultivate a cultural atmosphere, it is not only necessary to fully explore the literature, art and folk artists in the village, but also to guide the villagers to carry out relevant cultural and sports activities. In accordance with the requirements of standards, networks, content, and talents, improve the rural public cultural service system, strengthen the construction of grass-roots comprehensive cultural facilities, promote digital construction, improve the rural public sports art service system, and promote full coverage of village fitness facilities. We want to have historical splendor in the life of science and technology.

(3) Revive traditional culture and build a new style of civilization

Colleges and universities help villages to unearth some villages rich in natural, historical and cultural resources, such as historical and cultural villages, traditional villages, ethnic minority villages, and famous scenic tourism villages, and strive to maintain the integrity and authenticity of the villages, revive cultural relics, historical buildings, Traditional Culture. At the same time, using the characteristic resources of the village, on the basis of ensuring the development of the rural economy and realizing the economic prosperity of the farmers, the spiritual wealth of the farmers can be realized. Under the leadership of the university team, through radio, television, mobile phones and other media to increase publicity efforts, carry forward the exemplary and leading role of new townspeople such as excellent moral models and good people around them, and educate and guide the majority of villagers to consciously abandon some stereotypes and bad habits, so that healthy and civilized people The way of life is deeply rooted in the hearts of the people, cultivating a fine family style and a civilized rural style that are suitable for the construction of socialist beautiful countryside.

To enhance the active awareness of college students to participate in social services, and to formulate and increase the measures and means of college students' social practice, we can start from the school's management mechanism and talent training program. In this way, for college students, it not only improves their social participation, improves the cultivation of practical application ability, but also greatly promotes the revitalization of rural culture by colleges and universities.

Universities establish a long-term supporting mechanism

The construction of rural culture is not something that can be accomplished overnight. How

colleges and universities can effectively carry out the construction of rural culture for a long time requires that colleges and universities can establish a long-term assistance mechanism based on their own characteristics. The first is to strengthen the organization and establish a leading organization for assistance work; the second is to clarify the key tasks of assistance and strengthen the connection with the rural areas; the third is to establish and improve the assistance work system, such as the research system and regional cooperation joint meetings. The fourth is to strengthen the responsibility implementation and supervision of the assistance work. Colleges and universities should adhere to the development principle of "based on local areas, integrated into local areas, and serving local areas", provide support for rural revitalization, and work with local governments to jointly promote the revitalization of rural culture.

The report of the 19th National Congress of the Communist Party of China proposed the implementation of the rural revitalization strategy. As a result, the vivid practice of building a modern new countryside that is beautiful, civilized, livable and prosperous has been carried out in an orderly manner on more than 9.6 million square kilometers of land. The countryside is the cradle of Chinese excellent traditional culture. With the intervention of art practice in colleges and universities, the traditional villages have radiated new vitality, and for a large number of ordinary villages, the intervention of art practice is also constantly changing the appearance of the countryside. The implementation of public art activities such as rural planning and architectural design that combines the characteristics of the regional environment, the creation of rural landscapes that conform to the laws of natural ecology, and the beautiful painting of the countryside with the participation of villagers have greatly changed the appearance of the original ordinary villages. The countryside has become beautiful, you can see the mountains and the water, and the beautiful memories of nostalgia are back.

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