

# ***Research on Rural Cultural Construction under the Background of Common Prosperity—Take Zhejiang Rural Culture Auditorium as an example***

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**Abstract:** The construction of rural cultural auditorium is an important measure to improve people's livelihood, meet farmers' spiritual and cultural needs and build farmers' spiritual home. The construction of rural cultural auditorium should not be the burden and achievement of village cadres, but should be the treasure land of rural people. After on-the-spot investigation, we found excellent management and operation strategies of cultural halls, but also found that there are many problems in cultural halls at present, such as the increase of new tasks and the difficulty of construction, and the insufficient supply of effective services in rural cultural halls. For this reason, we discussed the development status of cultural auditorium under the background of new rural construction, and designed the rural cultural auditorium construction promotion software, a software used to evaluate the villagers' satisfaction survey on the achievements of rural cultural auditorium construction.

## **1. Introduction**

General Secretary Xi Jinping pointed out that the construction of rural spiritual civilization is very important, material into spirit, spirit into material is dialectical view, the implementation of the rural revitalization strategy should be grasped together material civilization and spiritual civilization, especially to improve the spiritual outlook of farmers.

## **2. Brief Introduction of the Construction Status of Rural Cultural Auditorium in Zhejiang Province**

In recent years, the construction of cultural auditoriums in Zhejiang Province has made remarkable achievements. Cultural auditoriums with their own details and connotations have become new positions, new windows and new business cards for propaganda and ideological and cultural work in rural areas. The current situation of rural cultural auditorium construction in Zhejiang Province can be summarized in four aspects.

### **(1) Building with rules**

Incorporate the construction of rural cultural auditorium into the “13th Five-Year Plan”, taking Yinzhou District as an example. From 2013 to 2017, the whole district invested a total of 186 million yuan in all kinds of funds. In 2018, 23 new cultural auditoriums and 9 community cultural homes will be built, and it is clear that the rural cultural auditoriums in the whole region will be fully covered by

2020. On the basis of strict implementation of “having places, exhibitions, activities, teams, organic matters, learning and teaching, etiquette and entertainment”, a number of characteristic auditoriums such as “red” series, “sages” series, “folk customs” series and “ecology” series are built by self-defined standards.

#### Organiazation with system

In the whole city, the Opinions on Further Establishing and Perfecting the Long-term Management and Operation Mechanism of Rural Cultural Auditorium was first issued, which solved the problems of “who will lead”, “how to operate” and “how to evaluate”. Actively promote the “Council” system, because the village system should establish a team of administrators, stylists, lecturers and lecturers, and constantly improve the operation level of grass-roots management. <sup>[1]</sup>

#### (3) Usage with guarantee

Relying on the advantages of the National Public Cultural Service System Demonstration Zone, we will provide 10 categories and 28 items of single-order cultural service distribution to the cultural halls of the whole city. Relying on the Cultural Auditorium to carry out the popularization project of “one person, one art” for the whole people, and realize more than five cultural teams in each village.

#### (4) Cultivation with connotation

Actively carry out the popularization and publicity of civilized etiquette into the auditorium, and cultivate new farmers who learn, know and keep ceremony in the cultural auditorium. Give full play to the advantages of the birthplace of the national micro-party class, and train hundreds of micro-preachers “light cavalry” to enter the auditorium for over 500 lectures. In combination with the construction of “Yixiang Yinzhou”, activities such as the selection of “Good Family Style and Good Family” and the collection of “Good Family Rules and Good Family Training” will be widely carried out to promote the socialist core values to take root.

### **3. Current Problems in Rural Cultural Halls**

#### **3.1 The Financial Guarantee for the Function is Insufficient**

##### **3.1.1 The Construction Funds Are Insufficient**

Taking Ningbo as an example, according to the current financial system, Ningbo is not included in the provincial special subsidy project, and all the funds are solved by itself. The lack of financial guarantee is mainly reflected in the unbalanced guarantee structure. Every year, the municipal finance is guaranteed according to the number of tasks assigned by the province, and the actual number of construction after self-pressurization is much higher than the provincial tasks. Due to the lack of sufficient funds, many auditoriums are in a backward state in public cultural infrastructure, and it is difficult to improve the effectiveness of cultural activities [2];

##### **3.1.2 Lack of Operating Funds**

Although the relevant documents of the province have repeatedly emphasized that the operating expenses of each completed cultural auditorium should be no less than 20,000 yuan, and it is included in the selection criteria for excellence, there has been no such financial expenses at the municipal level all along, and all of them have to be solved by local governments themselves;

##### **3.1.3 There is No Incentive Fund**

With the selection of star-rated cultural auditoriums, demonstration counties (cities, districts) and demonstration towns (streets) in the province, the specific amount of reward and subsidy has also been defined. This part of the funds is not guaranteed by the municipal finance at present. If it has not

been available, it can only be implemented from the construction funds at a discount according to the provincial standard. This makes the construction funds more inadequate, coupled with the current lack of ideological understanding of rural cadres, and the slow progress of individual construction of cultural auditoriums. It will be difficult to improve the foundation, conditions and enthusiasm of all localities, resulting in the slow progress of auditorium construction.

### **3.2 The Supply of Effective Services in Rural Cultural Halls is Insufficient, and It is Difficult to Meet the Growing Spiritual and Cultural Needs of the Masses**

Content is the foundation of cultural auditorium, and form is the way of cultural expression in auditorium. It is very important for the construction of rural cultural halls to be “content-oriented”. However, in the concrete implementation process, some things that are more explicit in form, such as the construction of rural cultural halls and all kinds of exhibitions, are easy to see and operate, so the investment is relatively large, while the content can't be seen or touched, so the energy spent will be relatively small. The service content supply has not been accurate, and the corresponding talents are seriously lacking, which cannot fully meet the farmers' yearning and demand for a better life[3].

### **3.3 There is an Imbalance between Regions, and Efficient and Powerful Departmental Joint Forces Have Not Yet Been Formed**

At present, due to the financial foundation and other reasons, the investment in rural cultural auditoriums varies from place to place, and the poor conditions are only hundreds of thousands or even hundreds of thousands. This leads to some differences in the use of the built cultural halls, and some cultural halls have problems such as single function and few activities. At present, there are many members of the leading group for the construction of rural cultural auditoriums. However, due to different emphasis and institutional adjustment, their enthusiasm for active participation is not high, and some of them are still carried out according to the tasks assigned by the Propaganda Department of the Municipal Party Committee. The situation of co-construction in Qi Xin has not yet formed.

### **3.4 People's Sense of Identity Satisfaction is Poor, and It is Difficult for the Whole People to Participate**

#### **3.4.1 Some Village Cadres Have a Poor Understanding of the Importance of Rural Cultural Auditorium Construction.**

Although the higher-level government attaches great importance to it, many village cadres do not realize the importance of the construction of rural cultural auditorium to the construction of new countryside when it is implemented at the grass-roots level. They think that the cultural auditorium is the place where farmers usually create activities and can't get any benefits, so they are unwilling to build it at heart [4].

#### **3.4.2 The Villagers' Ideas Have Not Changed Fundamentally.**

Rural revitalization and new rural construction have caused earth-shaking changes in village appearance. However, it is a long process to change from farmers to rural residents. Some villagers' ideas have not changed fundamentally, and they are not aware of the role of rich and colorful cultural life in promoting productive labor. This makes some farmers think that rural cultural construction is a matter of the state and has nothing to do with themselves. This kind of psychology makes some villagers have no motivation to devote themselves to the construction of new rural cultural auditorium, and their initiative and initiative need to be tapped.

## **4. Countermeasures against the Problems Existing in Rural Cultural Auditoriums**

### **4.1 Promote the “Construction” of Standardization**

At present, the construction of rural cultural auditorium hardware facilities is still a basic work in the future.

First, “construction” should be planned. Scientific planning is the premise of doing a good job. It is necessary to look at the cultural auditorium beyond it, and incorporate it into the planning system such as the 13th Five-Year Plan, the new rural “beautiful countryside” construction plan, and the standardization and equalization of rural public cultural services.

Second, “building” should have standards. Last year, our province formulated “four lists” of grassroots propaganda and ideological and cultural work, which also put forward specific requirements for the construction of rural cultural auditoriums. According to these requirements in the “four lists”, all localities should strictly implement the standard of “five types and three types” in facility construction, and strive to improve the level of facility construction, so that the standard is not loose and the quality is not degraded.

Third, “building” requires investment. In the next five years, the proportion of newly-built rural cultural auditoriums will be higher and higher, and with the increase of the number put into use, the demand for daily operation funds of rural cultural auditoriums is increasing, and the requirements for investment are also higher. It is necessary to give full play to the leading role of provincial special funds, giving priority to county and township finance and village collective economic investment, encouraging enterprises and social enthusiasts to sponsor, and encouraging civilized units to build cultural auditoriums in pairs with rural areas.

### **4.2 Promote Standardized “Management”**

With the increasing scale of rural cultural auditorium, the task of standardized management will become heavier and heavier, and it is imperative to improve the quality and efficiency of management.

It depends on the system. The management and operation of rural cultural auditorium involves not only people, things, money and things, but also a set of practical management system, so that it can be orderly and relaxed. The “Measures for the Implementation of Rural Cultural Auditorium Management (for Trial Implementation)” promulgated by the province will improve the operational management norms of rural cultural auditoriums and ensure the long-term operation of rural cultural auditoriums.

Second, it depends on the team. The team of administrators is the key to ensure the orderly and efficient operation of rural cultural halls. No matter how perfect the system is, it will ultimately be implemented by people. Practice also shows that all rural cultural auditoriums are equipped with full-time administrators. All localities must pay attention to the selection of administrators, and earnestly strengthen the guidance and training of this team to improve its ability and quality.

### **4.3 Promote the “Use” of Normalization**

The effectiveness of rural cultural auditorium construction is closely related to how farmers use their “demand side”, which is determined by the breadth of their “participation” and the depth of their “response”. The “use” to promote normalization is mainly at two levels:

The first level is “use”, that is, how the party committee and government make good use of the rural cultural auditorium. From the practice of these years, it is an important experience to improve the comprehensiveness of use. Integrate the projects carried out by various departments of the publicity and culture system, integrate grassroots publicity and culture with party member's education,

scientific popularization, physical fitness and other facilities, comprehensively provide all kinds of public services, gather popularity and facilitate the masses, and jointly promote the construction of rural cultural auditoriums.

The second level is “enjoyment”, that is, how to make farmers better enjoy various services brought by rural cultural auditoriums. First of all, there should be content available. It is necessary to make more efforts in content construction, provide more service content that is combined with people's production and life, carry out more publicity and education activities that are popular with the masses, and promote the construction of “menu-style” public cultural service distribution platform. In addition, we should vigorously promote the “planting” culture, encourage all localities to widely carry out a series of activities such as “Our Village Night”, and constantly meet the spiritual and cultural needs of the peasants. <sup>[5]</sup>

#### 4.4 Promote Connotative “Education”

The basic orientation of rural cultural halls is “spiritual home”. To build a “spiritual home” is not simply to build a building. More importantly, it is necessary to increase the spiritual connotation of cultural halls, fully stimulate the endogenous vitality of farmers, and let farmers have spiritual sustenance in cultural halls.

It is the culture of the first education hall. In terms of connotation, auditorium culture should include red culture, etiquette culture and homesickness culture.

The second is to cultivate the village customs. Good village customs are an important part of auditorium culture. It is necessary to set up various publicity platforms such as the list of good deeds, the list of good people and the list of the most beautiful people in rural cultural halls, fully display all kinds of advanced deeds, and promote the formation of the value recognition of goodness and beauty. It is also necessary to carry out in-depth activities to create spiritual civilization in rural areas and evaluate rural customs, rely on mass organizations such as villagers' councils, establish and improve various village rules and conventions, and constantly improve the civilized quality of farmers. Cultivate the culture of Xinxiang sages with local characteristics and the spirit of the times, and promote the formation of good social customs.

The third is to cultivate a cultural team. From the practical point of view, we should focus on cultivating three teams: first, rural cultural and sports teams. Every rural cultural auditorium should build a number of teams with neat staff and distinctive features, which can regularly carry out cultural and sports activities such as training, performances and competitions. A village with three or five large-scale cultural teams can attract more villagers to participate. Second, rural cultural talents and cultural leaders. In rural areas, there are a large number of cultural backbones and talented people active, so we should provide them with more stages to show their faces and talents, so that all kinds of amateur cultural activities can be carried out vividly. Third, cultural volunteers. Promote the literary and art workers, teachers and students of art colleges, especially those of county-level cultural centers and literary and art academies, to make extensive twinning and marriage with rural cultural halls, so that they can become an important force for the sustainable development of rural cultural halls.

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