

Study on Rural Culture under the Background of Rural Revitalization

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Abstract. In his 19th CPC national congress report, general secretary xi jinping, standing at the height of The Times and the overall situation, profoundly expounded the importance of cultural construction -- "culture is the soul of a country and a nation" and "cultural confidence is a more fundamental, deeper and more lasting force in the development of a country and a nation. In the process of completing the building of a moderately prosperous society in all respects and realizing socialist modernization, the vast rural areas remain the most arduous and onerous areas for us to accomplish. Therefore, based on the elaboration of culture in the nineteenth report, we should attach great importance to the role of rural culture in rural revitalization and promote the further implementation of the strategy of rural revitalization with the prosperity of rural culture.

Keywords: 19 cultural; self-confidence rural; revitalization.

1. The Historical Connotation of Rural Culture

Rural culture is the spiritual home of the villagers. The famous sociologist Fei Xiaotong pointed out in the book "Local China" that the native China mentioned here is not a sketch of a specific Chinese society, but a special kind contained in a specific Chinese grassroots traditional society. The system governs all aspects of social life. "Country" refers to a range based on geography and blood. "earth" means that rural social forms depend on maintaining a sustainable way of life. This kind of rural culture based on land, rooted in geography and blood, and urban culture There are "harmony and difference" in humanistic style and ethical norms. For thousands of years, the peasants who have made sunrises and sunsets have cultivated many cultural factors in the practice of hard work in the countryside. Such as folk customs, legends, ancient monuments, celebrity biography, village regulations, family genealogy, traditional skills, ancient trees and so on. So far, the reason why the villages in many parts of China still maintain the simple and elegant rural rhyme, simple and quiet rural style, is inseparable from the nourishment and infiltration of its unique rural culture. It can be said that rural culture is not only the origin of Chinese excellent traditional culture, but also the emotional conversion and spiritual homeland of the majority of farmers. No matter how the society evolves, how the times change, and no matter when the villagers leave their hometowns, how far they go home, and where they live, the countryside is always a memory and concern that people can't erase. The rural culture is always lingering. The thick nostalgia.

As a traditional agricultural nation, China's rural culture creates and preserves the world's most valuable farming techniques and agricultural heritage, and also forms a set of cultural systems of value, emotion, knowledge and interest, in addition to the world's refined, ecological In addition to the production of high-quality food, and in the process of agricultural production, our great ancestors have summed up a set of philosophical thoughts of "Heaven and Man", "Daofa Nature "The self-cultivation lifestyle, and the wisdom of understanding the life of the body. It is precisely because of this pursuit of harmony, stability, and calmness of the soil of farming civilization, it has nurtured the Chinese culture of "Heaven and Man", "People's Objects" and "Hai Na Baichuan". In the exchanges with the heavens, the earth, and the people, the Chinese ancestors created the wisdom of life, such as respecting the ancestors of God, advocating goodness, loyalty, loyalty, and thrift, forming a colorful production and life style, which has created 5,000 years to now. The Chinese civilization is still not interrupted. This is an important supplement to the world civilization, and it has also made an invaluable contribution to the process of world civilization. It is undeniable that excellent rural culture is the root and pulse of our Chinese culture.

2. The Internal Relationship between Rural Culture and Rural Rejuvenation

In the rural construction movement that emerged during the Republic of China, the famous scholar Liang Wei believed that the rural culture retains the "Chinese doctrine as the fundamental spirit" , at this stage, China's rural areas are the most concentrated areas of reform, and rural culture is rooted in the vast Chinese countryside. The concept of rural culture is more than the city, which contains the simple lifestyle and excellent value tradition of the Chinese people.

In the "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy", "The implementation of the rural revitalization strategy is an inevitable requirement for resolving the contradiction between the people's growing needs for a better life and the development of inadequate imbalances. The inevitable requirement of the goal of a hundred years of struggle is the inevitable requirement for realizing the common prosperity of all the people. It marks the turning point of contemporary China from the rural society dominated by the farming economy to the urban society dominated by the industrial economy. It shows that after 40 years of reform and opening up, China's economic and social development level has made a qualitative breakthrough, and it is getting closer and closer to the country's goal of achieving modernization. This is a very good event. However, the development of rural areas is still the shortcoming of China's modernization development. Compared with cities, the problem of insufficient economic and social development imbalance is still the most prominent. Not only is the level of rural economic development lags behind cities, but also the lack of governance in rural areas and the ideology of rural backwardness and the decline of traditional spiritual culture and moral ethics.

The reason why the Central Committee of the Communist Party of China put forward the concept of "village" in this opinion is because it is integrated into the development of China's modernization process and regards the country as an independent social level. It is necessary to integrate the comprehensive development of the village into two hundred years. The five points of connotation mentioned in the rural revitalization strategy are "prosperous industry, ecological livability, rural civilization, effective governance, and affluent life". The civilized civilization is the basic point and the ultimate goal for us to build villages and revitalize the village. Careful excavation of the historical and cultural development of various rural areas and the connotation of rural cultural foundations must be taken seriously in the revitalization of the countryside, because it not only links the past of the countryside, but also heralds the future of rural exploration and rejuvenation.

3. The Practical Needs of Rural Cultural Construction

CCTV's "Focus Interview" broadcasted the program "Teaching Dance on the Funeral" in August 2016, telling a strange practice in the hot spring town of Donghai County, Lianyungang City, Jiangsu Province. Many people who have funerals invited the "performance team" to undress. Dance performances, some young people also took the opportunity to watch for free, and some children are watching around the stage. In September 2016, a woman dances in the auditorium of a village committee in Fujian Province. These phenomena have seriously polluted the local cultural life. If such an ugly phenomenon cannot be effectively and effectively curbed, it will become more and more fierce and become a kind of ethos, which will inevitably have a bad influence on the local folk customs and endanger the stability of society.

Although these are phenomena in individual places, they have sounded the alarm for the construction of rural culture under the current revitalization of the countryside. With the development of agriculture, the progress of the countryside, and the prosperity of the peasants, the spiritual life of the peasants is blank and empty, which is incompatible with the improvement of material life. In the practice of rural revitalization strategy, the material life of farmers in some places is rich, the amateur cultural life is still monotonous, and gambling and superstitious activities are prevalent. This is related to the local level of neglect of rural cultural construction. In some places, revitalization is only focused on economic construction and ignoring cultural construction.

The construction of rural culture has been detached, and it has not been effectively valued and implemented in rural areas. What's more, adopting an inaction attitude towards a culture that seriously pollutes the folk culture is conducive to the spread of bad atmosphere. In the long run, it will not only pollute the local civilized civilization, but also affect the achievements of material civilization and the progress of society, which will seriously hinder the construction of rural culture, so that the soul of the rural revitalization strategy will be scattered for two hundred years. The goal is not to know where to start.

These phenomena have revealed that even if the peasants' lives are improved, if they cannot meet their growing spiritual and cultural needs, the rural revitalization strategy will not be able to make substantial progress. Neglecting the wrong tendency of the folklore civilization should cause us to pay enough attention.

4. The Predicament of Rural Cultural Construction

4.1 Insufficient Understanding of Rural Cultural Construction

In the rural areas, economic poverty alleviation has been regarded as a top priority by governments at all levels, and rural grassroots democratic political construction is also gradually taking place. However, the construction of rural culture for farmers has not yet been included in the agenda of most governments. In some leaders, economic indicators are hard tasks. Not paying attention will not only affect political achievements, but even even throw away black hats. Cultural work is only Soft indicators, verbally mentioned at the beginning of the year, written on the year-end summary. Under the misunderstanding of this concept, cultural work in some places has been seriously ignored, the quality of farmers Unable to improve, the various businesses of rural revitalization are affected.

4.2 The Funding for Rural Cultural Construction is Seriously Insufficient

Many local cultural undertakings account for less than 1% of the financial expenditures for many years. If the project construction and policy-based capital increase factors are deducted, some local cultural undertakings are also in negative growth, and many local rural cultural units are hard to get full funding. Guarantee , can only guarantee basic wages, in some poor areas and financial subsidies There is almost no funding guarantee for cultural construction, especially in towns and villages. As a result, the development of rural cultural undertakings has been seriously hindered. Moreover, with the deepening of tax and fee reform, while reducing the burden on farmers, it is also objectively making township finance more difficult.

4.3 The Cultural Position is Lost and the Cultural Facilities are Outdated

First of all, due to the limited financial resources of the municipalities and counties, the construction of rural cultural facilities cannot be guaranteed. At present, some villages and towns have no special cultural facilities, which has made the development of cultural undertakings difficult. And now, there are still many blank spots in the construction of rural cultural facilities. Some township cultural stations are in name only. Many of the existing township cultural institutions have only one brand or one office space, and it is impossible to carry out extensive cultural exchange activities. Some township cultural stations have no books and activities, and thus become empty shells. After the reform of township and village organs, the cultural stations in some places were abolished, the organizational management functions of rural cultural work were weakened, and the cultural workers were poorly treated. This made the rural cultural activities stay in a state of spontaneous dispersal and it was difficult to develop and grow.

5. Conclusion

Implementing a rural revitalization strategy, rural culture is undoubtedly the leader and leader. It is necessary to promote the revitalization of rural culture, strengthen rural ideological and moral

construction and public cultural construction, take socialist core values as the guide, deepen the ideological concepts, humanistic spirit and moral norms contained in excellent traditional farming culture, cultivate and excavate local cultural talents, and promote the main theme and The society is upright, fostering civilized rural style, good family style, simple folk customs, improving the peasants' spiritual outlook, improving the level of rural social civilization, and rejuvenating the new civilization of rural civilization. As a traditional cultural form rooted in rural life and different from urban culture, rural culture has a strong local flavor and strong humanistic color. It inherits and develops rural culture. In a certain sense, every villager can truly understand the root. pulse"8 Really find the homesickness. Only by fully prospering and prospering rural culture can we reshape and recreate new rural society and rural ideals, and inject a powerful spiritual engine into rural revitalization.

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