

Promotion of the Rural Culture Revitalization:the Logic and Path

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Abstract: Promoting rural culture revitalization contributes to the improvement of rural social civilization. It is an important content and theoretical source to achieve rural revitalization. Multi-dimensional disorder of the rural order is a great challenge in the current rural cultural construction. To promote the rural culture revitalization, the problems caused by the disorder, such as rural economic, rural social and rural cultural development, should be solved. Reconstructing rural order is the basis and prerequisite to revitalize the rural culture. This paper studies the formation mechanism of disorder of rural social order, and analyzes the value orientation of rural order remodeling. Based on these strategies, the revitalization of rural culture can be achieved, and the rural revitalization could be guaranteed.

1. Introduction

Promoting the revitalization of rural culture is an inherent requirement for achieving the strategic goal of rural revitalization, and it is also an inherent requirement and fundamental guarantee for resolving the obstacles to rural agriculture and rural modernization. To achieve the goal of rural revitalization, it is necessary to overcome the disorderly situation of rural order in the new era, reshape rural order, resolve rural cultural conflicts and moral dilemmas, revitalize rural culture, and stimulate rural social vitality, so as to fundamentally guarantee the realization of the strategic goal of rural revitalization.

Any social order is a cultural order, and it has its cultural foundation for survival (Zhou Qingzhi, 2013). Therefore, rural order is undoubtedly a comprehensive reflection and concentrated embodiment of rural culture. At present, the problem of disorderly order that has emerged in some areas of rural China is essentially a comprehensive manifestation of rural social relations, values, moral atmosphere, and interest choices, which is a phenomenon of cultural maladjustment. To effectively promote rural revitalization, it is necessary to deeply analyze and resolve the systemic difficulties of rural order, and adhere to the system analysis of the reshaping of rural order and rural revitalization from the perspective of rural culture.

The current problem of rural order in China is a partial manifestation of the overall problem in the development process. The issue of rural order is not a local phenomenon in rural areas but needs to be analyzed in the historical context of China's overall economic and social changes since the reform and opening up. Existing research has pointed out that the development and cultural changes of contemporary rural society are closely related to China's industrialization, urbanization, and marketization processes[1]. Influenced by the continuous deconstruction and reshaping of urbanization and industrialization, rural culture and rural order have gradually lost their traditional value foundations[2]. At the same time, the problems existing in grassroots social governance have also led to the differentiation of rural social interests, causing continuous conflicts and exacerbating the disintegration of traditional rural culture and order[3]. Therefore, to understand the issue of rural order, reshape rural order, and revitalize rural culture, we must analyze rural areas in the context of urban-rural interaction under industrialization and urbanization. We must recognize that the problem of rural order and rural culture is the result of the population movement between urban and rural areas, urban-rural dualism, and the evolution of agricultural civilization towards industrial civilization in China. A systemic and overall plan is needed to effectively address this issue.

The revitalization of rural culture is essential for achieving the goal of rural revitalization and is emphasized as playing a critical role in existing research. The revitalization of rural culture

determines the effectiveness of rural revitalization and the quality of a moderately prosperous society[4]. It is the “root” and “soul” of rural revitalization, providing spiritual and intellectual support[5] and serving as an essential prerequisite for implementing the rural revitalization strategy[6]. Therefore, achieving the revitalization of rural culture plays an important supportive role in rural revitalization.

Reshaping rural order is the basis and prerequisite for the revitalization of rural culture. In the social transformation of modern China, the gradual break of closure is the most typical feature of rural society [7]. The large-scale outflow of rural population fundamentally changed rural social relationships, leading to the disintegration of old rural social order and the reshaping of new order. Against the background of large-scale rural-urban migration and continuous promotion of industrialization, there have been dramatic changes in rural ethical relationships, moral life, and agricultural production, and the impact on traditional rural order has become increasingly prominent. These conflicts of order include conflicts between modern law and local society [8], conflicts between industrial civilization and agricultural civilization [9], conflicts between impoverished groups and rural elites [10], and conflicts between market value orientation and traditional cultural value orientation [11]. These conflicts disturb the traditional rural order and greatly reduce the consensus of rural values and the inheritance of excellent traditional culture. Therefore, to achieve rural revitalization and prosper rural culture, it is necessary to effectively shape the new rural order, resolve the conflicts and crises of rural order, and construct the value consensus and interest adjustment mechanism of rural society in the new era, creating a healthy and progressive rural culture.

In summary, rural culture is a comprehensive reflection of rural production and living order. Without a harmonious and orderly rural order, it is difficult to reach a consensus on rural values, and the revitalization of rural culture lacks a solid material foundation. Existing research has focused on rural order reconstruction and cultural construction issues from the perspectives of rural governance[12] and legal governance, village autonomy[13], and rural elite governance[14], but research that comprehensively examines rural culture construction from the perspective of rural order is still lacking, and systematic analysis of rural order issues is insufficient. This article aims to address this gap, examine the problems, value orientation, and main tasks facing rural order from a cultural perspective, explore rural order reconstruction as a foundation to restore rural economic, social, and moral order, promote rural cultural revitalization, and create a positive rural development environment for rural revitalization.

2. Values Orientation for Rural Order Reconstruction

The goal of rural order reconstruction in the new era is to shape a healthy rural economic and social system and restore a positive interaction between rural subjects and objects. Therefore, in terms of values orientation, rural order reconstruction mainly includes promoting the moral order of kindness between rural people, maintaining a harmonious and peaceful social order in rural areas, promoting the value tradition of kindness between rural people and nature, enhancing the modern national consciousness of rural society, and stimulating the vitality of spirit and material production activities in rural areas.

2.1 Promoting the Moral Order of Kindness between Rural People

Traditional rural culture is rooted in a typical society of acquaintances, with distinct moral cultural genes and important moral order connotations. In traditional rural society, there is a close family blood connection among rural individuals, and the family, clan, and village are an organic whole with close ties. To a considerable extent, rural culture has formed a shared value system, behavioral standards, and ethical norms among rural members in a value atmosphere of mutual benefit, solidarity, cooperation, respect for the elderly, and kindness to others[15]. Essentially, this moral order is a cooperative and altruistic order. In the construction of a harmonious rural society, it is urgently needed to continue to promote and develop this moral value of kindness to others, to eliminate the increasingly severe moral degradation and moral crisis in rural society, and to create

an order and environment that is conducive to the protection of healthy and sustainable development of rural economic and social development.

2.2 Maintaining the Harmonious and Cohesive Social Order in Rural Areas

The traditional social order in rural areas is based on personal networks, which differs from the urban social order that is based on a network of strangers. The rural social order, with its multi-dimensional internal governance and coordination model, is in many ways superior to the urban social order. In a typical rural society, due to the guidance and intervention of respected individuals such as rural elites, families, villages, and clans, the rural social order is maintained in a harmonious and cohesive atmosphere. Rural areas demonstrate good inheritance and operation in areas such as caring for the elderly, raising children, maintaining harmonious marriages, and mutual assistance among neighbors. However, due to the influences of population migration, cultural exchange, and changes in values, the rural social structure has undergone dramatic changes. The self-contained and spontaneously ordered social order of rural autonomy is increasingly facing challenges, and there have been issues such as refusing to care for the elderly, abandoning children, domestic violence, and the proliferation of vices such as gambling, drugs, and prostitution. To reshape rural culture, it is necessary to break the current disorder of the rural social order and problems of disordered families and villages, and return rural areas to the ideal of a harmonious and cohesive social order based on mutual trust.

2.3 Promoting the Value Tradition of Harmony between Rural Communities and Nature

The core means of production in rural society is land. Rural culture is rooted in agricultural civilization, which constitutes an important material and cultural foundation for rural culture. In the rural production and life centered around land, the core status of land has cultivated the rural society's piety and reverence for nature, forming a good tradition of being in harmony with nature[16]. This tradition of rural culture, which is in harmony with nature, has deep roots in Confucian thought and has significant practical significance for the green and organic transformation and development of contemporary rural areas and agriculture. Restoring the guiding value of being in harmony with nature in rural society can help overcome problems in the agricultural production and life process, such as the overuse of pesticides and fertilizers, non-point source pollution, and have an important promoting effect on modernization of agriculture.

2.4 Elevating the Modern State Awareness in Rural Society

China has a long-standing governance tradition of “imperial power not reaching the county level, and all counties exercising autonomy”[17], which has resulted in relatively weak manifestation of state power in rural communities. Management functions are primarily carried out by rural elites, and the connection between the state and rural residents appears loose and distant. In this governance structure of the national administration, the rural areas are mainly under the management of rural elite gentry, who play a role in connecting and interacting between the government and the people. This governance structure, which to a large extent allows rural areas to operate outside of the formal administrative management system, has led to a relatively weak national consciousness in rural society. With the improvement of the modern national governance system and the strengthening of the public governance institutions and functions in counties and townships, the role of the state function in rural society is becoming increasingly important. Especially against the background of rapid changes in the traditional rural society due to economic and population aggregation, the gradual breakdown of traditional customs and social order, it is urgent to enhance the modern national consciousness in rural areas to ensure that the national public governance plays a more proactive role in rural society.

2.5 Rousing the Vitality of Rural Spiritual and Material Production Activities

Rural culture is an important reflection of modern rural economy and society, and is a crucial guarantee for rural development. The purpose of rural cultural construction is to promote the comprehensive progress of rural economy and society through the prosperity and development of

rural culture. Therefore, it is urgent to solve the conflict and mismatch between current rural culture and industrial civilization, and achieve a positive interaction between the two. It is particularly urgent to break the subordination of rural economy and society to urban areas since modern times, and the suppression of agricultural civilization by industrial civilization. Rural culture faces the problem of contemporary urban and commercial culture impact passively. The restoration of the cultural re-creation function of rural areas that keeps pace with the times is required. This enables contemporary rural culture to lead and regulate rural social order, economic order, and cultural concepts, and return rural society to a self-consistent, harmonious, and orderly state, laying a solid foundation and providing sufficient nutrients for the comprehensive prosperity of rural spirit and material production and life.

3. Development Strategies for Promoting Rural Cultural Revitalization

Reshaping a good rural culture is the basis for achieving cultural identity and reconstructing rural order. The reshaping of rural order needs to revolve around various aspects of rural production and life, form correct value guidance, and create a good social and cultural atmosphere, thereby promoting the revitalization of rural culture. Among them, the inheritance of excellent traditional culture is the foundation, the construction of public cultural spaces is the basic condition, the reproduction of rural culture is the inherent driving force, and the development of rural cultural industries is the basic support.

3.1 Promoting Excellent Traditional Rural Ceremonies and Customs

Traditional rituals and customs are an important part of rural culture and one of the most cohesive elements of it. Promoting outstanding traditional rural rituals and customs is conducive to better inheriting rural traditional culture in rural society. At the same time, rural rituals and customs are also an important carrier of rural moral and cultural order. In kinship, family, and village rituals and customs, blood relationships within clans are strengthened, the order of seniority and hierarchy within families is consolidated and corrected, and friendly mutual assistance among neighboring villages is cultivated and enhanced. On the other hand, rural rituals and customs are also a potential advantage for rural economic development. Especially in minority areas, festivals and traditional sacrifices with local characteristics contain enormous potential for developing rural tourism, enhancing cultural influence, and improving economic development levels. The positive effects of moral education, psychological correction, and order maintenance inherent in rural traditional rituals and customs should be leveraged to better inherit outstanding rural traditional culture in the new era.

3.2 Developing Rural Public Cultural Spaces

To break through the dilemma of not seeking practicality but seeking aesthetics in rural public cultural spaces, it is necessary to incorporate the construction of rural cultural infrastructure and the creation of public cultural spaces into the construction of public cultural service systems and urbanization development planning, and to create various types of rural cultural platforms.

First, upgrade the rural cultural platform based on public places. By building rural libraries, activity rooms, cultural squares, and cultural promotion boards, etc., a public cultural space can be created.

Second, build a cultural platform that integrates into daily life around rural living and production scenes. The actual residence of residents in prestigious and reputable villages and family clusters can be utilized to expand the delivery and maintenance of rural cultural products, and expand the mode of rural culture extending to individuals, by promoting bulletin boards, information materials, etc. on the courtyards, exterior walls, and surroundings of these families.

Third, it is necessary to actively integrate educational propaganda from departments such as rural health, education, tax, and market, form an effective cultural resource platform integration, build an efficient and integrated interactive platform, and break through the constraints of fragmentation, disorder, small scale, and few resources.

3.3 Promoting the Reproduction of Rural Culture

The core of shaping modern rural civilization lies in building and promoting the reproduction of rural culture. We need to overcome the modern bias against rural culture, discard the labels of traditional backwardness and conservatism, respect and recognize rural civilization, and systematically repair and reshape the process of rural culture reproduction, so that rural culture can return to the process of orderly inheritance, benign reconstruction, and promote the development from traditional rural culture to modern rural culture. From the inherent characteristics of culture, the reproduction of rural culture should at least include several aspects: spontaneous production of culture, conscious recognition, orderly inheritance, and benign operation, thus achieving the self-sustaining, self-creation, self-renewal, and self-improvement of rural culture. Based on such reproduction of rural culture, traditional rural civilization can adapt to the economic and social changes of the times, achieve the development of modern rural civilization, and play a more active role in rural revitalization in the new era.

3.4 Developing Rural Cultural Industries Vigorously

Unlike urban industries that rely on cost and scale advantages, rural cultural industries are naturally based on local characteristics. With the development of urban-rural integration, rural cultural industries have vast development prospects, with the integration of culture, ethnicity, tourism, health, education, and other factors. Based on the foundation of characteristic county economy and township economy, and combined with regional capital flow, population flow, information flow, industrial structure, and natural humanistic history, it is necessary to change the uniform and simple replication approach, and develop a series of cultural products with clear regional cultural characteristics. Rural culture should be more fully integrated with rural cultural tourism, production experience, eco-tourism, leisure vacation, specialty cuisine, rustic customs, and unique rural houses, making the consumption process of cultural products a process of cultural exchange and interaction. This will become an endogenous driving force for rural prosperity and revitalization.

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