

Guided Management of Rural Folk Beliefs under the Background of Rural Revitalization Strategy

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Keywords: Rural Revitalization, Folk Beliefs, Guided Management

Abstract: The strategy of rural revitalization is a major measure taken by the country to solve the "three rural" problems, and is the only way in the process of realizing the goal of socialist modernization and strengthening the country. Rural revitalization strategy is a systematic project related to the overall development of rural areas, the sustainable development of rural economy, and the lasting prosperity of rural culture. Culture plays a leading role. The prosperity and development of culture can provide ideological guarantee, spiritual impetus, intellectual support and innovative development for economic development. In rural areas, there is a cultural phenomenon that cannot be ignored - folk belief, which is a local cultural phenomenon formed by farmers in the long agricultural production practice. Rural folk belief plays a recessive role in rural society. It is integrated into the daily life of the people, such as food, clothing, housing, marriage, funeral and marriage. It is one of the people's spiritual beliefs, and also a part of traditional culture. Examining the contemporary value of folk beliefs from the perspective of cultural research, and combining the current rural revitalization strategy implemented by the country, guiding management of rural folk beliefs can not only innovate the development of traditional culture, but also help the development of rural economy and promote the implementation of the rural revitalization strategy.

As a comprehensive and systematic project, rural revitalization involves the economic, political, cultural, social, ecological and other aspects of rural areas, requiring overall decision-making and coordinated development. The report of the 19th National Congress pointed out that "the prosperity of culture means the prosperity of the country, and the strength of culture means the strength of the nation. Without a high degree of cultural self-confidence and the prosperity of culture, there will be no great rejuvenation of the Chinese nation." The great rejuvenation of the nation is like this, especially the economic development of rural areas. As an important part of traditional culture, rural folk belief permeates all aspects of people's life, which can be described as "people's daily use without knowing". Folk belief is a "double-edged sword", which not only positively promotes rural development, but also hinders rural development. Therefore, the attitude towards folk belief should be to take its essence and discard its dross. In the process of rural revitalization strategy, rural folk belief is an unavoidable topic. How to manage and serve folk beliefs to help rural economic development is not only a hot topic of academic discussion, but also a reality that rural revitalization strategy must face.

1. Improve the management and service ability of folk beliefs

In dealing with the problem of farmers' beliefs, grass-roots members and cadres need to strengthen the propaganda and education of religious policies and regulations, and guide religious believers to believe in religion rationally and not blindly.[1] "The essence of religious work is mass work, and it is a work to win, mobilize and rally people's hearts. The core of religious work is to care for the masses who believe in religion." [2] Rural areas have a long history and culture, and strong folk beliefs. For the majority of religious believers, they should be respected in their beliefs and give play to the honest and trustworthy culture of folk beliefs. In terms of policies and laws, we should help believers correctly understand the basic principles and policies of religious work in China, and put an end to feudal superstition. Help farmers understand religious laws and regulations, and guide folk beliefs reasonably. With the temple fair as the carrier, actively publicize the excellent traditional culture, further enhance the ideological and political literacy of the religious masses, and enhance the legal awareness of the religious masses.[3]

We should explore the resources in religions that are conducive to the development of socialism, and guide religious people and believers to take the socialist road. "The cooperation between government and religion is consistent politically, not ideologically." [4] The so-called "political consistency" means that religious believers accept and support the leadership of the CPC and take the socialist road. Religious people have a certain influence and appeal among religious believers. "We should be good at making friends with religious people, and truly treat people equally and work together." [5] The local ethnic and religious administration departments should attach importance to the political guidance and unity of religious people, convey the spirit of the central united front work through the quarterly regular meetings of ethnic and religious work, the group council, etc., and hold regular learning and exchange meetings every year to enhance political consensus. At the same time, we should pay attention to the life and work of religious people, listen to their voices through symposiums, understand their difficulties and aspirations, and coordinate relevant functional departments to solve their reasonable demands.[6]

2. Give play to the economic function of folk beliefs and promote local economic development

In real life, folk beliefs, as a cultural tourism resource, have important economic value and bring economic income to local areas. "Culture builds the stage and economy sings the opera" is the embodiment of folk beliefs in terms of economic functions, which has become a common phenomenon. Cultural tourism resources can promote local economic development, and local economic development can provide material guarantee for the development of traditional culture, forming a benign interaction.[7] In real life, temple fair is a manifestation of folk belief activities in economic functions, with religious, trade and cultural colors. Traditional temple fairs mainly have religious functions. With the progress and development of society, the functions of traditional temple fairs gradually weaken their religious significance and begin to develop in a multi-dimensional way, such as commercial trade, cultural exchange and tourism industry. The traditional culture contained in folk beliefs provides rich human value resources for the development of temple fair tourism culture industry, while the full development of temple fair tourism culture industry provides conditions and possibilities for guiding folk beliefs to adapt to the socialist road.

As a local historical and cultural site, rural temples have high economic and cultural value. In the process of rural social transformation and economic development, how to develop temple fair tourism cultural resources is of great significance to guide the healthy development of folk beliefs. Based on the local regional economic advantages, with the help of the market economy mechanism, it is the fundamental force to promote the development of the temple fair industry to explore the cultural resources and connotation of folk beliefs, and explore the mode of interaction and cooperation

between local governments and private capital. In many ancient towns or villages, temples and folk culture have become an important part of people's tourism, leisure and entertainment, which has brought a consumer market for local villagers and become a way to increase farmers' income. Practice has proved that the rational development and use of the economic functions of folk beliefs not only promote the development of local economy, but also provide a material guarantee for the inheritance and protection of local folk culture.

It is a long-term and arduous task to develop the temple fair tourism culture industry. First, we need to plan the development pattern scientifically. Scientific and reasonable planning is the guide for the development of tourism and cultural industry. It clarifies the cultural elements and cultural products with local characteristics, improves the cultural connotation of tourism products, and strives to build a cultural brand with local characteristics[10]. Secondly, build a temple fair tourism brand and expand its popularity and influence. Brand is the embodiment of the business card and value concept of an industry. Any enterprise can occupy a place in the market competition only if it has formed its own brand. Finally, develop the industrial chain of "tourism shopping entertainment" pattern. The temple fair tourism and cultural industry is a systematic industrial structure. It relies on tourism, shopping and entertainment to drive the market, catering, accommodation and transportation to provide support for living facilities, mining tourism resources, enriching small commodity markets, developing entertainment projects and attracting tourists. Improve the construction of basic hardware facilities, cultivate the sense of service and market competition, and improve the level of humanized service.

In the implementation of the rural revitalization strategy, only by developing the temple fair tourism culture industry, bringing folk beliefs into the socialist market economy, improving the cultural level of folk beliefs, and exploring their economic value can we guide the people to be honest and upright, and promote the healthy development of folk beliefs with economy. The rational development of folk beliefs will help the sustainable development of local economy.

3. Deepen the construction of rural spiritual civilization and improve the spiritual outlook of farmers

In the process of the rural revitalization strategy, the farmers are the main body and key force, and the spiritual outlook of the farmers is related to the effectiveness of the rural spiritual civilization construction, but also feedback the material living conditions of the farmers and the level of rural economic development. The positive mental outlook and enterprising mental state can provide endless spiritual strength and intellectual support for rural revitalization.

The construction of rural spiritual civilization cannot be separated from the support of local traditional culture, "The local customs are the living culture of a region and the background of the spiritual home in rural areas. Education has both positive publicity and quiet. It gathers people with folk beliefs and activities. In combination with daily activities, it subtly infiltrates into the rural production and life style, so that people know things clearly, change into the people's conscious actions, and internalize into the people's living habits."⁷ So as to promote and promote the construction of rural spiritual civilization. The government attach great importance to the construction of rural spiritual civilization, and the care for the farmers is the fundamental principle for the construction of rural spiritual civilization in the new era. In carrying out the work, we should deeply understand the dialectical relationship between material civilization and spiritual civilization, deeply understand the important position of rural spiritual civilization construction in the implementation of the rural revitalization strategy, accurately grasp the basic tasks and requirements of rural spiritual civilization construction in the new era, vigorously strengthen the construction of rural spiritual civilization, effectively improve the spiritual outlook of farmers, and provide a strong ideological

guarantee, a strong spiritual force Rich moral nourishment and good cultural conditions.

In some rural areas of China, the investment in cultural construction is relatively small, especially the low attention paid to the spiritual life and inner world of farmers, which leads to the spread of feudal superstition in rural areas, ghosts and gods, and blind beliefs. Therefore, to improve the effectiveness of rural work, we must first solve the ideological problems of farmers, enrich the spiritual and cultural life of the masses, and purify the cultural atmosphere of rural society. Healthy and positive cultural and entertainment life can keep farmers away from casinos and feudal superstitions, and improve their cultural quality. In the process of rural revitalization, the local government can purchase books and cultural and entertainment facilities to create a good learning environment for local farmers and enrich their spare time life.

Improving farmers' comprehensive cultural quality is an important part of the construction of rural spiritual civilization. Based on the actual life and production of farmers, we will increase the popularization of scientific and technological knowledge. Science and technology is the primary productive force and a powerful weapon to break away from traditional conservative ideas and feudal superstitions. Rural grassroots workers should vigorously promote the activities of agricultural science and technology to the countryside, strengthen farmers' ability to become rich through science and technology, carry out the creation of scientific and technological demonstration villages, train a group of farmers' technicians, and play their role as technical guidance and demonstration among the masses. Formulate a reasonable training strategy. Every spring, organize and carry out science and technology to the countryside activities. Agricultural technicians go into the fields to spread agricultural knowledge and technology to farmers, and advocate scientific farming according to local conditions. During the slack time after the autumn harvest, farmers will be gathered together for training and promotion of scientific and cultural knowledge. Agricultural programs will be broadcast through radio and television, and scientific and technological information will be promoted through mobile phones, WeChat, short videos and other media platforms.

Rural grassroots workers should go into peasant families, guide peasants to renew their ideas, change customs, resist feudal superstition, eliminate ignorance and backwardness, and establish a civilized, healthy and scientific way of production and life. Strengthen the creation of cultural life, and earnestly meet the spiritual life needs of farmers. From the perspective of people's needs, "when people's material life is satisfied, temple fair activities also meet people's spiritual pursuit to a certain extent. At the same time, some folk activities during the temple fair also enrich rural entertainment and cultural life, which is conducive to the construction of a harmonious community." [8] In the process of cultural transmission, grass-roots cultural service stations fully combine the needs of rural development and farmers' preferences, adopt popular language and interesting performance methods, which not only meet the needs of farmers' spiritual and cultural life, but also enable farmers to unconsciously accept new ideas, new ideas and new knowledge. Ideological and moral literacy and scientific and cultural literacy complement and depend on each other. With the improvement of ideological and moral literacy, the enthusiasm for learning scientific and cultural knowledge will also be greatly enhanced.

While improving farmers' scientific and cultural quality and meeting their spiritual and cultural needs, we should also effectively strengthen the construction of rural spiritual civilization and actively cultivate and practice socialist core values. Enriching the spiritual and cultural life of farmers is conducive to the smooth development of rural work. The government departments should be based on reality, strengthen communication with farmers, take meeting the actual needs of farmers as the fundamental starting point, integrate the construction of spiritual civilization into the lives of the masses, fundamentally solve the problem of farmers' beliefs, and provide intellectual support, ideological assurance and high-quality labor for rural revitalization.

4. Carry forward excellent local traditional culture and guide folk beliefs to adapt to the socialist road

Marxism is the guiding ideology of socialist countries. "Those non socialist ideological elements, especially the traditional ideological elements left over from the old society, will always interfere with the development of the socialist economic foundation." [9] In the process of rural economic and social development, we should actively guide folk beliefs to adapt to the socialist road, correctly handle the relationship between "theme" and "multiple voices", so that folk beliefs can better serve the socialist modernization. "Any kind of civilization needs culture as a carrier to access the essence of another civilization." [10] In the implementation of the rural revitalization strategy, the beneficial elements of folk beliefs become the driving force for the economic and social development of rural areas.

Guided by the socialist core values, we should deeply tap the cultural resources contained in folk beliefs, abandon those backward ideas, and improve the cultural connotation and spiritual realm of folk beliefs. "By excavating and sorting out the excellent elements in folk belief culture, we should promote the elements that are consistent with the socialist core values, such as abandoning evil and promoting good, honesty and trustworthiness, and abandon some vulgar superstitions, so as to improve the cultural connotation of folk belief, make it a cultural form suitable for contemporary society, give play to the function of moral education, help maintain the public order and good customs in rural society, and advocate new trends and purify the folk customs." [11] Folk belief is an important part of Chinese traditional culture, and its main manifestations include folk activities, sacrificial rites, temple fairs, etc. Carrying forward the excellent local traditional culture is of great significance to understanding the local cultural and historical features, promoting cultural exchanges and enhancing cultural soft power. In order to let the masses accept the essence of traditional culture contained in folk culture, we must use the existing cultural and environmental advantages to create various activity carriers, so that farmers are willing to participate in them. In the process of rural revitalization, grass-roots cadres should actively carry out cultural publicity, establish cultural publicity teams, and organize and carry out a variety of cultural activities. Carry out art performances in primary and secondary schools to strengthen the education of traditional etiquette and cultural knowledge of young people. For the vast number of farmers, carry out knowledge and culture activities in the countryside, and print relevant knowledge into a book and send it to each household. Through the annual temple fair activities, we will carry out artistic performances to inspire farmers to identify with local culture, strengthen the study of customs and other relevant folk knowledge, so that the majority of farmers can truly understand folk knowledge and folk beliefs, transform folk beliefs into understanding of folk culture, and thus deepen their understanding of local excellent traditional culture.

Local traditional culture and folk beliefs are intertwined. While carrying forward local traditional culture, we need to strengthen the scientific guidance of folk beliefs to adapt to the needs of cultural development in the new era. When carrying out their work, grass-roots members and cadres should give play to the moral education function of folk beliefs, guide farmers to establish a correct value orientation and cognitive outlook, resist utilitarianism in folk beliefs, enhance spiritual and cultural pursuit, and cultivate noble moral sentiments. As a relatively stable social phenomenon, folk belief is a valuable moral binding force and exerts a subtle influence on people's thoughts and behaviors. Local governments and cultural propaganda departments, while promoting local excellent culture, should strengthen the guidance and management of folk beliefs, so that farmers can get rid of bad habits and backward ideas, get rid of feudal superstitions, meet the needs of building a socialist modern power, and help rural revitalization and development.

5. Conclusion

In essence, the rural revitalization strategy implemented by the country is to "walk out of a road of Chinese style rural modernization, realize the coordinated development of rural material civilization, political civilization, spiritual civilization, social civilization and ecological civilization, and create a new form of rural civilization." Through the joint efforts of the whole the people of all ethnic groups, we have achieved the first centenary goal, built a moderately prosperous society in all respects on the land of China, eliminated absolute poverty, and made considerable progress in the rural economy. At present, in the process of implementing the rural revitalization strategy, "if the rural society loses the strong support of culture, it is difficult to implement and realize the rural revitalization that bears the good wishes of farmers." Revitalization of rural culture is an important guarantee for the realization of rural revitalization, as well as a component of the construction of rural spiritual civilization in the new era. With the social development and ideological liberation, folk beliefs have gradually moved from "feudal superstition" to folk cultural resources, and have been understood, respected and recognized by people, playing a unique role in rural economic society. Folk belief, formed in the long-term agricultural production practice, has a deep public foundation and plays an indispensable role in rural society. Folk belief is also an important part of traditional culture, which has the function of educating people and is one of the spiritual beliefs of rural people.

Reviewing the 44 year history of China's reform and opening up, it is also a process of ideological liberation and cultural development. "Folk beliefs have achieved multiple times of replacement and evolution from feudal superstition to folk activities to cultural resources and cultural heritage, and gradually entered the mainstream discourse system, becoming one of the most interesting social and cultural phenomena in more than 40 years." In the new historical stage of comprehensively implementing the rural revitalization strategy, it is necessary to inherit the excellent genes of folk beliefs and promote their creative transformation, which is the inherent requirement of national cultural consciousness and self-confidence. There is an inherent logical relationship between folk beliefs and rural revitalization, and the two are complementary and inseparable. Folk belief is one of the cultural soil for rural revitalization. Folk belief culture can not only regulate the behavior of the rural people, but also promote the formation of the cohesion of the rural people. It is also a link to connect the rural society. There is no denying that folk beliefs have both essence and dross, so we need to take its essence and discard its dross. In this way, we can correctly grasp the contemporary value of folk beliefs, realize the guiding management of folk beliefs, and play its due value and role in the rural revitalization strategy.

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