

Research on the Cultivation Path of Talents in Guangxi Rural Cultural Industry Assisted by College Youth League Committee

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Abstract: Rural cultural industry is an important part of rural revitalization strategy, and talent training is the key factor of industrial development. In the new period of the development of rural cultural industry, it is necessary for the Communist Youth League of colleges and universities to help rural cultural industry in political logic and practical logic. Clarify the realistic dilemma of rural cultural industry talent training, explore how the Communist Youth League can play a leading, organizational and service role in the cultivation of rural cultural industry talents, and help comprehensively promote the high-quality development of rural cultural industry.

1. Question Raised

All countries in the world are concerned about the sustainable development of rural cultural industry [1-2]. The development of rural cultural industry is the embodiment of the comprehensive requirements of each important component of China's rural revitalization strategy. In the "Opinions on Comprehensively Promoting the Key Work of Rural Revitalization in 2023" issued by the Central Committee of the Communist Party of China and The State Council in February 2023, important deployment opinions were put forward on "rural industry", "Livable industry and beautiful rural construction", "rural talent team construction" and so on. The construction of rural cultural industry meets the needs of China's rural revitalization strategy. However, at present, the rural cultural industry lacks the supply of professional talents, and colleges and universities play an important role in the cultivation of rural cultural industry talents and participation in the construction of rural revitalization of cultural industry [3].

The work status of "one hand hard and one hand soft" in rural areas has long been existing, which makes rural cultural industry lag behind the development of rural society. Especially in the vast rural areas of our country, due to backward thinking and poor cultural quality of farmers, the poor discrimination ability of farmers, seriously hinder the healthy development of rural cultural industry. Rural cultural industry is a concept derived from the regional refinement of the concept of cultural industry, which refers to the economic practice activities with cultural characteristics that occur in rural society, with farmers as the main participants. The dual attributes of rural cultural industry (economy and culture) determine that it not only has the characteristics of "commodity"

self-interest, but also has distinct cultural representations [4]. Cultural industry is a series of activities that produce, reproduce, store and distribute cultural products and services in accordance with industrial standards. According to the classification of the National Bureau of Statistics, the cultural industry can be divided into cultural manufacturing industry, cultural wholesale and retail industry, and cultural service industry. According to industry categories, atmosphere news information services, content creation and production, creative related services, cultural communication channels, cultural investment and operation, cultural entertainment and leisure services, cultural auxiliary production and intermediary services, cultural equipment production, and cultural consumption terminal production [5]. According to the "Catalog of Talents Urgently Needed for Guangxi Rural Revitalization in 2022" released in November 2022, the proportion of college to undergraduate talents in Guangxi is as high as 79.63%, and the shortage of talents in "cultural industry" reaches 11 categories [6]. In ethnic minority areas such as Guangxi, there is a certain gap in economic and industrial development compared with developed areas, and the urgent demand for rural cultural industry talents is more prominent.

The first three key points of the rural revitalization strategy are industrial revitalization, talent revitalization and cultural revitalization. The talent training of rural cultural industry closely revolves around the requirements of the national rural revitalization strategy, which is not only highly in line with the national strategic development needs, but also the urgent practical needs of rural development [7-8].

2. The Logic of the Communist Youth League Helping Rural Cultural Industry Personnel Training

2.1 Political Logic: Helping the Rural Cultural Industry Is an Inevitable Requirement for the Communist Youth League to Obey the Overall Situation of the Party and Government

In rural development, many studies have proved that culture plays a huge role and is one of the important dimensions. Culture was defined as "the entire and distinguishing way of society life". Rural culture was once regarded as the "place of origin" of Chinese culture [9], and the culture generated based on land provided a "self-sufficient" value system with local characteristics for people living on this land. Entering a village, if there is no one familiar with the local environment, you may not be able to deeply understand the local rules, and it is impossible to understand the behavior and judgment of the locals. When it comes to local culture, it gives people a unique sense of high barriers, difficulty to integrate and danger, although it has local characteristics. In 2022, the Central Rural Work Conference further emphasized the importance of building a livable and viable rural agricultural power. The high-barrier, traditional and backward rural culture is no longer in line with the new requirements of the new countryside in the new era, and the industries developed based on the traditional rural culture are inevitably not in line with the needs of The Times. Spiritual construction is the deep goal of rural culture development and rural cultural industry development, and is also an important goal of the Communist Party and the country to build a new era of new countryside.

The Communist Youth League was founded more than a hundred years ago, and has been adhering to the fine tradition of "the Party has a call and the league has action". The general provisions of the Constitution of the Communist Youth League of China have made clear requirements for the connotation, nature and basic tasks of the Communist Youth League of China. One of the basic tasks of the Communist Youth League mentioned: "strive to provide fresh blood for the Party and train young construction talents for the country." At the same time, in the role of the Communist Youth League, it is also pointed out that "organizing youth to participate in the practice of reform and opening up and socialist modernization to promote the implementation of the rural revitalization strategy", and the responsibility of the Communist Youth League to help the

rural revitalization strategy is clarified in the height of nature and positioning. This is not only the requirement of the national development strategy, but also the inevitable task of the inherent nature of the Communist Youth League.

2.2 Practical Logic: Triple Advantages of Service Strategy

In the process of centering on the strategic center of rural revitalization and serving the overall situation of high-quality development of rural culture, the Communist Youth League of colleges and universities has many rich resources and irreplaceable huge advantages, and can better serve the talent training of rural cultural industry.

First, the organizational advantages of vertical and horizontal combination. The Communist Youth League has both political advancement and broad mass character. Horizontally, college youth league organizations maintain long-term communication and exchange with groups outside colleges and universities, which can attract and unite young talents in the cultural industry in society. The extensive coverage of grass-roots youth league organizations ensures the combat effectiveness and cohesion of the Communist Youth League organizations, and realizes the linkage effect of "bringing the old with the new" by using organizations as a link. From the vertical point of view, the college Communist Youth League organization runs through almost all students from schools, colleges, student organizations and classes, forming a vertical system of Youth League committees and league organizations at all levels, which can deeply mobilize and guide young college students to invest in the development and construction of cultural industry. The organizational advantages of the combination of youth league organizations can not only fully mobilize all social resources to jointly cultivate the talent training of rural cultural industry, but also penetrate into the group of young college students, influence the group of young college students to participate in the construction of rural cultural industry, and fully radiate the work pattern of various types of young college students organizations at all levels.

Second, the team advantage of high-quality ability. After a long period of construction, the working team of the Communist Youth League in colleges and universities has formed a very mature and successful experience in the entrance and exit of cadres. At present, China's college Communist Youth League is equipped with a certain scale of full-time Communist Youth League cadres. These league cadres generally have strong energy and long-term contact with students in the front line, familiar with the experience of students, widely loved by students at the same time can timely grasp the ideological dynamics of students, can be targeted to encourage young college students matching quality conditions to join the rural cultural industry. In addition, the college Youth League organization also has a strong ability and appealing student youth League cadres and student backbone team in addition to the full-time league cadres of teachers, which can better carry out peer influence. Therefore, the team of the Communist Youth League in colleges and universities has an irreplaceable team advantage in the talent training of rural cultural industry.

Third, high-quality resource advantage. First, the university has abundant teaching and experimental resources. The teachers, scientific research results and a large number of equipment and facilities in colleges and universities provide theoretical and resource support for the theoretical exploration of rural cultural industry and the practical exploration of talents, and can also realize the transformation of the results of the cultivation of rural cultural industry talents. College Youth League organizations can actively coordinate on campus to provide a platform for students and teachers who are interested in helping the construction of rural cultural industry to achieve results and communicate point-to-point. Second, abundant off-campus resources. As discussed above, the Communist Youth League in colleges and universities has a good advantage in horizontal organizational communication, so it can cooperate with various parties and integrate resources through group organizations in different industries to provide support for talents to land in the rural cultural industry.

3. The Plight of Rural Cultural Industry Personnel Training

3.1. The Development Dilemma of Rural Cultural Industry: The Fault of Inheritance and the Problem of Resource Development

In the development of rural cultural industry, the most prominent problem is the inheritance of rural culture. Rural culture is a unique culture developed based on region and countryside. To make rural cultural products with characteristics, it is necessary to take root in the uniqueness and localization of rural culture. Therefore, the talents of rural cultural industry should not only understand the industry, but also understand the rural culture and understand the distinctive rural culture. In the same region, there may also be cultural differences between villages, especially in areas with more language changes, there will be a cultural phenomenon that the past village is another kind of local customs. The most direct manifestation of local culture is the customs and habits between different villages, including the celebrations on major holidays, eating habits and dressing habits. However, it is precisely because of the cultural gullies formed between different regions or villages and the flow of people in the process of urbanization that the inherent rural culture is considered conservative, even old-fashioned and backward. This is particularly evident in economically underdeveloped rural areas. It is undeniable that some customs with feudal superstition are indeed old-fashioned and do not conform to the modern ideological trend, but they also show the partition from the cultural inheritance, forming an intergenerational gap. Whether it is based on family, bloodline inheritance, or the teaching of skills in the form of apprenticeship, the lack of support from the younger generation has become an insurmountable obstacle for rural culture.

In addition, the resource development of rural cultural industry is also a difficult problem that cannot be ignored. First, although China's cultural industry has formed a relatively complete system after years of development, the Internet-based cultural industry has developed vigorously in recent years, and new forms such as short videos have promoted the smooth circulation and exchange between cultures. For rural areas, in addition to strengthening infrastructure construction and expanding the coverage of the Internet, More to be solved is the use of Internet technology in rural human resources problems. In particular, the Internet is based on the use of higher technology carriers such as mobile phones and computers, and online audio-visual and creative cultural products are mainly for urban groups and young groups, and because the education level of rural residents is generally lower than that of urban residents, many middle-aged and elderly rural residents still have equipment use barriers. Therefore, the mining of rural cultural products, in addition to facing the people who know science and technology, but also need to take root in the rural culture itself, taking into account the technical problems in the development of resources. Secondly, because resource development needs a lot of manpower, material resources, funds and policy support, it has become a difficult problem to revive rural culture, especially excellent rural culture. From the main point of view, even if the village has the intention to promote the culture of the village, it cannot promote the development of the cultural industry of the village with the strength of one village. In some places, due to the lack of systematic research on the development of cultural industries, they hastily decided to carry out rural revitalization work, resulting in a waste of resources [10]. Therefore, a professional cultural industry team is needed to conduct scientific planning, development, operation and management on the basis of in-depth research on rural local cultural characteristics [11].

3.2 The Training Dilemma of Cultural Industry Talents in Colleges and Universities: "Spring Snow" and "Lower Liba"

As a kind of industry, cultural industry must have its talent needs in different links. Researchers divided the industrial cultural talents into creative talents, operation and management talents and

professional and technical talents of the cultural industry [9]. This and the actual needs can also prove the accuracy of these studies. In the cultural industry category of the "Catalogue of Talents Urgently Needed for Guangxi Rural Revitalization in 2022", the job categories are divided into "management posts" and "professional technology". The management posts include film and television investment managers, and the professional technology includes editors, video production, editors, anchors, singers, etc. It also includes the positions of planning director, copywriter and short video operator [12].

In addition, it can also be seen from the catalog that the education and experience requirements of rural cultural industry talents are improving, except for film and television investment managers, all positions must have a college degree or above, in addition to anchors and singers, other positions require at least 1 year of work experience. On the one hand, this reflects that the revitalization of rural cultural industry does need the support of higher-level talents, and it can be seen from the requirements of work experience that only a degree is not enough to "ground gas" and cannot meet the needs of the development of rural cultural industry. College teachers complain that students' theoretical foundation is too poor, and employers often feel that students only have theoretical knowledge without landing experience. A college teacher who has been engaged in the media industry for 15 years talked about the gap between media education and actual employment in colleges and universities: "What the academic community studies is the spring snow, and what the industry does is the lower Liba people." The development direction of talents cultivated based on different assessment indicators is different. For many years, the higher education sector has been exploring "school-enterprise cooperation", and all parties in society, including the Communist Youth League member management system "Wisdom league construction" in the league organization relationship management, there is a module that cannot be ignored called "study-society connection". However, in fact, how to link up and how to train talents among academic societies is still a major difficulty for colleges and universities to keep exploring and eager to break through, and it is also a topic of heated discussion among all parties in society.

3.3 The Dilemma of Social Talent Restructuring in the Cultural Industry: Is It "Heavy Culture" or "Heavy Industry"

First of all, in the environment created by the media, the term cultural industry pays more attention to the industry. Looking at the information about the cultural industry on the Internet, in addition to the discussion of the cultural industry by scholars, and looking closely at the news of various places, most of the news and information focus on how to promote the development of tourism, and a small part of the publicity and promotion of intangible cultural heritage. In other words, in the environment created by the media, the cultural industry seems to focus more on "industry" rather than "culture", and "culture" seems to be an accessory to do "industry".

Secondly, many practitioners in the cultural industry have a high degree of cultural literacy and artistic creativity [13], but due to the unbalanced development of the industry and low salary level, these talents are often lost to other fields or regions, thus restricting the development of the cultural industry. In addition, the cultural industry has a long investment time and relatively low return compared with other industries, and many social practitioners choose to change industries to make a living [14].

Finally, there is a conflict between local demand and society's understanding of cultural industry talents. Judging from the demand of the "Directory of Talents Urgently needed for Guangxi Rural Revitalization in 2022", the rural cultural industry needs more talents to publicize rural culture. Whether it is shooting short videos, making movies, copywriting design, anchors, singers, more from the development of rural culture as the entry point to seek talents. In other words, from the local level of Guangxi, more hope to take culture as the focus of work, reverse push industrial development. Culture is formed after long-term accumulation, and the industry requires profit and rapid effect, the conflict between the two, has been engaged in the cultural industry of social talents

will have to face the problem of reshaping.

4. College Youth League to Help Rural Cultural Industry Talent Training Path Analysis

4.1. Play a Leading Role in the Inheritance and Development of Rural Culture

Build platforms to promote traditional culture: The Communist Youth League can build various forms of cultural inheritance platforms, such as artistic performances, theme activities, community services, etc., to provide opportunities for rural youth to inherit and promote traditional culture.

Organize training to improve cultural literacy: The Communist Youth League can organize various forms of cultural literacy training, such as calligraphy, painting, folk culture, traditional handicrafts, etc., to improve rural youth's cognition and understanding of traditional culture and enhance cultural self-confidence.

Unite social forces and participate in inheritance: The Communist Youth League can unite with other social organizations, enthusiasts, experts and scholars to participate in the inheritance of rural culture, make full use of all resources, and expand the influence of inheritance.

Help rural cultural products promotion: The Communist Youth League can help rural cultural products promotion and publicity, through the Internet and social media and other new media means to promote rural cultural products to a wider market. **Actively promote innovation and entrepreneurship:** The Communist Youth League can encourage rural youth to actively innovate and start businesses, explore new cultural industry models and development directions based on traditional culture, and promote the organic combination of cultural inheritance and economic development.

4.2 Enhancing Organizational Capacity in Supporting the Transfer of Rural Cultural Talents

Provide training and improve professional quality: The Communist Youth League can organize various forms of cultural industry quality training, such as cultural creativity, cultural management, cultural media, etc., to improve the professional quality and cultural literacy of young people engaged in cultural industry, and provide a strong guarantee for the development of young people engaged in cultural industry in the field of cultural industry.

Help employment, promote development: The journey from education to employment is a complicated one, and it is natural that there will be different routes [15]. However, it is necessary for the school to build a bridge between students and society, which is the social responsibility of the school. The Communist Youth League can assist cultural industry enterprises and cultural industry practitioners to connect, help cultural industry practitioners to find cultural industry positions and employment opportunities, and promote the development and prosperity of cultural industry.

Universities play an important role in the startup ecosystem [16]. Promoting innovation and entrepreneurship, leading development: The Communist Youth League of cultural industry practitioners can encourage young people to actively innovate and start businesses in the field of cultural industry, promote the innovative development of cultural industry, and lead the future development direction of cultural industry.

Establishing exchange and cooperation platform to promote cooperation: The Communist Youth League can establish a cultural industry exchange and cooperation platform to promote the exchange and cooperation of cultural industry at home and abroad, and provide opportunities for young people engaged in cultural industry to broaden their horizons and improve their international literacy.

4.3 Enhancing Service Capacity in the Social Restructuring Responsibility

Training of young leaders: The Communist Youth League can train and select outstanding young

leaders by organizing various forms of activities and projects, such as training of young cadres, selection of league cadres, etc., improve the leadership ability and social responsibility of young cadres, and lead young people to participate in the construction of rural culture.

Improvement of professional quality [17]: The Communist Youth League can organize various forms of professional quality training and exchange activities, such as skills training, discipline competitions, academic research, etc., to help young people improve their professional level and knowledge reserve, and lay a solid foundation for their future career development.

Promotion of social practice [18]: The Communist Youth League can organize various forms of social practice activities, such as voluntary labor, voluntary service, cultural exchanges, etc., to help young people deepen their social sense of responsibility and social participation, and lay the foundation for them to become the backbone of society in the future.

Guidance of innovation and entrepreneurship: The Communist Youth League can encourage young people to play an active role in innovation and entrepreneurship, organize various forms of innovation and entrepreneurship activities and competitions, and provide opportunities for young people to display their talents and practice innovation and entrepreneurship.

Expansion of international vision [19]: The Communist Youth League can organize various forms of international exchange and cooperation activities, such as overseas exchange, cultural exchange, young leaders forum, etc., to help young people expand their international vision and improve their international literacy, and lay the foundation for future international exchanges and cooperation.

5. Summary

The organization of the Communist Youth League shoulders the important social responsibility of leading the young generation. To be specific, one is to cultivate young people's sense of social responsibility and patriotic feelings. Through various channels, the Communist Youth League should convey to young people the correct concept of patriotism and social responsibility, and guide them to form a correct outlook on life, values and world outlook, so that they can make positive contributions to the country and society. Second, organize young people to participate in voluntary service activities. The Communist Youth League should encourage young people to participate in various voluntary service activities, such as environmental protection, disaster relief, poverty alleviation, cultural inheritance, etc., and improve their social responsibility and civic awareness through voluntary service. Third, we will organize youth participation in innovation and entrepreneurship activities. The Communist Youth League should actively promote young people's participation in innovation and entrepreneurship activities, provide necessary resources and support, guide young people to realize their own value in innovation and entrepreneurship, and make contributions to social and economic development. Organize young people to learn scientific and technological knowledge and skills. Fourth, the Communist Youth League should pay attention to the learning and development needs of young people, and through various forms of training, exchanges and practical activities, help young people learn scientific and technological knowledge and skills, improve their competitiveness, and contribute more wisdom and strength to social development. Fifth, organize youth participation in cultural and sports activities. The Communist Youth League should organize various cultural and sports activities, such as reading, lectures, competitions, tourism, etc., so that young people can understand the history and culture of the country and the nation, enhance national pride and cultural self-confidence, and improve their physical fitness and quality of life.

The development of rural cultural industry is an important part of rural revitalization strategy. At present, the talent training of rural cultural industry is caught in the problems of inheritance fault and resource development difficulty, the connection between college training and society is not close, and the focus of cultural industry in society has not been clarified. The Communist Youth League should play the role of the league, play a leading role in the inheritance and development of

rural culture, improve the organizational force in supporting the transportation of rural cultural talents, and enhance the service force in the social restructuring responsibility. All-round support for the high-quality development of rural cultural industries.

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