

Value Orientation and Path Exploration of Rural Culture Education from the Perspective of Rural Revitalization Strategy

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Abstract—Rural revitalization is a major strategic deployment made by the Party Central Committee in the new historical period. It is a complex system engineering involving many aspects. Local culture education is an important support for rural revitalization. As a basic public service system, local culture education is of great value to the rural revitalization strategy. Local culture education embodies the consensus of rural revitalization values, regulates the development of rural revitalization ethics, and strengthens the education of rural revitalization ethics. Measures like strengthening the family education on children's local culture enlightenment education, focusing on the school's curriculum development of local culture education and teaching model innovation, establishing a rural cultural service system and carrying out local culture education, etc. can effectively promote and cultivate a good family tradition, social tradition, and folk customs, to help the realization of rural cultural construction and the strategic goal of national rural revitalization.

Keywords—*rural revitalization; local culture; education; value; path*

I. INTRODUCTION

The rural revitalization strategy proposed by the 19th National Congress of the Communist Party of China has reached the stage of strategy for the first time. As an important factor of rural derivation and development, local culture has received more attention and its strategic status has been rising. The exploration and application of local culture will become an important driving force for rural development in the future.

II. THE VALUE OF LOCAL CULTURE EDUCATION FOR RURAL REVITALIZATION

A. Local Culture Education Condenses the Consensus Value of Rural Revitalization

Based on the dependence of local society on land, the traditional local culture education presents a closed, single, static and relatively stable structure. It is the general term for the production lifestyle, concept system and institutional ethics created by farmers based on daily production and life. After experiencing the baptism of modernization, the village

is no longer a village in the traditional sense. Although some concepts in traditional local culture education have hindered the modern transformation of rural society, the long-established culture and folk customs of the peasants have played a key role in historical transformation. [1] In the traditional rural society, the reality that there are fewer people and more land enables the peasants to maintain the family's survival only by continuously increasing labor expenditures. This has formed the excellent quality of the peasants' diligence and dedication. In the traditional local society, the differential structure based on consanguinity, ancestry and geography maintains the cultural structure of the village and regulates the communication mode and life mode of the local society. In the traditional local society, the differential structure based on consanguinity, ancestry and geography maintains the cultural structure of the village and regulates the communication mode and life mode of the local society. The narrow living space and communication space make the peasants always communicate and act based on personal feelings, not based on rationality. [2] Integrity refers not to people's emphasis on contracts, but to the reliability of people's familiarity with the rules of a behavior. [3] The acquaintance society formed a local social order in which the villager "mutually help among the neighbors, help one another in defense work, and help the disease". The social cooperation network of mutual assistance promoted the harmony of the local society. The community of destiny of "home-national isomorphism" in traditional Chinese society promotes people's recognition and attribution to the country. The patriotism spirit under the "home-national isomorphism" in the local society, the trustworthy attitude of the acquaintance society, the friendly relationship of guarding and helping each other, the excellent quality of diligence and kindness, the tolerance spirit of self-discipline and social commitment are in line with the patriotism, dedication, honesty and friendliness advocated by the socialist core values in the content. It can be seen that the traditional local culture education and the socialist core values are intrinsically consistent, which provides important value guidance for the peasants to accept the socialist core values and then condense the common value pursuit of rural revitalization.

B. Local Culture Education Regulates the Development of Rural Revitalization Ethics

Agriculture plays an extremely important role in farming civilization. Farmers and even the ruling class believe that agriculture is the foundation of survival and development, and farming land is the basis for people's livelihood. Agriculture is the cornerstone of supporting the entire society. The number of people, the financial strength of the country, and the safety of society are closely related to the development of agriculture. The famous scholar Qian Mu once said: Chinese culture is based on agriculture from beginning to end. Traditional China is a nation or cultural community based on biological ethics, but at a more basic level, it is an agricultural community where people work together and live together. From the perspective of history, the ethical nature of Chinese culture is precisely the ethics surrounding the construction of land. The natural "virtue" of the land is the birth point and foundation of the human virtue. In a farming society, diligence is one of the essential elements that people must have. Farming life is relatively stable, and farmers have a strong emotional dependence on the land. Diligence and attention to farming is an ethical guarantee for self-sufficiency in rural China. It can achieve a self-sufficient life and stabilize relatively closed production and lifestyle. At the same time, as a natural resource, land is a resistant resource for farmers to survive, which can meet the daily needs of rural people. Farmers who rely on cultivated land can guarantee basic living through land and rely on land for agricultural production. However, the local infiltration in the development process of the farming society, on the one hand restricts people's daily production and life, on the other hand also promotes the generation of diligence and other ethical ideas. It can be seen that the agricultural production method has created the ethical characteristics of Chinese culture, and the realization of agricultural value depends on the relationship between people and land. The land is the least deceptive, which has also become the value of the agricultural people's virtue and trustworthiness.

C. Local Culture Education Strengthens Rural Revitalization Moral Education

The local culture education is an educational activity for the teenagers and peasants living in the countryside with the cultural characteristics of the region and the culture of excellent traditional characteristics. Local culture education is of great significance in inheriting excellent traditional local culture, cultivating local cultural talents, promoting rural teenagers and peasants' cognition of local culture, stimulating their local cultural identity, loving their hometown, and improving the level of local civilization. The famous Japanese geographer and educator Machiguchi Saburo wrote in "Life Geography": "No one has a local culture when he was born" [2] and advocates "Don't forget that there is a fundamental observation aspect, not other, but the respective townships" [3]. It can be seen that local culture education is the cornerstone of life and an important part of people's socialization process. Its impact on people is lifelong. In the new era, it is necessary to establish a sound system of local culture education to promote the development of local civilization. Local culture education is

the cradle and precious cultural heritage of Chinese traditional culture and it is also a rich soil for the continued growth of the local civilization. The local culture education carries the historical tradition and development trajectory of the village, and plays an important role in peasants seeking cultural psychological identity and maintaining the stability and development of the local society. The value norms of diligence and thrifty, justice outweighing benefit, mutual help and loyalty and filial piety in the local society are also the foundation of modern local civilization construction. In the context of rural revitalization, it is necessary to inherit the excellent local culture education, making it the source of the development of the local civilization.

III. EXPLORATION ON THE PATH OF REALIZING THE VALUE OF LOCAL CULTURE EDUCATION

A. Strengthening the Enlightenment Education of Family Education on Children's Local Culture

The family is the spiritual space for children to grow up, and the character and habits that children develop in the family affect their lifelong development. In family education, parents should pay attention to the foundation of local culture education for children's spiritual growth. The first is to focus on the inheritance of indigenous knowledge. Parents should recognize the value of indigenous knowledge in the growth of children, and pass on the indigenous knowledge that has been inherited from previous generations and obtained in local life and practice, such as local history, local customs, and natural common sense to the next generation. Children can enhance their recognition of local culture education by participating in local cultural education practice activities. It is necessary to base on modern local civilization to guide children to distinguish the essence and dross of local culture education, and pay attention to the combination of traditional local culture education and modern culture. The second is to comply with and maintain the norms of local values. Parents should improve their self-cultivation, actively maintain and practice the traditional local rural value values, and set an example for children. The other is to play a positive influence on children with good family tradition. Family tradition is a family culture with obvious family characteristics formed by family generations following the family training and family rules. Local families are the cells of the local society, and the family tradition directly affects the construction of the local civilization. Parents should pay attention to inheriting and carrying forward the fine family tradition, and combine the spirit of the new era to create a new family tradition of patriotism, dedication, honesty and friendliness, and exert its subtle influence on children.

B. Focusing on Curriculum Development and Teaching Model Innovation of Local Culture Education in Schools

The first is to pay attention to the construction of teachers of local culture education. In order to ensure the effective implementation of the curriculum and teaching of local culture education, it is necessary to strengthen the construction of the local cultural education teachers team, and gradually form a team of full-time and part-time teachers

composed by the teachers of the school and the local culture education talents, so as to provide teacher protection for local culture education. The second is to strengthen the development of local culture education curriculum. It is necessary to integrate local culture education into the national curriculum of primary and secondary schools, and to concentrate on local culture education by using the local and school-based curriculum and the class schedule of comprehensive practical activity courses. It is necessary to pay attention to the development of local culture education curriculum, and establish a local cultural education curriculum development team composed of teachers, rural cultural talents and local cultural education scholars, to systematically sort out local culture education, and based on the local civilization, by absorbing urban civilization and foreign culture, to carry out creative transformation and innovative development. In addition, it is necessary to carry out the innovation of the teaching mode of local culture education. It is necessary to change the traditional teaching mode based on knowledge transfer, and to carry out more experiential learning, inquiry learning and online learning, such as leading students to visit the elderly and local culture education people who know more local culture education. By listening to local historical stories and watching folk art exhibitions, they can deepen their feelings about local culture education; guiding students to investigate or explore the essence and dross of local culture education, to improve their ability to analyze problems; carrying out the "Internet + local culture education" teaching model, giving full play to its advantages of convenience, openness and efficiency, can optimize students' learning time and space, and expand the depth and breadth of students' learning content.

C. Establishing Local Cultural Service System and Carrying out Local Culture Education

In the local culture education, the development of local culture education activities should be based on the rural public cultural service system, and it is necessary to give play to the peasant's main status and promote the healthy development of the local civilization.

1) *It is necessary to strengthen the construction of rural public cultural service system:* "Modern public cultural services have the characteristics of open subject and plural governance. The government, market and society participate in the supply, service and management of public cultural services." [5] There are many problems in the existing governance system of rural public cultural services in China. To improve the rural public cultural service governance system, the first step is to adjust the rural public cultural service governance system from the top-level design level. According to the characteristics of the new era, the relevant untimely and non-standard laws and regulations are adjusted to provide legal guarantee for the rural public cultural service governance system. The second is to update the corresponding management system. Therefore, it is necessary to establish a new management system in the process of construction and improvement of the service system, and implement unified social management to reduce

the government's transactional burden. To strengthen the construction of rural public culture, the rural public cultural service system should be perfected in accordance with the requirements of standards, networks, content, and talents, so as to achieve full coverage of rural public cultural services. Finally, it is necessary to establish a set of service mechanisms involving social forces. "It is necessary to properly handle the relationship between the government and the market and society, and encourage and guide the market and social forces to participate in public cultural services. In particular, it is necessary to establish a people-centered work orientation and strengthen the orientation management, market supervision and quality control of public cultural services", [6] so as to comprehensively improve the governance system.

2) *A variety of local cultural education activities can be carried out:* It is suggested that you can carry out lectures on local culture education such as village history village and family style, hold annual festivals and folk activities, hold ceremonies and modern entertainment activities, popularize knowledge of local culture education to villagers, and stimulate their awareness of public participation and promote its integration with modern civilization. In the local culture education, it is necessary to focus on stimulating the peasants' sense of identity and creativity, earnestly respecting the peasants' will, safeguarding their fundamental interests, giving play to their main status, enhancing their willingness and ability to build a rural civilization, and promoting the sustainable development of ethos civilization construction. General Secretary Xi Jinping once pointed out: "Only rooted in real life and keeping up with the trend of the times, literature and art can develop and prosper. Only by adapting to the wishes of the people and reflecting the concerns of the people can the literature and art be full of vitality." [7] The creativity and creativity of excellent local cultural works that from rural areas, agriculture, take farmers as the main body, reflect and guide the real life of the peasants and that can be loved by the peasants and the general public should be increased currently. Only based on the reality of China's rural areas and facing the existing problems in the Chinese countryside, fully absorb the cultural nutrients accumulated by the Chinese nation in the long struggle, and learn from and integrate the achievements of all advanced civilizations in the world, the creative transformation and development of Chinese local culture can be promoted, and the needs of the peasants' spiritual and cultural life can be fully fulfilled, and eventually the whole society will more understand, love and care for the local culture.

IV. CONCLUSION

The local culture is an important cornerstone and basic guarantee for supporting the rural revitalization strategy. The local culture education is the cultural support to promote the rural revitalization strategy. Local culture education can promote the development of rural culture, build a new rural development model, and optimize the strategic path of rural

revitalization. It is necessary to continuously promote the creative transformation and innovative development of local cultural resources to the local cultural economy, so as to effectively realize the full realization of the rural revitalization strategy.

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