

# Study on the practice of rejuvenating rural culture in the middle of Zhejiang Province——Analysis of 5489 questionnaires based on survey in Zhejiang Province

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## ABSTRACT

The strategy of Rural Revitalization is the top strategic plan of the country for the three rural issues after the construction of new socialist countryside. The construction of rural culture is one of the six objectives of rural governance. Since 2018, Zhejiang College of Shanghai University of Finance and economics has carried out a series of investigation and research projects in central Zhejiang, systematically investigating all aspects of economic and social development in central Zhejiang. The survey shows that the overall recognition level of the cultural hall in Zhejiang Province is high, its popularity is high, and its participation is high, but there are slight differences in different areas. The village values are mainly based on the party's policy and regional traditional culture, and the rural civilization is getting better.

**Keywords:** *ural revitalization, Mid Zhejiang investigation, Rural culture and cultural revitalization*

## 1. INTRODUCTION

Since the founding of the people's Republic of China, the core of the national development orientation is to accelerate the realization of the four modernizations. In rural construction, it has gone through the stages of people's commune, rural urbanization, new socialist rural construction and Rural Revitalization. Rural areas, agriculture and farmers have made great progress. With the socialism with Chinese characteristics entering a new era, agriculture and rural areas give priority to development. The overall idea of rural construction has been included in the "five in one" general layout, focusing on "industrial prosperity, ecological livability, rural civilization, effective governance and rich life". The interest pattern, social relations and cultural heritage of the countryside have also changed greatly, which is mainly reflected in the following aspects: first, the gradual upgrading of township economy, county economy, metropolitan area economy and Dawan district economy has led to a long-term and large-scale trend of leaving the land, gradually forming an autonomous Economic Community; second, the gradual decline of the patriarchal clan system community based on the rule of virtue in the countryside The cultural community based on the rule of law is still under construction, and the interpersonal relationship has changed from the acquaintance society to the half life society. Thirdly, with the dilution and impact of urban culture, the skills, inheritors and exhibition space of rural traditional culture have been greatly compressed,

and the cultural identity and emotional belonging have become increasingly thin[1].

In October 2017, the Rural Revitalization Strategy was upgraded to the national strategy, and the development idea changed from the integrated development of urban and rural areas to the priority development of agriculture, rural areas and farmers. The development of rural industry has become the key content of rural revitalization, the core power to lead other aspects of construction, the basic support to ensure other aspects of construction, and the inevitable choice to deepen the road of Rural Revitalization with Chinese characteristics.

Since the Ming and Qing Dynasties, the coastal areas of Jiangsu and Zhejiang have become prosperous and prosperous. One belt, one road to Zhejiang, has been the city's economic development. Since the reform and opening up, the economy has been fully grasped by the economy. With the labor intensive industries, the advanced manufacturing industries and the "one belt and one road" initiative, the international trade has emerged as three typical climaxes. The climax period is the warm season, the Hangzhou Bay era and the Middle Zhejiang era, forming four modern metropolis and urban agglomerations, namely Hangzhou metropolitan area, Ningbo metropolitan area, Wenzhou metropolitan area and Jin Yi. Metropolitan area[2]. With China's economy entering the economic era of Dawan District, the regional integration of the Yangtze River Delta has accelerated its expansion. By September 2019, it has covered all regions of Jiangsu, Zhejiang, Shanghai and Anhui.

At present, Zhejiang has formed a "four cores, four belts and four circles" network urban agglomeration spatial pattern with Hangzhou, Ningbo, Wenzhou and Jinyi as the center drive, Hangzhou Bay, Ningbo Taiwen, Hangzhou Jinqi and Jinliwen as the axis extension, and four metropolitan economic circles as the radiation expansion. The urban agglomeration of central Zhejiang includes 11 counties and cities of jinliqi, including 2 districts (Wucheng District, Jindong District), 4 county-level cities (Yiwu City, Yongkang City, Dongyang City, Lanxi City), 3 counties (Pujiang County, Wuyi County, Pan'an County), 40 streets, 76 towns and 36 townships under the jurisdiction of Jinhua City. The total area of urban agglomeration in central Zhejiang is 13000 square kilometers, with a permanent population of more than 6 million. The urban agglomeration in the middle of Zhejiang Province is an important link to implement the development strategy of "connecting the East and opening the west", and an important engine to lead the economic development of the central and western regions of Zhejiang Province[3].

## 2. BACKGROUND

### 2.1. Sampling design for mid Zhejiang investigation

The latest demographic data of Jinhua City is the 2017 Jinhua statistical yearbook. According to the data of "2016 total number of households in Jinhua City and data statistics in the total population table", the number of rural population households in each area of Jinhua City is calculated. (table1)

According to simple random sampling, when  $n = 55300$  and confidence degree is  $1 - \alpha = 95\%$ . If the absolute error  $\Delta P = 3\%$ , and the variance reaches the largest proportion, the sample size of the whole city should be(1)

$$n = \frac{Z_{\alpha} p(1-p)N}{\Delta_p^2 N + Z_{\alpha} p(1-p)} \approx 747 \quad (1)$$

Table 1 Statistics of population of Jinhua City at the end of 2016

Index	Jinhua	urban district	Lanxi	Yiwu	Dongyang	Yongkang	Wuyi	Pujiang	Pan'an
Total number of households at the end of the year (10000 households)	186.16	37.91	21.96	34.63	31.61	23.99	13.44	14.09	8.54
Average number of people per household (person)	2.58	2.55	3.03	2.26	2.66	2.51	2.55	2.55	2.48
Rural population (10000 people)	285.08	59.76	40.46	36.10	46.91	37.43	21.87	21.87	17.88
Households of rural population (10000 households)	110.4961	23.4353	13.3531	15.9735	17.6353	14.9124	8.5765	8.7208	7.2097
Number of towns	143	29	16	14	18	14	18	18	19

Referring to the social survey and research methods, the sample size should be determined. When the total population is above 100 thousand, the sample size should be less than 1%. Considering the research manpower, material resources and time, it is decided that the sample size of 2018 in Zhejiang Province will be around 2500. The method adopted in this survey is to use stratified multi-stage PPS sampling method according to household registration data.

The first step is to calculate the sampling ratio.(2)

$$f = \frac{n}{N} = \frac{2500}{1104901} \approx 0.00226 \quad (2)$$

The second step is to determine the sampling units at all levels and calculate the sample size for the first time. This sampling is a three-level sampling, and the units at all levels are towns, administrative villages and households in turn. Nine districts (Dongyang City, Lanxi City, Yongkang City, Yiwu City, Pujiang County, Wuyi County, Pan'an

County, Jindong District and Wucheng District) were selected from the central Zhejiang Province. Three villages were selected from each district. The number of households in each village was 30, i.e. a = 9, B = 3, C = 3, d = 30, B × C × d = 270 (270 households are planned to be selected from each district). (table2)

Table 2 Client-server Experimental Results

Number of towns	Number of administrative villages	Number of households
27	81	2430

The third step is to determine the final sample size in the layer. According to stratified sampling, each region is regarded as a layer, and the number of adjusted households in each region can be obtained by proportional distribution of samples, that is, the total number of households in each region multiplied by the sampling ratio of 0.00226. For example, the number of households extracted after the

adjustment in Lanxi City is  $234353 \times 0.00226 \approx 302$ . (table3)

The fourth step is to plan 30=90 households for each township in each area. The number of villages to be extracted in each area should be divided by 90 households according to the number of households in each area after

adjustment in Table 3, and the integer value obtained will be taken as the number of villages and towns surveyed in each area. The number of households to be investigated and the final sample size of this survey are 2526. (table4)

Table 3 Number of Households in each Region after Adjustment unit: household

total	Jindong、Wucheng	Lanxi	Yiwu	Dongyang	Yongkang	Wuyi	Pujiang	Pan'an
2483	530	302	361	399	337	194	197	163

Table 4 Final Adjustment of Sampling Table of Sampling Units at all Levels

	total	Jindong、Wucheng	Lanxi	Yiwu	Dongyang	Yongkang	Wuyi	Pujiang	Pan'an
Number of villages and towns investigated	27	6	3	4	4	4	2	2	2
Number of households investigated in each region	2526	540	306	372	408	336	198	198	168
Number of households investigated in each township	753	90	102	93	102	84	99	99	84
Number of households investigated in each village	251	30	34	31	34	28	33	33	28

The fifth step is to extract secondary units from each layer. Firstly, the villages and towns to be surveyed are selected by PPS sampling in each region, and the number of villages and towns in each region is shown in the table above. Secondly, in the selected villages and towns, three administrative villages are also selected in each township according to the PPS sampling method. Finally, in each selected administrative village, the house number of each household shall be sampled equidistant. The specific number of surveyed households in each village is shown in the table above.

The sample size of 2019 in Zhejiang Province is about 2900, and the sampling method is in line with the 2018 survey in Zhejiang Province.

2.2. Probabilistic Automata

In the summer of 2019, the "mid Zhejiang investigation" focused on "rural education". With the focus of "rural culture, education and talents", more than 1700 teachers and students were sent to 9 counties (cities and districts) of central Zhejiang to complete 19 Street towns, 82 villages and 2981 questionnaires. Give advice.

Central Zhejiang survey 2018 and 2019 focused on "Internet finance", "rural culture and people's livelihood", "rural governance", "integration of large and medium moral education" and other themes. 5489 questionnaires were collected, which basically showed the achievements and weaknesses in the construction of "the United States and the countryside" in Zhejiang Province.

The questionnaire design is divided into cultural education, cultural facilities, cultural activities, values, rural governance and other aspects. Each part has 10 questions. Since the rural cultural construction in Zhejiang Province is concentrated on the cultural auditorium, the questionnaire topic design basically focuses on the cultural auditorium construction and related activities.

3. DATA ANNAIYSIS

Rural Revitalization focuses on industry, roots in culture, and the way out is on the road of Rural Revitalization with Chinese characteristics. Rural culture is also undergoing the transformation from clan community to cultural community, and is reshaping the rural civilization in the new era. Since 2003, Zhejiang has made great efforts to build a rural cultural complex. The cultural auditorium has

undertaken the comprehensive functions of rural cultural position, cultural brand, cultural activities, cultural life, etc., and has become the key platform of cultural public space and cultural system.

### **3.1. The development of rural cultural system in central Zhejiang**

Chinese local society is not only a physical space, but also a complex field with historical dimension, humanistic feelings, cultural tradition, social memory and group consciousness. Since the reform and opening up, rural culture has gone through many stages, such as cultural decline (1978-2002), cultural variation (2002-2012), and cultural consciousness (2012 -). Under the guidance of the strategy of rural revitalization, rural civilization is being reshaped, and a rural cultural system with socialist core values as the main body is being built[4].

Since 2003, Zhejiang Province has vigorously promoted the "one thousand village demonstration and ten thousand village renovation" project, which has gone through four advanced stages: advanced demonstration leading (2003-2007), full coverage construction (2008-2010), upgrading and beautifying (2011-2015), and beautiful rural construction (2016 to date). Among them, the rural cultural auditorium has become a pilot priority project of grass-roots comprehensive cultural service center. It is reported that 1337 were completed in 2013, 7916 were completed by the end of 2017, and nearly 8000 were completed by the end of 2018, realizing the full coverage of administrative villages and more than half of natural villages. Zhejiang Province plans to build more than 10000 by the end of 2020, covering more than 80% of residents and natural villages.

In fact, the rural cultural auditorium has become the core of the rural cultural system, integrating many functions of the party's policy and national policy propaganda, the implementation of cultural welfare, the promotion of traditional culture, the inheritance of folk customs, the exchange of daily life, and even shouldering the important mission of grass-roots social governance.

The results show that there is a slight difference in the participation of people in different regions of central Zhejiang. In the aspect of "normal participation", the organizational effect of Dongyang City is relatively obvious; in the aspect of "regular participation", Pujiang County has a slight advantage; in the aspect of "occasional participation", the difference between counties and cities is not obvious; in the aspect of "little participation", Wucheng District and Lanxi City have a significantly higher population coverage and participation. And degree could not be maintained. In general, Dongyang City and Pujiang city are in the first place, while Lanxi City and Wucheng District are in the second place. (table5)

To a certain extent, the degree of participation reflects the degree of liking, but more importantly, it reflects the usefulness of satisfying the real life. The questionnaire directly designs the liking of different groups of people to

the cultural auditorium in central Zhejiang. The results show that Pujiang County, Dongyang City and Wuyi County are relatively high in "very like"; Wucheng District and Wuyi County are slightly lower in "relatively like", while the rest areas are relatively balanced; and "basically like" Zhongjin East District, Wucheng District, Wuyi County and Lanxi City have some advantages. In a word, Wucheng District and Lanxi City have lower liking degree, and Dongyang City, Pujiang County, Pujiang County, Yiwu City and Jindong District have higher liking degree. (table6)

**Table 5 Participation of People in Different Regions in Cultural Auditorium unit:%**

Region	Normalized participation	Regular participation	Occasional participation	Little involvement
Wucheng	7.01	12.12	42.11	38.76
Jindong	10.42	22.52	43.75	23.21
Dongyang	21.43	18.66	35.71	24.20
Yiwu	10.11	19.57	42.01	28.31
Yongkang	10.86	25.78	37.14	26.22
Lanxi	9.70	13.39	38.77	38.14
Pujiang	10.31	28.29	41.28	20.12
Wuyi	11.36	23.33	44.52	20.79
Pan'an	7.83	24.28	40.78	27.21

**Table 6 Popularity of People in Different Regions in Cultural Auditorium unit:%**

Region	Super like	I like it	Basic like	commonly	Less recognition
Wucheng	12.21	33.76	27.89	23.52	2.62
Jindong	19.32	39.77	29.56	11.31	0.04
Dongyang	25.13	46.31	18.02	9.79	0.75
Yiwu	22.54	42.01	24.65	10.27	0.53
Yongkang	23.22	45.57	18.14	12.01	1.16
Lanxi	13.01	39.56	26.32	20.44	0.67
Pujiang	26.13	44.58	21.68	7.12	0.49
Wuyi	24.67	34.66	26.44	13.03	1.29
Pan'an	20.41	44.68	23.32	9.70	1.89

Among all the people in the middle of Zhejiang Province, the distribution difference of the people with different education background participating in the cultural auditorium integration activities is obvious. The people with high school and below education background tend to be more and more in the "normal participation", while the people with secondary school and above education background tend to be more and more in the "occasional participation", and the option of "very little participation" is relatively balanced. The "occasional participation" is the highest in the group of students' calendar, and the "little participation", "regular participation" and "normalized participation" decrease in turn. (table7)

Table 7 Participation of People with Different Educational Background in Cultural Auditorium unit:%

Option	Primary school and below	junior middle school	high school	secondary specialized school	junior college	University and above
Normalized participation	12.23	13.04	10.74	5.52	4.21	4.03
Regular participation	19.56	22.11	21.53	16.38	19.17	13.75
Occasional participation	37.54	39.65	40.91	52.14	47.49	53.46
Little involvement	30.67	25.20	26.82	25.96	29.13	28.86

### 3.2. Rural values leading in central Zhejiang

Traditional rural culture takes the inheritance of regional traditional culture as the core, the blood relationship as the maintenance, the geographical relationship as the carrier, and the traditional way of life, production and thinking as the identification benchmark. The ancient villages and cultures in central Zhejiang are relatively well preserved. The residential areas, ancient villages and ancestral halls of celebrities in Ming and Qing Dynasties and even in the southern and Northern Dynasties are still well preserved. Since the 18th National Congress of the Communist Party of China, the Central Commission for Discipline

Inspection has selected and broadcast a number of special films on family style and family training. Ten films have been selected in central Zhejiang, which is also rare in China[5].

The survey of Zhejiang Province conducted a survey on the cognition of family members and family members of different educational backgrounds. The results showed that the difference between the different educational backgrounds was not very obvious. In the "clear family training" option, people with college degree or above and people with primary school degree or below have relatively weak cognition. In the "possible family training" option, people with various degrees basically converge, but the difference is not obvious. (Table 8)

Table 8 Cognition of Different Educational Background Groups to Family Training Activities of Grass Roots Organizations unit:%

Option	Primary school and below	junior middle school	high school	secondary specialized school	junior college	University and above
Clearly	18.70	27.10	25.10	22.70	27.13	19.00
There may be	63.30	59.00	57.90	64.00	54.26	57.50
Difficult to distinguish	18.00	13.90	17.00	13.30	18.61	23.50

## 4. CONCLUSION

Cultural revitalization is the core of rural revitalization, industrial revitalization is the external core of rural revitalization, accelerating the construction of rural civilization with regional characteristics in central Zhejiang, and following the road of Rural Revitalization with Chinese characteristics, we should adhere to the following aspects:

One is to inherit nostalgia and transform the spiritual home into a cultural landscape. Under the impact of industrialization, informatization and urbanization, rural culture, especially ancient villages, ancient buildings and intangible culture, is facing a state of no one to follow. Nostalgia cannot be lost in museums. Local governments should take the initiative to combine traditional culture, traditional buildings and rural tourism, upgrade and

transform it into a constantly updated historical and cultural landscape, so as to make traditional culture continue to survive in the middle of Zhejiang Province, while maintaining the heritage of traditional culture with economic benefits. On some classic routes, we will build rural characteristic garden complex, connect cultural landscapes with rural cultural tourism routes, upgrade the cultural precipitation of ancient villages and scenic spots to experience hall integrating modern life, and transform nostalgia into cultural products[6].

The second is to retain memory and transform traditional culture into life culture. With the rapid transformation of production mode, thinking mode and life style, especially the demand for a better life in the new era, the direct agricultural production in central Zhejiang has been transformed into agricultural industrialization, and the surplus human resources have been transferred to the secondary and tertiary industries. Each street town should integrate local culture and traditional culture in building

planning, public space, industrial products, etc. in combination with the construction of characteristic towns, actively promote the characteristic local culture into the classroom, develop characteristic teaching materials, and make the local culture and traditional culture become an integral part of life, especially the influence of the growth environment of teenagers. Streets and towns can work together with local colleges and universities to sort out oral history, local history and characteristic cultural history, and even set up cultural exhibition areas in Colleges and universities to preserve local traditional culture in Colleges and universities.

Third, the construction of the main position of socialist culture is integrated into the upgrading process of the cultural auditorium. We will strengthen the effectiveness of the rural governance system, highlight the functions of organizational and cultural guidance, further upgrade the cultural auditorium, transform the party's policy propositions into cultural activities and services that the masses actively participate in, and better play the role of grass-roots party organizations. Actively attract voluntary services, Party building activities, cultural publicity, literary and art activities in primary and secondary schools to enter the cultural auditorium, contact with rural performance teams, square dance performances, local cultural works, etc. to enter the campus, so that the main position of socialist culture has both vitality and core value orientation, and promote the development of rural civilization.

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