

Research on Public Culture Construction in Rural Communities under the Background of Rural Revitalization on Strategy

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ABSTRACT

Enhancing the country's cultural soft power is an important prerequisite for building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation. At present, there are obvious cultural differences between urban and rural communities, especially in rural community construction. Based on the background of Rural Revitalization and taking the needs of farmers as the starting point, this paper deeply analyzes the problems existing in the current rural community public culture construction, such as insufficient capital investment, single supply mode, unbalanced supply, low participation of community residents and low utilization rate of public cultural facilities. On the basis of following the wishes of rural residents' cultural needs, this paper puts forward to broaden financing channels and improve corresponding systems, introduce professional teams, optimize and restructure the construction mode, and enrich the types of public culture in combination with the Internet. The construction of rural community public culture should always put the spiritual and cultural needs of farmers in the main position, and take serving farmers as the highest criterion.

Keywords: rural revitalization, rural community, public cultural construction.

1. INTRODUCTION

Rural Revitalization Strategy is a major strategy put forward by Comrade Xi Jinping in the nineteen major reports of the party in October 18, 2017. [1] Rural Revitalization is the overall and historic task of building a modern socialist country in an all-round way. It is also the general starting point for the work of "agriculture, rural areas and farmers" in the new era. The implementation of Rural Revitalization should not only pay attention to the construction of material level, but also pay attention to the construction of spiritual level. As a part of culture, rural public culture is closely related to the spiritual life of farmers. Rural community public culture is the customs and habits accumulated by farmers for a long time. In the Rural Revitalization promotion law, Article 31 also clearly states that people's governments at all levels should improve the rural public cultural and sports facilities network and service operation mechanism, and encourage various forms of farmers' mass cultural and sports, festivals and folk customs and other activities.

Although the importance of public culture is rising, the current situation of public culture construction in rural communities in China cannot really meet the growing cultural needs of rural areas. Optimizing the construction system of public culture in rural communities and promoting the speed of public culture construction are not only an urgent matter for the government and rural communities, but also an important prerequisite for Rural Revitalization. At present, there are few studies on the public culture of rural communities in China. This paper starts from this perspective, and on this basis, pays full attention to the cultural needs of farmers, and takes the cultural needs of farmers as the research focus. The innovation of this paper is that the construction of public culture always focuses on farmers, takes serving farmers as the highest criterion, adopts the thematic perspective, and makes policy-making from the perspective of farmers, so as to make farmers become the backbone of community public culture construction.

2. LITERATURE REVIEW

Rural community public culture is a shared cultural concept. It is the historical and cultural accumulation of rural areas and the cultural pedigree created in farmers' daily life. The domestic research on public culture shows an obvious imbalance. Due to the early development mode of urban before rural in China, most academic studies prefer urban communities, and there are few articles on public culture in rural communities. At present, the domestic research on rural community public culture is mainly from the four aspects of public culture management, service system, space and product supply, while the articles on the construction of rural community public culture are relatively scarce.

Regarding the management of public culture in rural communities, Zhang Zhongping proposed to promote the innovation of government management system, build diversified financing channels, strengthen the construction of community farmers' public cultural value system, and promote community public culture. Collaborative management and other new management strategies. [2]

In terms of the service system of rural community public culture, Aiming at many practical problems existing in the development of public cultural services in rural communities in China, Gong Qian proposed to improve public cultural services in rural communities from a multi-dimensional perspective, which can be achieved by innovating the management mode of rural grass-roots cultural services, strengthening the construction of talent team of rural public cultural services, and building a cultural service brand with regional and national characteristics Strengthen the precise supply of public cultural services in rural communities and strengthen the organizational guarantee of cultural construction in rural communities. [3] pan Lusheng believes that the practical mechanism of the construction of rural community public cultural service system should be studied from the overall layout of urban-rural integrated development and the comprehensive factors of rural production and life, natural endowment and cultural tradition. [4] Li Mingming has a unique way to study the public culture of rural communities. Starting from the tea culture, he believes that the moral education function and aesthetic value contained in China's tea culture cannot be underestimated in promoting the construction of community public cultural services. Therefore, he believes that the integration of Chinese tea culture into the construction of public cultural services in new rural communities is of great benefit to its future development. [5]

In terms of public cultural space in rural communities, Lu Yan takes Lu's ancestral temple as the research object and describes the ancestral temple as a public cultural

space. She believes that when building a new rural public cultural space, it is necessary to protect the traditional resources represented by ancestral halls. The state and other social forces should increase the investment of resources, cooperate with the enthusiasm of farmers and promote the construction of rural public cultural space. [6]

In terms of the supply of public cultural products in rural communities, Xu Shiyu believes that there are some problems in the supply of public cultural products in rural communities, such as backward supply concept, unscientific supply mechanism and low supply quality. Therefore, he puts forward some suggestions that the supply of public cultural products in rural communities should establish the concept of people-oriented and win-win cooperation, innovate the supply system, reform the traditional supply mode and establish a network supply mechanism. [7]

3. PROBLEMS IN THE CONSTRUCTION OF PUBLIC CULTURE IN RURAL COMMUNITIES

Since the Rural Revitalization Strategy was put forward, the construction of public culture in rural communities has been promoted one after another. However, from the current construction situation, the results of the construction of public culture in rural communities are not ideal, and there are some problems in the construction of public culture in many areas. In conclusion, there are the following major problems.

3.1. *Insufficient capital investment*

The development of urban and rural areas in China is very different, and there are the same problems in the construction of community public culture. Judging from the government's investment in public cultural construction, there has always been a phenomenon of "reproducing cities over rural areas". Since the introduction of the new rural construction, the state's investment in rural cultural construction has increased significantly compared with previous years. Although the government's investment in cultural construction has increased, rural distribution is still insufficient compared with urban areas, especially in the construction of public culture.

3.2. *Single supply mode and uneven supply of public culture*

The public culture of rural communities includes two types: endogenous culture and external input culture. It can be seen that the single supply model of the government alone cannot meet the daily needs of villagers. Some researchers have also pointed out: "Many cultural concepts in rural areas are forcibly 'embedded'

from top to bottom to rural society relying on the strength of the state, mainly manifested in the transformation and substitution of mass culture by an elite culture." [8] However, rural communities have their own endogenous public culture, and this type of single supply model can only hinder the healthy development of the public culture of rural communities. In addition, there is an imbalance in the supply of the construction of public culture in rural communities. Part, there are differences in the supply of resources in different regions. For example, the supply of resources in the western region is significantly weaker than that in the developed areas of the central and eastern regions, and partly because there is a gap in the supply of different villages in the same region, such as the supply of government resources. Prefer villages with developed transportation and development value.

3.3. Low participation of community residents and low utilization rate of public cultural facilities

Under the process of modernization, the impact of the rapid development of information on rural residents cannot be underestimated. With the popularity of the Internet in rural areas, watching mobile phones and computers replaces other public cultural life of rural residents' leisure time. This new spiritual sustenance method replaces the dominant position of traditional public cultural life, resulting in the homogenization of residents' spiritual and cultural life. This is also the inevitable result of the impact of modern culture on tradition. The rise of modern culture and its spread in rural areas have led to the gloom or even demise of rural traditional culture. On the other hand, a single public cultural activity led by the government cannot meet the spiritual and cultural needs of rural residents. The same cultural activities make it difficult for residents to identify. A single public cultural activity forced by modern culture alone not only cannot relax the lives of villagers, but also will only give them We bring extra pressure. In addition, due to the phenomenon of "hollowing out" in rural communities and the low participation of residents in public cultural activities, the utilization rate of public cultural facilities has been low. Many public cultural facilities are idle and do not play their original functions.

4. COUNTERMEASURES AND SUGGESTIONS FOR THE CONSTRUCTION OF PUBLIC CULTURE IN RURAL COMMUNITIES

4.1. Broaden financing channels and improve corresponding systems

Adequate capital investment is the premise and guarantee of public cultural construction. The

government's public financial support is not only the main source of funds for the construction of the village community's public culture, but also represents the government's recognition and even encouragement of the dominant direction of the village community's cultural construction. [9] The construction of public culture in rural communities should not only increase government investment, but also call on all sectors of society to actively guide social forces to participate. In addition, the corresponding capital investment system should also be improved. To maximize the utilization rate of funds, the improvement of the system is necessary and central. The government can increase its awareness of rural communities by strengthening research, and formulate supporting laws and regulations based on the actual conditions of rural communities.

4.2. Introduce professional teams and optimize the reorganization and construction mode

The construction of public culture in rural communities is different from the construction of public culture in rural areas, and the two cannot be simply equated. The public culture of rural communities has obvious regional characteristics and differences. Different rural communities have their own unique cultural traditions and cultural resources. Therefore, the introduction of professional teams and targeted development of construction plans is to ensure the construction and utilization of public culture in rural communities. necessary measures to increase the rate. In the construction of public culture in rural communities, while introducing professional teams, the most important thing is to ensure the dominant position of farmers. The people who know the community culture best are the residents themselves. As the actual beneficiaries of public cultural construction, residents have the right to understand and express their desires. Only a community public culture recognized by farmers can truly take root in the countryside. Therefore, farmers' participation should run through the entire construction process, ensure farmers' subject consciousness, encourage them to actively participate in the construction of community public culture, establish a professional community public culture that meets farmers' needs, and aim to make this public culture a Farmers and professional teams jointly build a public cultural construction mechanism for co-governance and sharing.

4.2. Combining the Internet to enrich the types of public culture

The single type of public cultural model in rural communities greatly reduces the enthusiasm of rural residents to participate. Under the huge impact of the Internet on traditional culture, the collision of tradition and modernity does not necessarily have to eliminate each other. On the contrary, it can be made compatible

through positive guidance. Excellent traditional culture is the rich historical and cultural heritage accumulated by the lives of farmers for several generations, "The unique public cultural space, various historical memories, customs, rituals and architectural landscapes of the village community are an important basis for enhancing the community awareness of the village community and promoting the inheritance and innovation of traditional culture. At the same time, rural traditional cultural resources have strong derivative economic value. Through industrial development, they can produce huge social and economic benefits and drive the overall development of rural society." [10] Therefore, we can combine the Internet with traditional culture, actively absorb modern culture, protect and carry forward traditional culture and enrich cultural types. Some traditional public cultural activities, such as opera going to the countryside and film screening, can be enriched by relying on rural traditional festivals, while some modern public cultural activities, such as the construction of rural bookstore and library, can be combined with the Internet, make full use of network resources, provide e-book resources for villagers, and enrich villagers' spiritual and cultural life to a greater extent.

5. CONCLUSION

The construction of public culture in rural communities is a task with a long way to go. In the construction process, we should always adhere to the dominant position of farmers, strictly put an end to the top-down single construction model, and implant so-called modernity factors from the outside to replace the original traditional culture within rural communities. In the construction of public culture in rural communities, we are not calm bystanders, but should take ourselves as a member of rural communities and study from the perspective of theme. We should follow the needs and wishes of farmers and build a public cultural system truly rooted in rural areas. In the process of constructing public culture in rural communities, we should also make full use of Internet resources, keep up with the requirements of the times, integrate public cultural resources, formulate long-term development plans, steadily promote the construction of public culture in rural communities, and build a public culture integrating entertainment and learning. Strive to build the public culture of rural communities as a platform for neighbors to help each other, build spiritual homes together, and increase the cohesion of farmers.

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