



Coupling Mechanism and Collaborative Path of Rural Revitalization and Construction of Rural Public Cultural Services

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Abstract. With the implementation of various strategies and policies in national public service construction over recent years, the construction of rural public cultural services has achieved remarkable results. However, influenced by natural, historical, geographical, and economic factors, the overall level of rural public cultural services still has much room for improvement. In 2018, China proposed the strategy of “rural revitalization,” which provided a good opportunity to strengthen the weak links in the construction of the rural public cultural service system. This paper mainly discusses the coupling mechanism and collaborative path of rural revitalization and rural public cultural services, trying to provide a new way of thinking and improving the rural public cultural service system under the background of rural revitalization strategy.

Keywords: Rural revitalization · Rural public cultural services · Coupling mechanism · Collaborative path First Section

1 Introduction

The “Opinions on Implementing the Rural Revitalization Strategy” promulgated in January 2018 pointed out that by 2020, it is necessary to promote the equalization of basic public services in urban and rural areas [1]. In October 2019, the Fourth Plenary Session of the 19th CPC Central Committee made important arrangements for improving the public service system and raising the equalization and accessibility of basic public services [2]. Public cultural services refer to the activity of providing basic public cultural products and services by government departments to meet people’s basic cultural needs. Public cultural service is not only an important content in the field of cultural construction in China, but also the further extension and expansion of government functions, especially public service functions, in the field of cultural undertakings. Perfecting the public cultural service system is not only the inherent requirement to adapt to the transformation of major social contradictions in China, but also the inevitable requirement to continuously meet the people’s growing expectations for a better cultural life [3].

Rural public cultural service is central to China’s public cultural service system. With the deployment of national strategies and policies, rural public cultural services

have made tremendous progress in infrastructure construction, service provision, public-interest cultural programs, public cultural activities, etc. But limited by factors such as geography, nature, and economy, the cultural ecology in rural areas is out of balance. The construction of public culture often lags behind the development of the rural economy, and the overall public cultural services still stay at a low level with noticeable weaknesses. So how to solve this problem? How to improve rural public cultural services in the context of rural revitalization? The rural revitalization strategy in 2018 has created a great opportunity for China to prop up the weak points in cultural construction and public cultural service construction in rural areas and realize innovative and leap-forward development. Therefore, this paper intends to discuss the coupling mechanism and collaborative path of rural revitalization and rural public cultural services, trying to provide a new idea and new way to innovate rural public cultural services.

2 Coupling Mechanism Between Rural Revitalization and Rural Public Cultural Services

Rural revitalization encompasses the comprehensive and coordinated development of rural economy, culture, and environment. Culture should be put as a priority in rural revitalization. Rural cultural revitalization is the spiritual origin of rural revitalization. Promoting rural cultural construction is the thrust and essential way to realize rural cultural revitalization. Without prosperous rural culture, rural cultural revitalization and even the overall rural revitalization will be difficult to achieve. Rural cultural revitalization is the foundation and guarantee for the implementation of the rural revitalization strategy, and it is also the focus of efforts to promote the construction of a rural public cultural service system. Rural cultural revitalization can prosper rural culture and enrich the cultural life of rural residents. It can help maintain good folk customs, keep the peace, reshape the morality, and rebuild the social trust in rural areas, all of which demonstrate the cultural connotation and value contained in the rural revitalization and underpin the interaction and coupling between rural revitalization and rural public cultural services. Some scholars pointed out that rural revitalization will help promote the equalization of urban and rural basic public services, which in turn can lay a solid foundation for the in-depth implementation of the strategy [4]; the two sides are the premise and foundation of each other.

During the “14th Five-Year Plan” period, an important task of the Party and the state is to consolidate and expand the effective connection between the achievements of poverty alleviation and rural revitalization, the key to which is to promote the constructive interaction between rural revitalization and rural public cultural services and achieve sustainable win-win cooperation. This paper mainly discusses the coupling mechanism and synergistic effect between rural revitalization and rural public cultural services from the objectives, functions, structures, and elements of the policies explained in the “Rural Revitalization Strategic Plan (2018–2022)” and the “Plan for Public Cultural Service System over the 14th Five-Year Plan Period” (see Fig. 1).

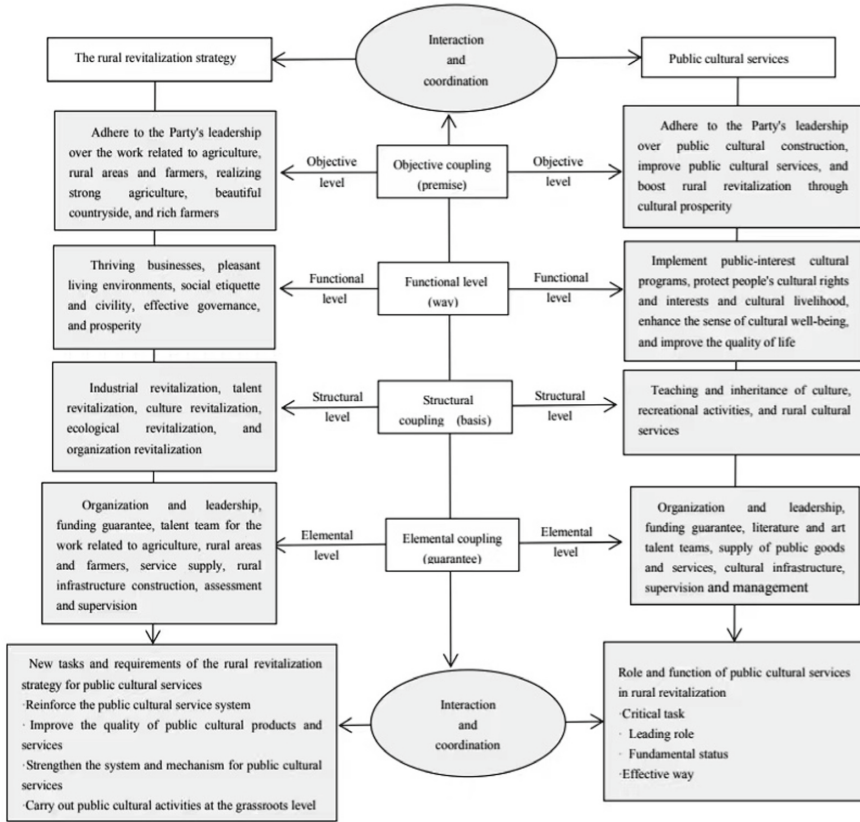


Fig. 1. Coupling mechanism and synergistic effect between the rural revitalization strategy and rural public cultural services

2.1 Objective Coupling—The Premise of Interaction and Coordination

To realize the strategic goals of rural revitalization and the task of building a rural public cultural service system, we must uphold the Party’s leadership, which is the prerequisite for us to do well in anything we undertake. A great political advantage of our Party is that it exercises leadership over rural work. The undertaking of all rural work must adhere to the Party’s overall leadership over the work related to agriculture, rural areas, and farmers, which should be treated as the priority of current work. Only when we realize the prosperity of the agricultural industry, build a clean and beautiful rural environment, and create a well-off life for rural residents, can we provide a basic guarantee for rural revitalization strategy. In addition, strengthening the leadership of the Party is also the fundamental guarantee for improving the cultural soft power. To uphold the leadership of the Party can offer strong ideological, political, organizational, and talent guarantees for the building of public cultural services, so as to upgrade public cultural services and realize the strategic goal of rural cultural revitalization through cultural efflorescence. Therefore, the objective coupling is the basic premise to realize

the coordinated development and sustainable win-win cooperation of rural revitalization and rural public cultural service.

2.2 Functional Coupling—The Way of Interaction and Coordination

In the socio-economic development, both rural revitalization and rural public cultural services take “village” as the fundamental field and carrier of work and play their respective roles. The special resource endowment in rural areas is the fundamental basis upon which the rural revitalization strategy is implemented. As a unique rural resource, rural culture is the “soul” of rural development, which can breed longer-lasting endogenous power in the practice of rural construction, rural development, and rural governance. First, rural culture has the function of enlightenment. It can settle debates and disputes in rural society through mediation and enculturation and maintain social stability and order for the implementation of the rural revitalization strategy. Moreover, increasing capital investment in the construction of rural public cultural services, continuously improving the conditions of public cultural facilities, and innovating the form and content of rural public cultural activities are central to safeguarding the basic cultural rights and interests of rural residents and meeting their cultural and spiritual needs. Therefore, the functional coupling is a fundamental way to realize the coordinated development and sustainable win-win cooperation of rural revitalization and public cultural service construction.

2.3 Structural Coupling—The Basis of Interaction and Coordination

Improving the rural public cultural service system and implementing the rural revitalization strategy are the surest paths for rural areas to achieve sustainable and high-quality socio-economic development in the new era. Public cultural services and rural revitalization are coordinated and complementary at the structural level. Public cultural services include the teaching and inheritance of culture, the development of recreational activities, rural cultural services, etc. Rural revitalization encompasses industrial revitalization, talent revitalization, culture revitalization, ecological revitalization, and organization revitalization, among which cultural revitalization is underpinned by public cultural services. Therefore, the structural coupling is the bedrock for the coordinated development of rural revitalization and rural public cultural services.

2.4 Elemental Coupling—The Guarantee of Interaction and Coordination

The construction of a rural public cultural service system is an important means to promote social civility in rural areas, which can strengthen the rural public cultural service system [5]. We must effectively tap the excellent traditional culture in rural areas and its value to help rural people embrace their identity and value identity and provide a powerful impetus and intellectual support for rural revitalization. Meanwhile, governments should strengthen the construction and operations management of public cultural service infrastructure, encourage and support rural areas to hold cultural activities, establish cultural associations, and conduct cultural lectures, so as to improve the cultural literacy of rural residents. In addition, we can use the innovative mode of “Culture Plus”

to strengthen the deep integration of culture and agriculture and widen the channels of rural economic development. Therefore, the elemental coupling is the basic guarantee to realize the coordinated development and sustainable win-win cooperation of rural revitalization and rural public cultural service construction.

3 Collaborative Path of Rural Revitalization and Construction of Rural Public Cultural Service System

3.1 Grasp a Deeper Understanding of the Status and Role of Rural Public Cultural Services in Rural Revitalization

Since the Chinese authority released the No.1 Central Document in 2017, strengthening the construction of the rural public cultural service system has become a critical task for local governments to implement the rural revitalization strategy and initiate rural cultural construction. What's more, innovating the rural public cultural service system can create a good cultural atmosphere in rural areas and guarantee the basic cultural life needs of the rural people. It is also conducive to the construction and training of cultural talents, who can act as positive role models in the implementation of rural revitalization strategy. Finally, the effective supply of public cultural services can enrich rural public cultural resources and improve the quality of cultural life for rural people, thus promoting social civility in rural areas and providing an effective way for the smooth implementation of the rural revitalization strategy.

3.2 Implement the New Tasks and Requirements of Rural Revitalization for Rural Public Cultural Services

First of all, we must emphasize rural public cultural work, strengthen guidance and increase capital investment, and strive to solve the mismatch between supply and demand, lack of motivation in rural people, and weak participation in the construction of rural public cultural services. Second, we should focus on the basic cultural needs of rural people and advance public cultural service programs with local features and folk customs. For example, we can promote public-interest programs such as rural radio, film and television, press and publishing, rural library, and public digital culture to accelerate the networking and digitalization of rural public cultural service construction. Third, we must improve the incentive mechanism, support mechanism for mass art creation, and working mechanism of rural cultural workers, create a social environment conducive to cultivating rural talents, and hunting resources for artistic creation through multiple channels. We should encourage all kinds of literature and art workers and organizations in rural areas to create their own culture and enrich grassroots cultural activities. We should also strengthen the building of rural grassroots literature and art talent teams and improve their comprehensive ability and quality. We should attach importance to the cultivation of rural local cultural talents. By carrying out cultural training and specific skills training, strengthening cooperation and exchanges, etc., we can cultivate and introduce a group of young literature and art workers, rural craftsmen, and inheritors of folk culture who can put down roots at the basic level and play an active role in the brand-building of distinctive rural cultures.

3.3 Continuously Improve the Efficacy of Rural Public Cultural Services for the Smooth Implementation of the Rural Revitalization Strategy

First of all, efforts should be made to promote the reform of the central-branch library system for cultural institutions to integrate and optimize rural cultural resources. Secondly, we should leverage the public space for rural cultural activities, such as ancestral halls and stages, and make full use of traditional folk festivals, traditional customs, intangible heritage performances, and other cultural resources to carry out splendid rural cultural activities. Finally, we must further strengthen the management and maintenance of rural cultural places and facilities, especially those suitable for special groups such as the elderly, left-behind children, and women.

3.4 Excavate and Protect the Rich Cultural Resources in Rural Areas

Excavating rural cultural resources and protecting and inheriting rural cultural heritage is one of the important tasks of rural revitalization and rural public cultural system construction; it is also the driving force for the innovation and transformation of grassroots culture, which further stimulates rural cultural development. Strengthening the excavation and publicity of rural revolutionary culture can not only carry forward the red tradition in rural areas and guide the construction of rural civilization, but also help cultivate the core socialist values of rural people to promote the implementation of rural revitalization strategy. In response to Party spirit education, we should organize rural residents to participate in Party history study and education activities, watch revolutionary films, learn revolutionary traditions, attend revolutionary cultural relics exhibitions, visit historical sites, etc., so that revolutionary culture can be deeply rooted among the people. We should utilize the educational function of schools and let campuses embrace the excellent rural cultural heritage, so that students can fully understand the connotation and essence of rural cultural heritage. We should rationally develop and cultivate rural cultural industries, tourism, etc., and strive to brand rural industries with distinctive local features, so as to drive all-around rural revitalization.

4 Conclusion

Taking the proposal of rural revitalization strategy as an opportunity, this paper analyzes the importance of rural public cultural service system construction. By discussing the coupling mechanism between rural revitalization and rural public cultural service in terms of objectives, functions, structures, and elements, it is considered that the objective coupling is the premise, the functional coupling is the way, the structural coupling is the foundation, and the elemental coupling is the guarantee to maintain the benign interaction and coordinated development between the two sides. Meanwhile, we explore the primary path of coordinated development between rural revitalization and rural public cultural service system construction and hold that a prerequisite for the coordinated development of the two is that we can deeply understand and grasp the important status and role of rural public cultural services in rural revitalization. On this basis, it is necessary to be aware of the new tasks, requirements, and challenges faced in the construction of

rural public cultural services under the background of rural revitalization and take solid steps. We should spare no effort to excavate and protect the rich cultural resources and cultural heritage in rural areas, cultivate the core socialist values among rural people, brand rural cultural industries with distinctive features, and continuously improve the efficiency of rural public cultural services, which can provide new ideas and methods for the smooth implementation of the rural revitalization strategy, and new perspectives for the innovative development of rural public cultural service system.

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