



Challenges and Solutions of Rural Traditional Culture Transmission: A Field Investigation Study

Li Ding^(✉) and Hongfei Hu

Eurasia University, No. 8 Dongyi Road, Xi'an, Shaanxi, China
{dingli1, huhongfei}@eurasia.edu

Abstract. China is recognized worldwide for its rich traditional culture. Its 5,000 years of civilization history played a strong role in shaping people's thoughts and behaviors and has bequeathed to posterity a wealth of spiritual and cultural treasures. Due to its stable cultural environment, due to its relatively isolated geography, rural areas have been the cradle for the transmission and inheritance of traditional culture for millennia. Therefore, studying the transmission and inheritance of rural traditional culture is significant for safeguarding, sustaining, and expanding traditional Chinese culture, as well as reviving rural culture. In this paper, by conducting field research and interviews, the actual difficulties in the transmission of rural traditional culture have been investigated, and a targeted path for improvement has been proposed.

Keywords: Rural Areas · Traditional Culture · Field Investigation · Transmission

1 Introduction

The dissemination and inheritance of rural traditional culture plays a significant role in promoting comprehensive rural revitalization and is an essential component of rural cultural revitalization. Rural cultural revitalization, one of the five major components of rural revitalization, should deliver cultural adjustment and offer multifunctional benefits, including the economy, politics, society, and ecology. In fact, rural cultural revitalization and the various value-oriented goals of rural revitalization are interconnected and contribute comprehensively to the reinvigoration of rural industries, talents, cultures, ecologies, and organizations alike. Thus, research on the dissemination and inheritance of rural traditional culture provides intellectual backing for rural cultural revitalization and is a crucial element in the comprehensive promotion of rural revitalization.

2 The Methods and Analysis of Field Investigation

This paper primarily uses the method of field investigation, based on a survey conducted in D village. The study location, D village, is situated in the western region of Shaanxi province. We investigated five specific aspects, namely religion, funeral culture, wedding

Table 1. Tridimensional Survey of Traditional Culture in D Village, Shaanxi Province.

Investigation Content	Religion
	Funeral Culture
	Wedding Customs
	Festive Culture
	Ethics, and Life Etiquette
Tridimensional Survey	Vertical: The causes, transmission, and evolution
	Horizontal: The relationship between cultural phenomena and surrounding cultural forms
	Subject: The formation, generation, application, development, and activity status of cultural phenomena.
	Object: The objective effects of cultural phenomena

customs, festive culture, ethics, and life etiquette, taking into account the local situation and changes in social development, with time serving as the central axis. Table 1 provides the specific survey outline.

This study surveys the evolution of cultural values over time and draws the following conclusions:

- Religious beliefs are becoming more diverse and less homogenous.
- Funeral culture has shifted from mutual aid to a more commercially oriented model.
- The marriage culture has, over time, shifted its focus from emotional attachment to materialistic considerations, which is reflected in rising divorce rates.
- The cultural role of festivals has shifted from formal observances to a more lifestyle-oriented style, leading to a decline in traditional celebrations.
- Within ethical morality and life etiquette culture, attitudes towards elderly people have shifted from one of respect to one where the elderly lack the support that they need, leading to a decline in their overall quality of life.

3 The Realistic Challenges in the Inheritance and Transmission of Rural Traditional Culture

Ogburn posited that material culture, especially in science and technology, predominantly influences societal changes. Subsequently, modifications extend to non-material cultural systems, values, norms, meanings and social structures when material culture undergoes changes [1].

3.1 The Binary Imbalance Between Rural and Urban Cultures

The accelerated economic growth has resulted in distinct cultural divisions between urban and rural areas, leading to structural imbalances that weakened the foundations and values of traditional culture. For a long time, rural culture has been undervalued

relative to urban culture, with preference given to heavy industry over agriculture and urban centers over rural areas, leading to a migration of young people seeking better opportunities in urban areas. This has further widened the gap between rural traditional culture and urban culture, making it challenging to adapt to the changing times.

3.2 Rural Culture is “Uprooted” by Urbanization

Clyde M. Wood has suggested that changes are typically caused by alterations in social and cultural environments or natural environment [2]. With the acceleration of urbanization, increased population mobility, the development of modern transportation facilities, and the proliferation of mass communication media, various modern cultures and lifestyles have interacted with traditional culture, resulting in mutual substitution and fusion. The cultural evolution principle [3] has revealed that “advantageous” cultures are more prone to widespread dissemination, and the value of culture depends on the level of economic development. Hence, rural culture is naturally viewed as a form of “inferior” culture, and its value is subject to undervaluation, allowing for the legitimization of urban culture reconstruction. This ultimately leads to the overall decline of rural culture and its gradual assimilation into urban culture.

3.3 Fixed Mindset of Rural Culture Transmission Subjects

According to Marxism, material and spiritual cultures have a mutual impact on each other. Rural traditional culture, whose constituent members are farmers, is increasingly demonstrating characteristics that obstruct the development of traditional culture due to the long-held thinking patterns that farmers have inherited over the last millennium. Farmers commonly lack inventive ideas, often exhibiting cowardice, negativity, and a belief in fate, and being accustomed to accepting resignation towards the status quo, without taking risks or showing the courage to innovate. This type of thinking faces challenging difficulty when trying to adapt to contemporary situations.

4 Exploration of Countermeasures for the Inheritance and Transmission of Rural Traditional Culture

Rural cultural revitalization is an important component and a driving force for the implementation of rural revitalization. Inheriting and disseminating rural traditional culture is a significant element of rural cultural revitalization, as illustrated in Fig. 1. Given the challenges in preserving rural culture, it is crucial to take effective measures.

4.1 Coordinating Development with Cultural Governance

Traditional cultural resources demonstrate an uneven distribution of development, where there is growth of modern rural culture but a decline in traditional culture, and the development of urban culture comes with a decline in rural culture [4]. Breaking the unbalanced situation of the rural-urban cultural dichotomy should be considered an urgent task. To achieve this, it is vital to reinforce multi-stakeholder synergies involving government

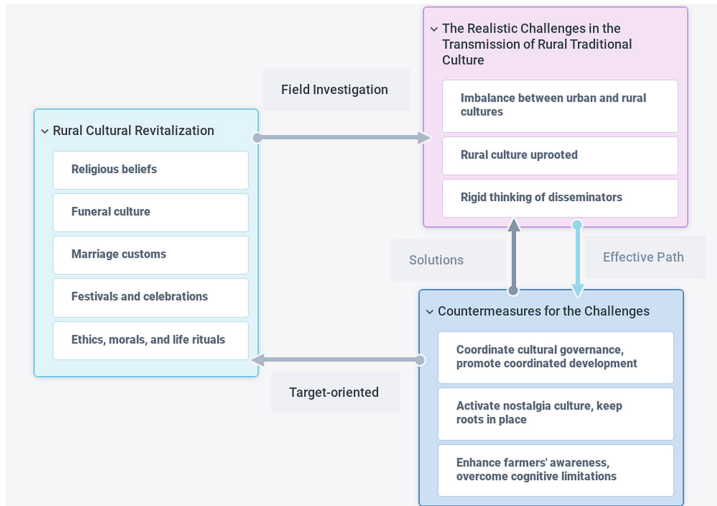


Fig. 1. The Connotation of Rural Traditional Culture and Its Revitalization

agencies, enterprises, experts, and citizens, in order to establish a varied administrative platform. On the other hand, it is crucial to bring together various stakeholders such as new elite farmers, rural college students, migrant workers, and village cadres, motivating and assisting cultural talents to repatriate and develop their homeland, thereby strengthening recognition and bolstering confidence in excellent rural culture.

4.2 Activating “Homesick” Culture and Retaining Roots

Nostalgia refers to the memory, longing, and yearning deep within people’s hearts for their hometowns or places where they used to live; it is a soft emotion and a spiritual need [5]. In today’s rapid urbanization, activating the “nostalgia” culture can solve, to a certain extent, the problem of rural excellent traditional culture being “uprooted”. Therefore, it is important to focus on three aspects: 1) preserving the original style of traditional villages; 2) inheriting rural customs and folkways; 3) achieving innovative integration between modern and nostalgic culture.

4.3 Enhancing Farmers’ Cognition and Breaking Through Cognitive Limitations

Raising the cultural awareness of farmers and promoting their ideological transformation is a complex process that requires various measures. On the one hand, intergenerational education and inheritance should be strengthened. In terms of rural culture inheritance models, the shift should be made from singular to multiple subjects, starting from different stages such as youth, middle-aged and elderly, to achieve intergenerational inheritance and the continuation and development of rural culture. On the other hand, it is necessary to break down the “information gap” by achieving the sharing of rural cultural resources through big data and network the excellent traditional cultural resources in rural areas.

5 Conclusion

According to a three-dimensional field investigation, rural traditional culture is facing problems such as the imbalance between urban and rural cultures, cultural fragmentation caused by urbanization, and the solidification of farmers' thinking during the process of inheritance and transmission. In order to solve these problems, it is necessary to coordinate cultural governance and achieve the coordinated development of urban and rural cultures, activate the "homesickness" culture and maintain the roots of rural culture, break down the "information gap," enhance farmers' cultural awareness, challenge their biases and limitations, and promote the sustainable development of rural traditional culture.

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