

## From cultural inertia to cultural evolution

On the new perspective of rural cultural construction of Chang Zhutan outskirts

Hongbo Liu

Hunan International Economics University  
Changsha Hunan 410205 China

**Abstract**—Cultural evolution refers to the process of representing the form of time; this process is ongoing, often cumulative and progressive. After this process, the cultural phenomenon organized the changes systematically. A cultural form or a cultural stage connects another culture or another form of cultural stage and continues to change. These changes are inseparable from the impact of cultural inertia, therefore, to recognize cultural inertia and find the relationship between cultural evolution and cultural inertia have a great significance to the implement of rural construction.

**Keywords**—Cultural inertia, Changzhutan suburbs, rural culture, new perspective

### I. INTRODUCTION

Culture refers to the creature in its development process gradually built up their lives with relevant knowledge or experience, is its adaptation to nature or the surrounding environment, is its understanding of itself and other organisms. Different people on the "culture" has a different definition, a definition is "by learning the essence of human thought and behavior to achieve perfection."

### II. CULTURAL INERTIA AND ITS STRENGTH

Like giving a precise and rigorous definition to culture is a very difficult thing to do, it is also not a very easy thing to define cultural inertia. In general, cultural inertia refers to after the formation of a given culture, people under the common cultural background follow this criterion of values and behavior, as well as the cultural role in people's inner strength of practice. This inner strength is mainly manifested in three ways: First, the influence of culture. The rise of a powerful country will tend to set off the appropriate cultural trends in the world, form a powerful international cultural influence, and often together with national and cultural influence. In modern history, "Uncharted Waters movement" and colonial development of Portugal, Spain, the two small countries in southern Europe, although accompanied by a bloody environment, made overseas colonies area which are several times in the local population has followed the "sovereign state," the language and customs; France make French philosophy, literary, artistic taste habits spread to different colors, different cultural backgrounds; British flourish of "empire the sun never sets", from afternoon tea to

keep left lane, from judicial custom to the education system, made the Anglo-Saxon culture influence throughout the world; former Soviet Union through the spread of "red culture", once set off cultural trends of a "big brother" in a socialist country. China in ancient heyday, from tea to silk, from the four great inventions to Shih chi, the influence of Chinese culture to the world is incalculable. Today, the new China's peaceful rise, not only the world can use "Made in China", but also "Confucius Institute" can be seen everywhere, International influence of Chinese culture is growing rapidly, and has been routed to the first seven of the world.

### A. Cultural impact on rural construction

In order to have an objective, specific study of China's history and circumstances, we should clearly recognize that the vast majority of rural China, China has accounted for three-fifths of the country's total population of 800 million farmers; the problem is always the key to China's rural issues and farmers' problems. Throughout rural China today, with the rapid economic development, agricultural productivity increased significantly, farmers living standards improved significantly, but the overall level of cultural development in rural areas has lagged, the rural economy and rural cultural development of CZT have serious imbalances and asymmetries, and the lag of cultural development makes long-term economic growth lose momentum and rational spiritual source. Thus, in-depth system analysis and research of the realities and the problem of rural culture and rural economic development of Changzhutan, exploration and proposition of the countermeasure of a scientific and effective coordination to promote sustainable cultural and economic development in rural Chang Zhutan, which should be the urgent affairs of decision-makers and thinking research of theorists. According to the requirements of theory of scientific development, only Chinese rural economy and culture can maintain long-term sustainable and coordinated development of the new century, China can really have a sound and rapid development; every Chinese person can truly be full of confidence for the great rejuvenation of the Chinese civilization.

### III. CHARACTERISTICS OF RURAL CULTURE IN CHANGZHUTAN

Changzhutan rural culture is an unique phenomenon to rural society, the regional culture has its own unique cultural

identity. In the long course of historical development, it formed its own unique Chinese-style cultural identity in the new era.

#### A. Rural cultural inheritance in Changzhutan

Changzhutan rural culture, like any other culture, from the starting day of generation, is constantly developing and this development and progress is constantly accumulated cultural inheritance on the basis of previous creation, there is no inheritance accumulated, there will be no increase, there will be no development. Anyone cannot cut history, intermittent reproduction and development of the culture created a civilization from the wild to a glorious career in human history.

#### B. CZT rural culture is of a mass character

CZT rural culture directly face to farmers, has a strong feature of the masses, this mass is mainly reflected in: First, the subject of Tan rural culture are farmers. CZT rural culture all fully reflects the criteria of "from the masses, to the masses", from its planning to the organization, and to the implementation, the whole process is based on the participation of independent farmers. Second, CZT rural culture rooted in the peasants. The rise, development and prosperity of rural culture all comes from the peasant masses, thanks to the creation of farmers and due to farmers' pursuit and desire. Third, CZT rural culture is to meet the needs of the peasants as a starting point and foothold, and this was also the cultural construction and development of CZT rural area.

#### C. The rural culture

Epochal character of CZT rural culture is very obvious. As an important part of social life in rural areas, CZT rural culture will be affected by real economic and political life, and along with the changing times and constantly evolving.

With the deepening of the market economy in rural development, and gradually breakthrough of traditional farming methods, many farmers came out of the countryside, came to the city, not only broadened their horizons, but also enlighten the soul, traditional rural culture is naturally hit and changed. In the face of market economy, farmers' thinking is increasingly open, the pursuit of farmers are more pragmatic, more personalized, these ideological changes of the farmers brought times of transformation of CZT rural culture, CZT rural culture has intense sense of times.

#### D. Status and the plight of construction development of CZT rural culture

In the process of rural development, the absence of the main building, the carrier, atmosphere, rural human resources and other plights in culture construction make the new rural construction walk with difficulties. The main building of new rural construction is peasant masses, the main building of a harmonious culture is of course the peasant masses. In recent years, one cannot ignore the objective fact, that is: With the large number of young labor migration in rural areas starting from "too intense" to "hollowing out" evolution ".Employees in the primary sector

in rural areas are the elderly, women and labors with lower education". A large number of literate labors drained, not only hinder the improvement of the level of agricultural modernization, but also make the new rural construction lose their main force. Rural infrastructure is poor and harmonious cultural construction material carriers are missing.

### IV. A NEW PERSPECTIVE OF CZT CULTURAL CONSTRUCTION

#### A. From reality, streamline development ideas, to build a modern urban agglomerations mesh

To build a modern city group as the goal net, forming the core area, marginal zone and radiation zone. Focus on the development of the core area of about 1500 square kilometers, the outer ring road of urban agglomeration, and Tan Wang highway along the Xiangjiang River, along the highways, rolling along the city rail expansion. By planning guidance and policy support, pay close attention to the improvement of infrastructure, the positive development of urban fringe areas, to expand its influence on the radiation zone.

#### B. According to local conditions, to develop the characteristic agriculture

Marginal zone of CZT has a superior agricultural natural resources, soil, water, light, heat configuration is good, agricultural resources are rich; agro-industrial development potential is large. Rice, Zhu Ma, pigs, bamboo, citrus, tobacco, tea, and fish have many productions. Distinctive agricultural products such as lilies, yellow, vanilla, black fungus, wild vegetables, herbs, etc., has short chain, low degree of commercialization, limited additional benefits. To take full advantage of the resources of the urban fringe, the environment and regional advantages, vigorously develop characteristic agriculture and agricultural processing industry, to form the local industrial advantages. Agriculture demonstration zone, and agricultural science and Technology Park and Leisure Park are the carrier, to strengthen the agricultural economy and urban economic ties, and promote the development of related industries.

#### C. Adhere to rely on science and technology, promote the transformation of economic growth mode

CZT urban fringe is rich in resources, broad space for development. But for their situation, the degree of closure of industrial operations is high, and lack extensive outgoing links. To enhance the economic competitiveness of CZT, while develop the core area, industrial upgrading and institutional innovation of edge zone must be promoted. Technology and innovation is the driving force and the resources and market is the guidance, focusing on the development of agricultural processing industry, from a simple domestic marketing to domestic and international markets. To optimize agricultural structure, extend the industrial chain, develop deep processing and finishing. At the same time, we must pay close attention to the transformation of the existing township enterprises, the pollution is serious, long-term loss of township enterprises

must be completely eliminated. Economic development in marginal zone should take energy saving oriented, and take the road of intensive development.

*D. To promote the comprehensive upgrade of the tertiary industry*

Compared with the core area of CZT, its third suburban industrial scale is not small, but operating level is low, economic efficiency is poor, especially the lack of high-quality brand. The focus of marginal zone of CZT development in the new period can be high-level logistics, tourism, culture and education. In the outskirts of CZT, real estate developments has the characteristics with lower prices, better quality of environmental and ecological, and have greater appreciation of space, can effectively ease the pressure of population and housing in the central city. With the rising real estate price of the core area of CZT, commercial border zone showed a clear advantage. CZT Urban Agglomeration has moderate position, convenient transportation; the development of modern logistics industry has a significant advantage. The advantages of the highway can be fully integrated with the development of large-scale integrated logistics and professional logistics. There should be a good long-term planning and construction of the Xiang River Ecological Tourism Zone and key tourist areas, especially to improve eco-tourism, cultural tourism and leisure tourism.

*E. To treat urbanization as driving force to accelerate the development of urban and rural areas*

CZT marginal urban and rural development should include two aspects: one is to co-ordinate the development of marginal zone and core area, the second is to co-ordinate the development of CZT region. For Tan city cluster, we should put the individual level of macro-urban fringe areas into consideration. rely on the advantages and the overall advantages of should be combined with relying on a single area of the city together, to further strengthen economic cooperation contact with the edge of the central city area. On

urban development policy can be considered moderately sloping to the edge area, promote urban-rural interaction. In the New Era, CZT can establish a unified household registration system, the employment system, social security system and the tax system, and put efforts to promote administrative reform, such as the withdrawal of township establishment, street, withdrawal "village" build "neighborhood" and so on . For junction region of CZT, there should have plans step by step, and develop and construct with a high level. It is forbidden to manage a project arbitrarily, be sure to emphasize the integrity and forward regional development, and to pursue the maximize economic, social and environmental benefits efficiency.

ACKNOWLEDGMENT

A Project Supported by Scientific Research Fund of Hunan Provincial Education Department (14B105)

REFERENCES

- [1] Luo Zhiping. Obstacles from cultural inertia see institutional innovation [J]. Changsha Telecommunications and Technology Vocational College,2010,04:70-72.
- [2] Xuxueqing. Socialist cultural construction of new rural research [D]. Central China Normal University,2007.
- [3] Xiong Chunlin, Huangzheng Quan. CZT cultural and ecological development of rural Brief [J]. Anhui Agricultural Sciences,2012,12:7612-7614.
- [4] PENG Yong Yang,YANG xiaoqiu, Caogang. CZT Rural Community Sports Research [J]. Hunan First Normal College,2009,03:158-160,.
- [5] Lvquan Guo. Cultural construction of rural society in the next two background studies [D]. Huazhong Normal University, 2012.
- [6] Zhang Lanyue. Study [D]. Xihua University, 2013 under the cultural background of the new rural construction in rural areas.