

Functional Orientation and Development Ideas of Rural Cultural Industry under Urban and Rural Development Integration Background

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Abstract: Continuously promote development of urban and rural integration process for the development of rural cultural industry can create great opportunities. Cultural industries in rural areas should make full use of this platform to tap their own potential, optimization and innovation. In the process of integration of urban and rural development in rural cultural industries function pointing to the prosperity of rural culture, cultural and ecological protection in rural areas, promote the development of rural productivity, accelerate rural modernization, construction of new urbanization and new rural construction ideological mainstream culture. The current development of rural cultural industry is also to be bound by both internal and external, and many other factors. In this end, the rural development of cultural industry should be starting its own characteristics and living environment, focus on strengthening innovation and sustainable development of their own resources, strengthen policy support and matching system construction, fully utilize and control the market, achieve leapfrog development of rural cultural industry, out of a rural cultural industry development path with Chinese characteristics.

Introduction

Rural cultural industry refers to the economic benefits as the goal, market-based, rural regional historical and cultural resources in the form of modern cultural goods and services into the industry, such as joy, custom theatrical performances, theme parks and the like. Cultural development of rural industry to promote a new rural industrial structure upgrading and rural incomes, enhance the cultural quality of democracy and legal awareness of farmers plays an important role, objectives and requirements fit the demands of the core values of the new rural development and new rural construction. The party's 18 report the integration of urban and rural development is to solve the "three rural" issue of fundamental way. Eighth session of the Third Plenary further proposed must improve the institutional mechanisms, formed in order to promote agriculture and urban with rural, workers and peasants of reciprocity, one of the new urban and rural workers and peasants, urban-rural relations, so that the majority of farmers equal participation in the modernization process, share the fruits of modern ^[1].

Integration of urban and rural development can effectively promote urban and rural mobility and optimization of resources, promote the development of rural cultural industry to provide a new environment and operation of the platform grow. How to grasp and make good use of this historic opportunity for the development of urban-rural integration, we need to examine more specifically the current rural development of cultural industries, to explore the future path of innovation and development of rural cultural industry.

Urban and Rural Integration: An Effective Platform for Rural Development of Cultural Industry

After the CPC Central Committee proposed to promote a new pattern of urban-rural integration, development of rural cultural industry usher in new opportunities, rural and urban areas each carry different cultural resources, endowments, reflecting their different characteristics, co-ordinate and optimize the urban and rural cultural industry development to achieve the human, financial, material and other resources in industrial development between urban and rural restructuring, optimization,

to maximize synchronization with industrialization and urbanization pace. This will effectively circumvent the original urban-rural dual structure to bring institutional split fragmented resource unfavorable situation for the new socialist countryside, rural cultural industry to build a more powerful development platform. First, the integration of urban and rural development can provide strong economic support for rural development of cultural industries. In the process of rapid progress in the integration of urban and rural development, urbanization, industrialization, market tide continue to impact on the vast rural areas, rural productivity unprecedented liberation.

At the same time, the structure, the development model of rural economic restructuring and consequent changes in the economic strength of rural economic efficiency of agriculture, farmers' income will get significantly improved. Secondly, the integration of urban and rural development can provide better policy and institutional platform. On the one hand, and rural development in the national overall plan, in order to better promote the development of cultural industry in rural areas, speed up the integration of urban and rural cultural industries, in the central "national", "cultural reform and development plan period" Twelve Five states: "Increasing rural total cultural services, narrowing the gap between urban and rural cultural development, the establishment of linkage mechanism to the city with a rural, urban and rural cultural rational allocation of resources, encourage urban to rural cultural assistance to support rural culture as a basic indicator of a civilized city. " In addition, the integration of urban and rural development an important measure is to eliminate the urban-rural dual structure system, which will help promote urban and industrial cooperation, speed up the transformation and upgrading of industrial structure in rural areas, improve the cultural industrial scale, intensive, professional level.

Finally, in favor of rural cultural industry can embrace the advanced concept of modern development, innovation and self-development category and morphology. At the urban and substance, the smooth flow of information for rural development of cultural industries to open up a new development vision. Elements of information developed cities, the influx of rural resources continue to inevitably change and reform farmers' lifestyles, values and aesthetics, which make the new concept of development of rural cultural industry development needs, innovation elements gradually to rural collection and accepted fusion. Model of rural development of cultural industries will help foster regional cultural characteristics of rural cultural industry development, and growth with core competitiveness of rural cultural characteristics of the industry sector categories.

Functional Orientation of Rural Development of Cultural Industry

From the cultural industry development process and context, the function orientation needs of rural cultural industries development include two aspects ^[2]:

(A) Based on the cultural industry development in view of functional analysis.

Urban and rural development must be the process of integration of rural culture and urban culture blend, the process of the conflict. This process of rural cultural industry innovation and development of the rural culture is not digested, and the process of assimilation of urban culture, but to learn to learn from modern urban culture, enhanced process endogenous innovation ability. Thus, under the view of cultural industry development and prosperity of rural culture, cultural and ecological protection in rural areas, rural cultural industry has become an important function in the process of integration of urban and rural development. Specifically, the prosperity of rural culture, protection of rural cultural ecology can be understood as the cultural function of rural cultural industry. This function mainly refers to the integration of urban and rural development under the background of the development of rural cultural industry is the first fully tap the rich cultural resources, the use of market mechanisms, with the flow of urban and accessibility of information resources platform, the revival of traditional rural culture, so they become more modern, mature, empowerment of rural cultural identity and pride in the Perspective of modern civilization. In the process of integration of urban and rural development, conflict of modern civilization and traditional culture of the growing cultural diversity, pluralism of values increasingly prominent. Under the impact of urban civilization, traditional social structures continue to be eroded, rural culture become vulnerable. At the same time, the pursuit of the interests of the market economy,

making many of the market economy does not match the rhythm of the forms of rural culture in danger of disappearing. Therefore, under the background of the integration of urban and rural development, culture and the protection of rural activation of rural cultural ecology should practice. Rural cultural and ecological protection includes its intangible heritage, intangible heritage protection.

Integration of urban and rural development, new rural construction is not simply to build metro, demolition of the old construction. Instead, we need take efforts to preserve historical and cultural heritage of rural and traditional cultural heritage of rural areas under construction. Of valuable rural cultural buildings, sites to be protected, maintain its most simple pure color. As the "CPC Central Committee and State Council promote the socialist new rural construction," asked: "To highlight the rustic village governance, local characteristics and ethnic characteristics, the protection of historical and cultural value of the ancient villages and ancient houses." In addition, the culture of the Central Plains ecological form rural areas, should be in the process of development of cultural industries in advance with modern civilization, modern economic development to adapt to the evolution of the derivative, that is the basis of maintaining the rural cultural and ecological traditional culture gene, based on rational, spontaneously complete with the traditional mode of agricultural production and value model release, fully integrated into mainstream cultural values system. Development of rural cultural industry has strong cultural integration and innovation of rural ecological resources, changing the shape of survival and development of rural culture. Meanwhile, the core values of the original ecology of rural culture to survive and develop in the process. In this process, the rural cultural industry plays a strong cultural function role.

(B) Based on the "three rural" issue of the framework and context analysis

Integrated Rural Development for the development of rural cultural industry system and eliminate institutional barriers, rural cultural industry will further demonstrate the enormous social and economic features. "three rural" Implication of rural cultural industry determines its social and economic functions necessarily point to promote the development of rural productivity, accelerate modernization and new construction of rural urbanization and the construction of new rural ideological mainstream culture^[3].

Adjustment of rural industrial structure, accelerate the modernization and construction of new urbanization in rural areas, to resolve the "three rural" issue. Under the socialist market economy, the development of rural cultural industry must consider the economy and efficiency, which concern industrial property rural cultural products, focusing on the economic benefits of the industry. Development of rural cultural industry should actively learn from the city's capital, technology, philosophy, development and expansion of industrial-scale rural economy, the formation of new economic growth point of the rural development, promotion of rich farmers, improve rural economic prosperity for the new rural construction and rural development integration to provide financial support. At the same time, the development of rural cultural industry should be rooted in local farmers out of farming and the effective functioning of industrial scale and expand the industrial chain effectively promoting the new urbanization and social transformation in rural areas and accelerate the process of integration into the modern farmer. Actively develop the cultural industry in rural areas, effective regulation of the rural labor force distribution in twelve three industries, thus contributing to the overall adjustment of rural industrial structure, changing the proportion of primary industry in rural areas the situation is too large, actively promote the "three rural" issue resolved this is the core function of rural cultural industry.

Strengthening and ensuring the superiority of socialist mainstream ideology and commanding position in the culture construction countryside. In the "three rural" context, rural cultural industry inevitably carries the new rural construction and urban and rural development in the integration process of social and economic function. In 2002, 16th National Party Congress and the division of cultural undertakings and cultural industries, which means that the cultural industry is officially recognized and clearly separated from the culture. But this does not mean that cultural industries completely stripped the basic functions of cultural undertakings. Development of rural cultural industry must adhere to the guidance of Marxism direction to carry forward the socialist mainstream

ideology for the purpose of ensuring that the advantages of the socialist mainstream ideology and commanding position in the culture construction countryside. Only in this way can the urban and rural development in the integration process, make ensure that rural cultural industry point to the ultimate value of the function, and rural culture change after the spiritual strength to become a new socialist rural development.

Difficulties and Achieve Path of Rural Cultural Industry Development

(A) Plight of rural cultural industry development

First of all, own development constraints. Current cultural industries in many rural areas still follow the traditional minor, extensive mode of development, business philosophy, on the pattern of industrial development and urban culture gap is large, showing dispersion, conservative characteristics. And rural cultural industry as a whole seems to be rather naive, related to system development is not complete, and modern culture industry matching virtuous cycle mechanism of investment, operation, management and innovation has not yet formed. At the same time in many places the integration of the development trend of urban-rural integration of urban and rural cultural industry, simply to understand urban culture industry categories and models to imitate, copy, and simply "used" on a philosophy of industrial development. This approach ignores the reality of their own development, not only cultural industries can't develop into a high-level in rural areas, modern industrial categories, also lost the rural cultural heritage and soul, it is easy to make itself into an awkward position in the cracks of urban and rural living ^[4].

Secondly, other limited external conditions. This restriction is mainly reflected in the impact of foreign culture and erosion. In an open process, rural areas and farmers increasingly feel and acceptance of Western culture to promote and transfer lifestyles, values, traditions and cultural positions in rural areas continue to stick to the loss of cultural counterweight to continue to weaken. "Modern many rural cultural products blindly the Western cultural forms to imitate and copy, discarded rural culture, rural craft, folk art radiation out of the Chinese spirit which leads many national outstanding national customs, folk culture, folk art class on the verge of extinction. Some folk culture since it is difficult to market, its heritage and development increasingly difficult, is gradually dying out. "This makes cultural resources required for rural development of cultural industry is shrinking dramatically limit and prevent the subsequent development of rural cultural industry and self-innovation. Meanwhile, the rural grass-roots government and cultural development of cultural industry management is not strong, supporting policies is not perfect. The cultural industry is equivalent to the culture, economy and cultural attributes are ignored. Rural social management mechanism, the financial mechanism, the mechanism of business services, urban and rural cultural resource elements flow transactions thereby forming mechanism and other related items do not match, hindered the development of rural cultural industry.

Communication between schools and counselors are the "notice" the "Feedback" mode. School counselor transmission of information with a strong official, timeliness; and the transmission of information to the school counselor is already "feedback" based, with real-time, normative characteristics. School "notice" content format with a file transfer mode should be standardized, platform, open, in order to ensure its official nature, seriousness and timeliness. Counselor "feedback" organization and reporting of information content should be strictly in accordance with the provisions of the notification requirements, and strictly ensure timeliness and regulatory information. Implementation Specification only good "on the pass issued" in order to guarantee efficient transmission of information. Schools and parents, student information transfer is mainly manifested as unidirectional oriented, that parents or campus by campus official website official telephone and other related ways to parents and students to understand the basic information-based school, the school has passed out information universality, universality, lack the necessary relevance, specificity, but indirectly through the school counselor to make its information to students, parents pass targeted, specific.

(B) Achieve path of rural cultural industry development

First, the core of rural development of cultural industry is to focus on innovation and

sustainable development of the resources. Rural development of cultural industries could neither copy road overseas development, but it also can't copy urban cultural industry development model should be based on its own resources. China's vast rural areas in the thousands of years of history Change, heritage has a profound background and colorful characters, legends, customs, art, ruins, etc., which holds both Chinese cultural factors of Chinese civilization, but also the tremendous economic value. "The more national, the more the world, along with the process of globalization flourishing cultural resources and national characteristics of local culture in an increasingly competitive cultural industries in the high end, with national characteristics and cultural value of local products popular favor international market, these are for the rural development of cultural industry has provided an opportunity. "Therefore, the development of rural cultural industry should be conscious of these features of rural culture modernization, inheritance, protection, based on the use of modern cultural industry management, management philosophy, using new technology, new tools for rural development and cultural resources to be packaged, promoting rural development of cultural industry, thus promoting new socialist countryside construction. Second, strengthen policy support the integration of urban and rural development under the background of the rural development of cultural industries, and promote the cultural system of urban and rural resource flows matching. Government support is an important factor in rural development of cultural industries. Rural grass-roots initiative to change their ideology management concepts, through institution building, need to build the social environment of rural development of cultural industries, catalytic fission effect will practice the integration of urban and rural development to rural cultural industry development has brought into effect. Through policy guidance, optimize the use of cultural resources in rural areas, build the reasonable trading rules and trading platform, promote the flow of urban and rural cultural resources elements ^[5].

In addition, the government should support and guidance in terms of capital, land, etc. Through rational argument and planning government administration, we can avoid the "rush" of rural development of cultural industries or "one size fits all" type of development, making the development of rural cultural industry respect the reality and respect for history, sustained innovation and development capabilities. Again, find a meeting point, use and control the market, making great strides in the development of rural cultural industry. Rural cultural industry is to the final product to the market, in the market economy rules of the game, through the exchange, consumption by the masses to realize their own economic benefit. If there is no development of cultural industry market, do not follow the laws of the market, it will eventually be eliminated. Thus, the first from rural cultural industry cultivate and improve relevant market system started, and strive to build competitive and healthy spiritual and cultural products. Identify rural and urban, modern and traditional meeting point, attracting the city and cultural resources, attention and normalized natural flow of consumer groups. While the world, to co-ordinate the development of urban and rural cultural industry for the new road of cultural development, the use of global cultural market platform, and actively participate in the competition, learn from the latest international creativity, development of ideas, through continuous improvement and innovation, the development of rural cultural industry development comparative advantage, both to open overseas markets, enhance economic efficiency, but also to achieve leapfrog development of rural cultural industry.

Finally, strengthen rural cultural industry personnel. Training personnel in rural areas of cultural industries is guided by the law of cultural development and talent growth law, which can improve the relevant system, accelerate the construction of wide range, reasonable structure, clear echelon of propaganda and ideological cultural workers. Efforts to achieve sustainable rural cultural industry personnel, improve the grass-roots culture of qualified personnel planning, preparation strengthening institutions, policies and measures to guarantee learning training, security and other aspects of treatment. We can takes efforts to achieve innovative training model, and build rural cultural industry personnel lifelong learning platform.

Conclusions

In short, the key lies in the integration of urban and rural development of urban and rural integration,

this integration of both the material level, but also the integrated development of the spiritual and cultural level, a mutual. Integration of urban and rural development has given us is an innovative model and philosophy, in a sense, is also a culture of innovation proposition, the process is complex and diverse. Development of rural cultural industry should take advantage of the integration of urban and rural development opportunities, enabling integration of various elements of the future development of rural cultural industry to seek innovative path, and eventually become a new economic growth point of the rural development, provide financial support for the integration of urban and rural development and intellectual support.

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