

Time Value and Realization Path of Villager Culture

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Abstract—With the deepening of urbanization, there is a growing gap between urban and rural development. At present, there are many practical problems and challenges in rural governance in China. After thousands of years, the culture of local scholars has provided favorable conditions for solving these problems. This paper expounds the concept of rural governance, introduces the current situation of rural governance in China, emphatically explains the concept of villager culture, analyzes the times value of villager culture in detail, and proposes the realization path of the times value of villager culture.

Keywords—rural governance; local culture; time value; realize the path

I. INTRODUCTION

The culture of local sages is a set of rural governance concepts built around the sages' moral conduct, which contains the spirit of meeting the sages and thinking about the virtues and pursuing the virtues. Quantity, with extensive and profound mass foundation in rural areas, is an important part of traditional Chinese culture. We should give play to the bright value, profound culture and strong spiritual power contained in the culture of local sages in the new era, and guides the rural revitalization in the new era with the culture of local sages.

II. THE NEW UNDERSTANDING OF LOCAL PEOPLE IN THE NEW ERA

The so-called "villager" is the "virtuous person" in the "township". It refers to the virtuous and virtuous personages in traditional villages who are respected, upright, fair, authoritative and have public praise. They are known for their noble conduct, or they are respected for their enlightened ways. Nowadays, in addition to the traditional country elites, there are also a group of new rural sages, who are the village cadres, model figures, wise persons or teachers, doctors and elites from all walks of life. Compared with the traditional local sages, the new local sages are much more open and improved in terms of education degree, cultural level and thinking horizon, have more ideas and thoughts on the development of the countryside, and have relatively strong representation and discourse power in the countryside.

The culture of local people embodies the humanistic spirit of the countryside, represents the local ethos and cultural heritage, is the spiritual mark of a region, and is also the spiritual motive force of exploring the cultural blood line

and publicizing the traditional culture. The culture of local people is obviously regional, human nature, goodwill and reality, and it is an important spiritual force to educate, cultivate, and warm the native land. Especially in the new period of socialist modernization, the rural revitalization without the support of the culture of local elites faces many problems, such as the loss of talents and the weakening of the main body, and the "safety valve" function of the culture of local scholars becomes more and more important. If the power of rural elites is twisted into a rope, the development of rural civilization can be promoted and rural revitalization can be accelerated.

Rural revitalization is not only economic revitalization, ecological revitalization and social revitalization, but also cultural revitalization. Xi general secretary also stressed: want serious thoughts from Chinese excellent traditional culture essence and moral essence, dig deep and describes speak kindly send Chinese excellent traditional culture people-oriented integrity advocates justice and seek the era value, make the Chinese good traditional culture cultivation of socialist core values. In order to achieve rural revitalization, we need to cultivate a culture of local elites adapted to The Times and social development. By means of resources, resources, technology, intelligence, money, and so on, we can actively promote rural construction, give play to the leading role of rural elites, and cultivate civilized rural customs with their philanthropy so that socialist core values can take root in rural areas. Let the villagers really become the powerful assistant and the backbone of the government in rural governance and rural development, and through them consolidate the strong impetus of rural revitalization.

III. THE METHOD TO FULLY EXPLORE LOCAL CULTURE

A. To Spread Ancient Wisdom and Flourish Traditional Rural Culture

At present, rural traditional culture is under unprecedented impact, excellent cultural inheritance has been faulted, and some cultural heritage is on the verge of disappearing. As a traditional culture with profound history, the civilization of local sages is losing its glory. This is related to many factors, such as hollowed-out rural industry hollowed-out rural ethos and vulgarization; The educated, skilled and young workers who used to live in the countryside have migrated to the cities in search of development; The investment cost of modern agriculture is large and the benefits are slow; The rapid development of economy leads people to blindly pursue money and power.

In the new era, we should fully recognize the important role of villager culture as a kind of cultural soft power in promoting rural development. In order to save the traditional culture of the local people, we should organize the old comrades with high moral values to explore and retain the rural humanistic resources. The related units should increase the research on the time-honored villager culture, absorb its essence, integrate with the modern elements with The Times, form a new culture of villager, and combine with the civilization and excellent family tradition to increase the publicity, so as to inject new connotation into the culture of villager. Therefore, in the process of rural revitalization, we must pay attention to the construction of the culture of local elites, publicize the ancient sages in Dali, use the culture of local sages to promote the development and prosperity of rural culture, and constantly tap and play the great potential and positive role of the culture of local sages. The rural culture lecture hall, rural morality lecture hall and other carriers should be used to publicize the civilization of local people and amplify the power of local culture to form a strong atmosphere of respecting local people. To attract more people to respect, learn, and do rural sages, the strength of rural revitalization.

B. Gather Today's Talents to Participate in the Construction of Beautiful Villages

In the contemporary society, the connotation of local sages has undergone certain changes. In 2018, the No. 1 document of the Central Committee of the Communist Party of China (CPC) states that we should cultivate the culture of new sage with local characteristics and spirit of the times. And new sages should be actively guided to play a positive role in rural revitalization, especially in rural governance. The reconstruction of traditional rural culture needs a group of new era peasants with dedication spirit. They are the elite who go out from the countryside, and then return to the countryside. They take part in the construction of new villages and beautiful villages with their experience, knowledge, expertise, skills, wealth and cultural accomplishment, and support the economic and cultural construction of their hometown. The cultural and moral power they exude can enlighten the villagers, which is of great help to unite the people, promote harmony and reconstruct the traditional rural culture. From the government to the individual, we should strive to reach a consensus, pay attention to and improve the awareness of the cultural construction of the local people, and actively cultivate and strive to be the new local people.

C. Cultivating "New Sages" and Tapping the Talent Resources of Local Sages

The government should introduce and implement policies to cultivate the culture of new local talents, encourage and commend new local talents to participate in the construction of their hometown in different ways, and attract and gather successful people from various industries to take root in the countryside, and use their knowledge, expertise and entrepreneurial experience to feed mulberry trees and build beautiful villages.

We should extensively unite and guide more successful people with roots in rural areas, actively participate in rural construction, promote the reconstruction of their hometowns, play their leading role, and through them build a strong new impetus for rural revitalization. Efforts should be made to build a return platform for local talents. Through establishing an effective incentive mechanism to push forward the standardization of construction of rural elites at the two levels, such as establishing an online + offline service platform, so as to give full play to the ability, experience and enthusiasm of rural elites, and realize the return of capital, enterprise, and talent. We will actively create the cultural atmosphere of local talents, take advantage of the traditional festivals such as the Spring Festival, when local talents return to their hometowns for festivals, organize a symposium for them, and strengthen the contact and interaction with them. We will fully solicit opinions and Suggestions from old and new rural elites on rural development. We will invite them to contribute their ideas and Suggestions for rural revitalization, so that they will become an indispensable talent team for rural development.

We will carry out pilot programs for the return of rural elites. We will encourage localities where rural elites have abundant resources and more rural talents are flowing out to carry out pilot programs for their return. We should encourage and support outstanding local people to participate in the major development of towns and villages, expand channels for them to participate in political discussions, and give full play to the important role of local people in resolving conflicts.

IV. VIVID EXAMPLES

Zhuji city of Zhejiang province has carried forward and carried forward the culture of local elites and promoted their participation in social governance as an important way to enrich the connotation and extension of the "fengqiao experience", carried out effective exploration and accumulated certain experience.

Once is to refine the local spirit. In combination with the actual characteristics of Zhuji's development, we should innovate and develop the culture of new local sages, build a new ideology with strong cohesion, make all the people of Zhuji unite closely in the ideal belief, value idea and moral idea, and play the leading role of the traditional local sage culture. Up to now, 27 town - level and 366 village - level councils have been set up. By conducting "looking for regional culture" and "focus on master" series of activities, such as interviews and academic symposium on grass-roots form, such as combing two-level centralized mining town have compiled a with local characteristics of local culture and celebrity stories, not only the continuation of the country in one thousand context, also provides the moral power to foster local custom civilization. Since March 2017, more than 50,000 people have been lined up in Zhuji, among which 10 villagers have been selected, together with the town's legal counsel to form a group of 11. The establishment ceremony was held in May. Of the 28 disputes in the whole town, 12 have been mediated by villagers, with a success rate of 100%.

Second is to save cultural heritage. With beautiful countryside construction as the gripper, self-producing advance characteristic culture protection, work for the protection of historical and cultural village, relying on the financial support and utilization of social resources, focus on strengthening the former residence of celebrities, ancestral hall, etc. The construction, protection and utilization of ancient villages, promote the rural tourism, cultural tourism, and played a good follow villager to enlightenment. According to the students in the school, the memorial hall of local scholars, red scenic spots, etc. are regarded as the base of moral education, and the stories of local scholars are used as school-based teaching materials to guide students to establish correct views on history, nationality, national and culture.

The third is to promote the rule of law. We should adhere to and develop the "fengqiao experience" and vigorously promote the "integration of three governance" mode of rural governance with "rule of virtue, rule of law and autonomy" as the main content. We will make solid progress in building a rural cultural auditorium and integrate socialist core values with the development of the village history, the tradition of family education and the culture of local scholars, so that traditional culture and modern civilization will complement each other. Build the platform to seek development, hold annual investment attraction conference, invite outside entrepreneur to attend, promote project return, capital return, enterprise return move. Set up the local people's workstation to provide convenience for the local people and guide them to work in the village. Invite the local people to serve as the decision-making think tank and establish the folk mediation organization composed of social elites and eminent persons. We will establish various kinds of public welfare funds to encourage and guide local people in starting up schools, repairing Bridges and paving roads, and helping poor people. We will carry out a campaign of "going home and going home" to promote the return of officials from municipal organs and departments to work in practical matters, seek ideas and promote development.

The fourth is to carry out "chongxian" action. While fully follow villager culture resources, vigorously implement the follow villager culture into school, into the family, into the village, into the community, into the enterprise, such as "five into" project, full use of traditional media and new media, tells the story follow villager, propaganda follow villager spirit, to carry forward the ancient inheritance, filial piety, loyal, righteousness, such as traditional humanistic spirit, summary refining today the entrepreneurial action of virtuous, honest and trustworthy, unity friendly spirit of the pillars of wood, the whole society in love follow villager, follow villager, follow villager good atmosphere.

It should mobilize cadres from the two committees of villages to participate in the governance of villages, issue a three-year action plan for education training for cadres and party members of the two committees of villages, and formulate and implement the regulations of villagers' self-governance and the villagers' regulations. We will carry out a program to develop thousands of folk talents, reshape a group of local elites, and promote outstanding local talents to

give lectures at the school. Under the influence of the local people's culture, the local people from all walks of life participate in the upsurge of the construction of Zhuji store. Over the past five years, the town has invested more than 3 billion yuan in the construction of small cities, and participated in the construction of government public service facilities such as waste incineration plants and sewage treatment plants. A large number of rural elites who struggle outside also do not forget to contribute to the construction of hometown, Zhuji introduced hundreds of return projects, return to capital. The total amount of gold reached more than 40 billion yuan.

V. THINKING AND ENLIGHTENMENT

"With the breeze it sneaks into the tranquil night and nurtures every spring life spontaneously and silently." In the process of building new socialist countryside, the leading and exemplary role of "new local sages" is like a silent spring rain. They not only take up the burden of modernization of rural governance, but also act as the "transmission channel" of morality, justice and discipline. To implement the party's 19th to rural revitalization strategy put forward in the report of "prosperous industry, ecological livable, local custom civilization, effective governance, rich life" 20 word general requirements, the party and the government will reshape follow villager culture as thrift the root of the school in the rural cultural construction, with follow villager culture because of the moral force to promote the development of rural civilization and country, for the country revitalization inject cultural vitality. Rural revitalization is a great cause, and it is the most important work for our party to promote "comprehensive upgrade of agriculture, comprehensive progress of rural areas and comprehensive development of farmers" at present and in the future. We should pool the power of the whole society and strengthen the support of rural revitalization talents. In the process of building a moderately prosperous society in all respects, the great potential and positive role of the culture of the local people is worth exploring and giving play to.

VI. CONCLUSION

Rural elites have the advantages of being familiar with people, places and villages. Participating in rural governance can not only dissolve trivial matters, but also deal with the big matters concerning rural harmony, which is the stabilizer of rural society. We should actively guide the towns and villages that have the conditions to set up think tanks, get rich groups, administrative groups, supervision groups, volunteer groups, delegation groups, and auxiliary groups, etc. in order to create a new model of villagers' autonomy.

The villagers have a wide network of contacts, more resources, information spirit, and are important think tank resources. We should update the information database of local people in a timely manner, make clear the personnel docking service, and contact local people to discuss development plans through regular meetings with local people and development think tanks. We should organize local entrepreneurs to go back to their hometowns to visit the park, strive for more investment from local entrepreneurs

and accelerate the economic and social development of Zhuji. Touting recognize new follow villager around the era elite, beautiful people, good people, moral models, encouraging them to debut in the various activities, telling a personal values, skills show personal culture, it make amiable, respectable, to learn example, prompting township neighbors, also taken in love, chongwen promotion for the era of connotation of positive energy in Zhuji become more common.

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