

Analysis of the Value of Local Culture under the Strategy of Rural Revitalization

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Abstract: The revitalization of local culture is one of the important contents to realize the goal of rural revitalization. The construction of local culture can help the social development of rural areas to provide corresponding cultural support, and is an important way to promote the rapid development of rural areas in modern society. Actively develop the local cultural industry, create a dynamic and dynamic local cultural brand through some distinctive cultural brands, and continuously strengthen the cultivation of local cultural talents, thus fostering a new socialist value with local cultural values. Talents, do a good job in cultural construction in rural areas, improve the level of rural cultural and artistic services, enhance cultural self-confidence in rural areas, and provide a solid foundation and guarantee for the development of modern rural areas under the rural revitalization strategy.

1. Introduction

Local culture is the wisdom and crystallization of the development of agricultural civilization in China for thousands of years. It is also an integrated form of agricultural development that integrates rural concepts, ideas, customs and so on. It is based on the diversity and complexity of rural society. Local culture also has a very diverse form of expression. Through various modes, it runs through different levels of rural social life and plays an important role in promoting the development of rural society [1]. Under the current development strategy of rural revitalization, the understanding of local culture is fully necessary, reflecting the guarantee of the integration of urban and rural development and the modernization of rural civilization in our country. The country's rural culture has a long history and has a rich foundation in inheriting local culture. However, there are still some problems and problems in the construction of local culture, which affects the inheritance and development of China's local culture. In response to this phenomenon, we should change the ideological concept of development and increase the capital investment in the inheritance of local culture under the rural revitalization strategy. Strengthen the protection and inheritance of local culture in different regions [2].

2. The Connotation and Significance of Rural Culture Construction under the Rural Revitalization Strategy

2.1. The connotation of local culture construction under the rural revitalization strategy

The local culture was born in rural areas and continuously developed and evolved in rural areas. It is an important carrier of rural lifestyle and spiritual value. It is also a community in rural ecology, reflecting the wisdom and spirit of rural working people. Pinned. The rural culture mainly consists of rural folk art, traditional village culture, celebrity stories, ancient architecture, legendary stories, folk customs and so on. The local culture is also an important embodiment of our country's traditional culture. It has rich and close spiritual connotations. Therefore, only by protecting and inheriting the local culture can we build a new form of local culture under the modern society. The Party and the state attach great importance to the development of rural areas [3]. General Secretary

Xi Jinping repeatedly mentioned the strategy of rural revitalization and incorporated it into the strategy of China's social development and the construction of a well-off society. Rural construction has brought new opportunities to the social and economic development of rural areas. The effective use of the advantages of local culture and the organic integration of rural industrial development can effectively promote the implementation of rural revitalization policies. Rural revitalization is an important topic related to cultural construction and ecological industry development in rural areas. The purpose of rural revitalization strategy is to return the rural areas to the development of rural areas, instead of being affiliated to the development of urbanization and industrialization, making rural areas become A social complex that is truly rich in ecological value, cultural value, and economic value. On the one hand, local culture has the characteristics of diversity in form, and at the same time it has strong geographical development characteristics, which are mainly reflected in the characteristics of people's activities in psychology and life in different regions. This is also the life of human beings in ideology, productivity, society, The important manifestations of different levels of nature and history represent the symbol of the development and progress of our country's agricultural civilization. It is an effective inheritance of the development of Chinese traditional culture in a modern society, and an important embodiment of traditional customs, codes of conduct, public institutions, and lifestyles.

2.2. The significance of local culture construction under the rural revitalization strategy

As an important part of our country's traditional culture, local culture is both in the rural society, the foundation and growth point of modern new rural construction, and an important support for building a new socialist cultural system. Our country is a big country in agricultural development, and most of the population lives in rural areas. The countryside is also the origin of our national civilization. The development of rural local culture is the development of our country and nation, and also the core component of Chinese culture, which reflects the core of thought in our national culture. 1. The construction of local culture can strongly highlight the local culture of our country and build cultural self-confidence. The construction of local culture is an important embodiment of rural civilization construction, and it is one of the important manifestations of the inheritance and spiritual outlook of rural culture in our country. Through the planning and construction of local culture, we will strengthen the excavation and display of rural culture, and promote the effective development and construction of China's local civilization, create a strong cultural vitality, and realize the modern development of rural civilization. At the same time, in the current construction of local culture, we should pay attention to the cultivation of the cultural quality of the rural population, give play to the role of culture in inheritance, foster a harmonious and civilized rural atmosphere, and effectively improve the quality of life and the taste of life of the villagers. 2. The construction of rural culture can effectively promote the influence and comprehensive ability of rural areas. In the hardware construction of local culture, use the construction of local culture to plan, change the living environment in traditional construction, and use the construction of local culture to show the value of eco-tourism and leisure sightseeing in rural areas in the soft power of rural culture. Enhance the comprehensive strength of rural areas and humanities and ecological activities, and complete the effective improvement of the comprehensive strength of rural areas.

3. Problems and Difficulties Encountered in the Construction of Local Culture under the Rural Revitalization Strategy

In the study of the development of local culture, many experts and scholars have had a more profound study on this, and conducted a deep analysis of the rural society and local culture of our country. Facing the progress and development of modern society, the inheritance of local civilization There have been certain problems with innovation. From the perspective of agricultural culture development in traditional research, there have been some shortcomings.

3.1. The mainstream direction of rural development has changed in culture and economy.

The local culture develops under the background of rural revitalization strategy, and there are

phenomena of coexistence of challenges and opportunities. Under the leadership of the government departments, the rural revitalization strategy has become the national development strategy, which brings certain opportunities for the construction of local culture. At the same time, it also created challenges. Driven by the power of the national government, the funds in the society have rapidly entered the rural development, which has produced a large degree of economic development and progress in the rural areas. At the same time, it has also developed and integrated the inheritance of the local culture. If there are cognitive errors in the strategy, such as insufficient understanding, untimely understanding, and the lack of corresponding policy support, it will have a destructive effect on the development of traditional local culture. For example, in the implementation of the rural revitalization strategy, the destruction of ecological civilization and local culture in rural areas has emerged. In the process of pursuing modernization, the protection of local regional civilization and cultural heritage has been neglected. In addition, because the development of local resources has not been fully promoted, it is difficult to promote the development of rural culture through rural development. The inheritance of local culture requires creativity. If the rural revitalization strategy knowledge is from the perspective of economic development, and excessively pursue the benefits of economic development, without a sense of culture, it will bring a greater degree of risk and challenge to agricultural development. .

3.2. Lack of exploration of rural economic development model

Judging from the practice of beautiful villages and new rural construction, both of them have certain defects in the landscape construction of local culture, and have affected the development of local culture. In the construction of new countryside, due to some planning mistakes, some The towns with historical heritage are facing the danger of extinction. Based on the influence of this construction, the construction of new countryside needs to be matched with the local culture. Some management agencies often blindly learn from the development experience and models of China's Yiwu or the West. Without considering the practice of different regions, the construction of buildings without local cultural heritage was carried out, and rural areas were planned to construct monotonous buildings without regional civilization. This also promoted the lack of local culture, the inheritance of traditional culture lost the soil of reality, and gradually reduced the important position occupied in development. The development of local culture needs to fully understand the local culture and maintain respect and awe of local culture. After fully understanding the ideological connotation and construction value of regional culture, we must protect the regional cultural characteristics and prevent it from being In the new period of construction, the relationship between culture and geography was artificially cut off, and the mechanism system of urban and rural development integration was established to better realize the goal of modernization in rural areas.

4. Specific Strategies for the Construction of Local Culture under the Rural Revitalization Strategy

4.1. Transforming development ideas and strengthening the emphasis on local culture construction

In accordance with the ideas and concepts put forward by the rural revitalization strategy, based on the local rural cultural foundation, determine the development goals and problems in development, and incorporate the local culture construction into the key work of the local government. Local culture is the connotation and spiritual pillar of the development of rural areas, and also an important starting point for economic development. It conducts in-depth research on local rural culture around the construction of local civilization and socialist core values, new rural construction, etc., and takes advantage of the concept of high importance. It emphasizes the rich variety and connotation of local culture, and seeks appropriate financial support for the development of local culture, thus effectively bringing the development of local culture into the fast lane.

4.2. Do a good job in fostering the inheritance of local culture, and foster a good social atmosphere and simple folk customs.

The resources of the entire regional rural culture are built around the cultural development context, the cultural circle, etc., to construct a market style suitable for marketing positioning, and to express the vitality, historical sense, and shock power in the local culture through modern means, using informationization. The scientific and technological means enhance the spread of local culture in the development of the new era. Taking advantage of the leading role of policies, local young people in the country will have a sense of identity and belonging to their hometowns, and actively return to the construction of their hometowns, so that high-level and high-level youth can effectively use their space in rural areas. The use of industrial support methods to achieve the return of local culture, to build a soil suitable for the development of rural civilization, and further open up a new space for the spread of local culture.

4.3. Strengthen the infrastructure of local culture and enhance the cultural level under the rural revitalization strategy

To realize the promotion of the rural revitalization strategy, we must improve the infrastructure of the local culture, accurately grasp the needs of the masses, and build various cultural facilities through the establishment of various cultural sites and grassroots facilities. Through the promotion of cultural positions, Strengthen the vitality of rural civilization. Incorporate the cultural infrastructure of rural areas into the focus of the rural revitalization strategy, promote local culture, and enable the cultural fields of the masses in rural areas to be effectively engaged. In the process of rural construction, it is necessary to maintain the investment of software and equipment, and spread the development of local culture to the city, which will have certain influence in the city.

4.4. Strengthening the protection and inheritance of local culture

The village has a very rich cultural category in the development of history, such as folk art, storytelling, historical sites and other cultural heritages. It promotes the construction of local culture from the perspective of social development and strengthens the construction of civilization in rural areas. Cultivate local people who are suitable for cultural inheritance. In addition, they must use computers in the construction of rural culture so that the masses can feel the impact of local culture on their own. They also use this local culture to complete modern rural civilization. Construction. The inheritance and development of the local civilization has been a very long process. Due to the constraints of the cultural level and economic conditions, there has been a serious loss and lack of inheritance in the past local cultural heritage. Therefore, in this case, we must constantly strengthen the locality. Civilization inherits the mechanism of construction, and through the local protection measures, the talents in the local culture are cultivated, so that they can fully meet the demand for talents in the development of local civilization. Construct a heritage mechanism for the construction and protection of local native civilization. This is the current demand for rural civilization in social development, and it is also a necessary way to realize the strategy of rural revitalization. Only by doing the inheritance and development of local culture, the rural people can be baptized and edified by culture. The effective implementation of the rural revitalization strategy will enable the rural areas of our country to develop simultaneously in the state of economic development.

5. Conclusion

The local culture of our country has a very long history of inheritance, but it gradually faces difficulties in the development of modern society. Some rural areas have no corresponding cultural inheritance activities, which leads to the serious loss of local culture. The lack of talent resources in the inheritance of local culture and the backwardness of cultural infrastructure in rural areas have led to a serious lag in the development of rural economy in China. Therefore, in the context of the development of township revitalization, we must strengthen the inheritance and construction of rural culture, promote the spiritual civilization construction in rural areas, and thus realize the social

revitalization and development in rural areas. As the soil and base of the inheritance of Chinese native culture, the inheritance and protection of rural culture reflects the conscious development of the cultural level. The local culture is also an important pillar for maintaining stability and social development in rural areas. It can effectively satisfy China by strengthening rural cultural construction. The needs of the population of rural areas for the construction of spiritual civilization. Our country must also take root in this cultural heritage, build a diversified rural civilization through the input and concern of the whole society for rural culture, and continue to explore and use these innovations in the inheritance of rural culture in our country. The inheritance of local culture has been effectively promoted, and the value and connotation of Chinese native culture has been fully developed and improved.

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