

## **Coupling Mechanism and Realization Path of Traditional Culture "Upholding Fundamentals and Innovating" and Rural Comprehensive Revitalization from the Perspective of United Front**

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**Abstract:** This article studies the interactive relationship between the traditional culture "Upholding Fundamentals and Innovating" and the overall rural revitalization from the perspective of the United Front. Through theoretical analysis and case study, this article discusses the theoretical agreement between the United front and rural cultural governance, analyzes "Upholding Fundamentals and Innovating" as the core logic of the modern transformation of traditional culture, and the coupling mechanism between traditional culture "Upholding Fundamentals and Innovating" and rural comprehensive revitalization. Furthermore, it expounds the institutional logic and functional orientation of the United front empowerment coupling practice. It is found that the United front, with its political integration and social mobilization, can effectively integrate multi-subject resources and promote the deep integration of traditional cultural inheritance and rural development. The realization path and value orientation for deep integration are thus established. It aims to provide cultural support for the overall revitalization of rural areas, provide institutional support for the creative transformation and innovative development of traditional culture in contemporary society, and then promote the synergy between the two in strategic objectives and practical logic.

### **1. Introduction**

In the process of social development in contemporary China, the overall rural revitalization is an extremely important and far-reaching task. It is not only related to the prosperity of rural areas, but also plays a key supporting role in the modernization of the whole country [1]. Rural culture, as an important part of overall rural revitalization, is the core force to unite rural people's feelings, inherit historical memory and promote rural sustainable development [2]. How to effectively manage rural culture and make it better serve the overall revitalization of rural areas has become a focus topic of common concern in academic and practical fields.

As the political advantage and strategic policy of the Communist Party of China (CPC), the United front plays an irreplaceable role in many fields of national development. From a theoretical perspective, there is a significant theoretical agreement between the United front and rural cultural governance [3]. The concept of great unity and unity upheld by the United front can widely unite the forces of multiple subjects including rural intellectuals, rural sages, cultural talents and various social organizations. This is highly consistent with the inherent requirement that rural cultural governance needs to mobilize the enthusiasm of all parties and form a good situation of co-construction and sharing [4]. Furthermore, the "Upholding Fundamentals and Innovating" of traditional culture is also the core proposition of current cultural development. In the context of rapid changes in the times, traditional culture is facing many new challenges and opportunities [5]. "Upholding Fundamentals" aims to stick to the essence and core of traditional culture, inherit its values, moral norms and aesthetic taste, and make the roots of traditional culture continue. "Innovation" emphasizes the creative transformation and innovative development of traditional culture in combination with the development needs of modern society and the characteristics of the times, so that it can better integrate into modern life and glow with new vitality [6]. "Upholding

"Fundamentals and Innovating", as the core logic of the modern transformation of traditional culture, points out the direction for the inheritance and development of traditional culture in contemporary society.

In-depth exploration shows that there is a close coupling mechanism between the traditional culture "Upholding Fundamentals and Innovating" and the overall rural revitalization. On the one hand, the traditional culture "Upholding Fundamentals and Innovating" can provide rich spiritual nourishment and cultural resources for the overall revitalization of rural areas. Through the excavation, arrangement and innovative utilization of rural traditional culture, we can create rural cultural brands with regional characteristics and cultural charm, promote the development of rural cultural industries and promote the growth of rural economy [7]. On the other hand, the practice of rural comprehensive revitalization provides a broad space and a solid foundation for the traditional culture "Upholding Fundamentals and Innovating". The rich cultural heritage, unique folk customs and growing cultural demand in rural areas provide a steady stream of materials and motivation for the innovative development of traditional culture.

However, in order to realize the deep integration of traditional culture "Upholding Fundamentals and Innovating" and rural comprehensive revitalization, it is necessary to rely on the power of the United front. The United front has unique institutional logic and functional orientation in empowering the practice of coupling the two. It can create favorable conditions for the organic combination of traditional culture "Upholding Fundamentals and Innovating" and rural comprehensive revitalization by building platforms, integrating resources and coordinating relations. Based on this, this article deeply discusses the realization path and value orientation for deep integration, which is helpful to promote the effective implementation of the comprehensive rural revitalization strategy. It can also inject new vitality into the inheritance and development of traditional culture and realize their mutual promotion and coordinated development.

## **2. Theoretical agreement between the United front and rural cultural governance**

The United front and rural cultural governance are highly compatible in theory. The United front is based on the theme of great unity and unity, aiming at rallying the forces of all parties. Rural cultural governance also needs to mobilize the participation of multiple subjects, and the two goals are the same. From the perspective of the main body composition, the United front covers groups such as democratic parties, people without party affiliation, and industrial and commercial circles, which can bring rich resources and innovative ideas to rural cultural governance [8]. Furthermore, the deliberative democratic mechanism that the United front relies on can widely absorb the opinions and demands of all sectors of society in rural cultural governance, making the process of formulating cultural development strategies more inclusive and consensus-based. This mechanism not only ensures the democratic and scientific decision-making of rural cultural governance, but also promotes the prosperity and development of rural culture with the collaborative participation of multiple subjects, thus effectively realizing the organic docking of cultural governance goals and the political functions of the United front.

## **3. The core logic of "Upholding Fundamentals and Innovation"**

"Upholding Fundamentals and Innovating" actually constitutes the core logic of the modern transformation of traditional culture. The link of "Upholding Fundamentals" bears the important mission of protecting the roots of traditional culture. Traditional culture has been precipitated for a long time, bearing the national spiritual identity and value orientation. In the wave of rapid development of modern society, "Upholding Fundamentals" requires people to firmly safeguard the essence of traditional culture, including its core contents such as moral ethics, aesthetic concepts and philosophical thoughts. The Confucian values of "benevolence, righteousness, propriety, wisdom, and trustworthiness" have consistently played a positive role in maintaining social order and shaping individual character, constituting an essential cultural core that must be preserved. And "Innovation" is the key measure for traditional culture to adapt to the development of modern

society. With the changes of the times, the social environment, lifestyle and values have undergone profound changes. If traditional culture is to be integrated into contemporary life, it must be creatively transformed and innovatively developed [9]. Traditional festivals reconstruct the form of participation by means of digital media and immersive experience technology, which not only continues the cultural memory, but also conforms to the communication habits of young people, which is a typical manifestation of "Innovation" promoting cultural activation.

"Upholding Fundamentals" and "Innovation" complement each other and are indispensable. "Upholding Fundamentals" provides value anchor for "Innovation" and prevents cultural evolution from slipping into nothingness or alienation; "Innovation" endows "Upholding Fundamentals" with realistic vitality, which enables the tradition to be understood, accepted and reproduced in the new context. This dialectical unity relationship constitutes the internal driving force for the modern transformation of traditional culture. As shown in Figure 1, the two forms a structural echo in goal orientation, practical principles and functional effects.

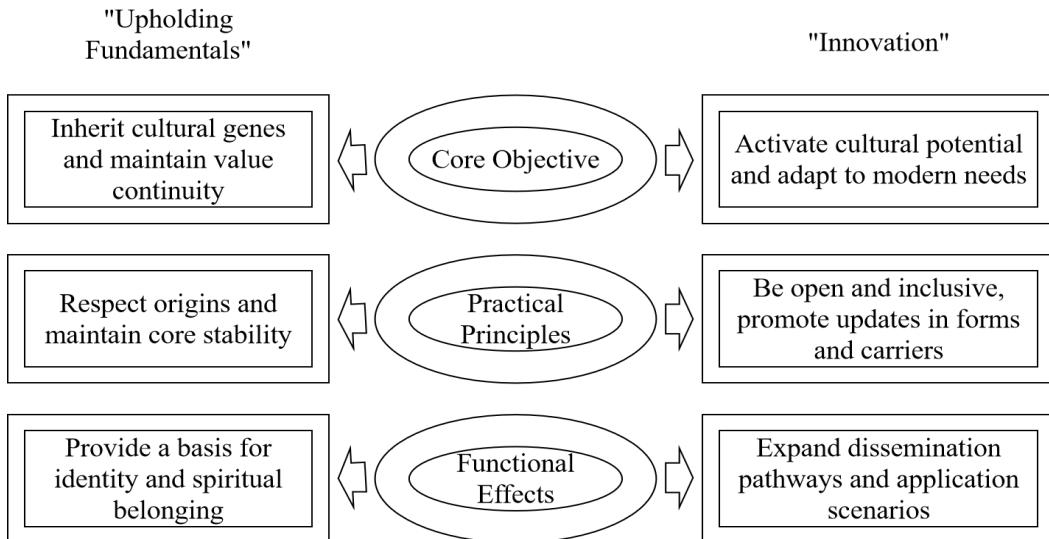


Figure 1 Logical Correspondence between "Upholding Fundamentals" and "Innovation"

#### 4. Coupling of "Upholding Fundamentals and Innovation" and rural revitalization

There is a deep mutual relationship between the traditional culture "Upholding Fundamentals and Innovating" and the overall rural revitalization. From the perspective of the promotion of culture to economy, the rural cultural resources activated by "Upholding Fundamentals and Innovating" can be transformed into characteristic industrial elements. Traditional handicrafts are integrated into modern design language on the premise of retaining the authenticity of skills, which not only enhances the added value of products, but also drives the return of employment and talents, injecting endogenous development momentum into the countryside. In the ecological dimension, many rural cultural traditions embody ecological wisdom such as "harmony between humanity and nature" and "moderate use of resources." Creative transformation of this kind of ideas will help to build a linking mechanism between ecological consciousness and institutional norms. As far as social governance is concerned, the rural rules and regulations, etiquette and custom order adjusted by "Upholding Fundamentals and Innovating" can be transformed into flexible governance resources, which can enhance community cohesion and autonomy. This kind of cultural governance mechanism has unique effectiveness in resolving contradictions and guiding fashion.

On the contrary, the overall revitalization of rural areas also provides the necessary conditions for traditional culture "Upholding Fundamentals and Innovating": economic development consolidates the foundation of cultural investment, ecological improvement optimizes the inheritance space, and governance is perfect to create a stable cultural ecology. From this, the two forms a coupling pattern of two-way empowerment and coordinated evolution. As shown in Figure 2, the coupling mechanism presents the characteristics of systematic interaction in the three

revitalization areas.

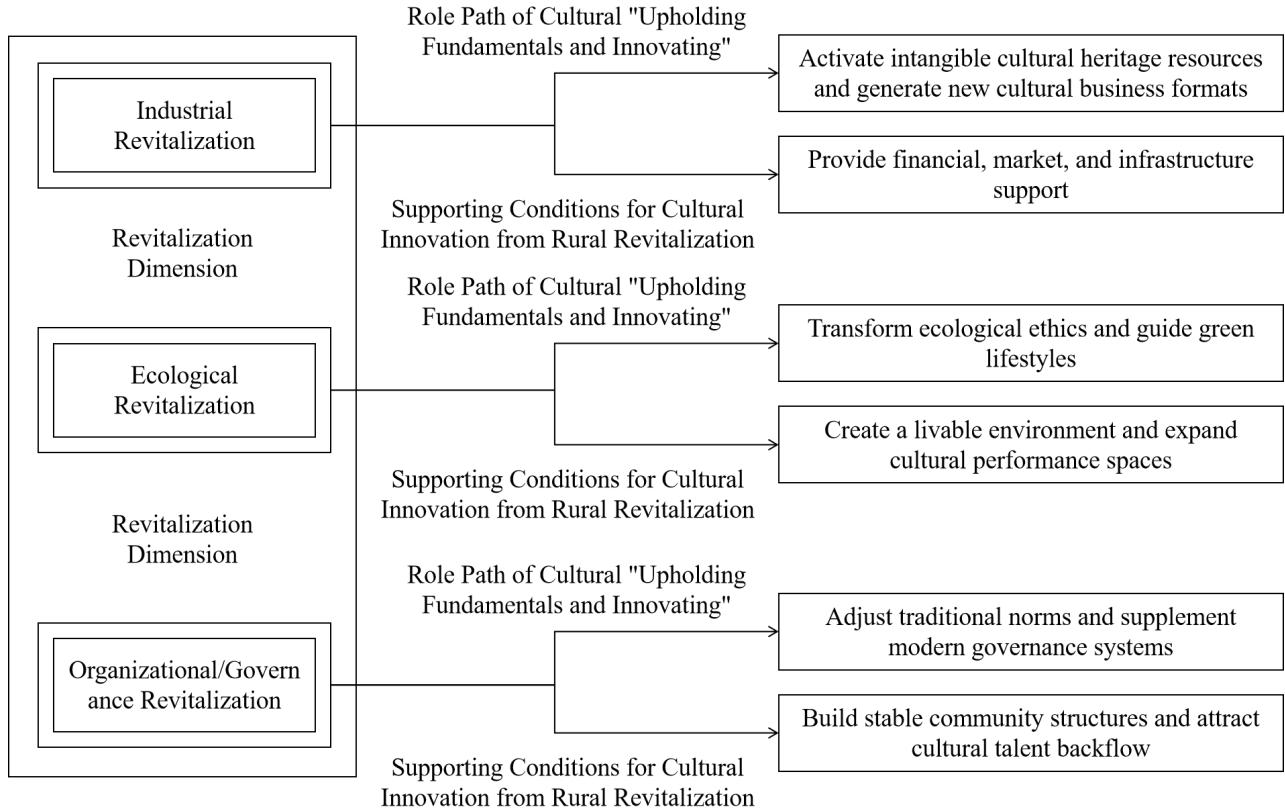


Figure 2 The coupling dimension between "Upholding Fundamentals and Innovation" and rural revitalization

## 5. Institutional logic and functional orientation

The institutional logic of the United front is based on its essential characteristics of great unity and unity, and builds a broad platform for coupling practice by integrating multiple subject resources. Judging from the political party system, the democratic parties have the advantages of gathering talents and intensive intelligence. For example, the NLD organized experts in the field of culture to go deep into the countryside to provide professional guidance for the traditional culture "Upholding Fundamentals and Innovating"; The Federation of Industry and Commerce, by virtue of its advantages in contacting the business community, helps rural cultural industries attract investment. This multi-subject cooperation follows the logic of complementary advantages and common development, laying a solid institutional foundation for coupling practice. In terms of functional orientation, the United front has the function of resource integration. It can gather all kinds of resources such as capital, technology and talents.

The United front also has the function of coordinating relations. In the coupling practice, it involves many subjects such as government, enterprises, social organizations and villagers, and their interests are diverse. With its broad representation, the United front can coordinate the relations between all parties and resolve conflicts. In addition, the United front has the function of value leading. Through propaganda and guidance, the socialist core values will be integrated into the traditional culture "Upholding Fundamentals and Innovating" and the process of rural comprehensive revitalization, so as to enhance the cultural self-confidence and social responsibility of rural people.

## 6. The realization path and value orientation for deep integration

To realize the deep integration of traditional culture "Upholding Fundamentals and Innovating" and rural comprehensive revitalization, it is necessary to make clear the effective realization path

and correct value orientation. In terms of the realization path, the first is to strengthen personnel training. Rural areas can rely on local universities and vocational colleges to offer relevant professional courses and train professionals for the development of rural cultural industries. Modern means, such as digital technology and virtual reality, are used to innovate the display and dissemination of rural culture, such as the construction of online virtual rural culture museum, which enables the urban and rural public to perceive the unique charm of rural culture conveniently and immersed. Furthermore, the policy support system needs to be further strengthened. The government should introduce incentive policies, including tax relief, financial subsidies, land security, etc., to guide social capital to invest in rural cultural industries in an orderly manner and stimulate market vitality.

In terms of value orientation, we must adhere to the people-centered development thought. Rural people's yearning for a better life has been established as the fundamental starting point and end result of the cultural "Upholding Fundamentals and Innovating". The design and implementation of various cultural activities are aimed at enriching villagers' spiritual life and enhancing their sense of happiness and belonging. Furthermore, the concept of sustainable development should run through the whole process of cultural resources development, ensuring that the traditional context is not separated, the ecological background is not destroyed, and the activation and utilization are realized in protection. In addition, the socialist core values need to be consciously integrated into cultural practice, leading the development direction of rural culture with positive, healthy and upward-oriented content, and promoting the construction of rural civilization and the overall progress of society.

## 7. Conclusions

From the perspective of the United front, it is of great theoretical and practical significance to deeply explore the relationship between traditional culture "Upholding Fundamentals and Innovating" and the overall revitalization of rural areas. The United front and rural cultural governance are highly compatible in theory, which can unite all forces and inject vitality into the development of rural culture. As the core logic of the modern transformation of traditional culture, "Upholding Fundamentals and Innovating" points out the direction for the inheritance and development of traditional culture in contemporary society, and there is a close coupling mechanism between it and the overall revitalization of rural areas. On the one hand, the traditional culture "Upholding Fundamentals and Innovating" provides spiritual nourishment and cultural resources for the overall revitalization of rural areas, and promotes rural economic growth and social civilization progress. On the other hand, the overall revitalization of the countryside creates favorable conditions for the traditional culture "Upholding Fundamentals and Innovating", and provides practice space and development momentum.

The United front plays a unique role in empowering traditional culture "Upholding Fundamentals and Innovating" and rural comprehensive revitalization. With its unique institutional logic, the United front has been endowed with multiple functions such as resource integration, relationship coordination and value guidance, which has effectively promoted the deep embedding of the two in the aspects of goal coordination, mechanism convergence and practice integration. By strengthening personnel training, promoting scientific and technological innovation and cultural integration, and strengthening policy support, and adhering to the value orientation of people-centered, sustainable development and promoting socialist core values, we can better realize the coordinated development of the two.

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