

ANALYSIS ON THE CONNOTATION AND VALUE OF RURAL CULTURAL REVITALIZATION

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Abstract: Rural revitalization is the general focus of the "three rural" work in the new era, and cultural revitalization is an important part of it. Since the reform and opening up, with the acceleration of the industrialization process and the rapid development of the market economy, major changes have taken place in the rural production and lifestyle. The flow of rural population and the accelerated loss of talents make the rural culture show a trend of decline. However, with the implementation of the rural strategy, the construction of rural culture under the policy has ushered in an opportunity. Driven by the strategy of rural revitalization, the traditional culture accumulated in rural society has the possibility of revival and reconstruction. On the one hand, it can meet the cultural needs of rural residents, and on the other hand, it can carry out cultural innovation on the basis of traditional rural culture to meet urban residents cultural needs, and expand the living space of rural culture. The revitalization of rural culture is a slow process, and cultural laws must be respected. Through effective policy guidance, economic support, and talent cultivation, the traditional rural culture can be discarded from the rough and the essence preserved, and the old and new can be reformed, so as to finally achieve the prosperity of rural culture and the creation of a good rural atmosphere form.

Keywords: Local culture; Rural revitalization; Rural cultural revitalization

1 RURAL AREAS AND "HOMESICKNESS": THE CULTURAL CONNOTATION AND VALUE OF THE RURAL REVITALIZATION STRATEGY

The strategy of rural revitalization includes the revitalization of rural culture, and the revitalization of rural culture in turn promotes the realization of the overall goal of rural revitalization, and there is an inseparable relationship between the two. The cultural value of rural revitalization is, on the one hand, the inheritance and development of our country's traditional culture; In addition, the rural revitalization strategy can also promote the protection and development of traditional culture, which is of great significance for developing traditional cultural resources, improving the supply quality of cultural products, and meeting the cultural needs of urban and rural residents.

1.1 Coupling between Rural Revitalization and Cultural Revitalization

Cultural revitalization is a "soul casting" project. The so-called "casting soul" is to shape people's living conditions and spiritual temperament, which is inseparable from the role of culture. Compared with economy and politics, culture is the spiritual activities and products of human society. Excellent culture can positively affect people's practical activities, cognitive activities and ways of thinking, and can promote the all-round development of people. The revitalization of rural culture can improve people's quality of life, enrich people's spiritual world, and enhance people's spiritual power. General Secretary Xi Jinping emphasized, "We must promote the revitalization of rural culture, strengthen the construction of rural ideology and morality and public culture, take the socialist core values as the guide, dig deep into the ideas, humanistic spirit, and moral norms contained in excellent traditional farming culture, and cultivate and dig out rural areas. Cultural talents, carry forward the main theme and social righteousness, cultivate civilized rural customs, good family customs, and simple folk customs, improve the spiritual outlook of farmers, improve the level of rural social civilization, and radiate a new atmosphere of rural civilization." It can be seen that from the perspective of the profound connotation and value of rural cultural revitalization, there is an inherent coupling between rural cultural revitalization and rural revitalization strategies.

First, cultural revitalization is one of the goals of the rural revitalization strategy. The rural revitalization strategy is related to the realization of my country's goal of building a strong socialist country, and it points out the direction for rural development. Since the development of rural culture has multiple aspects and values of economy, society, politics and ecology[3], in terms of top-level design, the Party Central Committee attaches great importance to the revitalization of rural culture. The village revitalization strategy should not only depend on how much money the peasants have in their pockets, but also on the peasants' spiritual outlook." In the strategic planning and party reports issued by the Chinese government, the revitalization of rural culture has always been regarded as an important goal. For example, The No. 1 Central Document in 2018 required that "we must adhere to both material civilization and spiritual civilization, enhance the spiritual outlook of farmers, and cultivate civilized rural customs, good family style, simple folk customs, and continuously improve the level of rural social civilization". In terms of practical requirements, the specific methods for rural cultural revitalization are clarified. The "Rural Revitalization Strategic Plan (2018-2022)"

proposes that "promote urban and rural public cultural services System integration and development, increase the supply of excellent rural cultural products and services, activate and prosper the rural cultural market, and provide farmers with high-quality spiritual Nutrition". This shows that my country has fully realized the significance of cultural revitalization, and placed the revitalization of rural culture in a prominent position in the overall situation of rural revitalization. Therefore, the prosperity of rural culture is a necessary condition for the realization of rural revitalization. Second, cultural revitalization is a means to realize rural revitalization. This is reflected in the inherent connection between the general requirements of rural revitalization and cultural revitalization. The general requirements of the rural revitalization strategy are industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life, and the realization of each of these goals is inseparable from the support of cultural revitalization. For the prosperity of the industry, culture will not only produce powerful spiritual power, but also produce huge economic value. Rural society is rich in cultural resources, such as traditional food culture, sculpture culture, opera culture, ancient house culture, etc., which may become potential cultural industries and form new economic growth points; for ecological livability, traditional production methods have Rich resources of ecological concepts, such as the idea of "harmony between man and nature" and "Tao follows nature" believe that man is the son of nature, and man should follow the way of heaven and respect nature in order to achieve harmony among all things. This is an important cultural resource for building an ecological civilization; The realization of civilization depends on mutual respect between people, and the qualities of respecting teachers, respecting parents, and loving neighbors in traditional ethical culture are precious cultural foundations for building mutual assistance, mutual love, civilized and harmonious atmosphere; effective for governance, traditional culture has the function of enlightenment and cultivation, and can establish normative codes of conduct for individuals, forming self-reflection and self-regulation, which is a strong support for "autonomy" and "rule of virtue" in rural society; The cultural concept of pioneering and enterprising, self-improvement, and hard work to get rich encourages the creation of a better life through struggle. In short, the revitalization of rural culture can better promote the progress of various rural undertakings and promote. To achieve the overall goal of rural revitalization.

1.2 The Strategy of Rural Revitalization Promotes the Inheritance and Innovation of Traditional Culture

The implementation of the rural revitalization strategy is an effective way to inherit the excellent traditional Chinese culture. It aims to build a material and spiritual happy home for the majority of farmers, which naturally includes the protection and inheritance of the traditional excellent local culture [4] . Chinese civilization is rooted in farming culture, and the countryside is the basic carrier of Chinese civilization. Inspecting the cultural resources of rural society, it can be found that the countryside contains a large number of excellent cultures created by our ancestors in their survival practices, including: production culture, farm tool manufacturing in the agricultural production process, crop irrigation and weeding technology, grain insect control technology, and Fishing and hunting, mountain and water control technology, etc., are the masters of early human agricultural culture in the world; living culture, food, architecture, decoration, sculpture and other cultural forms in rural culture, as well as festival customs, weddings and funerals, music and dance, etc. Cultural behavior shows the spiritual outlook and aesthetic pursuit of the working people; ideology and culture, the Chinese sages took the heaven and the earth as their teacher and nature as their friend, and created simple natural philosophical ideas such as "the unity of man and nature" and "the harmony of people and nature", which embodies the The concept of harmony between man and earth is the unique view of survival of the Chinese people. In short, the traditional culture accumulated in the rural society is the most splendid agricultural culture in the world. These cultures are attached to the rural ecology and scattered in the production and living practices of various villages. They are the precious cultural resources of our country.

Rural revitalization not only provides opportunities for the revival of my country's excellent traditional culture, but also provides rich resources and nutrition for the innovative development of contemporary culture. The revitalization of rural culture can promote the innovation and upgrading of traditional culture, which can not only meet the cultural needs of rural residents, but also meet the cultural needs of urban residents. For example, opera, embroidery, handicrafts, and historical sites tourism are sought after by urban and rural residents, showing the unique charm of traditional culture in the contemporary era. Therefore, rural revitalization can contribute to the inheritance and transformation of local traditional culture.

Bring new impetus, making it an important source of cultural creation in the new era, and a high-quality carrier of my country's cultural self-confidence.

1.3 The Deep Cultural Value of the Rural Revitalization Strategy: the Spiritual Home under the Emotion of "Nostalgia"

Rural revitalization is not only a realistic choice to solve the imbalance between urban and rural development and improve the level of rural development, but also has a deep cultural value that carries the spiritual home of the Chinese nation, which is determined by the characteristics of Chinese civilization. Homeland is a spiritual belonging that includes historical memory and individual emotions. The essence of Chinese culture is rural culture, and the root of Chinese culture is in the countryside[5] . For thousands of years, farming civilization.

The human-land relationship of the Chinese nation has evolved from survival dependence to emotional dependence, that is, the land has dual attributes of survival supply and emotional supply at the same time. This kind of land emotion

is reflected in the cultural expression of homeland affection, whether it is classical poetry, drama novels, or custom festivals, homeland complex can be found everywhere. Poems such as "Looking up at the bright moon, bowing your head and thinking about your hometown" and "The dew is white tonight, the moon is the brightness of your hometown" are engraved in the spiritual world of the Chinese nation. This emotional way has profound philosophical connotations. Chinese civilization is a unique civilization without mainstream religious culture, and the answer to the ultimate value is partly borne by the "homeland complex": a person born here is the source of life; after success, "Returning to one's hometown" and "returning to one's hometown with glory" are the ways to realize the value of life; after getting old, "returning to one's roots with fallen leaves" and "returning to one's homeland" are the ultimate destination of life.

Due to the acceleration of industrialization and the rapid development of the market economy, along with the migration of rural population and the gradual urbanization of lifestyles, the traditional rural social structure has been greatly impacted. When the land is unable to bear the needs of survival, thousands of farmers leave the countryside and enter the city, and the social structure evolves from "rural" to "outland" [6], while the countryside presents a scene of widows and cultural decline.

The home attribute of the rural society has declined, and the "homeland complex" has been transformed into the consciousness of "nostalgia". The main carrier of the consciousness of "nostalgia" is the group that has experienced the transition from rural life to urban life, especially the rural elites. For this group of people, the separation of economic pursuits and emotional pursuits, the conflict between instrumental rationality and value rationality, is caused by the economic pursuit of leaving the country to the city and the deep emotional dependence on the homeland.

sudden. No matter how society changes, the countryside is still the foundation of the country's political, economic, cultural and moral life, and our spiritual home. The garden and the sustenance of the soul [7]. General Secretary Xi Jinping pointed out profoundly that it is necessary to "keep the green mountains and green waters and remember the nostalgia". Under the general goal of pursuing agricultural and rural modernization, the implementation of the rural strategy will definitely stimulate the rural economy, narrow the gap between urban and rural areas, and change the appearance of backwardness. After making up for the shortcomings of backward economic and social development, inspired by the affection of the hometown, the inflow of rural population will accelerate, and the rural ecology will be rebuilt accordingly. Therefore, for a country with thousands of years of agricultural civilization, the countryside is the starting point for survival and development. The rural culture contains the life trajectory and ideological wisdom of the ancestors, and it is the focus of individuals seeking spiritual conversion; driven by the strategy of rural revitalization, The prosperity and prosperity of the countryside will leave the eternal spiritual homeland and emotional homeland for the Chinese nation, which is also the important cultural value of the rural revitalization strategy.

2 DIFFICULTIES AND OPPORTUNITIES: RURAL STRUCTURAL CHANGES AND CULTURAL RESHAPING

The revitalization of rural culture first needs to examine the cultural foundation of rural society. Traditional rural culture is the main body of rural culture. Therefore, the realization of rural cultural revitalization requires in-depth research on rural culture. After the reform and opening up, with the emergence of phenomena such as population outflow and the disintegration of rural public life, the practice subjects and practice scenes of traditional rural culture are missing, and rural culture further declines. therefore, promoting the revitalization of rural culture requires correct treatment of rural traditional culture and reshaping cultural units and social spaces.

2.1 Challenges Faced by Local Culture

Rural culture originated from the historical practice of the farming civilization of the Chinese nation. During the long-term running-in, conflict and fusion process between production practice and cultural growth, a stable rural culture has been formed. The generation of rural culture in turn maintains the survival structure of rural society and creates the conditions for the continuation and reproduction of rural culture. Therefore, rural culture and rural survival structure become an inseparable and dynamically adjusted composite organism. The transformation of traditional production methods to modernization inevitably brings about the decline of traditional rural culture. For example, planting technology is replaced by mechanized tools, pest control technology is replaced by chemical technology, traditional textiles are replaced by modern machines, etc. Under the impact of modernization, the overall ecology of traditional rural culture has been broken. Objectively speaking, there is a certain contradiction between modernization and the revival of rural culture, and it is impossible for the society to make farmers return to the traditional production mode for the simple revival of rural culture, such as replacing mobile phone communication with flying pigeons, and replacing mechanical operations with cattle and horses. In other words, replacing coal gas and natural gas with blast stoves will not restore traditional culture, but will arouse public resistance to traditional culture. Therefore, it is an inevitable process for some rural cultures to be eliminated and disappear in the changing times. The impact of modern production methods on traditional rural culture is the biggest challenge for cultural inheritance.

2.2 The Practical Dilemma of Rural Culture

Another dilemma of the current rural cultural revitalization comes from the lack of cultural practice subjects and practice scenes. Rural society is a collective survival mode of people. If people are not present, rural culture will face

the dilemma of lack of subject. With the abolition of restrictive policies in urban and rural areas, the labor force deposited in the rural area is driven by the potential energy of urban and rural areas to transfer population. This process provides sufficient labor force for the capital accumulation of urban industries, which in turn strengthens the urban economy, and the prosperity of the city further It has increased its attractiveness to the rural population. This "siphon effect" of the city on the rural population has formed a pattern of positive mutual promotion between population attraction and economic growth. At the same time, with the large outflow of rural young and middle-aged people, the rural population structure has undergone tremendous changes, and most of the people who remain in the countryside are aging populations, resulting in a serious lack of motivation and ability to inherit and create rural culture. The etiquette order and moral public opinion in the rural society will form a collective memory, and thus create a villager living community wrapped in a cultural atmosphere, thereby building a self- and collective value system. Due to the large loss of young and middle-aged people, it is difficult to build a group atmosphere, and the rural population structure cannot promote effective collective action. In addition, the traditional culture of helping each other and helping those in need is being replaced by the self-interested rational thinking of the market economy, resulting in the lack of public cultural life, the retreat of public spirit, and the lack of a practical field for rural culture. Although the villagers left behind in the rural society have a strong demand for the rural culture, it is difficult to complete the important task of rural cultural reproduction due to their busy livelihood and limited ability. In the context of massive population loss and the withdrawal of rural public life, the practice subjects of rural culture

The double lack of practice and practice makes it unable to find a carrier to attach to, and the revitalization of rural culture falls into the dilemma of cultural inheritance and development .

2.3 Cultural Revitalization must Realize Civilization Transformation and Cultural Reconstruction

The revitalization opportunity of rural culture arises from the transformation of modernization reflection and exploration of new civilization. The Western model with modernization, development theory, and evolution theory as the main body has swept the world, but this development thinking has exposed more and more problems, as follows: First, modernization is considered to be a way of breaking away from nature and trapping human life in self-production. In the process of civilization, human production practice and life scenes are getting farther and farther away from nature, and human beings are increasingly living in the logic of the story transformed by their own civilization, resulting in the isolation of man and nature and the neglect of human nature by civilization. . Second, although modernization has promoted the development of human society at the dominant level such as technology and economy, it has caused the disappearance of human history and culture, the fading of collective memory, and the desolation of the emotional world. Mentally confused. In the reflection on the crisis of modernization, the emotional charm of the original ecological vitality of traditional rural culture gradually emerged[8]. This emotional charm is reflected in two aspects: one is the naturalness of the rural culture, the production and life of the rural society are in close contact with the mountains, rivers, insects, fish, birds and animals in the natural environment, and the "harmony between man and nature" is achieved in the natural environment, Form a "poetic dwelling". The second is the humanism of rural culture, which is reflected in the symbiotic relationship between individuals and relatives and neighbors, and realizes the transmission of human feelings and value support in the interaction between people, rather than the loneliness and estrangement of being imprisoned in reinforced concrete . The public nature of rural life eliminates the physical and spiritual isolation between people and nature, and between people, which contains the possibility of high-quality life experience.

The reflection of modernization, the transformation of civilization and the return of rural charm provide a historical opportunity for the revitalization of rural culture. General Secretary Xi Jinping pointed out in an important speech at the meeting celebrating the 100th anniversary of the founding of the Communist Party of China, "We uphold and develop socialism with Chinese characteristics, promote the coordinated development of material civilization, political civilization, spiritual civilization, social civilization, and ecological civilization, and create a Chinese-style The new path of modernization has created a new form of human civilization." This shows that Chinese-style modernization is a modernization that coordinates material civilization and spiritual civilization. It is to continuously strengthen the construction of spiritual civilization while developing the economy and promoting material prosperity in an all-round way, adhere to the socialist core value system, carry forward the excellent traditional Chinese culture, and continuously strengthen The spiritual power of the people, to realize the mutual promotion and complementarity of material civilization and spiritual civilization. From this point of view, the new path of Chinese-style modernization is a new path of modernization based on China's reality, adhering to and developing socialism with Chinese characteristics, and a new type of civilization that balances material and spiritual, and develops harmoniously between man and nature. The exploration of new forms provides a strong driving force for the revitalization of rural culture. In fact, the modernization of harmonious coexistence between man and nature and the construction of socialist ecological civilization both emphasize the idea of harmonious development of man, nature and society, which is consistent with the traditional culture of "harmony between man and nature" and "people's unity".

Therefore, building ecological civilization on the basis of profound local culture will achieve twice the result with half the effort[1]. In the transformation of ecological civilization, rural society will usher in new development, and even To become an ecologically livable and desirable survival paradise, the rural culture will rise again with the prosperity of the rural society, and the revitalization of the rural culture will also be realized with the prosperity of the rural culture. But this cultural revitalization is not to copy the original It develops in the way of culture, but maintains and renews in the mode of re-creation[6], that is to say, the process of re-creation of rural culture is to adhere to the core values of

socialism, including the cultural content of modern industrial civilization and urban civilization, embodying The spiritual needs of contemporary people. In the future, with the acceleration of urban-rural equality and integration, cultural

With the increase of opportunities for cultural exchanges and collisions, the living space of the updated rural culture is not limited to rural society, but extends to urban culture and even to world culture, forming a reshaping of cultural space.

3 CARRIERS AND PATHS: THE FOCUS OF RURAL CULTURAL REVITALIZATION

The revitalization of rural culture is not a castle in the air, but on the premise of rationally and objectively viewing economic and social changes, respecting the law of cultural development, guiding the re-creation process of rural culture through a series of methods such as economic support, talent supplement, and policy intervention, so as to promote Upgrade and innovate in the blending and collision of other cultures, and finally achieve the fundamental purpose of cultural revitalization and serving the people.

3.1 Economic Prosperity is the Foundation of Cultural Revitalization

The economic base determines the superstructure, and the fate of a culture depends fundamentally on the rise and fall of the production mode that produces this culture. Economic weakness often accelerates the disappearance of the corresponding culture, and makes the cultural holders lose their cultural awareness and cultural confidence[6]. Thus, in Under the circumstances of sluggish industry and bleak economy, it is difficult to offset the attraction of urban civilization only by the complex of hometown. The revitalization of rural culture under population loss will become passive water and it is difficult to produce practical results. At present, cities have incomparable advantages in education, medical care, infrastructure construction, etc. in rural areas. Under the vision of a better life, the population is still motivated to move to cities, while rural areas are far from attractive to the population. Therefore, in promoting the cause of rural cultural revitalization, economic development should be placed in a prominent position. The first requirement of the rural revitalization strategy is industrial revitalization. In the process of practice, the following should be achieved: First, characteristic industries should be established according to the advantages of local resources, and we should avoid blindly seeking changes and innovations. Some rural areas have given up agricultural production in order to quickly improve their economic level, engage in unrealistic new industries. In fact, agricultural modernization and new agriculture have broad prospects. At present, people have a strong demand for healthy food and green food. The realization of healthy and safe agricultural products can still form a competitive industry and brand industry, and drive economic development. Second, increase financial investment and continue to increase rural infrastructure construction. Although the hardware conditions in some rural areas have improved significantly, the hardware level in many areas is not enough to attract enterprises to settle in. Without the presence of enterprises, the market-oriented development of rural resources will be difficult to realize. Therefore, it is necessary to ensure that the necessary elements of production such as water supply, power supply, roads, and networks in the countryside meet the operating needs of modern enterprises, thereby creating conditions for the landing of rural industries. Third, economic revitalization requires the screening of imported industries. Under the goal of ecological civilization construction, although industries with high pollution and high energy consumption may bring economic growth in the short term, they are not conducive to the long-term development of rural ecology. Therefore, in the process of actively introducing foreign industries, priority should be given to choosing eco-friendly industries. Protecting the green waters and green mountains of the rural society is to protect its future gold and silver mountains.

The rural society with industrial revitalization and economic prosperity has built the basis of population attractiveness, and the returning population also constitutes the main body of production of rural cultural innovation. In fact, cultural prosperity also promotes economic development, and even culture itself can constitute a new economic growth point. Cultural resources such as sculptures, celebrity hometowns, folk songs and folk dances have brought about the development of cultural tourism, and economic prosperity will continue to attract talents

Inflow to increase cultural creation, so as to achieve the common prosperity of culture and economy.

3.2 Respect the Laws of Cultural Development and Unify the Revitalization of Rural Culture with the Overall Prosperity of Socialist Culture

Rural culture is an important part of Chinese traditional culture and an important source for the Chinese nation to realize cultural renaissance and build socialist cultural confidence in the new era. In the new era, we need to cherish the treasure house of traditional rural culture in our country and make good use of the cultural resources left by our ancestors. Cultural development must conform to the direction of society to have vitality. Backward cultures that do not conform to the development of the times will inevitably be eliminated by the times, while rural cultures that conform to social development will be preserved and innovated in the new era. Therefore, the rural

Local culture is selectively inherited and developed, and it must be combined with modern cultural elements to endow it with new era connotations and let it show its charm and style in the new era[9].

Specifically, we should encourage and guide the correct value orientation in dealing with local culture, and carry forward high-quality local culture: First, organize cultural activities, fully tap local cultural resources, organize lantern dances, dragon boat races, local storytelling, and folk art competitions Cultural activities such as local literature and art exhibitions can enhance villagers' sense of cultural participation and group identity; second, build moral public opinion,

build a local moral evaluation mechanism through the selection of local "good people and good deeds" and publicize the deeds of local historical figures to regulate individual behavior to form cultural awareness; third, promote cultural production, encourage local cultural talents to actively integrate positive social culture into the reproduction of local culture, and create healthy and progressive cultural content through the formation of folk art troupes, local Yangko teams and other cultural organizations to create a cultural prosperous good atmosphere. The backward culture in the rural culture must be discarded, such as patriarchal thinking, feudal superstition, sky-high betrothal gift culture, human comparison culture, etc., and effective administrative intervention, public opinion guidance, etc. should be used to destroy the old and establish the new, so as to make the rural culture develop moving towards the direction of promoting rural civilization and promoting righteousness, and better integrating into the prosperity of advanced socialist culture big picture.

3.3 Relying on Organizational Guarantees and Increasing the Cultivation of Capable Persons

As a targeted task, the rural revitalization strategy cannot be separated from the stable and reliable form of organizational guarantee, and the party organization is the most basic and important organizational form. The history of our country's revolution and construction has proved the Communist Party's outstanding ability in order construction, mass mobilization, and cultural guidance[10]. In the implementation of the current rural revitalization strategy, the party organization still plays an irreplaceable important role.

In the process of rural economic development and rural cultural innovation, effective grass-roots party organization construction should be used to ensure the prosperity of the rural ecology. Grass-roots party organizations must effectively transmit the country's cultural supply to rural society, and then reflect the cultural needs of the grass-roots masses to the superstructure, and play a transitional role in linking the past and the future. They should do the following: First, strengthen the culture of grass-roots party organizations level building. The party organization is the leader of rural prosperity and cultural revitalization. Members of the party group should strengthen their own cultural accomplishment and enhance their cultural cognition. Not only should they have a full understanding of local historical sites and cultural celebrities, but they should also have a deep understanding of the spirit of the central government's instructions and the direction of the culture of the times. Cultural training activities, democratic life meetings and other forms of cultural learning work are carried out to maintain the advanced cultural status of the party organization. Second, establish a positive and correct attitude towards doing things. As the authoritative force of rural society, party organizations have the responsibility to promote the modernization and transformation of rural culture. Cultural transformation is a slow process that sometimes lags far behind the pace of socioeconomic change. Party organizations should actively intervene in backward culture, and promote cultural metabolism through administrative bans and moral persuasion. Third, adopt appropriate working methods. Party organizations should adopt flexible and effective working methods in revitalizing local local culture to meet the diverse cultural needs of the masses, such as advocating good family traditions through "good daughter-in-law" appraisals, and awakening local historical memories through festival celebrations.

In the cause of revitalizing local culture, another important task of the party organization is to attach importance to the introduction and training of talents. It is the foundation of revitalizing rural culture[11], and it is the bearer and creator of culture. It should actively promote the revitalization of rural talents and stimulate people's creativity: First, we must build a culture of rural talents in the new era. For successful people who have retired and returned to their hometowns, grassroots cadres, local entrepreneurs, first secretaries, and university student village officials and other knowledgeable, insightful, and capable groups, we should provide them with a service platform for building the countryside and returning to their homeland, and make full use of their Learning and morality guides and builds a good rural atmosphere. The second is the cultivation of local talents. For local cultural talents, whether they are musicians, craftsmen, self-media youth lovers, or calligraphers and painters, they should be respected and encouraged to enhance their enthusiasm for participating in the construction of rural public cultural spaces, and form an inexhaustible effort to create and prosper culture. quantity. The third is to encourage cultural elites to go to the countryside for exchanges. For cultural elites who love the countryside, mechanisms and channels should be provided to realize the input of high-quality culture, to promote urban-rural emotional connections and cultural exchanges through sympathy performances, knowledge lectures, etc., and to play an important role of cultural elites in stimulating rural cultural innovation and progress.

4 CONCLUSION

Culture is the "root" and "soul" of a country and a nation, and it is the most fundamental, deeper and more lasting force at any time[12]. A sign of rural prosperity. The rural revitalization strategy attaches great importance to the cultural construction of rural society, and takes cultural revitalization as one of the important goals, which reflects the importance my country attaches to rural cultural undertakings. Driven by the rural revitalization strategy, on the one hand, the inheritance and development of traditional culture has ushered in new opportunities; on the other hand, rural revitalization can prosper the rural areas, retain the homeland of the national spirit, and satisfy the Chinese nation's pursuit of homeland emotion. In order to realize the revitalization of rural culture, we have to study the main body of rural culture—local culture. During the development of modern history of our country, rural culture was impacted by

Western modern civilization, and was even labeled as a backward production culture for a time. Objectively speaking, traditional production methods are difficult to gain a foothold in the face of Western industrial civilization, and the process of losing power and marginalization of rural culture is inevitable. However, after a series of problems such as ecological destruction, growth constraints, moral decline, spiritual barrenness, and value disorder appeared in our country, rural culture has been valued again based on its unique charm.

The decline and prosperity of rural culture depends on the needs of the times. The implementation of the current rural revitalization strategy, the construction of ecological civilization, and the rise of national consciousness provide historical opportunities for the revitalization of rural culture. In traditional culture, the ecological concept of "harmony between man and nature", "harmony of the people and things", the social concept of "watching and helping each other", "neighborhood harmony", and the moral concept of "having both ability and political integrity" and "the world is for the public" are of great significance to the current Chinese society. Language is very attractive, and it is also an important cultural resource for my country to build an ecological civilization. However, it cannot be ignored that the revitalization of rural culture is not a one-time undertaking. It has been fragmented during several historical changes, and it is now facing the dilemma of lack of practice subjects and practice scenes, and the exorbitant price gifts and feudal superstitions in the village itself do not meet the requirements. The cultural dross in the direction of the times still persists, so the revitalization of rural culture must be a long-term process. In short, we should look at rural culture objectively and rationally, and avoid over-romantic imagination of traditional rural society. Cultural revitalization is not an indiscriminate acceptance of current rural culture, but should respect cultural laws and integrate rural culture and modern culture organically. Combined with the overall situation of rural cultural revitalization, promote the integration and innovation of different cultures, and finally achieve the goal of cultural services for urban and rural residents.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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