

Study on the Development Path of Rural Culture in the Suburbs of Shandong Province under the Strategy of Rural Vitalization

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Abstract: Under the background of the implementation of the Strategy of Rural Vitalization, the problem of "hollowing out" of rural areas in China has attracted much attention. The essence of this problem is the development dilemma of farmers, that is, the existing rural economic level is not enough to support the improvement of farmers' quality of life. Taking the current situation of rural cultural development in the suburbs of Jinan in Shandong Province as the starting point, this paper focuses on the traditional rural culture loss under the impact of urbanization in the suburbs of Shandong province, probes into the problems and causes of the current cultural development in the suburbs of Shandong province, and on this basis explores the effective path suitable for the development of rural culture in our province. It is of practical significance to find out the corresponding countermeasures for solving the predicament of rural cultural development in the suburbs of Shandong Province.

1. Introduction

China's reform and opening up has gone through 40 years of glorious course, economic development has made great strides, profoundly changed the face of the country, one of the most profound changes is the world's largest road to urbanization, a large number of rural surplus labor force to the town transfer, for China's economic development has provided a huge demographic dividend, On the other hand, the rural areas, especially the urban suburbs, show a large loss of population, the rapid disappearance of culture dilemma, the author through the Jinan city surrounding the countryside found that some of these rural people can talk about the surrounding cultural customs, most of the young respondents said they do not know or not very clear, such as expression, It is more aware of the new types of entertainment in Jinan. The loss of rural culture in such areas has been very significant, its protection, inheritance and development of the task is more urgent, in order to make more such as "old Jinan" such traditional culture of the survival of development, the urgent need to the party's 19 "rural revitalization" strategy as an opportunity to increase the protection and inheritance of its culture, and truly achieve the See Mountain Remember to live with homesickness.

2. The Problems Existing in the Development of Rural Culture in the Suburbs

2.1 Disregard for Traditional Culture

Because the suburban countryside is close to the core area of the city, its economic development level is relatively high, the source of farmers' income has been obviously different from the typical rural population, which is mainly based on agriculture, and it is common, and deeply involved in the urban industry and service industry, there is no too much recognition for the rural traditional culture, only in funeral such important occasions.

But only to listen to the elderly arrangements, for the specific process, meaning do not understand, also have no interest, it can be predicted that with the reduction of the elderly, the remaining cultural

imprint will slowly disappear.

2.2 Limited Protection Measures

Through the investigation, it is found that there is a general expectation of demolition and land expropriation in rural areas of Jinan, the investment of cultural facilities and places is generally less, and the management of village-level affairs by village collective Organizations is also carried out with land as the core, the concern for rural culture is generally missing, and many cultural facilities, such as farmhouse utilization rate, historical and cultural monuments in the countryside have also not been deeply developed.

3. Causes of the Above Problems

3.1 Impact of Economic Development

The concept of economic development as the center after 40 years of reform and opening up, has taken root in the hearts of the people, and brought a lot of wealth to the individual, the drive of wealth to further pay attention to material wealth chase, lack of the pursuit of traditional culture, at the same time with the deepening of openness, the penetration of Western culture has further exacerbated this situation. I think the inheritance and development of culture is irreversible, the restoration of the culture of the generation is difficult to be swayed by simple government behavior, such as the current local governments are carrying out the work of intangible cultural heritage heirs, but also only as a fire to retain, to satisfy people's sense

3.2 Disturbance of Population Movements

The driving force of culture, especially the cultural development and inheritance of urban suburbs, comes from the historical demand for mutual assistance between families and villagers, when the population is not very mobile, the status of identity is bound by land, leaving families and villages is difficult to obtain sustained and stable support, and the current rate of population movement is unprecedented, distance also throughout the country, the world, This demand for support has been far weakened, should be corresponding to the cultural heritage also diluted, more with their own survival needs as the core elements to expand to the periphery, to the hometown, the culture where the place of residence is lacking attraction and support.

4. A Probe into the Development Path of Rural Culture in the Suburbs of Shandong Province

4.1 Strengthening the coupling of economy and culture

The pursuit of wealth economy by social personnel is eternal, which is also the driving force of social development and progress, and the inheritance and development of culture should not be separated from the support of economic factors, such as the development of non-material cultural inheritance in Jinan is only the support of heritage artists, the next step should be to increase support for traditional cultural products, such as the Zhangqiu iron pot, which used to explode in China on the tip of the CCTV, is an excellent case in which the promotion of the technology drives the sale of the product, which in turn further stimulates the rapid promotion of traditional skills. Only cultural skills to form products and gain market recognition can make the cultural heritage and development of a reliable guarantee.

4.2 Expanding the chain of cultural industry

Under the background of rural revitalization, the suburban rural culture has been strongly impacted from urbanization in its material, spirit, system, behavior and other levels. Compared with the strong urban culture, the rural culture is gradually marginalized, only to absorb each other for reference, based on the development of cultural industry, and strive to industrialize the culture, each village from its own characteristics and living environment, pay attention to strengthen the innovation

and sustainable development of its own resources, To strengthen the relevant policy support and matching system construction and other measures to achieve the leap-forward development of their respective rural cultural industries, in order to finally achieve the goal of mutual prosperity and harmonious development with urban culture.

4.3 Broadening the carrier of cultural inheritance

Culture is static, but also alive, only by constantly broadening the carrier of cultural inheritance and innovating rural cultural life, can we meet the growing demand for excellent culture of the vast number of farmers to the greatest extent, so as to better promote the development of cultural inheritance, rural organizations at all levels and government cultural departments should adhere to organizations such as farmers ' calligraphy and painting exhibition, Farmers paper-cut competition and farmers Yangge performance and other conventional cultural activities, guide and promote farmers to amuse themselves, self-appreciation of the cultural backbone of the formation of the succession team, to create a scientific, civilized and upward cultural atmosphere. At the same time, enrich the cultural life of farmers, with the help of rural revitalization of the East Wind, do a good job in the protection and development of traditional troupes and traditional literary and artistic workers, we should new people the creation of new rural construction into a popular literary and artistic works, in-depth township and village tour, in order to stimulate the enthusiasm of the vast number. Improve the way of service, do a good job in mobile services, change culture "under" Township for culture "Stay" township, change "send" culture for "seed" culture.

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