

The Changes and Construction of Rural Culture in the Process of Modernization of China

Luo Shiwei

Xihua University, 610039, Chengdu, China

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Abstract: the Construction of Rural Culture Has Important Practical Significance for Building a Well-Off Society in an All-Round Way and Promoting the Coordinated Development of Urban and Rural Areas. in Recent Years, Although Rural Society Has Made Positive Achievements in the Construction of Spiritual Civilization and Democratic Politics, It Still Faces Many Problems to Be Solved. Based on This, This Paper Analyzes the Phenomenon of Rural Cultural Change in the Process of China's Modernization, and Discusses Various Problems Faced in the Process of Rural Cultural Construction in the New Era. from the Aspects of Strengthening the Management of Rural Cultural Market, Innovating the Carrier of Rural Cultural Activities, and Strengthening the Construction of Grassroots Organizations, a Series of Solutions Are Proposed, in Order to Provide Some Reference for Strengthening the Construction of Rural Culture.

1. Introduction

1.1 Literature Review

Gao Jing and Wang Zhizhang think that culture is the soul of the countryside, so the essence of rejuvenating the countryside lies in rejuvenating the rural culture. This paper puts forward the logic of rural cultural revitalization, and holds that the objective law of cultural re growth should be respected (Gao and Wang, 2019). Che Yuxin pointed out that with the transformation of rural society, Chinese rural culture has also changed. From the perspective of modern state construction, this paper discusses the changes of rural culture and puts forward some suggestions to promote the construction of new rural culture (Che, 2016). Wang Zuoliang believes that the traditional Chinese rural culture has undergone profound changes, and these changes have a certain impact on the learning life and moral growth of rural adolescents. To promote the healthy growth of rural adolescents, we need to pay more attention to the overall interests, overcome the utilitarian part of education, build a learning and growth platform for rural adolescents, and pay more attention to the cultural heritage of rural subjects (Wang, 2011). Zhou Jun and Tian Keqin think that China's rural modernization promotes the modern transformation of rural society, and the cultural values of farmers have also changed, which requires that on the basis of adhering to the mainstream values, farmers should be guided to establish cultural values that are compatible with the modernization of rural culture (Zhou and Tian, 2013). AI Ping pointed out that with the rapid development of China's modernization, the values of farmers have undergone profound changes, mainly including consumption values, land values, etc., and show the characteristics of value selection, such as profitability and openness (AI, 2016). Wei Bo believes that the construction of cultural modernity has reached an impasse, which is manifested in many structural contradictions (Wei, 2011).

1.2 Purpose of Research

The construction of rural culture not only helps to narrow the gap between urban and rural development, promote the integration of urban and rural development, but also helps to protect the excellent traditional culture in rural areas, cultivate new civilized morality and good civilized rural style, so as to provide spiritual guarantee for rural revitalization. In view of this, this paper attempts to analyze the phenomenon of rural cultural changes in the process of China's modernization,

explore many problems existing in the construction of rural culture, and then put forward relevant solutions, hoping to provide reference and suggestions for promoting the prosperity and development of rural culture and maintaining the harmony and stability of rural society.

2. An Analysis of the Changes of Rural Culture in the Process of Chinese Modernization

The cultural change caused by the development of modernization is not only the inevitable result of social development, but also the result of the impact and squeeze of industrial civilization on agricultural civilization. The reform of market economy system has promoted great changes in the whole social level, and new adjustments have taken place in social relationship network and interest pattern. Farmers have more choice space, and the mobility of farmers is increasing, which makes the differentiation tendency of farmers more obvious. In addition, with the transformation of the system and the improvement of the level of technological modernization, great changes have taken place in the countryside.

First, in terms of market economy and cultural subject economic concept. Since the reform and opening up, the implementation of the household contract responsibility system has greatly impacted the traditional prejudice of the farmers, and promoted the farmers to further emancipate their minds. The consciousness of commodity exchange gradually emerged and developed, and gradually changed from the consciousness of small production to the consciousness of commodity. By learning management knowledge, science and technology knowledge and market economy knowledge, the majority of farmers master the comprehensive skills of getting rich through labor, and gradually establish the market concept, and grasp the market rules and market changes. With the continuous standardization and improvement of commodity market and factor market, farmers began to expand their living space, and the sense of citizenization continued to increase, which effectively promoted the effective flow of farmers between urban and rural areas. In addition, with the continuous improvement of living standards, the consumption concept of the majority of farmers has gradually changed from the food and clothing type to the well-off type, and the consumption mentality has gradually changed from the survival type to the enjoyment type.

Second, in terms of identity change and cultural psychology. From China's socialist transformation of agriculture to the rural market-oriented reform, this has led to great changes in rural society, which has changed the psychological structure of farmers for a long time, and constantly changed their traditional way of thinking and life. The founding of New China made the peasants get rid of their servile status and become the masters of the country. The socialist transformation of agriculture has changed the traditional mode of agricultural production and management, and the farmers have realized a further change from slavery to autonomy, which not only means that the status of the farmers has changed, but also means that the social psychology of farmers has changed. In addition, the rapid development of market economy has liberated the peasants' thoughts, changed their inherent consciousness of land dependence, and greatly shaken the foundation of peasants' local consciousness. Farmers can choose to leave their hometown and obtain more property income by creating conditions independently. Career choice and life philosophy are full of modern atmosphere.

3. Problems in the Construction of Rural Culture in the New Period

3.1 There Are Some Disadvantages in the Rural Cultural Market

Rural cultural market refers to the place and carrier of cultural consumption provided to the people in the form of transforming culture into commodities. At present, the development of rural cultural market in China is not standardized in the following aspects. First, although there are many kinds of cultural goods, there are some problems such as the mixture of fish and dragons, and some illegal traders rampant in the market. For example, pirated images or books can often be seen in some backward rural fairs, and a small number of lawbreakers carry out various feudal superstition activities in rural temple fairs, which seriously damage and affect the local cultural market. Second,

the cultural service market is not standardized. The imperfection of relevant laws and regulations, the insufficient supervision and guidance of the government on the cultural market and the difficulty of cultural market governance lead some lawbreakers to exploit the legal loopholes and spread “bad culture” to rural areas. Third, the supervision of cultural information needs to be strengthened. With the rapid development of the Internet, cultural information spread faster, but there are many illegal information and junk information, which threaten the network security operation.

3.2 Slow Pace of Rural Cultural Construction

On the one hand, rural cultural infrastructure is relatively weak. Due to the government's less investment in rural cultural construction, there is a contradiction between farmers' cultural needs and public cultural facilities. In some remote areas and poverty-stricken mountainous areas, the lack of cultural carriers such as cultural stations leads to the lack of spiritual culture of the majority of villagers. Although some villages with good conditions are equipped with sports facilities such as table tennis table and basketball court, some public sports facilities are incomplete due to poor management and long-term disrepair. Although most county-level areas have cultural venues such as cinemas and libraries, due to the high movie prices, older villagers generally do not go to the cinema, some cinemas are stopped or even used for other purposes, losing their original role in cultural communication; while the libraries far away from the countryside have fewer kinds of books, which are troublesome to borrow, and the overall utilization rate is low. On the other hand, the types of rural cultural products need to be enriched. At present, in rural areas, although television has entered every household, but the Internet still needs to be fully popularized, many remote rural areas have not yet access to the Internet. In addition, the rural cultural market lacks enough books and newspapers, and the villagers' cultural level needs to be improved.

3.3 The Supervision and Management Mechanism of Rural Cultural Construction Needs to Be Improved

First, the absence of government responsibility. At present, the Chinese government has gradually changed from a management oriented government to a service-oriented and responsible government, and implemented the “government accountability system”, so that the government functions can be effectively played. However, there are still some problems in the actual work, such as the absence of government responsibility and unclear functions. Secondly, the quality of grassroots leaders is not high. As the direct leader of rural affairs, the rural leading cadres can give full play to their leading role, which is directly related to the effectiveness of rural cultural governance. However, due to the low comprehensive quality of some grassroots cadres and the lack of improvement in management methods and means, it is difficult for grassroots organizations to adapt to the rapid development of social needs and lack of credibility and influence in actual work. Thirdly, the rural cultural organization is not perfect. Through social organizations, villagers can realize resource sharing and information exchange, consolidate and strengthen unity among themselves, and better develop rural cultural undertakings. However, many cultural organizations in rural areas have not been greatly developed, one is due to the lack of national policy support, the other is because the villagers do not realize the important role of cultural organizations in rural cultural construction.

4. Countermeasures and Suggestions on the Construction of Rural Culture in the New Era

4.1 Strengthen the Management of Rural Cultural Market

The healthy development of rural cultural market can not be separated from the supervision and management of government departments. Relevant departments should further deepen the reform of rural cultural system and promote the rational distribution of cultural resources on the basis of giving full play to the role of the market. Establish and improve the modern enterprise system, break the closed rural cultural market environment. Cultural departments at all levels should

constantly improve the normative documents related to the cultural market, make full use of big data and the Internet, strengthen the construction of rural cultural e-government and network monitoring, so as to realize the modern supervision mechanism. The cultural sector should promote the competitiveness of the rural cultural market by formulating perfect market access and exit rules, and take the promotion of the prosperity of the rural cultural market and the establishment of the supervision mechanism of the rural cultural market as the working goal, so as to ensure the orderly development of the rural cultural market.

4.2 Innovation of Rural Cultural Activity Carrier

The construction of rural culture is inseparable from the carrier of rural cultural activities. Cultural departments at all levels should vigorously develop cultural carriers, constantly innovate cultural carriers, and promote the prosperity and development of rural culture. As far as the carriers of traditional culture are concerned, in the information society, more and more popular network media cover up the inherent characteristics of traditional culture in rural areas. In particular, some rural cultural carriers are gradually ignored, leading to the decline of rural traditional culture. The cultural management department shall fully activate the cultural carriers with rural characteristics and carry out various cultural activities loved by villagers, such as holding relevant cultural activities on important memorial days and traditional festivals, and organizing folk performances by holding lamp fairs and temple fairs. While using the carrier of traditional rural culture, we should also pay attention to the protection of excellent traditional culture, prevent the traditional culture from mingling too many market-oriented elements, and destroy the original connotation of traditional culture.

4.3 Strengthening the Construction of Grass-Roots Organizations

The construction of grassroots organizations is the foundation and guarantee for the construction of rural culture. First, we must decentralize the construction of rural culture from urban to village, and then cover every household in rural areas. Ensuring that rural cultural organizations have certain real powers, enabling them to have the power and ability to do their own work, build a public cultural service system in the countryside, and form a model that combines grassroots organization autonomy with urban government guidance. Second, integrate rural cultural resources and build a comprehensive rural cultural public service platform. The administrative system of China has led to the scattered distribution of rural cultural resources in different departments, and there are various cultural resources in education, science and technology, radio and television and other systems. Relevant cultural departments need to integrate rural cultural resources, so that the limited resources play a greater role.

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