

Synergistic Resonance of Rural Culture by Multiple Subjects: The Example of Village D in Jinan City

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doi: 10.56397/SSSH.2022.09.07

Abstract

To revitalize rural culture is to preserve and develop the excellent traditional culture of villages, and to learn from the scientific culture of the new era. In the context of rural revitalization strategy, we focus on the last kilometer of rural cultural revitalization in Jinan Village D, and find that the synergy of multiple subjects represented by grassroots government, village “two committees”, rural elites and ordinary villagers is an important strategy to revitalize rural culture. We focus on the real-life dilemmas faced by rural multiple subjects in cultural revitalization, and promote the revitalization of rural culture by coordinating the relationship among subjects, enhancing the enthusiasm of participation of subjects and promoting their sense of ownership, shaping common interests and enhancing collective action ability, improving the revitalization system, clarifying the power and responsibility relationship among subjects, and completing the evaluation mechanism.

Keywords: multiple subjects, rural cultural revitalization, last mile

1. Introduction

As an important part of the rural revitalization strategy, rural cultural revitalization is the soul and inner driving force of rural revitalization. Since the 18th CPC National Congress, General Secretary Xi Jinping has repeatedly emphasized the importance of rural culture dominated by farming culture in shaping people’s spiritual home and inheriting the excellent Chinese traditional culture, and requested to promote the overall development of the countryside with rural cultural revitalization as a grasp, and to focus on “cultivating civilized countryside, good family style and simple folk style, and promoting rural cultural revitalization” (The Office of the Central Rural Work Leading Group, 2018). The collaborative resonance of rural culture by multiple subjects is formed according to the social environment of China’s countryside, and there is a solid guarantee at the institutional level. From the 18th Party Congress and the Third Plenary Session of the 18th Central Committee to the 19th Party Congress and the Fourth Plenary Session of the 19th Central Committee, successive central policies have explicitly stipulated that the main subjects of social governance and social action in China are multiple forces such as the Party committee, government, society and the public; the deep-rooted popularity of the concept of family, country and world makes it possible to have a solid foundation at the value level. The popularization of science and technology and Internet technology in rural areas also makes it technically feasible to resonate rural culture.

Based on this, this paper takes Village D of Jinan City as an example, takes the cultural revitalization subject as a research perspective, and takes the multiple synergistic resonance as an analytical framework to elaborate and study the nature of the rural cultural revitalization subject, the dilemma faced and the realization path, in order to provide reference for the effective promotion of rural cultural revitalization.

Village D is located in the northwest of Jinan City, with relatively concentrated population living there. The terrain is flat and the land is fertile. The village retains the customs and habits possessed by most villages, and its

villagers' customs, ideology and morality, and social relationship network are similar to those of most villages. As the economy progresses, the villagers' needs gradually diversify. Material needs still dominate in the villages, while the need for spiritual life is gradually emerging. In the village, nearly 2/3 of the labor force is older than 50 years old, and 70% of the households are growing greenhouses. because of the large amount of labor, time, and money needed to manage the greenhouses, villagers spend nearly 2/3 of their time in the greenhouses each day. because of the busy and tiring farming work, people spend their leisure time in traditional entertainment, and because of the predominance of older people, people are not fully satisfied with the use of cell phones, computers The environment is relatively closed and the villagers are relatively traditional because of the predominance of the elderly and the insufficient use of smart devices such as mobile phones and computers.

2. Multiple Subjects: Revitalizers of Rural Culture

In the context of the rural revitalization strategy, a diversified rural cultural revitalization pattern has been formed with the grassroots government as the leader, village "two committees" as the foundation, and village elites, ordinary villagers and traditional clan authority as the main body.

2.1 Grassroots Government

Grassroots government is at the very end of the state administrative power system, directly facing the masses of grassroots people, and is the state power entity with the closest relationship with rural areas among all organizations, and is the hub connecting the state and rural society (Cheng Tongshun & Xing Xijing, 2018), shouldering the important responsibility of implementing national policies and promoting the effective revitalization of rural culture. Based on its jurisdictional interests, system requirements, management traditions, and territorial effectiveness of resource allocation, it has the right to allocate resources in its jurisdiction and the ability to allocate them relatively effectively (Ritchie & Li Songyu, 2020), so in rural cultural revitalization, the grassroots government has an important role in cultivating villagers' cultural autonomy as well as cultural self-confidence, improving the utilization of cultural facilities, enriching villagers' cultural life, and enhancing the innovation and cohesion of rural collectives responsibility.

2.2 Village "Two Committees"

The village "two committees" is the abbreviation of the Communist Party of China (CPC) branch committee (village branch) and the villagers' self-government committee (village committee), which is an important guarantee force for the implementation of various preferential policies of the state. It is not only an agent to complete the tasks assigned by the township government, but also the executor of village-level public affairs management (Zhang Guolei & Zhang Yanni, 2019), and is an endogenous social organization in the village. In the process of rural cultural revitalization, the village "two committees" should not only ensure that the major policies and strategies of the state can be thoroughly implemented in the village, but also pay attention to and understand the cultural needs of the villagers at all times, and flexibly implement various strategies under the background of cultural revitalization to meet the needs of most villagers.

2.3 Individual Strength

With the closing of the poverty eradication strategy and the gradual implementation of the rural revitalization strategy, the enthusiasm of the majority of villagers to participate in the construction of beautiful villages has been gradually stimulated. The individual forces represented by village elites, ordinary villagers and traditional clan authorities act as the constructors and practitioners of rural culture. As the real subjects of rural cultural revitalization, their influence on the local culture is the most fundamental.

Taking Village D as an example, the author classifies villagers' attitudes toward cultural revitalization into three major types: positive, insensitive and negative. They are willing to improve their behavior through the guidance of the new culture and insist on passing down the excellent traditional culture; ordinary villagers belong to the wait-and-see category, who actively accept and learn the science and culture technology that can help them make money, but hold other irrelevant aspects, such as marriage concept and family concept. They are more likely to stick to their own perceptions and reject more scientific cultural knowledge; the last category is mostly the elderly, who are deeply influenced by traditional culture and cannot accurately understand scientific culture because of their age, so they are more inclined to ignore and reject new culture and stick to the old ways.

3. The Dilemma of Traditional Rural Cultural Subjects: Weakened Collective Action

Problem-oriented and always revolutionary (Xu Jin, 2020). The collaborative revitalization of multiple subjects provides the basis for inheriting the excellent local culture of villages, enriching rural culture, and guiding villagers to live scientifically and healthily. On this basis, we must face up to the problems of insufficient participation of revitalization subjects, difficulty in forming revitalization synergy, and institutional mechanism yet to be improved.

3.1 Participation Dilemma: Insufficient Motivation for Revitalizing the Main Body

The prerequisite for the collaborative revitalization of multiple subjects is that each subject can actively and fully participate, which is of essential significance to the inheritance and improvement of local culture. However, in practice, there are problems of weak willingness and low participation of subjects.

3.1.1 Inappropriate Intervention by the Grassroots Government

Township governments are the end of the state administrative power, the grassroots power organization in rural areas, and the leading force in the governance of the “three rural issues” (Zhang Guolei & Zhang Yanni, 2019). However, due to the rigidity of the assessment system and the single evaluation index, most township governments focus more on completing the “hard indicators” issued by the higher level and do not pay attention to the “soft indicators” such as the needs of villagers at the lower level.

For example, in Village D, due to the township government’s rigid completion of administrative orders from higher levels, it is bent on pursuing the obvious material culture and building various cultural facilities, such as village library, village square, village fitness facilities, etc. According to the author’s observation, there is a phenomenon of low utilization rate. Take the library for example, because the shed needs to invest more manpower and time, so the villagers basically work in the shed during the day, even if there is free time will be used to rest or deal with family affairs, basically no time to read, and never into the library to read, some villagers do not even know that there is a library in the village, and some villagers know that there is a library, but never went in to read, and do not. Some villagers know there is a library, but they have never read in it, nor do they know what kinds of books are available, nor do they understand the reason for building a library in the village.

3.1.2 The Ability of Village “Two Committees” to Participate in Revitalization is Weakened

“To get rich in rural areas, the key depends on the branch”. The two village committees should be the core leading force for rural revitalization, but in many rural areas, the power of the two village committees has been deflated.

As the political center of village D, the authority and power of the two village committees are gradually weakening, and the space for their functions is decreasing, and their functions are gradually moving away from the daily life of villagers. From the comprehensive control and absolute authority in the early stage of the founding of the country to the embedded structure now, the role of the two village committees gradually tends to become a single-role “office in the village”. In other words, the functions of the two village committees have been differentiated according to the development of society, from the role of leaders in various areas of village production and life to the role of a single functional “office”. However, there is no other organization or structure in the village to replace or take over the other roles that have been divided between the two committees. This makes it difficult for Village D to act as a system of action, with the ability to organize and act as a group.

3.1.3 Villagers are Confused in Their Ideological Understanding

With the change of history and different regions, the village culture also changes, but the core values rooted in the development of village culture are imprinted with value identity that cannot be expressed in words (Zhao Xudong & Sun Xiaofei, 2017). In the traditional life and production of small farming economy, people’s view of personality is kind and simple and honest, ecological view is love and respect of nature, consumption view is diligent and frugal, and interpersonal view is harmonious coexistence. The value system of rural culture is composed of these common values, which become important contents and signs that distinguish it from other cultures.

Since the reform and opening up, the production mode of the countryside has shifted from relying on agricultural production to half agriculture and half industry, and from an acquaintance society to a semi-acquaintance society. The peasants’ ideology, moral norms and cultural values are greatly impacted by the heterogeneous culture, and their pursuit of life is gradually influenced by marketization and rationalization, and their lifestyles gradually tend to be urbanized. The peasants are subjectively and blindly free from the constraints of traditional social norms and traditional customs and habits on individuals, abandoning the requirements of ethics and morality on the self, and the collective consciousness of traditional villages declines, and the concept of family is gradually subordinated to individualism. At the same time, there is an overemphasis on self-awareness and personality development in the villages, blindly chasing urban culture and lifestyle, blindly following modern culture and behavior, and spreading modern values such as consumerism, individualism, money-worship, etc. in rural society.

3.2 Cooperation Dilemma: Revitalization Synergy is Difficult to Form

From the current situation of rural cultural revitalization, although the pattern of resonating rural culture with the consultation of multiple subjects has been initially formed, there are still several obstacles in the cooperation, which make it difficult to maximize the synergy of multiple subjects.

3.2.1 Mismatch of Supply and Demand

Villagers are the real subjects of local culture, and all policy strategies should be developed and implemented on the basis of understanding and responding to their current situation and needs. However, the grassroots government is committed to fulfilling the targets of the superiors and rigidly executing policies without considering the specificity of each village head; and the “two committees” of the village are originally the “spokesmen” of the village and are the local endogenous power organizations of the village. But because the township government adopts the “overarching” approach to the village “two committees” in the process of guidance, the village “two committees” can only respond by “looking up”. The village “two committees” can only respond by “looking up”, thus neglecting to “look down” to respond to farmers’ demands (Zhang Guolei & Zhang Yanni, 2019).

For villagers in village D, most of the labor force is concentrated in the age of 40-60. Most of the villagers in this age group have an education level of junior high school or below, and have little demand for literature, history and other books to cultivate their moral character or broaden their horizons. And the main goal of this group is generally to meet the expenditure needs of the whole family, i.e. to make more money in the greenhouses. Therefore, they are very willing and motivated to learn about improving the yield of greenhouse crops, improving their quality, and how to prevent pests and disasters. The villagers who are able to work are busy working in the greenhouses for a long time of the day, and they basically do not have time to read books or participate in recreational activities in the integrated cultural room. The villagers’ needs are not taken seriously by the village “two committees” and the township government, which wastes public resources and does not match supply and demand. Such inappropriate intervention reduces the efficiency of rural cultural revitalization and is not conducive to the modernization of agriculture and rural areas.

3.2.2 Uniformity of Goals Among Multiple Subjects

With the accelerated modernization process and deepening social differentiation, the homogeneity among various subjects in villages gradually tends to become heterogeneous, with different value orientations and interest aspirations. In the process of cultural revitalization, due to the impact of marketization and individualization, the value beliefs and common consciousness of villages are gradually split and dissipated, mechanical unity is gradually disappearing, and organic unity has not yet been established, therefore, villages are in a state of disorder, and each subject has its own goal and pursuit.

In village D, the primary goal of the ordinary villagers is to make money, and to make use of the cultural techniques that can increase their income, while other cultures are not actively studied and accepted. The goal of the township government is simply to complete the administrative tasks, the hard targets assigned to the village “two committees” to ensure that the assessment through the higher levels. For example, in terms of environmental protection, the township government’s goal is to equip each village with several garbage cans and assign staff to collect garbage every day; the goal of the village “two committees” is to publicize the requirements of the township government to the villagers; the villagers’ goal is to occasionally put garbage into the designated garbage cans in their spare time, and when they have no time to care, they will return to the traditional practice of throwing. When they have no time to care, they will return to the traditional practice of throwing garbage into the woods or the river without considering the damage to the environment. Based on this, the goals of multiple actors are not unified and the dissemination of environmental knowledge is interrupted at the last mile, and the village culture is not truly revitalized.

3.2.3 The Sharing Consciousness of Multiple Subjects is Weak

There is a consensus in today’s society that the strength of sharing consciousness is closely related to the level of social development. The more developed and civilized a society is, the stronger the sharing consciousness is, and the more public goods are shared (Xiao Dan, 2018). Therefore, the strength of sharing consciousness determines the degree of revitalization of rural culture. At the present stage, the sharing consciousness of our residents is still insufficient, and it is even more lacking in rural areas. The lack of sharing consciousness in township governments leads to the lack of management and disposal of public products and the imperfect institutional arrangements; the weak sharing consciousness of village “two committees” leads to the gradual separation of this endogenous organization from the masses; at the same time, the lack of sharing consciousness is also reflected in the insufficient subjectivity of villagers’ cultural revitalization. At the same time, the lack of sharing consciousness is also reflected in the lack of villagers’ subjectivity in cultural revitalization and the deep-rooted “selfishness”, which hinders the dissemination of scientific culture.

3.3 System Dilemma: Revitalization Mechanism Still Needs to Be Improved

Generally speaking, the core of building social or public undertakings is the construction of institutions, and as a major strategy for the country and society, the construction of its corresponding institutions is also a top priority. However, in reality, there are still problems at the institutional level, such as unclear specification of the rights

and responsibilities of multiple subjects and incomplete evaluation system.

3.3.1 The Rights and Responsibilities of Multiple Subjects Are Unclear

Since some of the policies and systems are macroscopic and not operationalized enough, it is easy for multiple subjects to restrict and pass the buck in the process of policy implementation.

For example, in the promotion and publicity of health and wellness knowledge in village D, the township government, together with the township hospital health office, went to each village to popularize the scientific knowledge of health and wellness, and stationed in each village for about half a day. However, due to the limitation of the stationing time, the villagers who had to go out could not come back to the site and missed the opportunity to learn the knowledge. The villagers think that it is the fault of the township government and village “two committees” that the stationing time is too short, so they will have complaints and dissatisfaction, which will have a negative impact on the cultural learning.

3.3.2 The Evaluation System is Still Incomplete

The policy evaluation system is a system to test whether the policy content is reasonable and effective, and whether the policy implementation is thorough. However, the current evaluation system has the problems of being single and rigid. The township governments in the cultural revitalization strategy are more focused on those that can be operationalized into hard indicators, such as the assessment of the quantity and quality of village library and public fitness equipment, etc., while not much assessment has been done on whether the villagers’ material and spiritual culture has been improved and whether the excellent local culture has been inherited.

4. The Construction of the Path of Resonating Rural Culture with Multiple Subjects

For the rural society, rural culture is the spiritual home in the rural community and an independent cultural ecosystem with its own existence value (Zhao Xia, 2010). Cultural revitalization is the “root” and “soul” of rural revitalization, and culture is the first step for rural revitalization. The multiple subjects in the last kilometer have an essential influence on the effect of cultural revitalization. Based on the problem-oriented approach, to revitalize rural culture and promote agricultural and rural modernization, it is necessary to enhance the enthusiasm of participation, shape common interests and improve the revitalization system.

4.1 The Premise of Revitalization: To Enhance the Enthusiasm of Multiple Subjects to Participate

A policy system can be implemented, need to have the implementation of the policy system members of society, groups and organizations, need their physical and active participation, which is the premise of the policy to truly play its proper function.

4.1.1 Township Governments Change Their Functions and Pay Attention to the Needs of Villagers

One of the tasks of the township government, which is the grassroots government that directly interfaces with the villagers, is to operationalize macro policies into concrete implementation methods that have achieved the policy expectations. Any social system and policy has an actual social background, and they can guarantee the reasonable satisfaction of the needs of the members of the society under specific conditions and background. Therefore, a proper and effective government requires, first of all, a clear understanding of the reasonable needs of the members of the society in which the policy is implemented, and secondly, the content of the policy should reasonably meet those needs.

Take Village D as an example to promote the use of the radio model. The radio is a more traditional object, and unlike smartphones whose signal is blocked in the shed, it is not affected by mobile network signals, is simple to operate, and has content that meets the interests of this group, so it is well liked by most of the working group in village D. Therefore, from the endogenous perspective of individual villagers, the villagers’ spontaneous cultural reception mechanism is the “radio” model, rather than the same old library and “Internet+”, etc. Therefore, the township government of village D can connect the internal radio of farmers with the external Internet, so that the radio can have more functions, such as broadcasting more news to make villagers more aware of their own country and international current affairs, promoting and advocating socialist core values, so that villagers can slowly learn and internalize them, and thus cultivate qualified social roles, and broadcasting the weather forecast with wind level and direction to meet the needs of villagers in village D. weather forecast to meet the needs of villagers in Village D to prepare for the construction of greenhouses in advance, etc.

The “radio” model is only suitable for the spontaneous cultural reception mechanism of villagers in Village D. Taking this as an example and spreading it, I believe that township governments across the country should fully understand the needs of villagers and their local cultural reception mechanism according to their production and lifestyle in each region, and combine the local cultural reception mechanism with modern In my opinion, the township governments in the country should fully understand the needs of the villagers and their local culture reception mechanism according to the production and life style of each region, and combine the local culture

reception mechanism with modern high-tech products such as Internet, smart phones, mobile reading, etc., so that the villagers can better and more conveniently receive external scientific culture and better integrate with their local culture.

4.1.2 Broaden the Space of the Powers of the “Two Village Committees” and Enhance Their Integration Ability

As a grass-roots organization of the Party, the village branch is the navigator of cultural revitalization and leads the direction of revitalization; the village committee is an autonomous organization democratically elected by villagers and aims to lead the majority of villagers to get rich. However, since the township government holds the resources and power and controls the action orientation of the two village committees, the two village committees have evolved into subsidiary bodies of the township power, resulting in a great weakening of their self-governance vitality. Therefore, in the relatively closed field of the village, the village “two committees” should be given a certain space and scope of authority to enhance their ability to integrate resources. First, it should integrate resources invested by the government and society outside the village, such as the village library, square dance venue and funds for cultural revitalization, etc. Second, it should integrate villagers within the village. Only by integrating villagers into a special organization with the common goal of revitalizing local culture and forming an operation system for learning scientific culture and passing on excellent local culture, can the composition elements of a social organization with members, goals, regulations, leadership system and material foundation. In this way, the elements of social organization with members, goals, regulations, leadership system and material foundation can function as an organization and achieve the goal of cultural revitalization.

4.1.3 Strengthen the Construction of Rural Ideology and Morality and Reconstruct Ethical Culture

Promote the reconstruction of rural ethical culture with socialist core values. Traditional social norms, customs and other collective consciousness in the countryside tend to disintegrate, while modernized and rationalized cultural systems like those in industrialized cities have not yet been constructed completely, and currently, the countryside is in a state of dysfunction.

Emile Durkheim believes that the solution to the state of dysfunction is to establish a cultural value similar to collective consciousness, such as in companies, where professional ethics can be established to enhance the social support of employees. The socialist core values, on the other hand, occupy a mainstream position in the current values of China’s social development and guide the development of rural culture, whose values are the same as those embedded in rural culture. For example, rural culture is coherent with the socialist core values of patriotism, dedication, honesty and friendliness at the individual level, consistent with the socialist values of justice and rule of law at the social level, and integrated with the socialist core values of civilization and harmony at the national level (Zhang Jing & Wang Zeying, 2018).” Therefore, to improve the current dysfunctional state in the countryside, combined with the concept of developing traditional culture and learning scientific culture proposed in the rural cultural revitalization strategy, rural culture and socialist core values should be integrated with each other, and cultural values conducive to rural development and social progress should be reconstructed.

4.2 Revitalization at the Root: Shaping the Common Good

As marketization deepens and rationalization takes root, each individual becomes more and more a rational person who calculates gains and losses. Vested interests gradually become the driving force and goal of individual actions. Therefore, in the last mile of cultural revitalization, only by shaping the common interests of multiple subjects can we coordinate their participation and stimulate their enthusiasm and initiative.

Constructing village culture industry. Village industry culture juxtaposes and coexists with village concept culture, public culture, and aesthetic culture, and is an important component of village culture. Village industries include village agricultural industries, service industries, handicrafts, other modern industries, and also cultural industries (including tourism). Among them, agricultural industry is its main body and belongs to the most important core part (Tian Chuanliu, 2021). The cultural industry can create economic value for the village, but also can drive culture with economy, break the relatively closed village environment, promote the communication and interaction between the village and the outside world, and in the process, learn new science and culture, inherit and promote local culture, and create their own cultural industry business cards. This will bring different types of benefits to the township government, village “two committees” and ordinary villagers, but of course, this also requires the coordination and cooperation of all subjects to build together.

Take Village D as an example of constructing a tomato culture industry. The tomato culture industry is a type of agricultural festival culture industry. Agricultural festivals are supported by the natural resources of the region and aim to increase the visibility of agricultural products, ultimately promoting the upgrading of the agricultural industry in the region (Li Yujia et al., 2018). In the last kilometer, the township government links and provides the necessary human resources and technology funds, the village “two committees” convene a villagers’ meeting to discuss and decide the details and deploy the tasks, and the villagers actively participate, express their

opinions and pay for the actions. By actively creating thematic farming events, holding traditional festivals, and regularly organizing large gatherings, the villagers' sense of identity and belonging to the tomato culture and traditional culture will be enhanced, and the tomato culture will be constructed as a cultural brand, thus increasing the villagers' awareness of cultural subjectivity in village D. The villagers will also be able to better learn advanced science and technology through external exchanges. In addition, the cultural industry will also promote the development of local rural tourism, create a good image of the township, improve the brand value of the township, and create common interests for the township government, village "two committees" and villagers.

4.3 The Cornerstone of Revitalization: Complete Institutional System

4.3.1 Clearly Defined Boundaries

In a hierarchical system, clear and precise power and responsibility habits are important conditions for an ideal organization. In the last mile of cultural revitalization, although the township government, village "two committees" and ordinary villagers cannot construct a standard section system, they need to work together to accomplish the same task because they have the same goal, so it is very necessary to clarify the power and responsibility relationship among multiple subjects. The "small and micro power list system" is a system that can be borrowed to clarify the power and responsibility list of different subjects, as well as the objectives and tasks of each subject, and make detailed operation, so as to provide guidance for the actions of multiple subjects and create a good cooperation environment.

4.3.2 Complete the Evaluation System

The British anthropologist Malinowski divided culture into material culture and spiritual culture. Therefore, it is extremely biased to evaluate the effectiveness of cultural revitalization only through the public cultural facilities visible to the naked eye, such as libraries and bulletin boards. The goal of cultural revitalization is the construction of village ideology and morality and public culture.

5. Summary

The implementation of rural revitalization strategy in the context of the new era of transformation of major social contradictions aims to solve the problems of unbalanced urban-rural development and inadequate rural development, while cultural revitalization is the "root" and "soul" of rural revitalization, therefore, in the last mile of cultural revitalization, the coordination of all subjects is an important way to realize the scientific progress of rural culture. However, in practice, there are still problems such as insufficient participation of revitalization subjects, difficulty in forming revitalization synergy, and institutional mechanism yet to be perfected, which hinder the process of rural cultural revitalization. Therefore, it is necessary to clarify the roles of each subject in the last mile, coordinate the relationship among subjects, enhance the enthusiasm of each subject to participate and promote their sense of ownership; shape common interests and enhance collective action ability; improve the revitalization system, clarify the power and responsibility relationship among subjects and complete the evaluation mechanism, on this basis, ensure the coordination and cooperation among subjects, cooperate and help each other to jointly promote the revitalization of rural culture.

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