

The Revitalization of Rural Traditional Culture Promotes Rural Development From The Perspective of Cultural Communication

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Abstract: After the development of modern culture has become an inevitable trend, the excellent traditional culture of the countryside can provide spiritual support for the essential characteristics of the nation, adapt to the development trend of the times, develop in a compatible way, and jointly contribute to the advanced culture of the new era. The main purpose of this paper is to study how the revitalization of rural traditional culture promotes rural development from the perspective of cultural dissemination. Research shows that the consumption expenditure of rural residents is mainly concentrated on food, housing and transportation, and the proportion of food, accommodation and transportation alone exceeds 65%.

Keywords: Cultural Dissemination; Rural Tradition; Cultural Revitalization; Rural Development

1. Introduction

Culture is a collection of people and things, moral codes, values, customs, etc. that have been gradually formed in human social life in a region for a long time. Those cultural connotations that reflect human wisdom and yearning for a better life, and are conducive to the construction of a harmonious society, are becoming more and more brilliant with each passing day^[1-2].

Regarding traditional culture, Yanuartuti S believes that in the decline of traditional art life, the younger generation needs to pay attention to the strategy of local culture and filter the exposure of foreign culture^[3]. Aretaake R described the accessibility and affordability of traditional knowledge and cultural compatibility with the community, arguing that promoting the acceptance and contribution of traditional knowledge would be of great help^[4].

Rural culture is the spiritual home of the vast number of rural people. Its inheritance and development affect the development and overall layout of excellent traditional culture, and it is also an important indicator for the realization of rural revitalization. This paper mainly analyzes the problems and challenges faced by the rural traditional culture revitalization association, how to revitalize the excellent traditional culture of the countryside, and then promote the development of the countryside, and also makes relevant research and statistics.

2.Challenges and Reasons for The Revitalization of Rural Traditional Culture

2.1 The Main Body is Weak

2.1.1 Insufficient development momentum

With the acceleration of social development, the development speed of rural and urban areas is uneven, and the rural areas are lagging behind the cities. To a certain extent, the legalized management of the countryside has replaced the autonomy of the village sages, the status of the traditional village sages has been continuously weakened, and the management prestige has gradually lost^[5-6].

2.1.2 Fewer folk artists

The status of rural folk artists was reduced. Folk artists generally have low cultural level, low creative and innovative ability, and

their works have no depth and height, are not well-liked, and receive no recognition and attention. Therefore, they lose their creative passion and change careers one after another.

2.1.3 People's cultural enthusiasm is not high

Due to the occlusion of rural areas, the excellent traditional culture of rural areas has not been effectively inherited and developed, the innovation and creativity are insufficient, and the attractiveness is getting lower and lower. Backward cultural ideas are deeply ingrained and cannot be easily reshaped, and the change in ideas leads to low enthusiasm for inheritance [7-8].

2.2 Decline of Bearer Objects

2.2.1 Art carrier is decreasing day by day

Rural people go out to work and accept different cultural concepts and aesthetic values from the outside world, and their perspectives on appreciating things are also changing. The economic benefits of traditional culture and art are low, and the practical functions are not high.

2.2.2 Festive customs are declining day by day

The rapid changes in living conditions, the increasing abundance of material conditions and the increasing complexity of cultural diversity have led to the decline of excellent traditional cultural festivals and customs in rural areas. With the improvement of material conditions, rural people no longer have to have a meal on festival days, and their expectations for traditional festivals gradually diminish [9-10].

2.2.3 Village rules and regulations are becoming increasingly anomalous

The traditional moral values gradually lost their restraint function. The relationship of interest gradually replaced the traditional affection of relatives and became the basic criterion of people's life and communication.

2.3 The Development of Construction Space is Lagging Behind

A large amount of human resources in rural society flows into cities in one direction, and most villages are falling into the state of "hollow villages", and the excellent traditional culture of the countryside is also declining [11-12].

2.4 Algorithm Research

2.4.1 Calculation of important values

The calculation formulas of the representative matrix R and the suitable matrix A are as follows:

$$R(i, j) = S(i, j) - \max_{j' \neq j} \{A(i, j') + S(i, j')\} \quad (1)$$

$$A(i, j) = \begin{cases} \min \left\{ 0, R(j, j) + \sum_{i' \neq i, j} \max \{0, R(i', j)\} \right\}, & i \neq j \\ \sum_{i' \neq i} \max \{0, R(i', j)\}, & i = j \end{cases} \quad (2)$$

R(i, j) means from text di to text dj, A(i, j) means text dj points to text di, the larger the value, the more suitable it is to be the class center.

2.4.2 Calculation of clustering results

The specific formula of message passing iterative update is as follows:

$$R_{t+1} = (1 - \lambda)R_t + \lambda R_{t-1} \quad (3)$$

$$A_{t-1} = (1 - \lambda)A_t + \lambda A_{t-1} \quad (4)$$

λ is the convergence factor here, $\lambda \in (0, 1)$, which is given at the beginning of the algorithm. t represents the temporal relationship.

3. The Path of Rural Traditional Culture Revitalization to Promote Rural

Development

3.1 Cultivating New Era Folk Artists

3.1.1 Actively promote the importance of folk art

Vigorously promote the cultural value and spiritual value of excellent folk art, and awaken the national plot. Bringing excellent traditional culture to the big screen to cultivate new cognition of excellent traditional culture; through folk stories and folklore, cultivate young people's feelings for excellent traditional culture; through art exhibitions and other means to lead modern aesthetic taste.

3.1.2 Promote skills training and education in rural areas

Set up skills training and education classes, online and offline classes, taught by traditional and modern folk artists simultaneously, combining traditional skills and modern concepts for training and education. On the basis of inheriting its high-quality cultural and spiritual connotation, it is in line with the actual life of the rural people.

3.1.3 Increase the guarantee of capital investment in folk artists

Increase the guarantee of capital investment in folk artists. On the one hand, it provides the necessary material guarantee for the life of folk artists; on the other hand, it increases capital investment in folk art training and accelerates the inheritance and development of rural traditional culture.

3.2 Improve The Enthusiasm of Ordinary People To Participate

3.2.1 Attract rural migrants back to their hometowns

Vigorously develop the rural economy, provide policy support for industrial development, and provide suitable employment opportunities for the returning population. Improve the protection of rural industrial labor force and provide labor security for them. Strengthen the propaganda of "nostalgia" to stimulate the homesickness of the expatriate.

3.2.2 Raise the awareness of ordinary people on the development of traditional culture and art

Actively publicize and guide rural people to deepen their understanding of local traditional culture and art, and understand their characteristics and values. Through propaganda and education, such as propaganda pamphlets, propaganda videos, and local TV

station propaganda, the rural people's self-confidence in their local culture has been enhanced.

3.2.3 Strengthen the ability of ordinary people to develop traditional culture and art

Strengthen scientific and cultural education in rural areas, and offer free scientific and cultural remedial classes during the slack season for ordinary people to learn again. Promote the development of practical education in rural areas, organize public cultural activities, let the majority of children walk out of the classroom, experience their own culture in person, perceive and perceive from childhood, and develop a reserve army.

4. Experimental Analysis of

4.1 Composition of Rural Residents' Consumption Expenditure

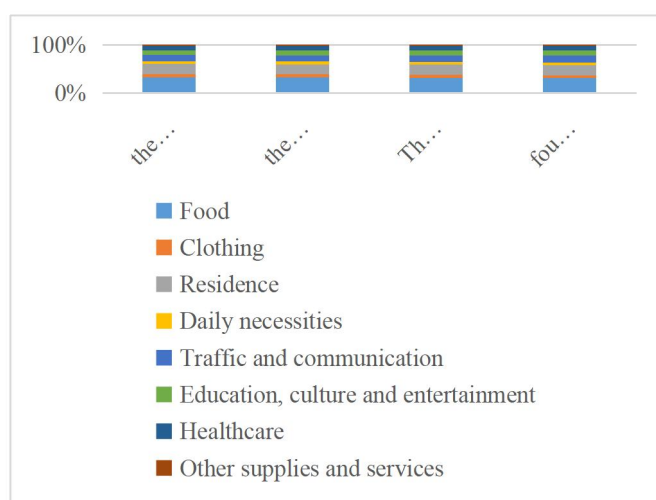


Figure 1. The composition of consumption expenditure of rural residents

Specifically, as shown in Figure 1, the consumption expenditure of rural residents does not fluctuate much, mainly on food, housing and transportation. The proportion of food, housing and transportation alone exceeds 65%, and the expenditure on medical care has an upward trend.

4.2 Status of Rural Cultural Construction Activities



Figure 2. A survey of cultural construction activities

As can be seen from Figure 2, cultural publicity activities are simple and easy to operate, so they account for the largest proportion, about 43.6%. Special skills training activities are relatively low, only 11.2%. The rural cultural construction form is not very rich, the cultural activities are relatively simple, the rural cultural resources have not been fully tapped, and the rural cultural resources are still out of balance.

5. Conclusion

The rural traditional culture has a long history, rich content and far-reaching significance. It is the most essential and characteristic culture of the nation, and the essence of value penetrates into the character and habits of the people. A large number of cultural ideas have poured into rural society, and the coexistence of various cultures has crowded out the excellent traditional rural culture. How to inherit and revitalize has become an urgent and inevitable problem. Therefore, from the perspective of cultural dissemination, this paper analyzes how to revitalize traditional rural culture and promote rural development. However, there are inevitably problems in the specific implementation process, which requires long-term improvement and development. Therefore, the research on rural cultural construction is also in line with the times. A process of advancing requires further in-depth research.

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