

Original Paper

Explore Ways to Promote the Popularization of Rural Culture

Revitalization

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Abstract

The history of language and the history of culture complement each other. They can help and inspire each other. Language and culture are closely related. As a part of culture, language is not only a cultural phenomenon, but also a carrier of culture. Language and cultural resources are not only the elements of building a harmonious ecology of language, but also the path and entry point for language to help rural revitalization in ethnic minority areas. Rural revitalization cannot be achieved without cultural revitalization, and cultural revitalization cannot be achieved without language. Popularizing work has played a very important role in promoting rural revitalization.

Keywords

rural revitalization, National standard language, language, culture

1. Introduction

“To revitalize rural areas, we must not only shape the village, but also cast its soul.” Culture is the soul of the continuation and development of rural areas, and also the source of power for the sustainable development of rural revitalization. While the local dialect culture or minority language culture plays its role, Putonghua should also assume the responsibility and play its function. On the one hand, we should give full play to the positive role of Putonghua in carrying forward the construction of rural law, morality and spiritual civilization, and help the countryside to establish a good civilized village fashion and simple folk customs; On the other hand, the combination of Putonghua and local traditional culture is innovative, and on this basis, the meeting point between the excellent Chinese culture and contemporary culture is deeply explored, thus promoting the great revival of rural culture and further enhancing the creativity of rural culture.

2. Language and Rural Culture

The history of language and the history of culture complement each other. They can help and inspire each other. Language and culture are closely related.

2.1 *The Relationship between Language and Culture*

1. Language is a part of culture, and language is a cultural phenomenon.

As for culture, many researchers believe that it can be roughly divided into two levels: one is the material level, the other is the spiritual level.

2. Language is the carrier of culture

As a part of culture, language is not only a cultural phenomenon, but also a carrier of culture.” It is a unique symbol system of human society. When it is applied to the cultural industry, it is an important medium and container for the dissemination of cultural information.

Every country has its own unique language system, such as Chinese people speak Chinese, Americans speak English, South Koreans speak Korean and so on. Each country's language contains its unique culture, thoughts, social mentality, customs, values, social concepts and so on.

3. Language is the means of culture transmission

Cultural exchange is one of the most important ways for people to realize thinking and cultural exchange, and the cultural exchange between people's thinking and Chinese culture is actually a process of the generation and transmission of Chinese culture. Because we have a society, so in the long-term social practice activities, we slowly gave birth to the society, and in the long-term social communication activities, the common development of their own national civilization.

4. The generation of words and the evolution of history influence each other

Although language is an integral part of a culture, as well as a means of reflection and transmission of culture, it does not mean that language is more important than culture, nor does it mean that it belongs to culture. Taking into account the characteristics of language itself, the author holds that language and culture are like a pair of twins, which come into being and develop together. They are interdependent, mutually influencing and inseparable.

2.2 *Rural Culture*

Culture is the blood and spiritual home of a country. The values of spiritual culture, emotional bond and resource supply contained in traditional national culture are of great significance to the realization of rural revitalization strategy. In today's society, material life is getting richer and richer, and people are pursuing a higher level of spiritual life. Rural revitalization is not only to increase the material wealth of the countryside, it is also to enrich the spiritual culture of the countryside, it is also a rural soul casting project.

2.2.1 *The Type of Rural Characteristic Culture*

Rural regional culture is an important part of rural regional culture, and rural regional culture is an important part of rural regional culture. Among them, material culture mainly refers to traditional folk houses, characteristic village lanes, archways, ancient buildings, relics, agricultural production and

other traditional tribal features.

Among them, food, clothing, living customs, traditional handicrafts, folk customs, cultural entertainment activities and folk music and dance are all intangible cultural heritages.

The natural landscape of the countryside is its biggest advantage. Some villages have formed their own unique architectural style because of their unique geographical environment. Tourism is a kind of cultural industry which mainly focuses on local architecture and natural scenery. Rural tourism has become an important way to revitalize rural industries. It is a new form of tourism that takes ancient village architecture as the carrier, natural scenery as the background, and rural lifestyle as the experience. Developed forms of tourism can effectively promote the development of related industries such as service industry, catering industry, accommodation industry, planting industry, business and trade industry and agricultural product processing industry, thus promoting the increase of farmers' income and prosperity and the transformation and upgrading of agriculture.

In rural areas, there are a large number of well-preserved traditional handmade products, especially those of ethnic minorities, which are richer in cultural resources. Cultural and creative handicraft industry is an emerging industry mainly composed of ethnic handicraft industry, and its added value mainly comes from rural areas. Traditional handicraft industry is a living context, it involves all aspects of rural life, it maintains the rural customs and festival atmosphere. It itself is a kind of cultural production and creation, but also a kind of cultural productivity.

Rural folk culture is a regional culture closely related to rural life, living habits, beliefs and emotions, and it is an important content of rural cultural construction. Folk culture has the characteristics of centrality and inheritance, involving social life, economic activities, family inheritance, customs, etiquette and psychological behavior. With farming and fishing as the main contents, folk recreational activities have a deep historical and cultural imprint, while the relative stability of rural life provides nutrients for the traditional inheritance of folk.

China's food culture has a long, extensive and profound history. The types of food are mainly distributed in places with unique national and cultural characteristics. Because of different geographical regions in China, influenced by local climate and environment, there will be some differences in living habits, so there will be different food cultures, and eventually local cuisines with unique characteristics will be formed. These exotic food cultures have been well preserved here and have become a precious treasure.

2.3 Language and Rural Culture

Language and cultural resources are not only the elements of building a harmonious language ecology, but also the path and entry point for language to help rural revitalization in ethnic minority areas. Rural revitalization cannot be achieved without cultural revitalization, and cultural revitalization cannot be achieved without language.

Rural language service and rural culture dissemination. Some scholars have proposed that "language service refers to the behaviors and activities in which actors provide help to others or society by using

language as content or means, and the purpose of language service is to meet the needs of certain objects for language and related aspects". The so-called "rural language service" means that in rural areas, especially in rural areas, in order to meet the production and living needs of farmers, special training is given to those villagers who do not have Chinese proficiency. Speech rehabilitation training for those with hearing and speech disabilities in rural areas; And when faced with emergencies such as natural disasters, villagers need urgent language services. The value of language service comes from the demand and supply of language products, and has various attributes such as industry service, economic service, social service and cultural service. In the process of rural culture revitalization, rural language service has become an important means to inherit traditional culture, promote cultural industry, develop characteristic tourism and build an international rural cultural space. Language services can showcase the diverse forms of rural traditional culture through language products, training and consultation. At the same time, rural culture can be disseminated through language technology, tools and translation to promote the development of rural cultural industries.

3. Fourth, Promote the Revitalization of Rural Culture

In recent years, the task of promoting the popularization of rural revitalization has focused on rural areas, remote areas, and ethnic minority areas. Under the active efforts of all aspects, through vigorously promoting the popularization of the standardization of ordinary languages in China, the popularization rate of the standardization of ordinary languages in ethnic minority areas has been greatly improved, and the broad masses of people, especially the young rural labor force, have not Will speak the national language is less and less, and their desire to start a business, want to get rich desire is more and more strong, their recognition of the great motherland, the motherland's national history of the same, the Chinese national culture of the same, the history of the Chinese Communist Party of the same, the realization of China's characteristics of socialism of the same, has also been more and more support. The popularization work has played a very important role in promoting the revitalization of rural areas and occupies a very important position.

3.1 Popularizing and Helping Cultivate Rural Cultural Talents

To promote the development of rural culture, "people" are the most important. Farmers are not only the main force to promote rural development, but also the founder and practitioner of rural culture. We should pay attention to the peasants' voluntariness and the cultivation of rural cultural talents. First, through colleges and universities, vocational colleges, scientific research institutions and cultural enterprises, we will vigorously promote the fine Chinese culture and promote the humanistic quality and aesthetic value of farmers. Second, organize cultural workers, cultural volunteers and art college students to "connect" and "help" villages and towns; On the basis of the potentially valuable cultural resources owned by farmers, professionals can help farmers carry out multi-dimensional and systematic innovative applications from the aspects of job creation, skill performance, scene construction, activity development, research organization, service improvement, etc., and truly bring out the enthusiasm,

initiative and creativity of farmers. In this process, teachers should clarify their role and focus on guidance, cultivation and substitution. We will organically combine “local resident village” and “cloud resident village”, and take it as a new way of working, and continue to cultivate talents with local characteristics. At the same time, we will improve the talent introduction mechanism, create a good environment, and attract and guarantee cultural practitioners and graduates from relevant colleges and universities to contribute to the revitalization of rural culture.

The rich intangible cultural heritage, local architecture, customs, celebrity stories, and environmental beauty in rural areas can all become teaching resources. In order to realize the integration of rural cultural resources and national language classes, sufficient teaching resources should be fully excavated. Different regions face different rural cultures, have different educational resources, and will have different applicability in the popularization course. The effective integration of village activities and Guotong class requires the formulation of corresponding course content according to local characteristics and farmers and herdsmen. Through communication with farmers and herdsmen, the popularization plan is determined according to the demands of farmers and herdsmen and the existing rural cultural resources, so as to ensure that the text reading, activity exploration, oral communication, writing expression and other different knowledge sections in the popularization materials have corresponding content to carry out research activities, and ensure that corresponding teaching scenes can be created for practical classes, so that it can complement and deepen the teaching of Guotong language. Farmers and herdsmen's ability to understand knowledge, so as to cultivate rural cultural talents.

3.2 Promoting the Development of Rural Cultural Industry

Cultural industry is a collection of knowledge, creativity and talents. The development of cultural industry is the empowerment of culture and the promotion of rural revitalization. Each region has its own unique cultural resources. In order to protect and utilize the cultural resources and natural resources in rural areas through cultural industry, it is necessary to highlight the local characteristics and industrial characteristics, promote the integrated development of the primary, secondary and tertiary industries, so as to stimulate the excellent traditional culture in rural areas and provide new impetus for rural development. All this is related to the promotion of the national common language. It is inextricably linked. For example, for the countryside with a large number of traditional handicraft resources, on the one hand, we can strengthen the protection and publicity of China's excellent traditional handicraft culture; on the other hand, we can introduce inheritors and artists of China's intangible cultural heritage into the countryside; on the other hand, we can link traditional family production with real life; at the same time, We can also use modern creativity, modern scientific and technological means, as well as fashion elements to carry out handicraft innovation and production. At the same time, we can also promote the characteristics and brand of handicraft through various ways and means to enhance our economic value. At the same time, we also need the national common language to be the carrier of communication and exchange between us. The countryside with profound

cultural heritage can increase the content of fine arts and other aspects in the rural architecture, and set up distinctive libraries, theaters, museums, art galleries, cultural creativity, etc., so that the people can appreciate, pursue and create beauty, and make the countryside become a new social fashion. In the process of assisting culture with language, in the process of shaping tourism and complementing the culture with tourism, we should develop cultural tourism products suitable for public health, leisure and experience, promote the deep integration of creative design and performance with rural tourism, and cultivate new business forms and models of cultural tourism integration.

3.3 Promoting and Helping to Build Regional Cultural Brands

Lead the development of rural economy with the connotation of regional culture. By building regional cultural brand, the rural culture is integrated into the regional brand, and the regional cultural connotation leads the development of rural economy. It is necessary to fully tap and give play to the leading role of regional cultural brands, continue to do a good job in the creation of regional ecological culture, red culture, characteristic national culture and other key cultural brands, and promote the high-quality development of rural economy. In order to promote the scale efficiency of the rural cultural industry, it is necessary to plan, organize and integrate the rural cultural resources. The main body of cultural resources integration can be government agencies or powerful large enterprises, and the integration can be in the form of industrial parks or characteristic neighbourhoods. In a larger scope, cultural enterprises with local characteristics can be integrated into regional cultural films or regional cultural belts to integrate into the national strategy. Only by integrating rural cultural enterprises into the regional cultural environment and integrating rural cultural industries into the construction of regional cultural brands, can the cultural industries scattered in the countryside have strong cultural brand support.” “Regional culture + cultural industry parks (villages)+ enterprises + farmers” will be one of the directions for the future development of rural cultural industry. It is an indispensable part of the development process for rural people to learn and master the common Chinese language.

4. Promoting and Promoting Rural Cultural Resources

Our country has a vast territory, rich products and a long history, so our country has a rich culture. In the exploration and promotion of these cultures, the common national language plays a vital role. The vast countryside contains rich national cultural resources. From the perspective of material and humanities, China's rural areas still retain a large number of historical relics and monuments, traditional villages, folk villages, traditional architecture, agricultural remains, natural scenery, pastoral scenery; From the spiritual and cultural point of view, the folk festivals, traditional customs, operas and folk arts in rural areas are also very valuable. Therefore, we should dig out the advanced democratic thought, democratic spirit and morality from the rural folk culture, so that it can play an important social role in uniting the people, educating the people, and improving the traditional folk customs. At the same time, we should start from the local area, integrate rural culture into the elements of modern civilization and the development needs of rural farmers, absorb the fine achievements of urban civilization and other

cultures, promote its creative transformation and innovative development on the basis of protecting and inheriting it, constantly give it new connotations of The Times, enrich its ways of expression, and highlight the inherent charm of rural culture. Enrich the spiritual and cultural life of farmers, lead rural fashion upward, upward, toward the United States and toward the good, promote its development and enhance its internal strength. Studying ethnic languages is of great significance for protecting, developing and inheriting rural culture, and is also an inevitable way for rural people to realize modernization.

5. Conclusion

The development of rural culture is not only conducive to improving the local cultural supply capacity and level, enriching cultural products and services, but also can promote the cultural consumption of villagers and enrich their spiritual world. The development of rural characteristic cultural industry is of great significance in digging and protecting rural cultural resources, building a sound rural cultural ecological environment, and carrying forward and inheriting excellent traditional Chinese culture. In the great journey of building a new era, we must persist in taking expanding cultural consensus as our fundamental goal, and support the prosperity and development of traditional rural culture through solid efforts.

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