

Research on the Strategy of Balancing Urban and Rural Cultural Development Based on Cultural Change

Gang Wang¹, Yi Kang^{1,*}

¹Shandong University of Technology, Zibo, Shandong, 255000, China

Abstract

The cultural difference between urban and rural areas is a unique social phenomenon in the development of modern Chinese society. Rural culture and urban culture have become the representatives of local culture, Chinese traditional culture, industrial culture and modern culture respectively. The differences between them are mainly reflected in the external living environment, living customs, language and internalized concepts. The mode of production is the root of the differences. The implementation of urbanization will inevitably bring modern urban culture into the countryside, and the rural culture will change accordingly, and various problems arising in the process of change will become increasingly prominent. The huge gap between rural cultural construction and urban cultural construction has been unable to meet the requirements of rural economic development and the growing spiritual and cultural needs of farmers. Therefore, it has become a basic way for Chinese cultural development to coordinate urban and rural cultural development and complement the advantages of urban culture and rural culture.

Keywords

Cultural changes; Overall planning of urban and rural cultural development; Strategy.

1. Introduction

China has a vast territory, and there are huge differences in natural conditions, social economy, transportation, and historical evolution among various regions. The development of urbanization also presents different and complex situations. Therefore, urban and rural planning, as a technical and policy means to promote the healthy development of urbanization, urgently needs to conduct corresponding systematic research on key issues of urban development of different scales and types [1]. Since the reform and opening up, China's agricultural production and rural economy have achieved tremendous development, gradually solving the problem of food and clothing for farmers. The dualistic social structure of China has resulted in the existence of two distinct cultures, urban and rural, in modern Chinese society [2]. In the process of population migration and urbanization, a large number of rural people come to the city, including "migrant workers", "migrant children", "landless farmers", rural students who come to the city to study and graduate in the city and so on [3]. Facing city culture and rural culture, there are dual adaptations of urban and rural culture. Only the advantages of urban economy and the limitations of registered residence system make rural people face the problem of dual cultural adaptation, and there is corresponding psychological adaptation problem brought about by cultural adaptation. [4] With the improvement of material life, farmers show a strong demand for spiritual and cultural life, but the rural cultural construction is relatively backward, and the rural cultural life is extremely poor. The concrete manifestations are as follows: First, the investment in China's rural cultural construction is insufficient. In 2010, China invested billion yuan in rural culture, which only accounted for the national cultural expenditure, and was lower than the investment of billion yuan in urban culture. Second, the supply of cultural products and services is insufficient [5]. Coordinating

urban and rural cultural development is an important measure to strengthen the construction of rural spiritual civilization and promote the transformation of rural areas from traditional society to modern society. It is not only the need of accelerating China's modernization process, but also the need of improving rural social atmosphere, maintaining rural social stability and building a socialist harmonious society [6].

2. Coordinating Urban and Rural Culture

The urban-rural coordination strategy is our party and the country's long-term historical experience in dealing with urban-rural relations. It is a comprehensive, pertinent, and generalizable comprehensive supporting reform plan that involves all aspects of urban-rural integration. Historical and cultural towns are a special type of town with profound historical and cultural value. The protection and scientific utilization of their historical and cultural resources are an important part of the coordinated social and economic development of small towns. China's basic national condition is a large rural population. If we do not change the backward rural cultural construction and poor rural cultural life as soon as possible, it will be difficult to improve the level of the whole spiritual civilization construction, and it will be difficult for the rural economy to develop healthily and continuously. Therefore, Party committees and governments at all levels must further enhance cadres' awareness of the importance and urgency of rural cultural construction, From the perspective of practicing the important thought of "Three Represents", occupying rural positions with advanced culture, laying a good foundation for the development of rural areas, and narrowing the gap between urban and rural areas, we can fully understand the significance of coordinating urban and rural cultural development. As "the head of the country and the tail of the city", small towns can better integrate the characteristics of both urban and rural areas, so they have the special function of a primary platform for urban and rural overall planning.

Table 1. The important role of small towns in the overall planning of urban and rural areas

Rural urbanization	1	As the regional rural political, economic, and cultural centers, small towns can promote the development of science and technology, education, culture, health and other undertakings, and eliminate the difference between urban and rural areas to a certain extent.
	2	Small towns use the form of "leaving the soil and not leaving the hometown: entering the factory but not entering the city" to allow the vast agricultural labor force to engage in non-agricultural industries nearby to achieve the purpose of career or identity conversion and income increase.
	3	Small towns strive to improve people's livelihood by improving the social security mechanism, benefiting surrounding rural areas through radiation and diffusion effects, and narrowing the gap between urban and rural areas through the equalization of urban and rural basic public services.
	4	Rural urbanization can expand domestic demand and promote the rapid, stable and sustainable development of the national economy.
Rural industrialization	5	As a service platform for agricultural industrialization, small towns can promote the construction of agricultural industrialization, informatization and marketization by transforming traditional agriculture.
	6	As an important carrier (agricultural production base) in the initial stage of regional industrialization, small towns can rationally allocate rural resources and effectively optimize the rural economic structure.
	7	By improving the mode of extensive use of rural resources, small towns can play the role of rural areas in ensuring national ecology and resource security.

Coordinating the development of urban and rural culture means not to replace urban modern culture with traditional rural culture, nor to assimilate rural traditional culture with urban modern culture, but to complement each other's strengths and learn from each other's strengths, with the stability and stability of rural culture. The supremacy of ethics and the flexibility, diversity, and large information content of urban culture make up for each other's shortcomings. In the process of industrialization, the gap between urban and rural areas is not an economic phenomenon unique to China. In the case of limited resources and technology, the economic development of a country or region must obtain certain economic accumulation through the unbalanced development of some regions, so as to drive the overall development. According to this law, the imbalance of urban and rural development is the inevitable result. The National Conference on the Development of Small Tourism Towns held in 2006 determined the working idea of promoting the construction of tourist villages and towns with national characteristic landscape tourism demonstration towns (villages) as the carrier, and determined the working goal of establishing a new type of urban-rural relationship with industry supplementing agriculture, urban-rural interaction and coordinated development, solving the problems of agriculture, rural areas and farmers, and accelerating the construction of a new socialist countryside.

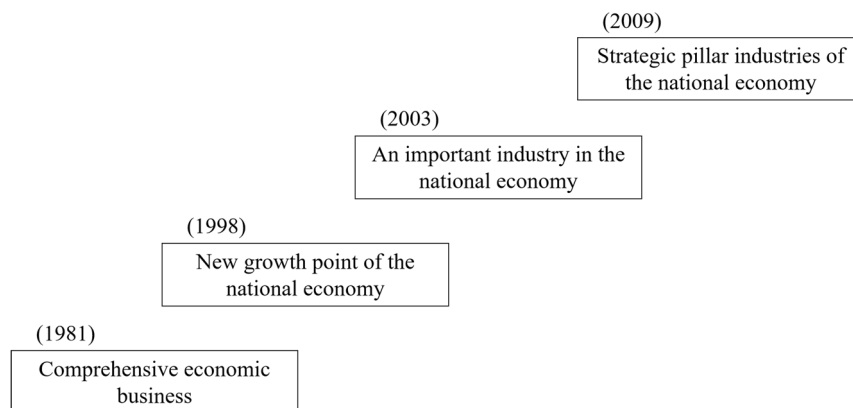


Figure 1. The Chinese government's strategic positioning of the "tourism industry" continues to upgrade

Many countries in the world, including the current developed countries, have experienced such problems. By coordinating the construction of urban and rural culture, it has helped farmers improve their scientific and cultural qualities and ideological and moral standards, helped rural areas achieve the purification of folk customs and the formation of correct values, and promoted the formation of a new socialist order in rural areas. For a long time, people's understanding of culture is very different, which affects the understanding of its importance and the formulation and implementation of cultural strategies. It is necessary to clarify and establish a perfect cultural concept. Since the 16th National Congress of the Communist Party of China, the overall development of urban and rural areas has become an important strategic task to solve the problems of agriculture, rural areas and farmers in China. As one of the contents of urban and rural economic and social development, the overall development of urban and rural culture also has important strategic significance.

3. Strategy of Coordinating Urban and Rural Cultural Development Based on Cultural Changes

3.1. Cultural Change

Rural cultural change is an important topic that both culturology and sociology pay close attention to, so it is also called rural social cultural change or rural cultural social change. There

are two main ways of rural cultural change: one is inside the cultural system, the other is outside the cultural system, that is, in the contact and collision between one cultural system and another, or in the change of the external environment of the cultural system. The content of rural culture changes is multifaceted: costume culture, dining culture, funeral culture, architectural culture, etc. When a large number of rural people come to the city, the urban-rural cultural change is manifested in the changes in the original rural culture and urban culture that the rural people face with the spatial change of the rural people to the city, which correspondingly produces cultural and psychological adaptation problems. What is more profound is that with the passage of time, people are generally faced with the changes of traditional culture represented by Chinese rural culture and modern culture represented by urban culture, and there are problems of cultural adaptation and psychological adaptation.

3.2. Overall Planning of Urban and Rural Cultural Development Strategy

Table 2 The stages of urbanization and small town development in the world and their characteristics

Stage	Main features of urbanization	Characteristics of small town development stages
Initial test stage	Occurring in the early stage of industrialization, the rural area has undergone qualitative changes, with the rural economy taking the lead. The urban industrial foundation is weak, the city is small, and the regional function is not obvious. The rate of rural population migration to the city is slow, and the urbanization rate is less than 30%.	It is the starting point of the urbanization process and the basic platform for the gathering of industrial elements. It is very closely connected with the countryside. With the gathering of population and industries, some small towns that have begun to take shape of cities have begun to emerge.
Development stage	Occurred during the industrialization period, the economic benefits of agriculture dropped significantly, the pressure on the rural population increased, the modern industrial foundation was initially established, non-agricultural industries developed rapidly, cities became the poles of regional economic growth, urbanization accelerated, and the urbanization rate was 30% to 70% between.	The number of small cities and towns has increased rapidly, and urban functions have improved significantly. Some small cities and towns have begun to develop into small cities and even medium-sized cities. due to their unique "comparative advantages", small cities and towns have even become the dominant force in regional urbanization.
Mature stage	Occurring in the later stages of industrialization, the marginal effects of large and medium-sized cities have weakened and are approaching their limits. The improvement of agricultural economic effects has begun to appear, the urban-rural gap has been significantly reduced, the overall population growth rate has declined, and "counter-urbanization" has appeared, and the urban-rural population shift tends to be dynamic Balanced, the urbanization rate is greater than 70%.	The development of small cities and towns has stabilized, the functions of cities and towns have been improved, and both urban and rural advantages have become a major approach to "counter-urbanization" in the later stages of urbanization, which is closer to the ideal urban model.

At present, there are some problems in the rural cultural system, such as unclear rights and responsibilities, pushing each other down, multi-head management, confusion between public cultural undertakings and cultural industries, etc. To accelerate the development of rural cultural undertakings, it is necessary to reform the rural cultural system, establish a cultural management system with clear rights and responsibilities and separation of government and enterprises, improve the relevant personnel salary reform of grass-roots cultural organizations, and establish an efficient and professional cultural management team. A vertical management model is established in the specific management model. The county-level cultural administrative department is responsible for personnel rights, wages, business and technical guidance, and supervision and inspection. The township cultural station is only responsible for the county-level cultural department. Rural cultural facilities are an important foundation for the establishment of a rural public cultural service system, and the overall planning of urban and rural cultural development requires the improvement of cultural facilities and personnel. From the perspective of the world, although the characteristics of the occurrence and development of urbanization in different countries are different, the current level of urbanization in the world is significantly different. But on the whole, the world's urbanization generally goes through three stages: initial stage, development stage and mature stage, as shown in Table 2. In these three different stages, the development of small towns also shows different characteristics.

The fundamental reason for the low investment in rural cultural construction lies in the tight financial situation of villages and towns, which makes it difficult to provide enough funds to increase the investment in rural cultural work. Therefore, the Party and Committee governments at or above the county level should attach great importance to and make overall plans for the investment in rural cultural construction in the future, and cultural funds should focus on rural areas. A high-quality talent team is the key to cultural construction. High-level talents and a well-structured talent team are indispensable for both cultural public welfare undertakings and cultural industries. At present, the outstanding problems of the coordinated development of urban and rural culture in China are the lack of talents, loose teams, and insufficient combat effectiveness, that is, it cannot meet the cultural needs of urban and rural residents, and it cannot meet the needs of cultural industry development. The development of cultural talents should focus on the following: first, promoting the transfer of urban cultural talents to rural areas. Second, strengthen the construction of rural talent team. The resources in the process of urban and rural cultural construction include cultural infrastructure, cultural information and cultural achievements. The overall planning of urban and rural cultural construction requires the complementary advantages and coordinated development of these resources between urban and rural areas. Through the overall planning and sharing of resources, they can make up for their respective resource disadvantages.

4. Conclusions

The long history of rural culture does not mean that it is not static. In this process, rural culture is slowly changing due to its own internal causes or the impact of foreign cultures. After the reform and opening up, the formulation and implementation of the interactive development strategy between urban and rural areas will greatly accelerate the speed of rural cultural changes. Therefore, the rural culture with strong local characteristics and modern culture has been formed. The changing effect of economy and education on dual cultural adaptation. It is conceivable that when the difference in economic levels between urban and rural areas becomes less significant, or with the development of education, when people pay more attention to the outstanding and characteristic parts of rural culture, people will have a more open and diverse cultural outlook, and rural people will be more harmonious. When urban

people encounter spatial changes and transform between urban culture and rural culture, cultural adaptation is a reciprocal relationship, and there will be fewer psychological adaptation problems. The development of economy and society and the change of cultural psychology bring not only opportunities but also challenges to individuals, organizations and society. In the development of cultural industry with urban and rural characteristics, we should not blindly pursue the short-term benefits of economic benefits. The waste and predatory development of cultural resources have damaged the cultural ecological environment. We should establish a scientific outlook on development, strengthen the protection of local culture with local characteristics, and strengthen the protection of folk skills and cultural heritage that are often lost, So that the local characteristics of culture from generation to generation, to achieve sustainable development.

Acknowledgments

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