

Research on the Construction of Rural Style and Civilization under the Background of Rural Revitalization

-- Taking Xixia New Village as an Example

Deshu Kong*, Zhenyu Lai

Ningxia University, Yinchuan 750021, China

*781310083@qq.com

Abstract

A report to the 19th national congress of the communist party of China (CPC) pointed out that the rural revitalization strategy should be implemented in unity with the ordinary necessities of thriving industries, ecological livability, civilized local customs, valid governance, and flourishing life. Among them, the construction of rural culture civilization is the soul and guarantee of the rural vitalization strategy, which plays a crucial role in the effective promotion of the rural vitalization strategy. Located in Xixia District, Yinchuan, Ningxia hui autonomous region, Tongyang new village is an immigrant community. With the remarkable improvement of rural infrastructure and farmers' living standards, the construction of rural spiritual civilization has also achieved certain results. This paper, utilizing literature analysis and field investigation, studies the recent circumstance of wind civilization interpretation in Tongyang new villages, analyzes the practical difficulties in the construction process, such as the bad habits, the serious loss of the main body of the construction, the shortage of rural public culture, and puts forward corresponding countermeasures.

Keywords

Rural Revitalization; Rural Civilization Construction; Rural.

1. Introduction

1.1. Research Background and Significance

1.1.1. Research Background

The report of the Nineteenth National Congress of the Communist Party of China for the first time put forward the "strategy of rural revitalization", at present we are in the intersection of history, the implementation of the strategy of rural revitalization is a necessary condition for resolving the main contradictions in our society in the new period, realizing the goal of "two hundred years" and the great rejuvenation of the Chinese nation Its value and significance are as great as a hill. Rural revitalization should not only shape but also cast the soul. It is not only necessary to realize the modernization of the agricultural industry and improve their living standards, but also to focus on promoting the development of rural culture, and then cultivate civilized rural style, good family-style, and simple folk style, and constantly enhance the moral awareness and spiritual civilization level of peasants. However, the rural culture in the new era is still the "roadblock" for realizing the comprehensive construction of a well-off society, and the construction of rural-style civilization is still insufficient. At present, the practical dilemmas such as the accumulation of vices and shortcomings, the shortage of cultural infrastructure, and the serious loss of construction subjects still exist in the construction of rural style civilization in China, and to solidly promote the construction of rural style civilization, it is necessary to

further deepen theoretical research and practical exploration. Promote the construction of rural customs and civilization by increasing the construction of rural ideology and morality and public culture, carrying out actions to change customs and customs, building a contingent of rural talents, and improving the degree of rural social civilization.

1.1.2. Significance

As a vernacular society, the essence of Chinese culture has always been vernacular culture. Rural revitalization is of immeasurable practical significance and far-reaching historical significance for adhering to the five major development concepts, building a socialist modern power, and realizing the great Chinese dream. Civilization and revitalization are inseparable, and only by organically combining the two, acting in opposite directions, interacting beneficially, and influencing each other can we enrich the inherent nature of rural revitalization, improve the motivation and vitality of rural revitalization, and be conducive to the solid and effective implementation of the rural revitalization strategy. First, the civilization of rural customs is closely related to the construction of beautiful villages. Civilized rural style is the most basic, deepest, and longest strength in the construction of beautiful villages, which can provide it with an excellent living environment. Second, it has contributed to the realization of stable and orderly environmental protection for the realization of the comprehensive revitalization of rural areas. The solid and orderly environmental guarantee required for the comprehensive revitalization of rural areas depends on the provision of civilized and peaceful villages. Third, it provides a solid cultural foundation and ideological support for the completion of "Beautiful China". Therefore, under the major policy decision of rural revitalization, further studying the practical dilemma of the construction of rural style civilization and putting forward corresponding countermeasures and suggestions is an urgent and realistic problem for realizing the strategy of rural revitalization. Tongyang New Village is the "Twelfth Five-Year Plan" ecological migration village in Xixia District, Yinchuan, Ningxia, as the first poor village listed among the 39 poor villages in the city, the income of villagers here is now more and more impressive, but due to the lack of healthy spiritual pursuit of some farmers, the serious decline in traditional virtues, the lack of public services and other issues, the degree of construction of rural style civilization in Tongyang New Village has been restricted. Through the analysis of the actual situation of the construction of township-style civilization in Tongyang New Village, this paper finds problems and proposes corresponding solutions, which have a certain reference effect on the practical work of promoting the construction of township-style civilization under the strategic background.

1.2. Review of Literature Research at Home and Abroad

1.2.1. Review of Domestic Literature Research

At present, foreign countries rarely study the construction of China's rural style civilization, and the research is concentrated in China. The results and views related to its focus on the following aspects:

First, research on the basic issues of the rural revitalization strategy. Scholars agree that in the long history of China's development, the countryside has always occupied a position that cannot be underestimated. The rural revitalization strategy covers many fields, and we should scientifically grasp the differences and characteristics of various localities and embark on a path of rural revitalization unique to China. Fei Xiaotong once proposed in the book "Native China" that the soft part that always exists in the Chinese's heart is local feelings, which not only contain nostalgia for the natural and intimate homeland but also contain a recognition of the logic of thinking, which is an untouchable sensitivity. This is the current situation in China, China wants to make progress, whether it is policies or feelings, this part of the countryside cannot be diluted and must not be abandoned. From the perspective of Xi Jinping's comprehensive study of the rural revitalization strategy, Yu Siwen proposed that rural

revitalization is not a single aspect or a few aspects of revitalization, but an overall strategy, which includes five-in-one and other multi-faceted all-round revitalization. In light of the changes in the main contradictions in our society put forward by the Nineteenth National Congress, Jiang Yongmu pointed out that to realize the material and spiritual wealth needed by the peasant masses, rural revitalization must firmly grasp the "three rural areas" issue and the main contradictions in society, to promote the development of rural areas in all aspects and create a road of rural revitalization with Chinese characteristics. Ma Tian proposed: Rural revitalization is a major strategic decision to promote rural reform and progress in China in the new era, and it is of great significance for strengthening rural grassroots governance.

Second, a study on the basic content of the construction of rural style civilization. Whether the rural community is progressive and civilized can be judged by the construction of rural-style civilization, which is the manifestation of the level and degree of rural revitalization. Scholars generally believe that its main contents are: implementing the development of education and popularization, upgrading social security, pensions, and other undertakings; strengthening the construction of rural spiritual civilization, establishing village rules and people's covenants, neighborhood harmony, and other good rural customs; striving to integrate rural traditional culture with modern civilization; and fully absorbing the beneficial achievements of rural civilization construction at home and abroad, to realize that rural civilization can keep pace with the times. Zhu Qizhen believes that in the construction of a rural style civilization, we must fully understand the value of the countryside, understand the necessity of the countryside as a cultural carrier, and the comprehensive and development characteristics of the construction of the rural style civilization. Proceeding from the perspective of the peasants, Hu Wenli believes that the civilization of the township style includes the following points: the township customs and folk customs are simple, the neighborhood relations are harmonious, the rural social atmosphere is good, there are no undesirable phenomena such as theft, gambling, and fighting, the quality of the villagers has been improved as a whole, and he believes in science and the legal system, and the relationship between cadres and the masses is friendly. Sun Wanzhu believes that the essence of the problem of rural style is the problem of a social atmosphere, and the excellent rural atmosphere is generally regarded as having a civilized rural style.

Third, is the problem of building a civilized village style. Scholars believe that with the continuous improvement of China's comprehensive national strength, the overall situation of rural economy and society is gradually improving, but there is still a long way to go to complete the construction of a new socialist countryside with rural style and civilization. The research results are as follows: Ma Lin believes that the current problems in the construction of rural civilization are mainly the accumulation of vices and difficulties, such as the big work of doing red and white happy events, the increase in the number of gamblers, and the resurgence of feudal superstitious ideas. Song Lili believes that the main problems that exist are that many leaders do not have a good grasp of the important position of the construction of the civilization of the township style, the lack of understanding of the importance of the construction of the civilization of the village-style, and the role of grass-roots cadres in the work of the civilization of the village-style has not been brought into full play. Liu Sheng believes that the lack of construction subjects is also a major problem, in recent years, the labor force in rural areas has been decreasing, and under the current situation that even the basic labor force in rural areas cannot be guaranteed, people can join the construction of rural style civilization.

Fourth, research on how to cultivate rural civilization. Most scholars believe that based on the problems existing in the current construction of our country, we can improve it by increasing capital investment, improving the level of rural economic development, relying on the cultural propaganda position of changing customs and customs, carrying forward the core values of socialism, strengthening the creation of civilized and harmonious families, and improving the level of public cultural services. Tang Xingjun and Li Dingguo proposed that cultural embedding

is the key method and powerful grasp for the construction of rural style civilization, highlighting the subjectivity of peasants during the period of cultural embedding and integration, and giving play to the role of grass-roots party organizations as fighting bastions, to revitalize rural culture, cultivate rural style civilization, and improve the degree of rural social civilization. Zhang Caixing believes that promoting the construction of rural style civilization can be carried out from "adhering to value guidance and vigorously promoting the standardization of system construction; adhering to demonstration and guidance, vigorously promoting the joint force of team building; and adhering to activity guidance and vigorously promoting." Branding of cultural services; adhere to moral guidance, vigorously promote the normalization of new winds; adhere to education guidance, and vigorously promote ideological education orientation "These five aspects are to be started. Hu Minghui believes that it is necessary to vigorously improve the level of rural public cultural services, implement village infrastructure construction projects, and infiltrate good rural customs with cultural self-confidence..

1.2.2. Review of Foreign Literature Research

Although there is less research on the rural revitalization strategy abroad, and the concept of rural style civilization construction has not been put forward, there is indeed a problem of rural cultural construction abroad. Choosing the classic rural development model of foreign countries, the "rural improvement" of the United States, and the "one village and one product" of Nippon, in combing the representative rural development model of their country, it is expected to provide a reference for the construction of rural civilization in our country.

America's "Rural Improvement." Due to the influence of rural design, the government has very strict requirements for the overall planning of the whole village, so the entire construction process must ensure that the village is "seven flat". The Government provides a strict land management system for rural use, with clear distinctions for land-use groups. The Government's commitment to creating jobs and achieving certain living environment and leisure tourism goals is to be taken into account through regional patterns and characteristics.

Japan "One Village, One Product". One village and one product is a region under the unified leadership of the government, according to its characteristics to dig deep into the advantages, the development of some selling points, in a specific sales radius of the well-known products, to achieve 1.5 times industrial revitalization of the regional economic development model. In the process of implementation, adhere to the market orientation, with the development of agricultural products as the goal, and the development of the agricultural products market as a means. Focus on two markets at home and abroad, and make significant efforts to develop leading industries. Through agricultural technological innovation, the agricultural products are deeply processed, the added value is increased, and the diversification of products is increased. Agricultural skills training seminars were organized, a large number of rural specialists were trained and low-interest agricultural credits were provided..

1.3. Research Methodology

(1) Literature analysis method. According to the selected topic, this article collects and sorts out relevant literature at home and abroad by searching for keywords such as "rural revitalization" and "rural style civilization" on CNKI and other platforms. It was summarized and carefully analyzed, and combined with the report of the Nineteenth National Congress and the No. 1 document of the Central Committee, the actual situation, and effectiveness of the construction of rural style civilization under the rural revitalization strategy were clarified, and it was able to be confident in theoretical research.

(2) Field investigation method. There are planned and purposeful field visits to Tongyang New Village, through questionnaires, relevant issues are investigated, collation, statistics, and research are collected, empirical materials on civilization are obtained, and regular understanding is formed.

2. Analysis of the Current Situation of the Construction of Rural Style Civilization in Tongyang New Village

2.1. Overview of Tongyang New Village

Tongyang New Village is an immigrant community in Xixia District, Yinchuan, Ningxia, and the first of the 39 poor villages in the city to be listed as a poor village, founded in May 2012, with 690 households and 2932 households person. At present, there is 1 township (town) comprehensive cultural station, 1 village-level cultural activity room, and 2 rural bookstores located in the village. There is also an agricultural culture exhibition hall that displays more than 200 production and living tools left behind by 96 kinds of immigrants after relocation. In the future, the village plans to develop rural tourism.

2.2. Survey Overview and Sample Characteristic Analysis

During the survey period, 175 questionnaires were issued and 167 copies were recovered, with a recovery rate of 95.4%. By sex, 89 are males and 78 are 34% females, and 97 Han Chinese account for 58% by ethnicity. Hui 70 people accounted for 42%. The main characteristics of the respondents are old age. Most of the rural youth go out to work, and most of the people who live at home daily are elderly and children, of which 29 people under the age of 25 account for 17 percent, and 25-35 years old 36 accounted for 22%, 40 people aged 35-45 accounted for 24%, and 45-55 years old 30 accounted for 18 percent and 37 people over the age of 55 accounted for 22 percent; 58% of the 97 people in junior high school and below, 16% in 27 secondary schools, and 10% in junior colleges 15% of the 26 people with a bachelor's degree or above; the family population is larger. The proportion of people living in the same house as three generations accounted for 53%.

Table 1. Age structure of the population

age	Under 25 years of age	25-35 years old	35-45 years old	45 years old and above	Total population
man	15	17	22	35	89
woman	14	19	18	27	78
total	29	36	40	67	167

Source: Field research

Table 2. The basic characteristics of the sample

Sample projects		Number of samples	Specific gravity (%)
gender	man	89	53
	woman	78	47
Education	Junior high school and below	97	58
	Technical secondary school	27	16
	college	17	10
	Bachelor degree or above	26	15
age	Under 25 years of age	29	17
	23-35 years old	36	22
	35-45 years old	40	24
	45 years old and above	92	37

Data source: Compiled from questionnaires

2.3. Analysis of the Current Situation of the Construction of Rural Style Civilization in Tongyang New Village

Since the implementation of the rural revitalization strategy, the social and economic outlook of rural areas has undergone rapid changes, improving rural infrastructure and peasants' living standards, and achieving certain results in the construction of rural spiritual civilization. In recent years, the income of peasants has achieved sustained growth, and Tongyang New Village is the first of the 39 poor villages in the city to be listed, and economic growth has provided a solid material foundation for the construction of rural style civilization.

2.3.1. Folk Culture

Rural traditional customs and culture are born in a specific environment. For contemporary China, where the agricultural population still occupies the vast majority, it is a powerful spiritual force that was born from the people, inherited from the people, and buried in the behavior, language and heart of the people. It can be said that the rural folk culture is the foundation of the peasants' spiritual life and the guidance of their values, way of life, moral standards and principles of life. In this regard, we mainly investigate the expenditure of "member money", the burden on family expenditures, and the customs of marriage and funeral. The results show that the expenditures of "member money" are mainly in four aspects: weddings and funerals, new house banquets, full moon and 100-day banquets, and school entrance banquets. 12% of the villagers think there is no burden. A small number of villagers in Tongyang New Village have changed their views on the form of dowry, dowry, and weddings and funerals, and the phenomenon of high dowry and grand gestures has decreased.

2.3.2. Cultural Aspects

With the solid advancement of the rural revitalization strategy, in accordance with the requirements of General Secretary Xi Jinping "not only to shape, but also to cast the soul". The township government not only conducts extensive and in-depth mass cultural activities, digs deep into the characteristic culture of immigrants, establishes a Qin Opera troupe, but also sets up a cultural activity room for the troupe to rehearse, and arranges a cultural stage in the central square, which enriches the slack life of the villagers. 33% of the villagers have Expressed satisfaction with the rural cultural life of the village. The township government has also vigorously improved the construction of public cultural infrastructure, building farmhouses, cultural activity rooms and other places for everyone to study. 22% of the villagers believe that the village provides rich cultural services for farmers, while most of the villagers believe that some services are provided but the cultural needs of farmers are not met.

2.3.3. The Ideological and Moral Quality of Farmers

With the promotion of excellent traditional culture, the multi-pronged approach of education, practice and system, and the adoption of measures according to local conditions have further liberated farmers' minds and continuously strengthened their positive moral thoughts and behaviors. Tongyang New Village focuses on various aspects of education, such as social, occupational, family and scientific and cultural quality, through the development of a variety of activities such as "promoting changing customs and establishing a civilized village style", "moral lecture halls into the community" and other activities, to promote farmers' thinking. Prominent problems in moral construction will be solved in a targeted manner, and efforts will be made to improve the overall quality of farmers. Coupled with the vigorous publicity and encouragement of the deeds of typical characters by various mainstream media, the ideological and moral quality of farmers has been continuously improved. However, there are still some noble and civilized styles that gradually fade away, such as being civilized and polite, helping others, caring for public property, abiding by laws, etc. During the field investigation, it was found that some infrastructures in the same new village were destroyed by man; The economy has developed greatly, and farmers' lives have generally been improved, but social construction

and spiritual civilization construction have not been developed simultaneously. In the survey, 65% of the villagers found gambling in their lives, and some of them participated in gambling.

2.3.4. Rural Governance

Perfect rural governance plays a huge and dynamic role in promoting the comprehensive development of my country's rural areas, and directly affects whether the rural revitalization strategy can be effectively implemented. According to the survey, 47% of the people believe that the village governance function of this village is relatively clear, the management is relatively standardized, relatively fair and just, and the method is appropriate. Tongyang New Village has complete street lighting facilities, smooth village roads, garbage dumps, and actively listens to public opinion in the process of village governance. However, most of the young people in Tongyang New Village work and study outside all year round, and more than 50% of those who stay in the village are the elderly, women and children. This issue requires urgent attention.

3. Problems Existing in the Construction of Rural Style Civilization in Tongyang New Village

3.1. The Loss of Construction Entities is Serious

In recent years, due to the acceleration of industrialization and urbanization, cities have increasingly shown a huge agglomeration effect on the countryside, the convergence of human resources in rural resources to the city has become more prominent, and the proportion of rural young and Middle-aged laborers who go out to work or engage in non-agricultural industries in cities has increased. In the field research, the proportion of the elderly, women, and children in Tongyang New Village is very large, accounting for more than 70%, and they also said that young people have gone outside to work. Although in some sense it boosts rural economic incomes, a generation of well-educated young workers Loss has caused the rural areas to lack vitality for development, so that the rural areas have lost the most precious human wealth; first of all, the lack of young and Middle-aged people has made the rural cultural construction lack a foundation. Secondly, due to the loss of a large number of young people, the current contingent of talents in rural cultural construction has little fresh blood. Not only has the process of rural modernization lagged, but it has also deprived the rural revitalization of the main force, which has a great impact on the formation of civilized rural style. At the same time, because most of the people left in the countryside are old and young women and children, the elderly have to take care of children, and women have to manage family chores, more than 60% of the people in the survey said that they pay little attention to and do not pay attention to the construction of cultural infrastructure in their villages, not to mention the inheritance of traditional culture The construction of the company has played a serious hindrance.

3.2. Bad Habits are Hard to Get Rid of

The key to shaping the civilized rural style is the improvement of civilization literacy, and the focus is on the construction of rural culture and morality, but the root cause is the change of lifestyle and thinking. With the strength of the country, the material life of the peasants has been greatly improved, and through practical and effective actions such as rectifying the living environment of the same new villages, improving infrastructure construction, providing financial support, and caring for the elderly, women and children, the cohesion and centripetal force of the villagers have been greatly improved, and the choices of spiritual pursuit have become more diverse, but the unhealthy atmosphere of society still exists. In the process of investigating Tongyang New Village, people believe that the current bad habits in the village include gambling, superstitious ideas, big operations, and other undesirable social atmospheres,

of which gambling accounts for 65% and superstition accounts for 23%. 22% of villagers believe that the current problem that needs to be solved urgently is the serious atmosphere.

First, all kinds of banquets are emerging, and the money and bride prices are rising year by year. There are countless banquets of all kinds, whether it is important or chores, they must be held. Not only has the feast increased, but the money for the share has also risen. In the questionnaire, it was also found that the average dowry in Tongyang New Village was about 100,000 yuan, and the highest was up to 200,000 yuan, not including the house, car, and three gold in the traditional cost of marriage in the countryside. Second, gambling vices are repeatedly prohibited. When the villagers are idle, some farmers often play cards, and some turn leisure and entertainment into gambling activities, and 65% of the villagers find gambling in their lives. The harm of gambling is self-evident, the small ones cause family and neighborhood conflicts, the big ones cause quarrels and brawls, and even more, fall into the abyss of family ruin. Third, feudal superstitious ideas and activities show signs of a comeback. At present, the needs of the villagers have not been commensurate with the traditional ideological education methods, and the value of publicity and education is limited, and it is difficult for the villagers to quickly receive the baptism of advanced ideological education. It is difficult to change traditional and outdated ideas. After people's economy reaches a certain level, they begin to seek spiritual needs, and once the spiritual life is not met, they give old and backward thinking. In the context of the increasingly relaxed social governance environment, some feudal superstitious activities that have once disappeared have quietly reappeared in some areas. It is not conducive to the construction of rural style civilization.

3.3. Insufficient Rural Public Cultural Services

Public cultural services are the main connotation of the construction of spiritual civilization, strengthening public cultural services is an important part of the construction of rural civilization, can be in the process of actual implementation of the situation of failure, in the survey asked whether the rural cultural life is satisfied with this problem, only about 40% of the villagers expressed satisfaction, enough to show that the current rural public cultural services are not in place. This phenomenon is mainly reflected in the following.

Public cultural facilities are inadequate and underutilized. Although Tongyang New Village currently has 1 township (town) comprehensive cultural station, 1 village-level cultural activity room, and 2 rural bookstores. However, when the villagers were asked in this survey whether there was an activity room in the village or town, 54% of the people said that there was no activity room, and only 32% said that they had an activity room in their village, and 29% of the 32% of the people say the rooms are rarely or largely closed to the public. 34% of the villagers believe that the problem that the current culture of the village needs to be urgently improved is the imperfect construction of cultural facilities. It can be seen that not only can the rural cultural infrastructure that has been possessed not meet the needs of the population of the village, the spiritual culture of the peasants, and the cultivation of civilized rural customs, but also that it is very lagging behind in the management of cultural infrastructure, the level of modernization is poor and the utilization rate is low, and some public cultural facilities in rural areas are idle. Villagers say they visit relatives and neighbors most often instead of the farmhouse bookstore. The cultural public places in the village are useless, some places are dilapidated and simple, the equipment is outdated, and it is hoped that the peasants will have a full life when they are idle, and the construction of cultural facilities in one of the places for acquiring knowledge has not been realized, and the cultural facilities have not played their due practical role.

Cultural life is single. Rural cultural activities not only play a decisive role in enriching the spiritual life of peasants, but also play a role that cannot be underestimated as an important carrier for ideological education and guidance, and in promoting the construction of rural

customs and civilization. The survey found that playing with mobile phones, watching TV, and chatting with neighbors were the choices of most villagers, and few people participated in fitness activities such as dancing, reading books and newspapers, and folk craft activities. Through the investigation of how villagers spend their spare time, it can be learned that the number and quality of cultural and sports activities in the village are relatively small. Occasionally, relevant departments organize mass cultural activities such as "rural cultural compounds" and square performances, but they gradually lack characteristics and are difficult to attract villagers. In the monthly cultural consumption survey of movies and television programs, books, magazines, and newspapers, more than 80% of households spend less than 100 yuan or even nothing in this regard. A vicious circle between a single cultural way of life and a lack of spiritual life will ultimately be detrimental to the construction of civilized rural customs.

3.4. Rural Governance Capacity and Awareness Need to be Improved

Township and town governments must not only do a good job in linking up with the masses at the grass-roots level, but also do a good job in directly implementing the line, principles, and policies for the building of a civilized township style. The ideology, decision-making level, and implementation of local governments play a crucial role in the success or failure of the construction of a rural-style civilization. In the survey, 70 percent of the villagers believed that the party and government leaders in townships and villages attached equal importance to rural cultural work. The township government has less energy and material investment in the field of spiritual civilization such as township style civilization and has not correctly grasped the relationship between material construction and spiritual civilization construction, coupled with the failure to recognize the negative effect of spiritual civilization construction on the material construction, failing to coordinate the construction of spiritual civilization in its work, and the mode of governance is relatively single.

4. Tongyang New Village Township Style Civilization Construction Path and Countermeasures

4.1. Cultivate the Main Body of Construction to Escort the Construction of Rural Civilization Single

4.1.1. Encourage Left-behind Villagers to Inherit Culture

Local talents often master special skills, have unique skills, and at the same time come from the folk, grow up in the countryside, are more familiar with the countryside, have more feelings with the countryside, and experience is easier to implement and promote. In the survey, the villagers said that the village has advantages in cutting paper and compiling traditional culture, and these cultures are very suitable for the elderly and women who stay behind, and the township government should fully encourage and support the women and elderly in the village to inherit and carry forward these traditional cultures so that their abilities can be fully utilized and the pearls scattered around them are strung together.

4.1.2. Attract Young and Middle-aged People Who go out to Their Hometowns

Rural revitalization is inseparable from the sustainable supply of local talents, and it is even more necessary for professional talents to flow into the countryside. A large number of young and Middle-aged people in rural areas who go out to work are not unwilling to return to the countryside, as long as they have the opportunity, many people have the idea of returning to their hometowns. Therefore, the government should formulate a policy system to encourage the return and establish some industries so that the young and Middle-aged people in the village can return to the village to make money, to contribute to the construction of rural culture.

4.2. Promote the Construction of a Civilized Village Style by Changing Customs and Customs

4.2.1. Cultivate the Core Values of Socialism

The Eighteenth National Congress of the Communist Party of China highly condensed the socialist core value system into a 24-character policy of "prosperity and strength, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity, and friendliness". To practice the core values of socialism, we must respect the main position of the peasants to the greatest extent. First, it is necessary to use the excellent traditional culture of rural areas as a carrier. The core values of socialism should be integrated into the traditional culture of the village, and only in a way that the peasants can accept and love, can the understanding of the core values of socialism be deeper. Second, relevant publicity should be increased. Through propaganda and education in various forms such as propaganda columns, cultural walls, and cultural going to the countryside, we will do some auxiliary work for the improvement of backward ideologies and concepts, and work together to create a civilized rural style.

4.2.2. Strengthen Ideological and Moral Construction in Rural Areas

Ideological and moral construction in rural areas is an eternal and arduous task. Adhere to the guidance of the core values of socialism, deeply excavate the excellent traditional farming culture and its connotation, improve the degree of rural social civilization, and glow a new atmosphere of rural civilization. Thoroughly implement the construction of the villagers' morality and strengthen the construction of the ideological and cultural front in rural areas. At the same time, we will promote the establishment of creditworthiness, continue to innovate educational methods, enhance the moral and cultural literacy of farmers, change old living habits, cultivate good behaviors, and enable villagers to actively participate in the construction of rural customs and civilization.

4.2.3. Advocate Rural Social Civilization

Villagers' councils should be set up to guide the masses to self-manage and serve themselves, and to stop the trend of doing things in a big way. Take the change of customs and customs as the main content of the construction of spiritual civilization in the village, and advocate the new style of funeral leave to create a civilized village style. Inherit the wisdom of life left to us by our ancestors on "respecting the law of heaven, benevolence, righteousness, loyalty and filial piety". According to the actual situation of the village, the phenomenon of rural banquets and extravagance and waste should be punished, to supervise and put an end to such phenomena. In addition, through the selection of some titles, such as "good filial piety", "good daughter-in-law" and "Star of Wenming" etc., to shape the exemplary model around you. Encourage everyone to learn from the advanced, form a social morality of hard work and enterprising, positive and upward, and create an atmosphere for the construction of harmonious and civilized rural style.

4.3. Build a Solid Foundation for the Construction of Rural Civilization with Organizational Construction

4.3.1. Raise Awareness of the Importance of the Construction of Township Style Civilization and Build a Solid Ideological Foundation for the Construction of Village Style Civilization

The achievements of the construction of village-style civilization depend to a large extent on the depth of villagers' understanding of the construction of village-style civilization, so the villagers' accurate understanding of this should be strengthened. At the same time, it also depends on the importance attached to this by the village government. Leaders of grass-roots townships and towns should start from the root causes, thoroughly change their concepts, and

accurately understand the work of building a civilized township style. Through step-by-step study, grassroots leading cadres should be based on an increasingly in-depth understanding of the building of a civilized village style, and by the development characteristics of the new period, be correct. The direction and law of its development are accurately analyzed and grasped, and a rural civilization with its characteristics is developed according to local conditions. Roads.

4.3.2. Strengthen the Construction of Rural Grassroots Party Organizations and Build a Solid Organizational Foundation for the Construction of Rural Style and Civilization

The key is to see whether the grassroots party organizations are strong, dare to take responsibility, and earnestly perform their leadership duties, which plays a key role in improving the civilization of rural customs. First of all, give play to the role of various types of organizations at the village level. Standing at the height of the development of the entire new rural construction, do a good job of top-level design, so that the construction of rural style civilization can be promoted in a solid and orderly manner and with rules to follow. Second, it is necessary to enhance the exemplary and guiding power of party members. We should give full play to the vanguard and exemplary leading role of party members, truly set an example by example, and help the formation of civilized rural customs with their practical actions..

4.4. Make up for the Shortcomings of Hardware to Provide Material Support for the Construction of Rural Civilization

Strengthen the construction of rural public culture, and improve the rural public cultural service system. In recent years, the economic development trend of the same new village has continued to improve, the living standards of the villagers have steadily improved, and the villagers are satisfied with the current situation of life. Began to pursue a richer spiritual and cultural life, this atmosphere created favorable conditions for the civilized rural style. However, we also have to see that the spiritual and cultural needs of villagers are difficult to enrich under the condition that the implementation of the public foundation is not perfect. First of all, the government should increase the investment of funds in large public cultural facilities. The government should combine the actual conditions of various regions, enrich the forms of cultural services, establish and improve a complete public cultural service system, increase the investment of human and material resources, improve service efficiency, promote cultural benefits, and strive to achieve full coverage of township-level public culture at an early date. Truly understand the relevant reading needs of farmers, such as which books are suitable for farmers to read by themselves, etc., provide more and better rural public cultural products and services, and give full play to the role of the cultural front. Secondly, while attaching importance to cultural construction, the government should not ignore the development of sports culture. Finally, support the creation of literature and art on the theme of "three rural areas". Encourage literary and art workers to continuously produce outstanding literary and artistic works that reflect the peasants' production and life, especially the practice of rural revitalization, and display the spiritual outlook of rural peasants in the new era.

References

- [1] X.T.Fei. Native China[M]. Shanghai People's Publishing House.2006.
- [2] S.W.Yu .Xi Jinping Rural Revitalization Strategy Research[D]. Harbin Normal University.2019No.
- [3] X.Q.Ye.Xingqing Outline of China's Rural Revitalization Strategy in the New Era[J]. Reform, 2018(01): 65-73.
- [4] Y.Jiang.Rural Revitalization Strategy Based on Changes in Major Social Contradictions: Connotation and Path[J]. Social Science Series, 2018(2):15-21.

- [5] Tim.Ma.Research on rural grassroots governance under the background of rural revitalization strategy[D]. Northeast Normal University.2018.
- [6] Q.Z.Zhu.Rural civilization is the soul of rural revitalization[J]. Rural Revitalization Everyone Talks, 2017 (24).
- [7] W.L. Hu.Reflections on the construction of China's rural style civilization under the new situation[D]. Shanxi Normal University.2018.
- [8] W.Z.Sun.Research on the Construction of Rural Folk Culture in China[D]. Northeast Agricultural University.2013.
- [9] L.Ma, Han.Chunmei, Zhu Banghui Research on the Construction of Rural Style Civilization under the Background of Rural Revitalization Strategy[J]. Rural Science and Technology, 2019(25): 17-18.
- [10] L.L.Song.The construction of rural style civilization in the construction of new rural areas [D]. Hebei Normal University.2013.
- [11] S.LIU. Rural Style Civilization and Rural Revitalization: Significance, Practical Difficulties and Key Measures[J]. Journal of Agriculture and Forestry Economics and Management,2018,17(5),629-633.
- [12] X.J.Tang , Li Dingguo Cultural Embedding: The Value Orientation and Realistic Path of Rural Style Civilization Construction in the New Era[J]. Truth Seeking, 2019(2): 86-96.
- [13] Zhang can do it Discussion on the path of promoting the construction of rural style civilization under the background of rural revitalization[J]. Rural Economics and Technology, 2019(30).
- [14] G.W.Zhao, Chen Kaixin, Chen Weining, Wei Yaofeng Countermeasures for implementing the rural revitalization strategy in Ningxia[J]. Ningxia Forestry, 2019(03): 50-54.
- [15] P.Wei. Implement the strategy of rural revitalization and promote the modernization of agriculture and rural areas[J]. Rural Staff Officer, 2019(12): 9.
- [16] W.Xiao. Research on the Construction of Rural Style Civilization in S Village, Qingbaijiang District, Chengdu Under the Background of Rural Revitalization Strategy[D]. University of Electronic Science and Technology of China, 2019.
- [17] W. T. Zhang. Research on the Construction of Rural Style Civilization under the Background of Rural Revitalization Strategy[D]. Xihua University, 2019.