

Digital Technology Empowers Rural Cultural Construction Path under the Background of Rural Revitalization

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Abstract

Rural cultural revitalization is an important part of rural revitalization, and rural cultural construction is an important task for China to continuously promote the construction of socialist spiritual civilization and achieve the goal of the second century. Digital-enabled rural culture construction is a new trend of cultural development in recent years, which provides many advantages for the inheritance and development of excellent rural traditional culture, the innovation and development of digital culture industry and the promotion of rural social civilization, and has important practical significance for promoting rural revitalization. Aiming at the problems of imperfect digital infrastructure, insufficient rural digital literacy, and cultural content failing to meet the needs of the masses and social development, the research group put forward some measures to solve these problems, such as strengthening the construction of rural digital infrastructure, improving the talent support system of rural cultural construction empowered by digital technology, and optimizing the content and communication space of rural cultural products.

Keywords

Digital Technology; Cultural Construction; Rural Revitalization.

1. Digital Technology Empowers the Practical Significance of Rural Cultural Construction

Rural culture is the spiritual power and ideological guarantee of rural revitalization in the new era, and it is the inevitable requirement to enhance the national cultural soft power and realize cultural power and socialist modernization. Digital technologies, including artificial intelligence, big data and the Internet, provide favorable conditions for improving the level of rural social civilization, improving the level of rural public cultural services and helping the development of rural excellent traditional culture.

1.1. Improve the Level of Social Civilization in Rural Areas

As a big agricultural country, China has a large rural population and diverse rural communities. Therefore, the promotion of rural civilization is related to the promotion of China's overall social civilization. There are many shortcomings in rural cultural construction, for example, the feudal superstitious culture remains, the consciousness of small farmers still exists, and young people tend to western liberal ideology and culture. However, with the gradual integration of digital technology in rural areas, these problems have been improved to some extent. More and more popular science content began to leap into the eyes of rural residents, and more positive energy articles and video content were deeply loved by rural residents. Excellent cultural works on the Internet also made rural residents have a deeper understanding of socialist core values [2]. At the same time, the relevant judicial organs also crack down on illegal and criminal acts hidden in the countryside through various digital means. Residents also supervise each other through digital technology and actively cooperate with the law enforcement actions of relevant departments. For example, the public security department releases videos of popularization of

law through short video platforms, actively popularizes legal knowledge and common sense, encourages villagers to know the law, abide by the law and use it, and unblocks online reporting channels. Every villager is a "camera" of rural public security. In addition, the cultural gap between urban and rural areas is gradually being bridged by digital technology, and excellent cultural products in cities are also being transmitted to thousands of rural households through the Internet and digital media, so that rural residents can also enjoy digital dividends and excellent cultural products, which can further boost rural ideological construction and further enhance rural social civilization.

1.2. Improve the Level of Rural Public Cultural Services

As the society pays more attention to economic construction, it pays less attention to cultural construction. Therefore, the development of cultural undertakings in more villages is even less [3]. At the same time, the tension between the cadres and the masses appeared in some villages. At present, the abundant digital technology means can just improve this situation. On the one hand, the application of digital technology is conducive to continuously improving the participation of rural residents, changing the previous phenomenon that the government independently handles the affairs related to rural cultural construction, and concentrating all the strengths and advantages of the government, rural residents and social organizations to carry out cultural construction, participate in cultural governance and share the fruits of cultural development. Through digital technology to promote the informatization of rural management and construction, village cadres, ordinary rural residents, rural cultural talents with special skills, rural netizens who can skillfully use the Internet, and even wanderers who work outside the home, etc., can learn about the development of their hometown culture while making suggestions according to local conditions through the combination of online and offline. On the other hand, the rise of the Internet and various network platforms, as well as their active application in rural life and rural governance, also make more and more high-quality cultural products enter the countryside, especially the advanced socialist culture and Marxist theory can be spread more widely through the Internet platform. The relevant official media also provide red classics and red culture for rural residents through the Internet platform and the accurate push of big data. At the same time, digital technology has also brought an increasingly smooth communication platform for the countryside, and rural residents can communicate with rural government staff and cadres through the platform, and even share their experiences. Especially the youth groups, who are better at using digital devices such as mobile phones and computers, prefer to communicate on the Internet, learn more easily through the Internet, get in touch with more outstanding young people, and learn relevant Marxist theories more easily, so as to make up for the shortage of ideological education for rural youth in the past, and help to cultivate rural youth with faith and ideals, so as to better build the countryside.

1.3. Help the Development of Excellent Rural Culture

Rural cultural construction is inseparable from the development of cultural industry. Proper use of digital technology can not only greatly improve the quality and competitiveness of cultural products, but also continuously promote the integration and development of rural cultural industry and other industries [4]. First, through the Internet, film and television works, games, live broadcasts, short videos and other channels, cultural content with rural characteristics can be productized, personalized, standardized, etc., and can be provided to villagers in a more effective form, thus increasing the effective supply of excellent rural cultural products. At present, many villages have fully demonstrated their excellent culture by skillfully applying various network platforms, such as live broadcast and video contributions, which not only made rural residents know more about their excellent culture, but also attracted many tourists, scholars and other groups, increased their income for rural residents, and also protected and passed on some excellent cultures [5]. Secondly, digital technology empowers

the excellent traditional culture with national characteristics, the local culture with historical connotation, the red revolutionary culture with great commemorative and learning significance, and the unique traditional skills of rural residents to promote the development under the interaction and interaction. Especially driven by digital technology, the excellent rural culture can be more conveniently and quickly integrated with the primary and secondary industries, and further developed into products with local characteristics. These cultural products will also be presented to people all over China and even the world through the huge platform of the Internet.

2. Digital Technology to Empower the Plight of Rural Cultural Construction

In recent years, although the integration of digital technology and various industries has gradually deepened, especially the rural cultural construction has taken to the fast lane through the "east wind" of digital technology, the rural cultural construction empowered by digital technology is still in the development stage. In the process of promoting the rural cultural construction empowered by digital technology, there are still many problems to be solved.

2.1. The Digital Infrastructure is not Perfect

By December 2020, the number of Internet users in China has reached 989 million, with 309 million rural Internet users, and the Internet penetration rate in rural areas is 55.90% [6]. There are obvious deficiencies in the construction of digital cultural infrastructure in rural areas, with a big gap between rural areas and cities, uneven distribution of digital resources, most of which are in the initial stage, and there is no corresponding platform for cultural development. It is impossible to realize the integration of digital technology and culture because of the lack of digital equipment. Therefore, it is impossible to protect and inherit the rural excellent culture that is gradually disappearing, and it is impossible to dig deeper into the inheritance and development of many traditional skills. Without the corresponding technical reserves, it is impossible to package, promote and sell high-quality cultural resources through big data, artificial intelligence and other means.

2.2. Lack of Rural Digital Literacy

Digital technology empowers rural culture construction, which requires a large number of talents with excellent professional skills and high digital professional quality to form a strong talent team. Using digital technology and various platforms to conduct in-depth research on rural culture, we can find a correct way to meet the development of rural culture. It is reported that the digital literacy gap between urban and rural residents is 37.5%, and the digital literacy score of farmers is only 18.6 points, which is significantly lower than that of other occupational groups and 57% lower than the average of all people (43.6 points) [7]. On the one hand, due to the unbalanced development between urban and rural areas, cities with more high-quality resources attract more and more rural youth to leave the countryside, thus reducing the number of rural groups with certain digital literacy. The left-behind people in the countryside are mostly the elderly and minors. The digital literacy of the elderly in rural areas is generally low, while the use of digital devices by minors mostly stays in entertainment. The use of computers, mobile phones and other devices by other people left behind in the countryside only stays in online shopping and entertainment, and it is difficult to use digital platforms and technologies to explore the excellent rural culture and promote the socialist cultural construction in the countryside. On the other hand, many villages can't introduce young talents with excellent digital literacy, and some of them can't work because of lack of funds and corresponding equipment. Some talents can't give full play to their advantages because of the lack of corresponding top-level design in the local area, and their digital literacy is buried.

2.3. Cultural Content Can not Meet the Needs of the Masses and Social Development Needs

Although the integration and development of digital technology can empower the construction of rural culture, the output works and corresponding products cannot be deeply rooted in the hearts of the people. On the one hand, the exploration of local high-quality cultural resources by some products only stays on the surface, and they don't have a correct understanding of their connotation, and they are only published through popular ways on the Internet. Therefore, it can't touch residents' hearts, meet residents' demand for high-quality culture, and even achieve the purpose of promoting rural cultural development, ideological education and cultural inheritance. On the other hand, cultural products are mixed with good and bad. Because of the great development of the network platform, many local short video bloggers and live online celebrity have appeared in the countryside. Among these people, there are many "rural online celebrity" who earn traffic through vulgarity and spoofing. The content of its dissemination also deliberately distorts and spoofs the rural production and life and rural culture, which has a bad influence on the rural cultural development. It not only does not conform to the core values of socialism, but also touches the bottom line of the law.

3. Digital Technology Empowers the Path of Rural Cultural Construction

Digital empowerment of rural culture construction provides a new model and development opportunities for rural culture revitalization, while developing advanced socialist culture can enhance the national cultural soft power [8]. Therefore, it is necessary to explore a feasible path in rural cultural construction, and provide support and guarantee for digital technology to empower rural cultural construction.

3.1. Strengthen the Construction of Rural Digital Infrastructure

Perfecting rural digital infrastructure is a solid foundation for effectively promoting rural cultural construction. Build broadband communication network, mobile Internet and digital TV network in rural areas, continuously strengthen the implementation of the project of upgrading information about agriculture, rural areas and farmers into villages and households, continuously strengthen the ability to guarantee basic information about agriculture, rural areas and farmers, promote the construction of national, provincial, municipal and county-level media integration centers (platforms), promote the integration of national cable TV networks and the development of 5G integration, collect and sort out cultural heritage data by categories, build a national cultural big data system, and implement the integration and development of publishing. Pay attention to the planning and construction of rural library and rural electronic library facilities, gradually improve the facilities of rural museums and cultural centers, and make precise docking and policy for the cultural needs of rural residents. It is necessary to promote the "internet plus culture" to take root through the Internet platform, continuously introduce high-quality urban culture, and promote diversified exchanges between urban and rural areas.

3.2. Improve the Talent Support System of Digital Technology to Empower Rural Cultural Construction

It is a strong support for that construction of rural culture with talent and the source of power. Building a talent team with high digital literacy is a powerful guarantee to promote rural cultural construction and an inevitable requirement to promote rural talent revitalization. Therefore, we must pay attention to strengthening the excavation of rural digital talents and continuously introduce relevant talents through all available channels. On the one hand, it is necessary to start with basic education, strengthen information education in rural compulsory education, add information education courses, improve students' proficiency in the use of

computers and other equipment, and cultivate students' enthusiasm for digital technology and digital technology to empower rural cultural construction. On the other hand, it is necessary to improve the talent introduction mechanism, formulate and introduce corresponding talent incentive policies, and promote the introduction of high-quality talents. Provide corresponding guarantee for talents, meet the material and spiritual needs of talents, and achieve "introduction and retention". In the process of introducing talents, we should adjust measures to local conditions, introduce talents in a targeted way, make good use of talents with emphasis, assign tasks differently according to local cultural characteristics and talent skills characteristics, refine job contents and positions, achieve accurate matching, and improve talent utilization efficiency.

3.3. Optimize the Content and Communication Space of Rural Cultural Products

Through the digital platform, we can deeply explore the excellent rural culture, take its essence and discard its dross, and take pictures, live broadcasts and short videos as carriers to show the high-quality rural culture. At the same time, more attention should be paid to the core of cultural products, which should not only fully reflect the local high-quality rural traditional culture, but also fully reflect the core values of socialism and fully demonstrate the beauty of socialist countryside [10]. Moreover, in the process of empowering rural culture construction with digital technology, we must adhere to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and properly integrate socialist core values into the construction of rural cultural products, so that rural residents can have a deeper understanding of the connotation of rural culture through these cultural products, learn nutrients from Socialism with Chinese characteristics culture, and actively promote rural cultural construction to help rural revitalization. At the institutional level, local governments should formulate corresponding management measures, conduct grass-roots supervision with a multi-level network supervision system, smooth the channels of supervision and reporting, and prevent the spread of bad content on the Internet.

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