

# Reinventing the Rhythm of the Countryside, Building a Dream Garden: A New Paradigm of Rural Revitalization through Spiritual Civilization Construction

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**Abstract:** Based on the general background of rural revitalization strategy, this paper discusses in depth the key role of spiritual civilization construction in promoting rural revitalization. This paper proposes an innovative model and characteristic path, aiming to provide theoretical support and practical reference for the implementation of rural revitalization strategy. This paper reveals the intrinsic connection between rural revitalization and spiritual civilization construction through an in-depth analysis of the relationship between the two. Rural revitalization is not only revitalization at the economic level, but also comprehensive revitalization of culture, society, ecology and other aspects. As an important part of rural revitalization, the core of spiritual civilization construction lies in improving the cultural quality and moral level of farmers, cultivating civilized rural customs, good family customs and simple folk customs, and providing spiritual impetus and moral support for rural revitalization. In this model, spiritual civilization construction becomes the soul of rural revitalization, and through cultural inheritance and innovation, the endogenous power of rural development is stimulated. Through the exploration of innovative modes and characteristic paths, it is expected to inject new vitality into the implementation of the rural revitalization strategy and help the countryside achieve comprehensive revitalization.

**Keywords:** Rural revitalization; Spiritual civilization construction; Innovative mode; Characteristic paths

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## 1. Introduction

In the macro background of the new era, the implementation of the rural revitalization strategy has put forward higher-level requirements for spiritual civilization construction. Spiritual civilization construction is not only an important part of the rural revitalization strategy, but also an important guarantee for promoting the overall progress of the countryside and realizing the comprehensive development of farmers. The purpose of this paper is to analyze the innovative mode and characteristic path of spiritual civilization construction under the strategy of rural revitalization, in order to provide in-depth thinking and innovative direction for the practice of rural revitalization strategy from the theoretical level. First of all, the innovative mode of spiritual civilization construction under the strategy of rural revitalization should be based on the leadership of socialist core values<sup>[2]</sup>, combined with the actual situation in the countryside, to build a civilized rural construction system with contemporary characteristics and local features. This system should include the following aspects: 1. cultural inheritance and innovation: on the basis of the inheritance of the excellent traditional culture in the countryside, promote the innovative development of rural culture, combine it with the needs of the modern society, and form a rural cultural brand with local characteristics. 2. the project of upgrading the quality of peasants: through education and training, skills training and other means, comprehensively improve the scientific and cultural quality, moral quality and the awareness of the rule of law of peasants, and cultivate the ability to adapt to the development needs of

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modern agriculture. Awareness, cultivate new farmers who meet the needs of modern agricultural development. 3. Modernization of rural social governance: strengthen the construction of the rule of law in the countryside, improve the rural governance system, promote the modernization of the rural governance system and governance capacity, and build a harmonious countryside. The exploration of characteristic paths can start from the following aspects: (1). Rural cultural revitalization: through the creation of public cultural facilities such as rural cultural centers and cultural squares, and the holding of colorful cultural activities, the cultural creativity and enthusiasm of farmers can be stimulated. (2). Combination of the construction of spiritual civilization and ecological protection in the countryside: while promoting the construction of ecological civilization in the countryside, strengthening the construction of spiritual civilization in the countryside, advocating a green lifestyle, and raising farmers' awareness of ecological and environmental protection. (3). Combining rural spiritual civilization building with industrial development: using rural industrial development as a carrier, promoting spiritual civilization building and rural industrial upgrading, and realizing the win-win situation of rural economy and cultural benefits. (4). Combining rural spiritual civilization building with network information technology: using modern information technology to set up a platform for rural spiritual civilization building, and expanding the channels for farmers to acquire knowledge, exchange ideas and display their talents. and exchange of ideas and display of talents. (5). Combining the construction of rural spiritual civilization with volunteerism: encouraging and supporting volunteer activities, fostering the spirit of volunteerism and forming social synergy in the construction of rural spiritual civilization. To sum up, the innovative modes and characteristic paths of spiritual civilization construction under the strategy of rural revitalization require in-depth thinking and exploration from multiple dimensions and levels. Through these innovative initiatives, the in-depth implementation of the rural revitalization strategy can be effectively promoted, providing strong spiritual support for building a new socialist countryside and realizing the comprehensive revitalization of the countryside.

## **2. The Intrinsic Link between Rural Revitalization and the Building of Spiritual Civilization**

The strategy of rural revitalization is the general platform for rural development in the new era of China, the core of which lies in promoting the overall progress of rural economy, society, culture, ecology and organization. In this context, the intrinsic connection between spiritual civilization construction and rural revitalization is particularly close and important. In the following, we will explore this intrinsic connection in depth from three aspects. First, spiritual civilization construction is the soul and driving force of rural revitalization. Rural revitalization is not only about material improvement, but also about spiritual enhancement. Spiritual civilization construction provides a strong spiritual impetus for rural revitalization by promoting socialist core values and cultivating and practicing socialist core values. This spiritual impetus is manifested in the enthusiasm and creativity of the peasant masses, and is an internal driving force for rural development. Spiritual civilization construction also enhances farmers' cultural self-confidence through the inheritance and innovation of excellent traditional culture in the countryside<sup>[3]</sup> and stimulates their aspiration and pursuit of a better life, thus injecting lasting spiritual vitality into rural revitalization. Secondly, spiritual civilization construction is the key to enhancing the civilization of rural society. The degree of civilization of rural society is an important indicator of the effectiveness of rural revitalization. By improving farmers' cultural literacy, moral standards and concept of the rule of law, spiritual civilization construction helps to shape civilized rural customs, good family customs and simple folk customs. This not only improves the social atmosphere in the countryside and enhances the quality of life of rural residents, but also strengthens the cohesion and centripetal force of rural society and provides a good social environment for rural revitalization. Once again, spiritual civilization construction is an important guarantee for promoting rural harmony and stability. The harmony and stability of rural society is the cornerstone of rural revitalization. By strengthening the rule of law in the countryside, improving the rural governance system, and advocating civilized and harmonious social customs, spiritual civilization construction can effectively prevent and resolve social contradictions and maintain the harmony and stability of rural society. At

the same time, spiritual civilization construction also helps to improve farmers' self-management ability and sense of social responsibility, and to form a social governance pattern of common governance and sharing. Specifically, the intrinsic connection between spiritual civilization construction and rural revitalization is reflected in the following aspects:

Spiritual civilization construction and rural economic development promote each other. A good spiritual civilization environment helps attract investment and promote industrial development, thus providing economic support for rural revitalization. Spiritual civilization construction and rural social construction are interdependent. Through spiritual civilization construction, it can promote the development of social undertakings such as education, medical care and pension, and enhance the overall level of rural society. Spiritual civilization construction and rural ecological construction are mutually complementary. While promoting ecological protection in the countryside, spiritual civilization construction can raise farmers' awareness of environmental protection and promote sustainable development in the countryside. Spiritual civilization construction and rural organization construction support each other. By strengthening rural grass-roots organizations, spiritual civilization construction can better play the role of organizational leadership and promote the comprehensive implementation of the strategy of rural revitalization. To sum up, the intrinsic connection between spiritual civilization construction and rural revitalization strategy is multi-dimensional and multi-level. Only by grasping this intrinsic connection can we better promote the implementation of the rural revitalization strategy and achieve the ambitious goal of comprehensively revitalizing the countryside.

### **3. The Current Situation and Challenges in the Construction of Rural Spiritual Civilization**

Red cultural resources provide a unique cultural resource advantage for rural revitalization, and this advantage has been fully demonstrated in the rise of red tourism. Red tourism not only brings new economic growth points to the old revolutionary areas, but also promotes the optimization of rural economic structure and the improvement of infrastructure<sup>[4]</sup>. The rise of red tourism has brought significant economic benefits to the old revolutionary areas. In the process of visiting red attractions and listening to red stories, tourists can not only feel the charm of red culture, but also drive the development of local catering, accommodation, transportation and other related industries. This extension of the industrial chain directly increases the income of farmers, improves their living standards, and also promotes the diversified development of the rural economy. In terms of the current situation of rural spiritual civilization construction, the red cultural resources have achieved certain results. Firstly, the construction of cultural infrastructure in villages has been strengthened, and the government has invested a large amount of money in the construction of libraries, cultural squares, cultural activity centers and other cultural facilities, which provide farmers with rich cultural and entertainment venues. Secondly, cultural activities in villages have been colorful, with all kinds of cultural activities, such as cultural performances, sports competitions and folklore festivals, being widely held in villages, enriching the spiritual and cultural life of farmers. In addition, progress has been made in the construction of rural morality, through the "civilized villages and towns", "five good families" and other selection activities, to promote the traditional virtues of the countryside, and improve the moral quality of farmers<sup>[5]</sup>. However, despite the achievements, the construction of rural spiritual civilization still faces challenges. Cultural inheritance is facing a fault line, with the acceleration of urbanization, many traditional rural cultures are gradually disappearing, and the younger generation's sense of identification with traditional culture is weakening. The quality of farmers has yet to be improved, with some farmers having a low level of education and morality, and a weak concept of the rule of law, which affects the in-depth advancement of the construction of spiritual civilization in the countryside. The rural governance system also needs to be improved, with problems such as over-centralization of power and inadequate democratic supervision mechanisms in the process of rural governance, affecting the harmony and stability of rural society. In order to cope with these challenges, it is necessary to further excavate and make use of red cultural resources, pass on and carry forward red culture through red tourism and other means, improve the cultural literacy of farmers, and optimize the rural governance structure, so as to inject richer cultural connotations and a strong

spiritual impetus into rural revitalization.

#### **4. Innovative Modes of Spiritual Civilization Construction in the Context of Rural Revitalization**

In the context of rural revitalization, the innovative mode of spiritual civilization construction, as an important driving force for the overall progress of the countryside, is particularly important. The following is a detailed elaboration of three innovative modes, aiming to provide richer and deeper thinking for rural revitalization.

##### **(1) Cultural integration mode**

The cultural integration mode aims to combine the traditional culture of the countryside with modern elements to form a unique cultural brand. First of all, the historical and cultural resources of the countryside, such as traditional festivals, folk art, intangible cultural heritage, etc., are deeply excavated, and through innovative protection and inheritance, they are made into the characteristic business cards of the countryside. At the same time, foreign cultural elements, such as modern art and creative design, are introduced to inject new vitality into rural culture. This mode can be realized by organizing cultural festivals, such as folk culture festivals and intangible cultural heritage demonstration weeks, which can not only enhance the attractiveness of rural culture, but also promote the development of rural tourism. In addition, cultural resources can be transformed into economic benefits through cultural product development and cultural creative industries, so as to achieve a win-win situation between cultural revitalization and economic development.

##### **(2) Education enhancement mode**

The education enhancement model focuses on improving farmers' cultural literacy and vocational skills to provide intellectual support for rural revitalization. Firstly, increase investment in rural education, improve rural school infrastructure, raise teachers' salaries, and attract more excellent teachers to teach in rural areas. Second, diversified education and training, such as agricultural technology training, vocational skills training, and entrepreneurship training, have been carried out to enhance the employment and entrepreneurship abilities of farmers. In addition, through distance education, online learning and other emerging education methods, farmers are provided with more convenient learning paths. The education enhancement mode can not only improve the personal quality of farmers, but also cultivate more talents for the countryside to meet the needs of modern agricultural development.

##### **(3) Eco-friendly mode**

The eco-environmental protection model emphasizes adherence to the concept of green development in the process of rural revitalization and the construction of an ecologically livable rural environment. Firstly, promote a green lifestyle, advocate a production and living style that saves resources and protects the environment, and raise farmers' awareness of environmental protection. Second, strengthen ecological construction, implement ecological restoration projects, and restore and protect the rural ecological environment. At the same time, develop green industries such as eco-agriculture and rural tourism to realize the unity of economic and ecological benefits. The ecological and environmental protection model helps to improve the quality of living in the countryside, attract more talents to return and promote the sustainable development of the countryside.

In short, these three innovative modes - cultural integration, educational enhancement and ecological environmental protection - are effective ways to build spiritual civilization in the context of rural revitalization. Through the implementation of these models, the prosperity of rural culture can be promoted, the quality and capacity of farmers can be upgraded, and a beautiful and livable rural environment can be built, thus providing a solid cultural, educational and ecological foundation for rural revitalization. The successful practice of these models will provide other villages with experience that can be drawn upon, helping to fully implement China's rural revitalization strategy.

## **5. Characteristic Paths of Spiritual Civilization Construction in the Context of Rural Revitalization**

Under the guidance of the rural revitalization strategy, spiritual civilization construction has become the key to improving the overall development level of the countryside. The following is a discussion of the characteristic paths of spiritual civilization construction in the context of rural revitalization, aiming to provide innovative ideas and strategies for rural spiritual civilization construction.

### **(1) Urban-rural co-construction model**

The urban-rural co-construction model emphasizes cultural exchanges and resource sharing between urban and rural areas, aiming to narrow the gap between urban and rural areas and enhance the soft power of rural culture<sup>[6]</sup>. Firstly, a sound mechanism of cultural exchange between urban and rural areas should be established to promote the interaction and integration of urban and rural cultures by organizing urban and rural cultural exchange activities, such as urban artists going to the countryside to create works and rural cultural teams going to the city to perform. Secondly, urban cultural resources should be encouraged to flow to the countryside, such as extending the services of urban libraries, museums and other cultural facilities to the countryside, or introducing urban cultural programs and activities to the countryside, so as to enrich the cultural life of farmers. In addition, through policy guidance and financial support, urban enterprises and individuals are encouraged to participate in the construction of rural culture, and jointly create a distinctive cultural brand to enhance the cultural attractiveness of the countryside.

### **(2) Science and technology empowerment mode**

The technology-enabling model utilizes modern information technology to promote the innovative development of rural culture. First, the investment in rural Internet infrastructure should be increased to ensure that rural areas have access to high-speed Internet, providing a basis for the digital dissemination of rural culture. Secondly, the use of big data, cloud computing and other technical means to digitize and store rural cultural resources, to achieve effective protection and utilization of cultural resources. At the same time, it establishes cultural communication platforms combining online and offline, such as rural culture websites, WeChat public numbers, short video platforms, etc., to expand the influence of rural culture through new media means. In addition, through distance education and online training, urban high-quality educational resources are introduced into the countryside to improve the cultural literacy of farmers.

### **(3) Rule of law safeguard model**

The rule of law guarantee model emphasizes the maintenance of social order in the countryside through the rule of law and the improvement of rural governance capacity. Firstly, strengthen the publicity and education on the rule of law in the countryside, raise the legal awareness of farmers, and make farmers become conscious followers and defenders of the rule of law. Secondly, the rural legal service system has been improved, and rural legal service stations have been set up to provide farmers with convenient legal advice and assistance. At the same time, it strengthens the construction of the rule of law in villages, cracks down on illegal and criminal behavior, and maintains social stability in villages. Finally, improve the rural governance system, promote the modernization of the rural governance system and governance capacity, and ensure that the construction of rural spiritual civilization is steadily promoted on the track of the rule of law.

In summary, the characteristic paths of spiritual civilization construction in the context of rural revitalization include urban-rural co-construction, scientific and technological empowerment, and rule of law guarantee. These paths are interrelated and together constitute a three-dimensional network for rural spiritual civilization construction. The model of urban-rural co-construction promotes the two-way flow of culture, the model of scientific and technological empowerment promotes the innovative development of culture, and the model of rule of law guarantee provides a solid legal foundation for the smooth progress of cultural construction. Through the implementation of these distinctive paths, the level of spiritual civilization in the countryside can be effectively

raised, providing strong spiritual impetus and cultural support for rural revitalization.

## 6. Conclusion

Under the macro background of the rural revitalization strategy, the exploration and practice of innovative modes and characteristic paths of spiritual civilization construction is not only a profound reflection on the traditional rural development mode, but also an innovative practice of the concept of rural development in the new era. The implementation of these innovative modes and characteristic paths is of great significance in promoting the comprehensive implementation of the rural revitalization strategy. First of all, through innovative modes, such as the urban-rural co-construction mode, we are able to break down the barriers between urban and rural cultural development, realize the efficient allocation and sharing of cultural resources, and thus enhance the cultural soft power of the countryside. This model not only helps to enrich the spiritual and cultural life of farmers, but also promotes the mutual integration and common development of urban and rural culture, injecting new vitality into rural revitalization. Secondly, the use of the technology-enabling model makes full use of modern information technology such as the Internet and big data, providing strong technical support for the innovative development of rural culture. This mode is not only able to expand the scope of the dissemination of rural culture, but also able to improve the efficiency of the dissemination of rural culture, so that rural culture can display its charm on a broader platform. Furthermore, the introduction of the rule of law guarantee model provides a solid foundation of the rule of law for the construction of rural spiritual civilization. By strengthening the construction of the rule of law in the countryside and improving the rural governance system, not only can it maintain the social order in the countryside, but also improve the transparency and fairness of rural governance, providing a good social environment for rural revitalization. In short, the innovative mode and characteristic path of spiritual civilization construction in the context of rural revitalization are an important guarantee for rural development in the new era. They can not only effectively enhance the cultural soft power of the countryside, promote social harmony and stability in the countryside, but also provide a strong spiritual impetus for rural revitalization. In the future practice, we should continue to deepen the exploration of these modes and continuously improve the implementation strategy of the characteristic paths, so as to provide sustained impetus and support for the comprehensive advancement of the strategy of rural revitalization. This is not only a historic contribution to the development of the countryside, but also a positive response and strong implementation of the national development strategy.

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