

Cultural industry empowers rural revitalization

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Abstract

The report of the 20th National Congress of the Communist Party of China pointed out that Chinese path to modernization is a modernization with a huge population. China has a rural population of nearly 500 million, and achieving comprehensive rural revitalization is the key to comprehensively building a socialist modernized country. Currently, China has achieved a comprehensive well-off society, and the material level of rural areas has been greatly improved. To achieve a higher level of rural development, it is not only necessary to promote the economic revitalization of rural areas, but also to empower the comprehensive revitalization of rural areas with the development of cultural industries. The cultural industry is an important driving force and support for the comprehensive revitalization of rural areas. We should use the development of the cultural industry as a means, breakthroughs in key areas, and institutional construction as a guarantee. According to the different conditions of different regions, we should develop the rural cultural industry, promote rural cultural construction, stimulate rural power, release rural vitality, tap rural potential, and continue to empower rural industry revitalization, talent revitalization, and cultural revitalization Ecological revitalization and organizational revitalization contribute to the comprehensive construction of a socialist modernized country.

Keywords

Cultural industry, rural revitalization, long-term mechanism.

1. Introduction

he report of the 20th National Congress of the Communist Party of China proposed: "Accelerate the construction of an agricultural power, solidly promote the revitalization of rural industries, talents, culture, ecology, and organizations." The cultural industry is an important path to achieve the integration of cultural revitalization and industrial revitalization. It is an important exploration to achieve the transformation from "rural China" to "urban-rural China", and to achieve "urban to rural, urban-rural mutual promotion". It is also an important measure to comprehensively promote rural revitalization by revitalizing rural resources. From traditional villages and agricultural relics to traditional folk customs and intangible cultural heritage skills, China's villages contain rich Cultural resource management, providing an important support for the development of rural cultural industry. At the same time, the diversified consumption needs of urban residents, the increasingly improved rural infrastructure, and the rapid development of digital platforms have provided opportunities to activate the Cultural resource management of rural slumber. However, the development of rural cultural industry faces many challenges. For example, the "hollowing out" of rural areas leads to the lack of rural cultural subjects and faces difficulties in inheritance; The foundation of rural cultural industry is weak, the market development is immature, there is a lack of innovation, and problems such as product singularity urgently need to be solved.

2. Cultural industry is the value of comprehensive rural revitalization

With the realization of the great goal of building a moderately prosperous society in all respects, rural areas have already established a considerable foundation in terms of material and economic aspects, and rural revitalization and development have entered a new stage. Empowering the comprehensive revitalization of rural areas with cultural industries can promote the renewal of rural ideological concepts and provide new impetus and support for the revitalization and development of rural areas at a higher level.

2.1. The cultural industry can provide spiritual impetus for achieving comprehensive rural revitalization

With the implementation of the rural revitalization strategy, China's rural development has made significant progress. Rural revitalization and new urbanization have promoted the rapid development and transformation of rural society. The scale of rural collective economy such as village run enterprises and cooperatives is constantly expanding, and the degree of rural marketization is constantly improving. The connection between farmers and the market is becoming increasingly close. This requires the vast majority of farmers to constantly change their ideological concepts and transform their old small-scale peasant consciousness into market consciousness. In this process, some farmers adhere to the traditional concept of small farmers and have a certain resistance towards rural revitalization and development and the new urbanization strategy. They lack enthusiasm for production and operation, leading to a lack of development momentum in rural areas. At the same time, some grassroots party organizations have negative resistance towards poverty alleviation cadres and rural enterprises due to their lack of understanding and identification with market economy concepts. To promote the development of rural market economy and further stimulate rural vitality, it is necessary to use the development of cultural industries as a means to promote the innovation of farmers' ideological consciousness and provide endogenous impetus for the development of rural economy and society. Firstly, the development of the cultural industry can promote the innovation of farmers' concepts. The conceptual innovation of farmers requires the drive and guidance of rural cultural industries, and conceptual innovation is the fundamental driving force to stimulate farmers to actively seek change and wealth. One important role of the cultural industry in empowering the comprehensive revitalization of rural areas is to cultivate the concept of pioneering and hardworking farmers, in order to achieve further development of agriculture, rural areas, and farmers. The second is that the cultural industry can provide a good social environment for capital to assist rural development. Currently, there are some obstacles in the development of capital going to the countryside and rural market economy. Some rural party members and cadres and agricultural production leaders cannot correctly understand the positive role of capital in the countryside and the development of rural market economy. In particular, some village Collective leadership and agricultural production leaders cannot correctly understand and reasonably use capital, which leads to the failure of capital to operate well in the countryside, which makes some market subjects have the idea of light agriculture, aversion to agriculture, and abandonment of agriculture. The main reason for these phenomena is the deep-rooted awareness of small farmers among rural party members, cadres, and farmers. Developing rural cultural industries is an important means to enhance farmers' awareness and transform their concepts. We should take the cultural industry as an opportunity to empower the comprehensive revitalization of rural areas, guide rural party members, cadres, and farmers to correctly understand and use capital, and correctly view the market economy and capital going to the countryside. To create a favorable social environment for the joint promotion of rural economic development and the comprehensive revitalization of rural areas between urban and rural areas. Thirdly, the development of cultural industries can improve the spiritual outlook of rural areas and farmers.

Inheriting and promoting excellent traditional culture through the cultural industry as a carrier and means can maximize the educational and nurturing function of traditional culture, and build a harmonious, civilized, mutual aid, and loving rural customs. This helps to improve the spiritual outlook of farmers, enhance the level of rural civilization, and provide important endogenous impetus for the comprehensive revitalization of rural areas..

2.2. Cultural industry can provide Economic Synergy for the overall revitalization of rural areas

China's vast rural areas are rich in Cultural resource management and have a good foundation for the development of cultural industries. Compared with other industries, the cultural industry has the characteristics of not damaging the environment and high added value. The rural cultural industry can not only optimize the structure of rural industries, enhance economic benefits, but also balance ecological benefits; It can also promote cultural exchange and communication between urban and rural areas, and achieve cultural integration between urban and rural areas. Empowering the dual harvest of rural economic and social benefits. One is that the rural cultural industry can become a new growth point for the rural economy. The development of China's rural cultural market is relatively lagging behind that of cities, and grassroots party organizations and farmers have significantly insufficient attention to the cultural industry. The protection, inheritance, development and utilization of rural Cultural resource management is a new growth space for rural cultural industry and cultural market, as well as a new opportunity for rural economic development. Through the development of rural cultural industry, the effective integration of Primary sector of the economy and Tertiary sector of the economy can be achieved, and the development of rural economy can be effectively promoted. Secondly, the development of rural cultural industries can promote the marketization process of rural areas. The all-round revitalization of rural areas enabled by cultural industry needs to be based on the market-oriented mechanism. The market-oriented development of rural Cultural resource management can promote the development of rural cultural industry, and the development of cultural industry can drive the development of rural market economy. The development of rural market economy can better integrate rural areas and farmers into the domestic economic cycle, and make the rural revitalization strategy more closely integrated with the process of socialist modernization. Thirdly, the cultural industry can expand the diversity of rural industrial development. At present, although China's rural economic development has made certain achievements, it still faces problems such as a single type of industry and low added value of industries. The cultural industry is an important driving force for achieving diversification and enhancing the added value of rural industries. The development of cultural industry can broaden the vision of grass-roots party members, cadres and farmers, realize the transformation of rural one-way development from agriculture oriented to multi industry integrated development, and better integrate the secondary and Tertiary sector of the economy into rural economic and social development. In addition, the development of the cultural industry can also transform rural development from relying on local resources to absorbing diverse resources. Through the development of the cultural industry, rural areas can absorb more advanced external concepts and technologies, making them more closely integrated with modern development methods such as digital technology and mobile internet, and promoting the rapid development of rural economy and society.

2.3. The cultural industry can provide collective spiritual support for achieving comprehensive rural revitalization

The main body of comprehensive rural revitalization is not a single individual or family of farmers, but a collective of farmers composed of families and individuals through the mediation of production and living communities, as well as a peasant class formed by all farmer collectives. In Louis Bonaparte's 18th Misty Moon, Marx deeply expounded the limitations of farmers'

individual consciousness, and vividly likened the limitations of farmers' individual consciousness to "the simple addition of some homonymous numbers, just like a bag of potatoes is a collection of potatoes in a bag". With the development of rural market economy and the continuous increase of migrant workers in cities, the collective and cooperative consciousness of Chinese farmers is gradually weakening. On the one hand, this has led to an increase in the wealth gap within rural areas, and on the other hand, it has led to a weakening of the leadership of rural party organizations. The most direct consequence of the above two issues is that collective economic development, as an important means of rural revitalization and development, encounters obstacles and falls into the dilemma of "individual non participation and collective non development". In response to the limitations of the peasant class, Lenin proposed that "rural issues are a major issue in our cultural construction". Collective consciousness is an important condition for promoting the overall development of the countryside. Developing cultural industries in the countryside helps to improve the collective consciousness of farmers, drive the realization of individual interests with collective development, "make the cake of agriculture and farmers' interests bigger" and "divide it well", highlight the important position of rural collective economy in the market economy, and promote agricultural revitalization, urban and rural integration with collective economy and cooperative economy, so as to achieve Common prosperity of urban and rural areas.

2.4. The chemical industry can provide "intellectual" support for achieving comprehensive rural revitalization

The development of the cultural industry can enable the application of advanced science and technology in agricultural production and life, laying the foundation for the modernization of agriculture and rural areas. Firstly, the development and modernization of rural areas require the application of the most advanced science and technology to agriculture. Lenin pointed out in his examination of the development of agriculture and rural areas in Russia that the revitalization of rural areas "requires the transformation and restoration of agriculture and industry based on modern science and technology, as well as modern technology based on electricity. The development of rural cultural industry is an important aspect of broadening farmers' horizons and promoting the integration of urban and rural cultures. Secondly, the development of the cultural industry can also enhance farmers' ability to use technology in agricultural production. The "source" of rural modernization is the ability of farmers to apply science and technology to agricultural production practices. The development of rural cultural industry can significantly improve farmers' Scientific literacy, improve farmers' ability and level of using science and technology to engage in agricultural production, enable scientific achievements to be transformed into Agricultural productivity in time, and promote the modernization of Socialist state with rural modernization.

3. Long term mechanism for empowering rural comprehensive revitalization with cultural industries

Currently, rural development has entered a new stage. The demand for high-quality cultural products by the people is constantly expanding, and the prospects for the development of the cultural industry in rural areas are becoming increasingly broad. The cultural industry has become a new lever to promote the comprehensive revitalization of rural areas. We can improve the quality of rural economic development by empowering different rural Cultural resource management, creating cultural products and services with different characteristics and diversified development; It is also possible to boost farmers' confidence and determination in revitalizing rural areas through the development of rural cultural industries. We should accurately position the focus of the cultural industry to enable the overall revitalization of rural areas, combine the general principles with local conditions, combine the diversified

development of cultural industry with the overall revitalization of rural areas, deeply tap the Cultural resource management contained in rural areas, and develop rural cultural industries according to local conditions. Create rural cultural formats that meet the needs of rural economic and social development, and stimulate the vitality of rural revitalization and development.

3.1. Empower the overall revitalization of rural areas with Core Socialist Values, and give play to the leading role of Core Socialist Values in rural cultural industry

The development of rural cultural industry should be based on the Core Socialist Values. The development of rural cultural industry led by Core Socialist Values is not only related to the improvement of farmers' ideological level, but also to the elimination of urban-rural differences, the realization of Common prosperity, and the building of a socialist modern country in an all-round way. On the one hand, we should promote the moral construction of farmers and improve the moral level of farmers through the Core Socialist Values. An important task of the development of rural cultural industry is to integrate Core Socialist Values into rural production and life, and then transform Core Socialist Values into automatic and conscious actions of farmers. On the other hand, Core Socialist Values can point out the direction for the future development of rural areas. With the development of rural areas and the continuous acceleration of urbanization, the social structure of rural areas is constantly changing, and the original culture and values are also constantly being impacted. In the process of continuous rural development and the conflict between old and new ideas, Core Socialist Values can build value consensus and firm ideals and beliefs for farmers in the process of rural revitalization and development, boost the confidence and determination of farmers to comprehensively revitalize the countryside and build a modern socialist country, and integrate the thoughts and actions of farmers into the great cause of building a modern socialist country.

3.2. Empowering Rural Comprehensive Revitalization with the Red Cultural Industry and Promoting Revolutionary Culture

Based on the characteristics of different regions, play the leading role of red culture in rural development and construction, cultivate and create a red cultural industry with local characteristics, and cultivate high-quality talents required to promote red culture. Red culture can help farmers understand the relevant deeds of revolution, construction and reform led by the CPC, and educate farmers in patriotism, so as to strengthen their political beliefs and inject spiritual strength into the overall revitalization and development of the countryside. In addition, the red cultural industry also has unique economic value. Rural areas with conditions can create local red cultural industry brands, combining comprehensive rural revitalization and development with patriotic education, and balancing economic and social benefits. Assisting the revitalization of rural cultural industries with the development of the red cultural industry and empowering the comprehensive revitalization of rural areas..

3.3. Empowering Rural Comprehensive Revitalization with the Traditional Chinese Cultural Industry and Inheriting Excellent Traditional Chinese Culture

This requires us to make rational use of the current situation of the intersection of Urban culture and traditional culture in the countryside, and to give play to the role of traditional culture in educating and building a civilized rural style by making rational use of the content and form of traditional culture; Simultaneously enhancing the economic value of traditional cultural industries, making them important economic resources that serve rural development. On the one hand, the countryside has rich folk Cultural resource management. We should actively protect and develop it. Encourage inheritors and professionals of rural culture to lead

farmers in creating and producing handicrafts based on actual conditions, and expand farmers' income channels. Promote the creative development of traditional crafts such as textiles, dyeing, embroidery, traditional food, and traditional architecture, and fully utilize the economic efficiency of folk culture. At the same time, we will protect and develop ancient buildings and villages in rural areas, making them a cultural card and tourism resource for the countryside. On the other hand, most of the villages across the country have Folk art foundation, and Folk art has its own characteristics. Grass roots Party organizations and governments at all levels should be encouraged to fully tap Cultural resource management with local characteristics. Develop rural performance projects and train rural performance teams, so that Folk art can be inherited and developed. At the same time, it is necessary to improve the style and taste of Folk art, integrate Core Socialist Values, rural revitalization, building a socialist modern country and other contents into Folk art, and enable the comprehensive revitalization of the countryside by protecting and developing traditional culture.

3.4. Empowering the comprehensive revitalization of rural areas with modern cultural industries to meet the growing spiritual and cultural needs of rural areas

Developing modern cultural industries in rural areas is an important means to cultivate farmers' awareness and enhance their ability to become wealthy. One must use modern culture to "increase the aspirations" of farmers, that is, through ideological and moral education and typical propaganda, to make farmers abandon the closed traditional consciousness of small farmers, encourage farmers to work hard and start businesses to become rich, and enhance their determination and confidence in revitalizing the countryside. Help farmers break free from the sense of "looking up" and "feeling inferior" when facing the city, and cultivate their confidence, self-improvement, and upward mindset. Secondly, modern technology and culture should be used to "enhance the intelligence" of farmers. The comprehensive revitalization of rural areas cannot be achieved without the empowerment of scientific and cultural knowledge. The transmission of scientific and cultural knowledge can improve the scientific and cultural level of farmers, enable better application of science and technology in agricultural production, and provide a productive foundation for the comprehensive revitalization of rural areas. At the same time, cultural propaganda, vocational and technical education and other means can also enhance farmers' ability to engage in agriculture, work, and business, making the foundation of rural revitalization more solid and achieving more fruitful results. At the same time, it can also consolidate the achievements of poverty alleviation and block the intergenerational transmission of poverty. Thirdly, modern cultural industries should be used to "add color" to rural areas. On the one hand, professional literary and artistic workers and scholars should be encouraged to participate in the creation and arrangement of traditional rural literature and art, and support the development of composite formats such as manufacturing of literary and artistic supplies, folk art training, and interactive experience of folk art in rural areas where conditions permit. Hold large-scale cultural and artistic performances in eligible rural areas to attract tourists. On the other hand, to enhance the specialization level of cultural industries in rural areas, with the theme of comprehensive rural revitalization and development, to enhance the creative level of rural literary and artistic talents such as farmers' actors and painters. Establishing aesthetic courses in rural primary and secondary schools, strengthening aesthetic education, and promoting the cultural industry to serve the practice of rural revitalization and development.

3.5. Empowering the comprehensive revitalization of rural areas with modern cultural industries to meet the growing spiritual and cultural needs of rural areas

Digitalization of rural culture is an important means of promoting and promoting rural culture in the process of rural revitalization. Many impoverished rural areas are constrained by transportation and information conditions, and cannot effectively promote local characteristic industries and tourism resources. In the process of consolidating the achievements of poverty alleviation and promoting the overall revitalization of rural areas, although the development of rural cultural tourism has a trend of digitalization, the lack of professionals and poor protection of rural Cultural resource management have led to the failure of the rural cultural tourism industry to achieve full digitalization. With the continuous popularization of mobile internet in rural areas, the digitization of the cultural and tourism industry will become an important means of comprehensive rural revitalization. Compared with the development of traditional culture and tourism industry, digital culture and tourism industry can update the transmission carrier and consumption means of rural culture by combining rural Cultural resource management with digital means, and solve the problems of small scale and imperfect protection of rural cultural industry market in the past. On the one hand, the development of rural digital culture and tourism industry can tap and activate excellent rural traditional Cultural resource management, create and disseminate digital cultural products, display rural characteristic culture, pastoral scenery, folk art, etc., and plan and develop experience projects related to it. On the other hand, the digital cultural and tourism industry contributes to the construction of cultural brands in rural areas. The development of the digital cultural and tourism industry can drive the dissemination of rural culture and shape the regional brand image. Realize the development of rural tourism driven by the digital cultural and tourism industry, combine cultural consumption with tourism consumption, and cultivate new formats and models that integrate culture and tourism.

4. Empowering the Cultural Industry to Provide Institutional Guarantee for the Comprehensive Revitalization of Rural Areas

The empowerment of cultural industries in the comprehensive revitalization of rural areas is a continuous development process, and the establishment of effective systems is a powerful guarantee for the empowerment of cultural industries in the comprehensive revitalization of rural areas. To ensure the all-round revitalization of the cultural industry, we must adhere to and strengthen the leadership of the Party, attach equal importance to the exploration and protection of Cultural resource management, focus on urban-rural integration and talent training, and ensure that the cultural industry continues to empower the all-round upgrading of agriculture, the all-round progress of rural areas, and the all-round development of farmers with the system to ensure the cultural industry, and educate people with culture

4.1. Establishing a system for integrating urban and rural cultural industries, empowering the revitalization of rural industries

The process of cultural industry empowering rural comprehensive revitalization is not only the integration of Urban culture and rural culture, but also the process of urban and rural culture from dual competition to dialectical unity; It is not only a process in which traditional and modern cultures jointly empower the construction of rural spiritual civilization, but also a process in which traditional cultural elements transform into the value of modern cultural industries. Firstly, we need to fully leverage the role of universities and research institutions in the development of rural cultural industries. Encourage universities and research institutions to establish practical training bases that combine teaching, research, and social practice in rural

areas, providing normalized support for the development of rural cultural industries. Secondly, we should encourage various cultural units and workers to actively support agriculture and increase the social benefits and economic value of rural cultural industries. Guide and encourage talents in fields such as creative design and digital culture to take root in rural areas and serve them. Provide strong impetus for the development of rural cultural industries. Thirdly, we need to utilize science and technology to enhance the technological content of rural cultural industries. The integration of urban and rural cultural industries is not only the integration of the content of urban and rural cultural industries, but also the integration of the development methods of urban and rural cultural industries. The application of advanced science and technology in rural areas can enhance the informationization and digitization level of rural cultural industries. Expanding the influence scope of rural culture through new technologies will help gradually realize the equalization of urban and rural public Cultural resource management and promote high-quality development of rural economy and society. Fourthly, we need to guide the integration and coordinated development of the cultural industry. The development of rural cultural industry needs to play a market role, so that farmers can see practical results and benefits in the development of cultural industry, and stimulate the initiative of farmers and grassroots party organizations; We also need to play the guiding role of the government to guide the development of rural cultural industries. This requires local governments to establish institutional mechanisms for the integration of cultural industry content based on local conditions, so as to organically integrate red culture, traditional culture, modern culture, and other cultural industries with different contents. At the same time, we will guide the development of rural cultural industries to be combined with the development of rural collective economy, encourage market entities to carry out cultural and tourism businesses oriented towards rural areas, and make cultural industries an important driving force for the development of rural collective economy.

4.2. Exploring the establishment of an effective talent introduction and training system to empower rural talent revitalization

The practice of rural revitalization fully demonstrates that talent revitalization is the foundation of comprehensive rural revitalization. This requires us to promote the introduction and cultivation of rural talents through the development of the cultural industry, and provide talent guarantee for the comprehensive revitalization and development of rural areas. Firstly, we need to attract and gather social talents to invest in rural construction. We need to formulate policies to encourage "cultural volunteers" who are interested in promoting the development of rural cultural industries to participate in rural cultural construction. Rural areas can cooperate with universities to select "township innovation special envoys", "rural professional managers", and "chief operating officers" among university students, driving resources such as technology, information, creativity, market, and finance to enter the countryside. Secondly, we should attach importance to cultivating technical talents and use the construction of talent teams as a starting point to integrate digital economy and technology into the entire process of rural revitalization and development. At the same time, attention should be paid to cultivating local cultural talents in rural areas. Strengthen the training and support of local cultural talents, attach equal importance to the introduction of foreign talents and the training of local talents, give full play to the important role of rural cultural and tourism experts, inheritors of Intangible cultural heritage, craft artists, and folk artists, and cultivate new professional farmers in the process of enabling the cultural industry to comprehensively revitalize the countryside. Thirdly, we need to establish a talent treatment guarantee system. Talents for rural cultural revitalization should not only be "recruited" but also "retained"; Not only should we retain people with emotions and career, but we should also retain people with treatment, creating a good atmosphere of loving and cherishing talents in rural areas. By standardizing talent

cultivation and service mechanisms through institutional norms, institutional construction can solve the problems of difficult recruitment and retention in rural areas. Provide institutional guarantees for talents to enter, take root in, and serve rural areas, making the connection between talents and rural areas closer.

4.3. Establish a system for the protection and development of rural traditional cultural heritage, and empower the revitalization of rural culture

To empower the comprehensive revitalization of rural areas with traditional culture, it is necessary to pay attention to the protection of rural traditional cultural heritage while promoting the development of cultural industries. This requires us to establish a sound system for the protection and development of traditional culture, scientifically utilize rural historical and cultural heritage, promote the combination of rural historical and cultural heritage with modern elements on the basis of protection, and create a unique cultural brand in rural areas. Firstly, it is necessary to grasp the distribution of rural historical and cultural heritage, implement targeted protection measures, and establish different protection measures based on different regions and situations. Secondly, we need to establish systems to make reasonable use of traditional cultural spatial resources. The traditional cultural spatial resources such as ancient buildings and villages in rural areas represent the history of rural development and are also important spatial resources for the development of rural cultural industries. We can endow ancient spaces with new connotations through methods such as repair and reconstruction. By utilizing the educational and training functions, display and display functions, leisure and entertainment functions of the space, we can enhance farmers' cultural confidence and awe. Promoting the construction of rural spiritual civilization while improving the appearance of the village and building a beautiful countryside. Thirdly, we need to establish a system to carry out local history and party history recording work. Local history and party history are important carriers to record Intangible cultural heritage such as rural history, folk customs and revolutionary stories. In the past, many villages did not attach importance to the compilation of Chorography, which led to the loss of cultural heritage. Through the compilation of Chorography, we can retain the precious memory of the countryside, increase the historical sense of the countryside, and provide theoretical resources for the inheritance and development of traditional culture. At the same time, by sorting out local party history, we can enhance farmers' willingness to learn red culture and inherit revolutionary spirit, injecting inexhaustible impetus into the comprehensive revitalization of rural areas.

4.4. Integrating the cultural industry with the construction of rural ecological civilization, enabling the cultural industry to empower rural ecological revitalization

One of the important functions of rural cultural industry development is to promote the construction of rural ecological civilization. The natural ecological view, ecological production view, and ecological consumption view of agricultural culture are inherently consistent with the construction of rural ecological civilization in the new era. The sustainable development of rural areas cannot be separated from the construction of ecological civilization, and the construction of rural ecological civilization cannot be separated from the role of cultural industries. The construction of ecological civilization in rural areas is fundamental to achieving rural modernization. It not only effectively protects and improves rural ecology, but also achieves the joint development of rural material civilization and ecological civilization; Transforming the extensive production and living concepts of farmers, providing good conditions and endogenous impetus for agricultural development and rural economic development. On the one hand, we need to combine the construction of ecological civilization with agricultural culture. Agricultural culture is the cultural foundation of rural areas, and rural residents are practitioners of agricultural culture. We should combine the concepts of

respecting nature and utilizing resources with ecological civilization awareness in agricultural culture, guide farmers to establish rational and healthy production and consumption concepts, form a cultural consciousness of farmers coexisting with nature, and create a good ecological and cultural atmosphere for rural areas. On the other hand, we need to promote and develop ecological culture in rural areas. Develop distinctive ecological and cultural cultivation systems and mechanisms for rural areas in different regions and conditions, and through positive cultural works and training activities, enable farmers to fully feel the important role of ecological civilization in the comprehensive revitalization and development of rural areas, making ecological civilization a common value concept for farmers

4.5. Adhere to and develop the leadership of grassroots party organizations over rural cultural industries, and empower rural organizations to revitalize through the development of cultural industries

The main body of cultural industry empowerment is the countryside. Rural grass-roots party organizations are the Leadership core of rural development, and also the leading force of rural cultural construction and economic construction. The comprehensive revitalization of rural areas through the empowerment of cultural industries cannot be achieved without the leadership of grassroots party organizations. Firstly, we need to develop the cultural industry through the leadership of grassroots party organizations, and use the development of the cultural industry to enhance farmers' cultural confidence. Grassroots party organizations can guide farmers to deeply understand the value of rural cultural industry, mobilize all social forces in rural areas to support and participate in the development of cultural industry. Transforming farmers' willingness to participate in the development of rural cultural industries into actions to participate in the development of cultural industries. Closely integrate the development of cultural industries with rural revitalization and new urbanization, and consolidate the development achievements of poverty alleviation. Secondly, we must closely integrate the development of the cultural industry with the development of rural grassroots party organizations. The low level of attention and lack of deep understanding of the cultural industry by rural party members and cadres is an important obstacle to empowering the comprehensive revitalization of rural areas with the current cultural industry. This requires us to combine the development of rural cultural industry with the ability improvement of grassroots party organizations. On the one hand, we should promote the transformation of rural cultural industry from extensive management to specialized and refined management; On the other hand, a system should be established to assess the cultural activities of grassroots party organizations, promote the updating of grassroots party members and cadres' concepts, and enhance the quality and ability of rural grassroots party members and cadres to manage and serve the cultural industry. Thirdly, we need to highlight the main role of farmers in the process of empowering rural comprehensive revitalization through the construction of grassroots party organizations. The purpose of empowering rural comprehensive revitalization through the cultural industry is for the vast number of farmers, and relying on strength is also for the vast number of farmers. Highlighting the main role of farmers in the process of empowering rural comprehensive revitalization through the cultural industry can help farmers have a greater sense of identification and acquisition towards the cultural industry. Enhance the enthusiasm of farmers to participate in the cultural industry and protect their creativity in the development process of the cultural industry. Using the development of cultural industries as a means to promote the continuous development of rural spiritual civilization construction. Fourthly, we need to establish and improve the institutional mechanism for multiple parties to participate in the construction of rural cultural industries. Establish a government led cultural industry regulatory platform to enhance the standardization and sustainability of rural cultural industry development; Establish a system to protect the rights and interests of market entities

from infringement, and enhance the enthusiasm of market entities to participate in the investment and development of rural cultural industries; Establish a reasonable system for distribution of benefits, so that the development of rural cultural industry can truly benefit all farmers and enhance their enthusiasm for participating in the development of cultural industry

5. Conclusion

The rural cultural industry is an important lever to stimulate the endogenous development momentum of rural areas, consolidate the achievements of poverty alleviation, and meet the growing cultural life needs of the people. It is an important content and strong support for comprehensively promoting rural revitalization in the new era. Developing the rural cultural industry well will provide inexhaustible driving force for rural revitalization. We should use the development of the cultural industry as a means, breakthroughs in key areas, and institutional construction as a guarantee. Based on the different conditions of different regions, we should develop rural cultural industries, promote rural cultural construction, stimulate rural power, release rural vitality, tap rural potential, and continuously empower rural comprehensive revitalization with the cultural industry. This will enable rural areas to fully build a socialist modernized country Contribute to the great rejuvenation of the Chinese nation.

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