

# The Realization Path and Significance of Rural Cultural Construction based on Marx's Needs Theory

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## Abstract

The rural vitalization strategy is an important measure for us to build a new socialist countryside in the new era and achieve common prosperity. It is a major rural construction strategy put forward by our Party standing at the height of The Times. Rural revitalization is a comprehensive revitalization including rural cultural revitalization, cultural revitalization is the soul of rural revitalization. The revitalization of rural culture helps the masses to establish a good cultural confidence, but also contributes to the steady progress of the whole country. We must attach importance to the innovative development of rural culture, actively and steadily promote the construction of rural culture.

## Keywords

Rural Revitalization; Rural Culture; Cultural Construction; Need Theory.

## 1. Introduction

Cultural need is one of the masses' needs for a better life, and also an important part of the spiritual needs with the highest level of needs. With the continuous development of our country's economy and society, it presents the situation of increasing quantity and improving quality. By 2020, China has basically completed the building of a moderately prosperous society in all respects and comprehensively won the battle against poverty. These historic breakthroughs mean the huge development of Chinese society, the continuous optimization of social pattern, will bring a new eruption of cultural needs. At present, China is in a critical period of social transformation of economic development, focus on the relationship between urban and rural areas and the transformation of the social principal contradiction, the party's "19" timely put forward to implement the strategy of rejuvenating the country, aims to establish a mechanism of urban and rural integration development system and policy system, to achieve the goal of promoting the modernization of agriculture and rural areas the development of science.

## 2. The Importance of Rural Cultural Construction

In the first central document of 2018, the Opinions of the CPC Central Committee and The State Council on the Implementation of the Rural Revitalization Strategy, our Party clearly pointed out that rural culture should flourish, local customs and civilization should be revitalized, and excellent traditional rural culture should be inherited, developed and promoted.[1] The revitalization of rural culture is not only the internal requirements of the implementation of the rural revitalization strategy, but also can further promote the realization of rural revitalization and the construction of a beautiful countryside. We should adhere to the coordinated development of material civilization and spiritual civilization, and realize the same frequency resonance, both of which are essential for the development of rural society in the new era, and are unified in the great practice of realizing rural revitalization. After many years of development, our rural economy has made great progress, farmers' income has been improved

significantly, and housing and medical care have been greatly improved. However, in this aspect of culture, farmers are not matching the material conditions that farmers are improving day by day. The cultural life of grass-roots farmers is monotonous, and all kinds of feudal superstitions and wrong religious thoughts invade farmers' thoughts for a long time, leading to the decline of traditional rural culture.

To revitalize rural areas, we must first revitalize rural culture and meet the people's ever-increasing spiritual and cultural needs. Based on this, it is necessary to clarify the connotation of rural culture, analysis of the revitalization of the rural culture of reality, approaches to realize the revitalization of the implementation of rural culture and explore, achieve the goal of big development and prosperity of rural culture, rural construction provides the powerful support of spiritual civilization, rich spiritual and cultural life of farmers, strengthen ideological basis at the grass-roots level in our country, enhance the farmers' cultural confidence, To help realize the great Chinese dream of national renewal.

Traditional culture is also local culture, bred in the Chinese civilization of thousands of years, the precious essence of the precipitation. However, with the continuous advancement of urbanization, rural civilization gradually declines and rural culture also begins to decline: many traditional villages fall into "hollowing out"[2]; Many excellent folk arts and traditional crafts in rural areas are faced with the dilemma of no successors. Some meaningful traditional life scenes in rural areas are gradually forgotten, and the original cultural value system and local memory in rural areas are gradually disappearing. Therefore, the implementation of rural revitalization strategy in the new era, the revitalization of rural culture is an important path.

### **3. Analysis of the Basic Connotation of Rural Culture Construction under Marx's Need Theory**

Marx's need theory is a theoretical theory about the law and essence of the need of human existence and development. The core point of this theory is that human needs are human nature. Human nature is mainly reflected in the form of human existence, that is, human beings are "natural existence", "social existence" and "conscious existence". According to Marx's needs theory. The existence and development of human beings are subject to the satisfaction degree of "material needs", "communication needs" and "spiritual needs", and spiritual poverty is due to the fact that human needs cannot be effectively met. In this sense, the core meaning of the present stage mainly refers to material poverty, communication poverty and spiritual poverty. [3] First, in 2020, China has basically realized the comprehensive well-off society and poverty alleviation in all respects. Material poverty has been basically eliminated, and food and clothing is no longer a problem that troubles the people. Secondly, communication poverty refers to the relationship dilemmas arising from people's inability to effectively meet their communication needs in the process of social life, such as constant utilitarianism, defamiliarization and lack of human touch in interpersonal communication. The integration of cadres into formalization, the masses do not trust cadres, the daily spiritual communication level whitening and other problems. This phenomenon is less in our country, but in the contrast between urban and rural areas, the communication predicament of city residents and even the great rural residents. Thirdly, spiritual dilemma refers to the ideological dilemma that people's spiritual needs cannot be effectively met. Spiritual difficulties are mainly manifested as the lack of spiritual motivation, such as lack of faith, no long-term ideal of life, depression, no good attitude towards life, lack of emotion, lack of enthusiasm for life, lack of subjectivity, lack of active transformation of life and so on. County "has no place in China since ancient times is" royalty, the state power does not intervene directly in the countryside, the rural social work, relying on the so-called "rule" the elders, social order is to rely on people long-term exchanges between the formation of the "custom" to sustain life, of icon from the folk custom culture "is an important guarantee

of maintaining social order and individual meaning of life, An important source of values and ethics "[4].

At present, the focus of cultural construction is to take culture as the carrier to ensure that rural residents better march towards a better life. Based on the different functions of cultural needs, the functions of rural cultural construction are shown in the following three aspects: first, rural cultural construction can help achieve Rural Revitalization in the economic sense, such as developing the tourism industry and helping the masses solve the problem of income. Second, rural cultural construction can pass on the skills to become rich, increase knowledge, increase spiritual and cultural self-cultivation, improve the cultural self-confidence of the whole people, and promote the all-round development of people faster and better through cultural industry training. Third, the construction of rural culture can be based on cultural edification and humanistic functions, break away from all kinds of feudal superstitions and religious wrong ideas that have long attacked farmers, save the decline of traditional rural culture development, and maintain the Cultural Heritage Foundation of the Chinese nation.

#### **4. Marx Needs the Methods and Approaches of Rural Cultural Construction from the Theoretical Perspective**

From the perspective of the internal relationship between culture and human beings, culture is the way of survival and wisdom of life precipitated by the process of human development, as well as the symbol of human civilization and human wisdom. Culture plays a direct role in the development of human mind and the satisfaction of human spiritual needs. In this sense, the construction of rural culture is more intrinsic, effective and long-term to meet the needs of the people at a higher level, to pursue a positive life, and to help the urban and rural people share and co-build in a spiritual sense, and to pursue an ideal life. Therefore, in the deep cultural context, the purpose of rural cultural construction should focus on "equality and sharing".

Under the background of information age, People's Daily life has become simplified and vulgarized, daily communication has been superficial and formalized, and people's spiritual communication has been weakened, which has become an important issue that the whole society needs to pay attention to. The most effective method is to improve people's cultural cognition and the cultural appeal of the whole society.[5] In rural areas, social and cultural development lags behind as a whole. Coupled with the impact of informatization, people's perception level and choice ability of culture are bound to lag behind. Therefore, rural residents' daily meaningful life interactions and spiritual exchanges that touch their hearts are often the most lack of self-determination and autonomy. In view of this, the following ways should be emphasized for the construction of rural culture:

##### **4.1. The Economic Base Determines the Superstructure**

The construction of culture is inseparable from the development of economy. In order to vigorously promote the development of rural culture and comprehensively promote the construction of rural culture, the economy must first follow up. We will continue to consolidate and expand the achievements of poverty alleviation, build a long-term anti-poverty mechanism, and improve the living conditions of rural residents on a basic basis. Only when farmers do not worry about food and drink will they have extra energy to improve their cultural level and promote cultural development. At the same time, cultural development can improve people's cultural soft power. Each region can build industries with local cultural characteristics according to its own unique culture, which can in turn promote the development of local economy. Cultural construction is one of the important contents, and provides a solid guarantee for rural revitalization.

## **4.2. We Will Develop Rural Internet, Transportation and Express Delivery Services**

At present, there is still a big gap between the transportation and logistics in the countryside and the cities, and the delivery is not as convenient as the cities. The development of cultural revitalization depends on transportation and logistics to a certain extent. For example, rural children who buy books and other things to improve their own quality and cultural literacy on the Internet may lose many opportunities due to the underdeveloped transportation and logistics. Moreover, although many rural areas have achieved Internet coverage, the network signal in some remote areas is still not very smooth, and the excellent advanced culture on the network is still difficult for rural people to access. Therefore, speeding up the construction of rural infrastructure is of great significance to the construction of rural culture.

## **4.3. We Will Improve the Overall Quality of Farmers and Promote Local Culture**

We have now entered a new era of socialism with Chinese characteristics. The quality of rural population has been greatly improved compared with before, but the overall average quality of farmers still needs to be improved. In rural areas, we should build more cultural infrastructure, build more schools, introduce more high-end and advanced talents, and improve the overall level and quality of rural school teachers. We should vigorously support cultural projects such as the construction of libraries in rural areas, hold more collective cultural activities, and vigorously promote the theme among farmers, so that farmers can enjoy the same access to the most advanced culture as urban residents.

## **4.4. We Will Strengthen Ideological and Cultural Development in Rural Areas**

Rural buildings should try their best to retain the local characteristics, instead of blindly pursuing the modernization of architectural style, nor should old buildings be completely removed. We can make banners, hold public lectures, set up parks with cultural characteristics, send representatives to preach door-to-door and other ways to publicize the new ideas to the rural masses, and strive to form a positive attitude. We will preserve the original characteristics of local ethnic groups and continue to strengthen the construction of the public service system in rural areas. For the revitalization of rural culture, the state should also give the greatest financial support to poor rural areas. We will improve the medical service system. Only when the peasants are in good health can they have a good mental state and have the motivation to learn advanced cultural thoughts. We must guide the rural people in the right direction and unswervingly follow the path of socialist development with Chinese characteristics.

## **4.5. Improve the Overall Moral Level of the Rural Masses**

In the countryside, we should energetically publicize the glorious deeds of heroes and encourage everyone to study hard. The moral level of the rural masses goes up, the initiative of learning and building the hometown will also be improved. For example, neighbors respect and love each other, learn from each other, have good things to share with each other, everyone can live and work in peace and contentment, and the initiative in work will certainly be mobilized. In order for neighbors to live in harmony, some excellent traditional culture, folk stories and crafts can be truly inherited and their true value and effectiveness can be brought into play.

# **5. The Significance of Rural Cultural Construction**

## **5.1. Boost the Spirit of Farmers**

Since the reform and opening up, our Party has carried out economic and political reform at the grassroots level in rural areas, revitalizing rural economic vitality, freeing the flow of population restrictions, and releasing rural labor force. In just a few decades, the rural landscape has undergone a great reform, and farmers' income has been significantly improved.

However, we should also see that the construction of spiritual civilization and economic construction in rural areas are not completely synchronized, and once there was a phenomenon of disconnection between spiritual civilization and material civilization. In a small number of rural areas, economic development, but spiritual construction lags behind. Based on this, IT is necessary to further play the role of value shaping rural culture, rural culture to boost the spiritual outlook of farmers, reform the long-term rural spiritual civilization construction lag. Further, the spirit of farmers to boost, also conducive to our Party's grassroots propaganda and education work, promote the coordinated development of rural society.

### **5.2. Resist the Intrusion of Wrong Ideas**

Our country is, after all, a feudal country with more than two thousand years of history, feudal superstition thoughts are deeply rooted, it is difficult in a short time to completely remove the wrong trend of thought such as feudal superstition. In the hearts of some farmers, feudal superstition is still deeply rooted, which has long ruled the thought of farmers, and has become an important obstacle to the reform of the thought of farmers. In addition, some religious thoughts have also invaded the values of farmers. Under the condition of market economy, under the guidance of the slogan of "money", some farmers attach more importance to profit than justice, which violates the traditional view of justice and profit. In order to fundamentally reverse the invasion of wrong thoughts on farmers and achieve the purpose of long-term education of farmers, we must start from the cultural aspect, vigorously strengthen the construction of rural culture, culture to eliminate the invasion of wrong thoughts on farmers' thoughts. We should apply the rural culture through development and innovation to the ideological education of farmers, enrich the spiritual life of farmers, improve the ability of farmers to distinguish right from wrong, better guide the values of farmers, always guide farmers in the construction of a socialist country, so as to realize the "grand road" of national rejuvenation.

### **5.3. Enhance the Cultural Confidence of Farmers**

As farmers who occupy the majority of the population in Chinese society, we have solved the problem of farmers' cultural confidence, which will basically achieve the cultural confidence of the whole people, and remove the cultural obstacles to the great rejuvenation of the Chinese nation. Therefore, how to enhance the cultural confidence of farmers is an urgent task of The Times, which needs us to face the task of The Times and respond to the voice of The Times. Needless to say, the overall cultural quality of farmers is low, and they may not have a thorough understanding of the advanced socialist culture and have no intuitive realistic feelings. Rural culture is rooted in the countryside and reflects the daily life of farmers and rural society. It is closely related to the daily life of farmers and has natural closeness with farmers, which is easy to be accepted by farmers. Based on this, the important significance of rural cultural construction is to effectively improve farmers' cultural confidence, help our country's cultural construction, and help realize the great rejuvenation of the Chinese nation. We can use rural culture as the carrier, the spiritual core of socialist culture through rural culture to the countryside, into every family, into the hearts of every farmer, enhance the cultural confidence of farmers.

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