

# The Mechanism and Path of Rural Cultural Imbalance Governance based on the Perspective of "Rural Revitalization"

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## Abstract

**Culture is the root of rural areas, and only with deep roots can leaves flourish. In recent years, under the dual impact of external environment and its own cultural limitations, rural culture has experienced cultural imbalance, manifested in various aspects such as excessive human relations, rampant dowry, disorderly competition, and moral collapse, greatly hindering the pace of rural revitalization. This article analyzes ten representative prefecture level cities in Anhui Province, summarizes the reasons for the existence of rural cultural imbalance, and innovatively proposes governance measures for rural culture.**

## Keywords

**Cultural Imbalance; Rural Revitalization Mechanism and Path.**

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## 1. Introduction

In recent years, with the development of China's social economy, the construction of socialist new countryside has achieved remarkable achievements, the appearance of the countryside has been greatly improved, the quality of life of farmers has also been greatly improved, and rural areas have undergone earth shaking changes. However, in this process, rural areas have also been greatly impacted, which not only collides with their material life, but also has a great impact on their spiritual life. This impact can be divided into two aspects. One is external influences. With the advancement of urbanization, various attractive things in the city have been introduced into rural areas, causing conflicts with the original things in the countryside. When farmers who are bound in rural areas are initially exposed to these novel products, disorderly competition and irrational consumption may occur due to the influence of the concept of comparison. The other is reflected in the interior of the countryside itself. In the process of urbanization, great chemical reactions have taken place in the interior of the countryside. The atomization degree of farmers is deepening, the divorce demography is high, bride price is rampant, and morality is collapsing.

It can be seen that whether due to internal or external reasons, the original culture of rural areas is being impacted. Therefore, quantitatively measuring the causes of rural cultural imbalance and proposing corresponding policy measures to promote rural cultural development and achieve rural revitalization have important practical significance.

## 2. Construction of an Indicator System for Evaluating the Degree of Cultural Imbalance in Rural Areas

On the basis of empirical analysis and based on the universality principle of indicator system construction, we constructed an indicator system for evaluating the degree of rural cultural imbalance from nine indicators in three dimensions of economic development, rural population, and cultural status, by analyzing relevant data from ten prefecture level cities in Anhui Province, as shown in Table 1.

**Table 1.** Indicator system for evaluating the degree of rural cultural imbalance

Level 1 indicator	Level 2 indicator	Level 2 indicator	Symbol
Economic development	Resident income and expenditure	Per capita disposable income of rural residents (yuan)	X <sub>1</sub>
		Per capita consumption expenditure of rural residents (yuan)	X <sub>2</sub>
	Consumer Price Index	Education, Culture, and Entertainment Consumer Price Index (%)	X <sub>3</sub>
	Consumer Price Index	Population urbanization rate (%)	X <sub>4</sub>
Rural population	Population	Rural population (10000 people)	X <sub>5</sub>
	Employment	Number of rural employees (10000 people)	X <sub>6</sub>
		Number of rural labor resources (10000 people)	X <sub>7</sub>
Cultural status quo	Number of graduates	Number of graduates from rural ordinary middle schools (person)	X <sub>8</sub>
	Culture industry	Value added of cultural and related industries (100 million yuan)	X <sub>9</sub>

The economic foundation determines the superstructure. To study the current situation of cultural imbalance in rural areas, it must be inseparable from the current economic situation in rural areas. Per capita disposable income can describe the current per capita income in rural areas, while per capita consumption expenditure can measure the relationship between expenditure and income, whether there is unreasonable consumption, and the education, culture and entertainment consumption price index can well reflect the spiritual and cultural life of rural residents. The urbanization rate of the population can indicate the degree of impact of urbanization on rural areas and the development trend of rural areas. Population is the foundation of rural areas, and rural population, as well as the number of employees and labor resources, are important indicators to determine whether a rural area is vibrant, aging, and women's participation. The culture of a village is not only reflected in the cultural industry, but also in education. The number of graduates from rural ordinary high schools can reflect the current level of education and education in rural areas, while the cultural industry can reflect the economic development of rural culture.

## 3. Empirical Study on the Degree of Rural Cultural Imbalance

### 3.1 Data Source and Reliability and Validity Analysis

The research object of this paper is mainly the representative cities in Anhui Province, including Hefei, Bengbu, Huaibei, Bozhou, Fuyang, Xuancheng, Maanshan, Suzhou, Wuhu and Mount Huangshan. The main data is from the statistical yearbooks of Anhui Province and local statistical yearbooks.

This article mainly uses SPSS26.0 to analyze the data. Before using the principal component analysis method, we first perform dimensionless processing on the collected data to prevent adverse effects caused by different data dimensions. After preliminary processing of the data, we conducted a reliability and validity analysis, as shown in Table 2. The KMO value in the table is 0.785, greater than 0.6, and the significance level is lower than 0.05, indicating strong significance between the sample data and making it more suitable for principal component analysis.

**Table 2.** KMO and Bartlett tests

KMO sampling suitability quantity		0.785
Bartlett sphericity test	Approximate chi square	495.376
	Degree of freedom	78
	Significance	0.000

**3.2 Construction of a Model for Measuring the Degree of Cultural Imbalance in Rural Areas**

**Table 3.** Common factor variance matrix

Variable	Initial value	Extract value
x <sub>1</sub>	1	0.817
x <sub>2</sub>	1	0.726
x <sub>3</sub>	1	0.702
x <sub>4</sub>	1	0.959
x <sub>5</sub>	1	0.932
x <sub>6</sub>	1	0.974
x <sub>7</sub>	1	0.964
x <sub>8</sub>	1	0.886
x <sub>9</sub>	1	0.889

Table 3 shows the common factor variance matrix for this analysis, reflecting the degree of explanation of the original variables. From the table, it can be seen that all nine original variables were well extracted in this analysis, and the overall factor extraction effect was good.

**Table 4.** Explanation of total variance

Principal component	Initial eigenvalue			Extract the sum of squares of the load		
	Total	Variance percentage	Accumulate %	Total	Variance percentage	Accumulate %
1	5.468	60.761	60.761	5.468	60.761	60.761
2	1.98	21.996	82.757	1.98	21.996	82.757
3	0.974	10.822	93.58			
4	0.282	3.135	96.715			
5	0.16	1.782	98.496			
6	0.088	0.977	99.473			
7	0.041	0.46	99.933			
8	0.006	0.055	99.951			
9	0.002	0.012	100			

According to the selection rule of eigenvalues greater than 1, two common factors were extracted in this study, with a cumulative variance contribution rate of 82.757%. This means that these two common factors cover 82.757% of the information of these nine variables, which can effectively explain the original indicator information.

### 3.3 Comparative Analysis of the Degree of Cultural Imbalance in Rural Areas of Ten Prefecture Level Cities in Anhui Province

Based on the component score coefficient and the percentage of variance of the factor as weights, we can obtain a comprehensive factor score formula to measure the degree of rural cultural imbalance:

$$F = 0.60761F_1 + 0.21996F_2$$

By using the formula obtained above to calculate the comprehensive scores of each city, the ranking of the degree of cultural imbalance in each city can be obtained, as shown in Table 5.

**Table 5.** Ranking of comprehensive scores for cultural imbalance degree

Region	F <sub>1</sub>	F <sub>2</sub>	F	Ranking
Fuyang	4.72	1.15	3.12	1
Suzhou	2.23	-0.4	1.27	2
Bozhou	2.06	-0.93	1.05	3
Bengbu	0.17	0.03	0.11	4
Hefei	-1.67	3.37	-0.27	5
Huaibei	-0.28	-0.75	-0.34	6
Xuancheng	-1.03	-0.99	-0.85	7
Huangshan	-1.26	-1.51	-1.1	8
Ma'anshan	-2.3	-0.39	-1.48	9
Wuhu	-2.63	0.41	-1.51	10

From the comprehensive score table, we can see that only four cities with a positive score for cultural imbalance are Fuyang, Suzhou, Bozhou, and Bengbu. Other cities have a negative score for cultural imbalance, which is more severe. The disposable income of rural residents in Fuyang, Suzhou, and Bozhou cities is not very high. On the contrary, among the ten cities, the disposable income of rural residents in these three cities is actually lower. This indicates that cultural imbalance in rural areas is not only related to economic income factors, but also influenced by many other factors. Among them, the rural labor resources and employment numbers in Fuyang City, as well as the high number of rural middle school graduates, also rank among the top in the added value of cultural and related industries, which has a certain positive impact on its cultural imbalance.

## 4. The Causes of Cultural Imbalance in Rural Areas

### 4.1 Hollow Rural Structure and Significant Loss of Labor Force

The hollowing out of rural structure is mainly manifested in the continuous promotion of urbanization, where a large number of young rural labor force have left their homes to work in big cities, resulting in a sharp loss of rural population, leaving only elderly women and children. This directly results in a serious shortage of rural labor force, and a lack of successors in rural construction, especially in cultural construction. The traditional culture in some rural areas also lacks successors, leading to the gradual loss of excellent rural culture.

### 4.2 Erosion of Consumerism

In traditional rural areas, the main source of income for farmers is land, and for a long time, people's income levels have been relatively average, forming a relatively fixed sense of equality. However, due to the rapid development of the economy, farmers' income sources tend to diversify, and the income gap among rural residents gradually expands, which has led to the destruction of the long-standing sense of equality. People have developed a tendency towards atomization, pursuing greater

self-interest and higher consumption, which to some extent exacerbates the irrationality of consumption. There is a great contradiction between the inability to keep up with one's own income and irrational consumption for the sake of one's own face, manifested in building a house, buying a car, and offering higher dowries. This tendency to excessively pursue external consumption has almost plunged most rural areas into the wave of consumerism erosion.

### **4.3 The Collapse of Traditional Moral Ethics**

The rapidly developing economy and urbanization have impacted the internal system of traditional culture, and are also constantly disintegrating the cultural structure within rural areas. The loss of a large amount of human, financial, and material resources has impacted traditional concepts. Some rural elders who have long had an authoritative role, such as the Five Elders, have also lost their previous role. People believe that the economy determines everything, so beautiful love and marriage have also been added with high price chips such as dowries. Money can make ghosts grind. However, in this atmosphere of economic supremacy, people did not pay more attention to vulnerable groups such as the elderly in rural areas, and instead, they became the ultimate victims. The suicide rate of elderly people in rural areas is constantly increasing. On the one hand, they are unwilling to support the elderly due to economic disputes with their children, and on the other hand, the elderly themselves are unwilling to burden their children and commit suicide. This phenomenon is particularly concentrated in the central region of the Yangtze River Basin.

### **4.4 Rural Economic Development Lags Far Behind Cities**

The economic base determines the superstructure. Although the above analysis proves that farmers' income is not the most important standard affecting the degree of cultural imbalance in rural areas, other influencing factors can not be separated from the economic base. In recent years, although the rural economy has shown an upward trend, the gap between urban and rural areas has not yet narrowed, with a faint trend of expansion. Only by continuously developing the economy in rural areas can it provide more complete infrastructure and educational conditions, and attract more talents to participate in the construction of rural economy and culture.

## **5. Governance of Rural Cultural Imbalance**

To achieve the goal of rural revitalization strategy, it is necessary to achieve the strategic goal of rural cultural revitalization. To complete the rural cultural revitalization strategy, it is necessary to manage the phenomenon of rural cultural imbalance, which shows the importance of governance of rural cultural imbalance. Through the study of the manifestations and causes of rural cultural imbalance, the following four solutions are proposed for the governance of rural cultural imbalance, in order to reconstruct rural culture, guide the healthy development of rural culture, and ultimately achieve our strategic goal of rural revitalization.

### **5.1 Improve Policies that Benefit Farmers and Benefit Them**

With the development of the national economy and social progress, significant changes have taken place in the development of rural areas, and the living standards of rural people have been greatly improved. However, the government still needs to formulate and improve policies that benefit farmers and benefit them, so as to continue the development of rural economy, continuously improve the living standards of farmers, and reduce the gap between urban and rural economic development. Only after the living standards of farmers are guaranteed and improved, can they explore the shortcomings of the current situation at a deeper level, pursue the prosperity of spiritual civilization, realize the problem of rural cultural imbalance, and governance the imbalance of rural culture. Just as the so-called "economic base determines the superstructure", the material well-being of farmers is also the basis for the governance of rural cultural imbalance.

## 5.2 Stimulating the Subjective Initiative of Farmers

To solve the problem of cultural imbalance in rural areas, the first step is to make the main body of the problem, the farmer group, aware of the problem. The government and society need to introduce the current problems in rural cultural revitalization to the farmers' group, and make them understand the impact of rural cultural imbalance on comprehensive rural revitalization, and explain the benefits that can be obtained after the problem is addressed. Only by making the farmers realize that they are the ultimate beneficiaries of rural cultural revitalization can they truly stimulate their subjective initiative and actively participate in rural cultural revitalization. At the same time, the government and society need to respect the subjectivity of farmers, grant them the right to participate in rural cultural governance, safeguard their interests, and change their vulnerable status. Because only farmers themselves can truly represent the interests of the vast majority of farmers, stimulate their self-awareness, fully unleash their autonomy, and put them in a dominant position to explore the path to governance of cultural imbalance, rather than blindly letting them passively accept tasks assigned by the government, can we truly governance the problem of rural cultural imbalance.

## 5.3 Enhance Farmers' Cultural Identity

The formation of cultural identity is not only subjective, but also the objective social environment has a certain impact on the shaping of cultural identity. At present, the material life in rural areas has been improved, but most rural teenagers still receive education to study hard and leave the countryside to live in cities. This kind of education constructs their expectations and aspirations for modern urban civilization, as well as their weariness and betrayal of traditional rural society. As a result, the lack of vitality in rural social development further exacerbates the problem of cultural imbalance in rural areas.

To change this situation, it is necessary to change the concept of "putting farmers at the bottom", change the disadvantaged position of the farmers group, and enhance their confidence in rural culture. Rural schools consciously assume the responsibility of promoting rural culture, integrating excellent rural culture into educational and teaching activities, and enabling rural youth to deeply understand the soul of rural culture. The outstanding village rules and social norms in the traditional rural society are used to solve problems, and the villagers' meetings, traditional cultural convention meetings and other forms are held regularly to cultivate farmers' "invisible" cultural identity. In the governance of rural cultural imbalance, promote traditional virtues, and re-establish rural civilization in the conflict between tradition and modernity to conform to the development of the times, leading farmers to move from cultural identity to behavior consciousness in rural revitalization.

## 5.4 Building New Customs and Rites

In the process of rural revitalization and development, the living standards of farmers have been greatly improved, but there has been a cultural imbalance, manifested in various problems such as excessive human relations, rampant dowry, disorderly competition, and the collapse of land. As the saying goes, without rules, there is no square. At the same time, the Chinese nation is a major country in etiquette, and the governance of rural cultural imbalance must be constrained by etiquette and customs. However, the construction of new etiquette and customs must achieve the integration of Chinese and Western cultures with an open mindset, not only restoring the excellent traditional etiquette and customs in Chinese rural areas, but also combining them with the excellent parts of Western culture, thereby endowing it with new social significance. At the same time, when constructing new customs, we should start from the countryside and serve the countryside, taking into account the interests of the vast group of farmers. The application of new customs also requires the support of the farmers.

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