

Under the Background of Common Prosperity, The Red Culture Leads the Y County research on The Path of Rural Revitalization

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Abstract: Red culture is a solid support for cultural confidence and the source of power for the great rejuvenation. In the new era, giving full play to the leading role of red culture in the common rural prosperity can boost the all-round revitalization of rural. Taking YT Town of Y County as an example, the local people were surveyed through field visits and questionnaire survey; 295 questionnaires were distributed and 295 were actually recovered, based on the investigation method and literature method, understanding the development status of red culture in YT Town of Y County, proposing corresponding countermeasures to provide practical reference for the development of rural revitalization and realizing common prosperity in this region.

Keywords: Rural revitalization; Common prosperity; Red culture.

1. Introduction

Common prosperity is the difference on the basis of universal prosperity, is the material life and spiritual life of comprehensive prosperity [3]. Rural revitalization is the only way to achieve common prosperity. Rural revitalization is a major decision and plan made at the 19th National Congress of the Communist Party of China, a major historical task for finishing building a moderately prosperous society in all respects and building a modern socialist country in all respects, and is the overall focus of the work on agriculture, rural areas and farmers in the new era [4]. Rural revitalization is the all-round revitalization including industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization, among which rural cultural revitalization, as the spiritual basis of rural revitalization, runs through all fields and the whole process of rural revitalization [5]. Red culture, as an important part of Chinese excellent culture, is the CPC leadership of the people in the great practice of revolution, construction and reform, highlighting the nature and purpose of the Party, reflecting the will of the people and the requirements of The Times, and pooling the strength of all parties [6,7]. Giving full play to the advantages of red cultural resources is an excellent choice to boost the old revolutionary base areas to achieve common prosperity.

2. Y County Local Basic Information Introduction

Y county is located in the southeast of Zhejiang province, belonging to Wenzhou City, is the old revolutionary base county of Zhejiang Province. In order to better understand the real situation of YT Town, we successively went to LS Street, XRC Village and WC Village to conduct research by sending and receiving questionnaires and interviewing residents. After continuous development, YT Town finally built the former site of the 13th Red Army into the education base of the 13th

Red Army, and actively implemented the rural revitalization strategy, and combined red culture with tourism to promote the development of rural economic development. In addition, YT Town pays attention to environmental remediation and ecological maintenance. Under the premise of not damaging the ecological environment as much as possible, it develops tourism and strictly utilizes land resources in accordance with the requirements to create high-quality tourism resources. At the same time, local governments have been trying to create various "red +" projects, strengthen the combination of red cultural industry and tourism, and attract more tourists to visit and travel to promote rural revitalization.

3. The Investigation of The Local Anti-cult Status Quo in Y County

3.1. Survey content and methods

Through field interviews, questionnaire survey Y county YT town and villages in the people understand the local people to the common prosperity policy and the understanding of red culture inheritance, at the same time listen to them to the development of the local economy and tourism difficulties in the process of rural revitalization, and how to promote economic development through tourism outbreaks give their own unique insights. After checking the results of the interview and questionnaire, removing the invalid results, the unified number is input and presented in the form of chart.

3.2. Basic statistics and analysis report of the questionnaire

In this survey, a total of 295 questionnaires were issued, and 295 questionnaires were actually recovered, with a recovery rate of 100%. Among them, 280 questionnaires were valid, with an effective rate of 94.91%. We analyzed and calculated the valid questionnaire, and now summarized the relevant survey results as follows.

In terms of local residents' understanding of the common

prosperity policy, we can know from the chart that more than half of the residents are not very familiar with common prosperity. 40% know quite well, only 7% know very well, which is related to the recognition of the gap, 72.5% think there is a certain gap, and 12% think there is still a huge gap. The common prosperity policy, the gap between the rich and the poor is less substantial; the recognition of the measures to improve their living standards supports infrastructure infrastructure and further accelerate the urbanization in order to achieve a higher level of living.

Residents' evaluation of the red spirit inheritance in YT Town, It is not difficult to see that the inheritance of the red revolutionary spirit in YT town is relatively in place, Seventy-five percent believe that the Red Revolution spirit has been well passed on and well developed, Seven percent thought it was inherited but not yet enough, And 17% indicated that they were not clear, But there are also a few people believe that the local red revolutionary spirit has not been passed on; Residents' evaluation of the red culture propaganda efforts in YT town, Fifty-three percent said the propaganda still needs to be improved, And 31% said the propaganda was strong, And 16 percent said they didn't know much about it. However, all the respondents have more or less heard of the red culture in YT town, which shows that the red culture has enough popular base. But more publicity, and further strengthen the red culture confidence may be the authorities to need further efforts.

4. Existing Problems

1. Most grassroots people have little knowledge about the policy of common prosperity. The survey data show that in the process of visiting, there are still some people who equate the common prosperity with the egalitarianism, which shows that there is a certain degree of deviation in the understanding of the common prosperity, and the autonomy of relevant policies needs to be improved, so the publicity still needs to be further strengthened.

2. The people's local culture confidence still needs to be improved. On the promotion of the local red culture and the issue of inheritance, the red spirit of YT town can be well inherited, but the confidence of the masses in the local culture needs to be improved; in addition, more than half of the promotion of the red culture still needs to be strengthened, which may be related to the innovation of the local red culture propaganda form.

3. The consciousness of mass subject participation is not obvious. Local people think the red culture (spiritual common prosperity) construction more should be responsible for the government organization, so they participate in the construction of enthusiasm is not high, participation consciousness is not obvious, it also leads to the rural cultural revitalization and spiritual prosperity one of the reasons for the lack of development power.

5. Countermeasures and Suggestions

To improve the enthusiasm of the participants of red culture, we should enhance the sense of belonging and participation and enhance cultural confidence; continue to dig the local red culture resources, fully release the potential of local culture, let the masses consciously inherit the culture and participate in the cultural construction; adjust measures to local conditions, keep pace with The Times, make local residents become the protagonists of local culture construction, and

give full play to their subjective initiative to boost the revitalization of rural culture.

1. Make full use of new media resources to broaden the channels for the masses to obtain outside information. With the wide application of "Internet +" in the field of life, information is becoming more and more important. Media people should make full use of live broadcasting, wechat public account, short video and microblog platforms to vigorously publicize local characteristics, so as to improve the influence and popularity of red cultural resources, and help rural cultural tourism and industry develop [8,9].

2. Create a unique red cultural brand and form a characteristic red cultural industry. Keep pace with The Times, while retaining the original connotation of red culture, innovate its forms of expression. For example, in addition to continuously increasing the construction of the 13th Red Army base, it can also produce some cultural and creative surrounding areas. While promoting the red spirit, it can drive the synchronous development of other industries such as tourism and manufacturing.

3. Provide a better public opinion environment, and continue to create a cultural atmosphere to promote common prosperity. It is hoped that the local government can continue to strengthen the public opinion guidance and policy interpretation to promote common prosperity, so as to provide a better public opinion environment for promoting common prosperity; at the same time, continue to create a cultural atmosphere to promote common prosperity, such as establishing a group of advanced typical figures reflecting the pursuit of common prosperity, and create a strong spiritual and cultural atmosphere.

6. Conclusion

Rural culture revitalization is an important part of rural revitalization. The inheritance and development of the local red culture in YT Town of Y County, and the diversification of red industries are an important thrust to promote the development of rural economy. General Secretary Xi Jinping has stressed that to promote common prosperity, we should form a development environment in which everyone participates and avoid "inner roll" and "lying flat" [10]. As a citizen of the People's Republic of China, we should actively understand the national policies and closely follow the current events; and fully realize that achieving common prosperity requires us to participate in the construction to create a better life.

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