

Promoting the Construction of Good Rural Family Culture through Rural Cultural Revitalization

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Abstract: Rural revitalization is a major strategic measure that is related to the coordinated development of urban and rural areas, the vital interests of farmers, and the stable development of the country. Rural revitalization not only requires enriching the material life of farmers, but also improving their spiritual outlook. The family is the smallest unit of society, and a good family culture is a necessary condition for improving the quality of farmers, ensuring family harmony and prosperity, and an important guarantee for the harmonious development of rural society. Therefore, the construction of excellent rural family traditions and culture provides rich spiritual nourishment for the revitalization of rural culture. Good family traditions, folk customs, and rural customs promote one another, greatly promoting the process of rural cultural revitalization.

Keywords: Rural Areas; Cultural Revitalization; Home Style Construction

The strategy of rural revitalization is a strategic deployment made by the leadership of the Party Central Committee with Comrade Xi Jinping at the core on the basis of solving the "three rural issues" and starting a new journey to build a socialist modern power in an all-round way. When implementing the strategy of rural revitalization, attention should be paid not only to shaping the development of rural economy, but also to cultivating the spirit of rural culture. The overall requirements are: "prosperous industry, livable ecology, civilized rural culture, effective governance, and prosperous life." Rural culture civilization includes promotion of rural public culture construction, the improvement of farmers' ideological and moral level, especially the cultivation of good family culture. By inheriting and carrying forward good family culture, it promotes the prosperity and development of rural culture.

1. The Construction of a Good Family Tradition in Rural Areas is an Inherent Requirement for the Implementation of Rural Cultural Revitalization

General Secretary Xi Jinping once mentioned that "rural revitalization requires both shaping and soul building, and the formation of a civilized rural style, a good family style, and a simple folk style."^① As the smallest social unit, the harmony within the family and the progress of rural civilization are of great significance to the harmonious development and progress of the whole society. On the path of promoting the rural revitalization strategy and achieving common prosperity for all people, making contemporary farmers a person with morality, thoughts, and conduct is not only the internal driving force for realizing the great rejuvenation of the Chinese nation and the Chinese Dream, but also an important carrier for enhancing the influence of socialist core values. It plays an irreplaceable role in comprehensively promoting the process of rule of law.

1.1 The Construction of a Good Family Tradition in Rural Areas Helps to Enhance the Cultural Soft Power of the Chinese Nation

Cultivating good rural family traditions is of great significance for promoting excellent traditional culture and enhancing cultural confidence. Only by enhancing the cultural confidence of individuals and families can we enhance the cultural confidence of the country and nation, and the most important source of personal cultural confidence is a good family tradition. Promoting and cultivating the inheritance of excellent family traditions can create a harmonious and good cultural atmosphere in society, provide strong positive energy, and is an important way to implement rural cultural revitalization. Family and rural customs are intertwined, and rural customs are

integrated into national customs. A good family tradition is a spiritual force that can awaken national spirit, create a clean and upright social environment, and enhance national cultural confidence. A good family tradition unites the people in spirit, enhances their sense of identification with Chinese culture, cultivates and inherits good family traditions, and can establish a peaceful and rational social mentality. A good social mentality is an important psychological foundation and behavioral motivation for personal happiness, social harmony and stability. At present, with the rapid development of China's economy and society, and the profound adjustment of the interests pattern, there have been negative social attitudes such as eagerness for quick success, anxiety and confusion, imbalance and extremism, and resentment towards others. Cultivating and inheriting good family traditions is of great practical significance in guiding people to have a correct understanding of themselves and society, to rationally view various problems that arise in development, and to create a social atmosphere of common unity and struggle.

1.2 The Construction Of a Good Family Tradition in Rural Areas is Conducive to Enhancing the Quality of the Main Body of Rural Cultural Revitalization Construction

Farmers are the main body and beneficiaries of rural revitalization. Family is the first place where an individual comes into contact with the world from a young age, and parents are the first mentors for their children. A good family culture provides a continuous source of spiritual nourishment for personal growth. The joint role of family education, school education, and social education can improve a person's moral standards. The construction of good family ethics is an important part of family education and the original form of ideological and moral education. The influence of good family ethics is to subtly influence every family member, and it has a positive promoting effect on improving the quality of farmers, especially on the development of rural youth. Under the influence of good family traditions, the closed self-education and lack of innovative education methods in rural areas will be changed. The integration of diligence, thrift, hard work, and the patriotism and collective consciousness in excellent traditional family culture will be

beneficial for farmers to actively participate in the rural cultural revitalization movement. Rural youth are the backbone of future rural construction. The influence of good family traditions on rural youth not only provides guidance for their words and actions in the present, but also lays the seeds of success for them to build a socialist country. A harmonious family atmosphere and mutual love among family members make it easier to cultivate children who are positive, optimistic, warm, kind, resilient, and responsible. These inherent values will be deeply ingrained in their bones and accompany them throughout their lives. When faced with difficulties and setbacks, they will invisibly influence their thoughts and behavior, guiding them to make the right behaviors and choices, and making it easier to achieve a successful life.

1.3 The construction of Good Family Traditions in Rural Areas Helps to Create a Harmonious Atmosphere in Society

A good family tradition helps to form good interpersonal relationships, strengthen people's collective consciousness, and provide a good external environment for rural revitalization. Rural revitalization requires the participation of every rural population, and a harmonious and comfortable rural social environment is an objective environmental guarantee for rural revitalization. Rural society is composed of families. If a family has a good family tradition, its family atmosphere will inevitably be harmonious and orderly, and family members will unite and respect each other. Therefore, this family will be regarded as a model in the countryside, and everyone will imitate it. In the countryside, everyone will interact with neighbors, relatives, and elders in the way they treat others formed in the family. In such a harmonious atmosphere, mutual courtesy is beneficial to solve neighborhood family conflicts, avoid the occurrence of malignant events, enhance the cohesion of the rural people, and strengthen their collective consciousness of living in the countryside.

2. The Implementation Path of Building a Good Family Culture in Rural Areas

2.1 Leading the Construction of Good Rural Family Culture with Socialist Core Values

Leading the construction of rural family culture with socialist core values is not only related to the improvement of the ideological and moral level of farmers and the harmony and stability of rural areas, but also to the overall strategy of rural revitalization. On the one hand, the socialist core values, as the moral standards of the whole society, have put forward certain moral requirements for each citizen from the three levels of the state, society, and individuals. As a way to cultivate a moral atmosphere, the construction of family ethics has a high degree of compatibility with the essence of social core values and the value pursuit of family ethics construction. This clarifies the goals and directions of family ethics construction in the new era, and promotes the construction of family ethics to meet the requirements of socialist ideology. On the other hand, since the reform and opening up, the rural social structure has undergone significant transformation. The original values and behavior patterns have been constantly impacted, while new values and behavior patterns have not been established in a timely manner, resulting in certain problems in the field of family ethics. Traditional family ethics construction is facing difficulties and problems. To lead the construction of rural family style with socialist core values is a creative transformation and innovative development of traditional family style culture. It connects the traditional excellent family style with the practical needs of today's social development, promotes the essence of traditional family style to keep pace with the times, and constantly radiates new vitality in solving specific problems in rural society.

2.2 Give Full Play to the Leading Role of Rural Cadres and Create a New Model of Family Conduct

General Secretary Xi Jinping emphasized strengthening the construction of socialist spiritual civilization, strengthening the ideological and moral construction in rural areas, and promoting the formation of a civilized rural style, a good family style, and a simple folkway in rural areas. ^②The construction of rural family culture is the driving force for rural development. We should give full play to the fine traditions of rural areas, carry out rural culture education, establish a model of good family culture, focus on carrying

out civilized activities and education in rural culture, attach importance to and advocate for the implementation of village rules and regulations, and promote the construction of family culture with good rural culture. Grassroots cadres should first consciously inherit excellent family traditions, strengthen party spirit cultivation, regulate their own and their family's behavior, build a clean and upright family culture, and use their good family traditions to drive every household to build a family tradition. Secondly, grassroots cadres should publicize the importance of family style building to villagers in multiple ways, carry out education speeches on good family style and family style learning activities for the masses, the village committee and party members should take the lead and organize relevant family style learning activities, learn the family style and family motto of celebrities in the form of simple, popular and easy to understand family style stories, publicize the speech and spirit of General Secretary Xi Jinping on emphasizing family, family education and family style, and plant the goal seed of family style building in the hearts and lives of the masses. At the same time, rural cadres should also do a good job in positive publicity and education, increase public opinion supervision, and timely expose typical cases, such as selecting "civilized families", "five good families", and "the most beautiful families", so that the people can see their role models around them and feel the impact of changes in social atmosphere.

2.3 Utilizing Online Media to Promote Good Rural Family Traditions

By creating excellent literary and artistic works, we aim to lead a new family style and fashion. Chinese traditional culture is vast and profound, with a long history and profound cultural accumulation. News media should shoulder the responsibility of developing and creating literary and artistic themes related to family civilization construction. With the continuous improvement of people's living standards, the main contradiction in society has transformed. People have higher requirements for the quality, taste, style, aesthetics, and other aspects of spiritual and cultural products. To meet the growing spiritual and cultural needs of the people, it is necessary to continuously explore the cultural treasure trove of traditional

family traditions through new styles of online media. In the creative process, we should highlight the sense of the times and artistry, and produce works that are loved by the people, distinctive in the era, and have the characteristics of Chinese family civilization construction. We should make full use of media such as the internet, prime time of radio and television programs, WeChat, Weibo, mobile clients, and apps, and use various forms of propaganda boards, posters, bulletin boards, etc. to promote touching, high moral standards, close to the local atmosphere, and inspiring family traditions. Presenting to the public in the form of micro videos, film and television works, public service advertisements, and other forms, improving people's aesthetic taste, enriching their spiritual world, and injecting spiritual appeal and attraction into the development of new rural family culture. For example, public

service advertisements such as "Washing Mom's Feet", TV dramas such as "Little Joy", and "Rural Love Story" have been widely loved by people. These works, by shaping real and approachable family culture stories, raise awareness of family culture and promote it, and play a positive role in warming people's hearts and inspiring spiritual wisdom.

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