

On the Problems in the Construction of Rural Culture and the Analysis of Countermeasures

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Abstract: Rural cultural construction plays a pivotal role in China's socialist modernization. In the current new period, rural cultural construction has the important significance of being able to effectively meet the spiritual and cultural needs of the majority of rural people, enhance the spiritual realm of peasants and promote the harmonious and stable development of society. However, due to the unbalanced nature of China's economic development and the limitations of the dual structure of urban and rural areas over a long period of time, the cultural gap between urban and rural areas has become wider and wider. Compared with cities, public cultural services in rural areas are lagging behind in both scale and quality, which has become an important problem limiting the overall development of rural areas and the implementation of rural revitalisation strategy. This paper puts forward corresponding countermeasures by analyzing some of the problems arising in the construction of new rural areas in the new period, with a view to promoting the cultural construction and development of new rural areas. This study mainly uses the literature method and survey method. In the course of the research, it was summarised, integrated and generalised through extensive reading of the relevant literature, which included administrative theories and party government documents on public cultural service policies. And on this basis, through analysing and discussing the relevant literature, and at the same time combining the current situation of China's rural public cultural services, common problems and existing problems, corresponding policy recommendations are put forward.

Keywords: Rural Culture; Rural Public Cultural Services; Cultural Construction; Harmonious Society; Problems; Strategies

1. Introduction

In the process of building a harmonious society, economic development is its foundation, and cultural construction is its essence. At present, China is in an important period of accelerated urbanization, and compared with the rapid development of social economy, the construction of rural culture is obviously backward and can no longer meet the needs of social development. The building of rural culture in the new period is a major historical task, and the success or failure of rural cultural construction will certainly play a positive role in promoting rural construction. In a narrow sense, "Rural culture" is a culture formed in rural society with "Peasants" as the main content. It includes the cultural level and ideological concepts of the peasants, as well as the profound psychological structure formed and accumulated in the long-term agricultural production process, such as cognitive methods, values, life pursuits and emotional states. Rural culture is the carrier of the spiritual world of the peasants, the carrier of the peasants' personality characteristics, and the carrier of the degree of civilization of the peasants.

Rural culture is an inherited culture, and once it is formed, it will be passed down from generation to generation, and it will have an impact on everyone. In other words, rural culture is a process of constant evolution, it is a process of constant evolution.

2. Purpose and Significance of the Study

2.1. Purpose of the Study

Through the investigation of the current situation of rural cultural construction in China, this paper analyzes the existing problems and puts forward corresponding countermeasures and implementation strategies. Rural culture is an important part of rural revitalization and an inevitable requirement for the development of rural society. However, at present, there are still problems in the construction of rural culture in China, such as lack of cultural resources, insufficient supply of cultural services, and unbalanced development of cultural inheritance. These problems have become an important factor affecting the healthy development of rural culture.

China is a large agricultural country with vast land and a large population, and the rural population accounts for nearly half of the total population. The "Three rural" Issues are important and complex issues that we are facing in the process of building a moderately prosperous society in an all-round way. Only by achieving a huge bumper harvest in agriculture can we lay a solid foundation for the economic, cultural, and ecological construction of the rural areas. Only by achieving the general prosperity of the peasants can we achieve the prosperity of the country and the nation. Only by achieving stability in the countryside can we ensure that the country and society as a whole can move forward and remain stable and orderly.

In the process of rural construction, the construction of rural culture has always been a very important task. In order to promote the further development and prosperity of China's socialist cultural undertakings, the party and the state have paid great attention to the construction of rural culture. The fifth plenary session of the 16th central committee of the communist party of China took the construction of a new socialist countryside as a major task of our country's modernization, and the sixth plenary session of the 17th central committee of the communist party of China made arrangements for the construction of a new countryside. In order to establish a complete public cultural service system, in the report of the 18th national congress of the communist party of China, it was clear that we should take a cultural power as our goal to enhance our country's cultural soft power, so that our cultural development is closer to the production and life of the people, and the content is more scientific and reasonable. Governments at all levels have actively implemented the party's line, principles, and policies on the building of a new rural culture, vigorously promoted the construction of a new socialist countryside, and achieved remarkable results and greatly improved the cultural living standards of the peasants.

In order to achieve this great goal, it is necessary to deeply integrate the infrastructure such as cultural publicity, education, and related cultural and sports activities, as well as the release of cultural-related information resources and resource sharing, so that culture can play a better guiding role in improving the overall quality of the countryside. It is necessary to promote the cultural integration of urban and rural areas and establish a sound public cultural service system, so as to achieve cultural prosperity and development and promote the great development and prosperity of socialist culture.

At present, however, the cultural construction of China's new countryside is far from satisfying the growing spiritual and cultural needs of the broad masses of the people. In many rural areas, especially in underdeveloped areas, there is no time or energy to engage in cultural work, and some are just putting on a show. At present, there are still many problems and bottlenecks in China's rural public cultural service work. In particular, in terms of hardware facilities, the basic needs of the masses cannot be well met, the existing facilities have not been effectively utilized, there are significant differences between regions, there are also deficiencies in terms of financial guarantees, and the organization and development of activities are too simple, which has resulted in a low participation rate among the vast number of peasants. At present, the contradiction between the supply of rural public cultural services and the actual need of China is becoming increasingly prominent, and it has become an urgent problem to be solved in China's rural public cultural service work. At present, there is a big gap between the

current situation of China's rural public cultural services and the people's growing spiritual and cultural needs and the goal of rural revitalization.

At present, in the construction of rural culture in China, the main manifestations are in the construction of new rural areas, there is a lack of effective countermeasures, but at the same time, there are also some problems that are not perfect, specific and realistic. Only by taking "Adhering to socialism with Chinese characteristics" As the main line and promoting the construction of new rural culture as the goal. This paper will draw on the research results of outstanding scholars at home and abroad, read a large number of literatures, sort out the problems, analyze the main problems existing in the construction of rural culture, and put forward corresponding countermeasures, in order to provide some reference suggestions for promoting the construction and development of new rural culture.

2.2. *Research Significance*

In recent years, the state has paid great attention to the construction of new rural areas, and the government has also introduced corresponding policy support measures in a series of fields such as rural cultural construction and economic development. Rural culture is the foundation of traditional Chinese culture, and we must adhere to the path of building socialist culture with Chinese characteristics in order to promote the prosperity and development of socialist culture. "Applying the past to the present" Is an important idea put forward by our party in the course of cultural construction, and it is also the inheritance and absorption of excellent and useful things in traditional culture. Therefore, speeding up the research on the construction of new rural culture is of great practical significance for inheriting and carrying forward traditional culture and promoting the development of socialism with Chinese characteristics. On this basis, in-depth discussions were conducted on rural construction, which supplemented and improved the construction of rural culture.

At present, there are few research results in the field of public cultural services, and the relevant theories are still inconclusive and need to be improved urgently. More of these studies and discussions are based on small-scale studies in a certain region, so the scope of application of the research conclusions is relatively narrow and the applicability is poor, which can only have a certain guiding role in the local area and rarely explore and prospect from a global perspective.

With the rapid development of China's economy and the rapid development of society, the material needs of the people are constantly enriched and improved. In the new era, under the new background, and under the new situation, the cultural consciousness of the masses of the people has gradually awakened, and the need for spiritual culture has become increasingly urgent. While medical and health care and social security undertakings are constantly improving, public cultural services that are directly related to people's spiritual life and happiness, especially those oriented to rural areas, are still in a disadvantaged position. How to maintain a balance and stability between the supply and demand of rural public cultural services, how to ensure the coordinated development of quality and quantity, and how to protect and defend the basic cultural rights and interests of the peasant masses have become a historical task facing us in the new period.

First of all, in order to realize the "Rural revitalization strategy" And build a new countryside of "Rich, beautiful, civilized and harmonious", it is necessary to have a sound rural public cultural service system. At present, a series of specific work around the rural revitalization strategy is being carried out vigorously, in order to expand its content and deepen its influence, we must not only do a good job in economic construction, but also provide perfect cultural services, and we must grasp both the work in a practical, meticulous and long-term manner. Only by playing the first step of new rural public cultural services can rural productivity be improved and the rural revitalization strategy can be truly and steadily realized.

Second, in order to enhance the moral quality of the broad masses of peasants, enhance their democratic quality, and improve their social life. At present, the peasants' demands for spiritual and cultural life are constantly rising, and through the popularization of cultural services, the peasants' suppressed democratic consciousness has been unleashed, the previous concept of corruption in the rural areas has been completely subverted, the erroneous understanding has been corrected, and some new

ideas, new ideas, and new ideas suited to the times have been injected into the rural areas, so as to rejuvenate the rural areas with vigor and vitality.

Second, in the process of building a service-oriented government, it is imperative to improve the level of rural public cultural services. China is a country dominated by agriculture, with a huge peasant base, which occupies a pivotal position in agriculture, and also has a vast rural market. Under such national conditions, in order to truly fulfill the commitment of "Building the party for the public and governing for the people", it is necessary to protect and implement the cultural rights and interests of farmers.

Finally, in order to give full play to the vitality of the rural market, it is necessary to strengthen public cultural services in the rural areas. By providing diversified cultural services, optimizing the allocation of cultural resources, improving the level of service supply, and carrying out rich service forms, we can guide farmers to carry out active spiritual and cultural consumption, so as to stimulate people's high-level consumption capacity, and ultimately stimulate domestic demand and promote rural economic development.

Therefore, from multiple perspectives, this paper makes an in-depth analysis of the obstacles and reasons existing in China's rural public cultural services, and tries to put forward some countermeasures of practical significance, which is of great practical significance and historical significance for the implementation of the rural revitalization strategy, making rural culture more prosperous, promoting the integrated development of urban and rural cultural undertakings, defending the cultural rights and interests of the people, and realizing the prosperity and stability of China's rural areas.

3. The Value of Rural Cultural Construction

3.1. The Construction of Rural Culture Is the Foundation for Building a Harmonious Society

Rural culture can use a variety of cultural activities and cultural products to provide more and more spiritual food for the peasant masses and can also carry out a variety of cultural services to express the concept of a harmonious society, to publicize the view of building a harmonious society, so that the spirit of building a harmonious society has become a well-known existence in people's hearts. In this way, we will guide the peasants to have a correct understanding of the law of social development, identify with the fundamental interests of the broad masses of our people, establish a common ideal and belief, and achieve harmony and harmony in each of them.

3.2. Vigorously Strengthening the Construction of Rural Culture Will Be Effectively Promoted

In the construction of a moderately prosperous society, the construction of rural culture, especially the development of rural cultural industries, through the advantages of rural culture, to change the pattern of rural economic and social development, and to transform rich rural cultural resources into cultural production capital. This will not only enrich the cultural life of the rural areas, but also improve the quality of the peasants, increase their income, and promote the building of a moderately prosperous society and a harmonious society. The rural cultural industry has the characteristics of locality, naturalness, innocence, low investment, short cycle and quick effect. It has a high knowledge content and a high ability to absorb employment, which is consistent with ecological environmental protection and sustainable and coordinated development. With the continuous improvement of urban public cultural facilities in China, the rural cultural industry is also facing diversified development opportunities and path choices, according to the industrial form, it can be divided into rural cultural tourism, rural tourism, rural performing arts, rural characteristic cultural products processing industry, etc. The rural cultural industry has a strong "Correlation effect", which will have a positive impact on other industries in the rural economic system, and guide the production factors such as capital, technology, talent, and management in the city to the rural areas, so as to play a positive role in promoting local tourism, catering, hotels, real estate, transportation and other related industries.

3.3. The Construction of Rural Culture Can Effectively Protect Traditional Folk Culture

Culture is the foundation and lifeblood of a nation and the spiritual food of peasants. The folk cultural resources in the rural areas are very rich, many of which have undergone the precipitation of history and culture for nearly 100 years, meet the needs of farmers, and are indispensable spiritual products for farmers. In the new era, it will be revitalized. Today, when the dual social structure of urban and rural areas in China is gradually broken, many folk cultures are on the verge of disappearing, so strengthening the construction of rural culture is an important way to protect our national folk culture.

3.4. The Construction of Rural Culture Has a Purifying Effect on the Social Atmosphere

Excellent culture can purify people's spirit and inspire people to keep forging ahead; vulgar and backward culture will only erode people's hearts and minds and hinder the process of civilization in society. Through the construction of rural culture, we can promote healthy trends, unite people's hearts, and establish a good social banner. Create a warm atmosphere of harmony, unity, mutual cooperation, solidarity and mutual assistance, form a social atmosphere of consciously abiding by the law, and create a social environment of democracy, equality, rule of law, science and integrity, so as to promote the harmonious development of rural areas.

4. The Problems and Causes of Rural Cultural Construction Are Analyzed

4.1. Problems Existing in the Construction of Rural Culture

At present, with the deepening of China's economic structural reform, the results of rural construction in the new period are becoming increasingly apparent. However, we must also recognize that there are still some problems in our rural culture.

4.1.1. Investment in Rural Cultural Construction Is Insufficient, and the Role of Cultural Facilities Is Not Obvious. At present, the operation of public cultural facilities in China's rural areas is still facing some difficulties, and the problems of the peasant masses in some ethnic minority areas, remote mountainous areas, and poor areas of "Watching plays", "Books", and "Movies" have not yet been completely solved. In rural areas, the public cultural infrastructure is relatively lagging behind, the total amount of public cultural service resources is small, the quality is not high, the rural cultural construction is particularly weak, and the number and professional level of the rural cultural team are very small, which is difficult to meet the needs of cultural work in the new era. In the rural areas, the education level of village cadres is generally low, and there is a shortage of manpower, and some villages do not even have a single cultural cadre. Rural libraries, cultural activity rooms and other places have no books and no activity equipment, which is also relatively common. Although there are some books in the library, most of them are science and technology books, some are old, and there are few books on literature, history, and law. So, very few people pay attention to it, and it is difficult to play its role. Although some towns and villages have activity rooms and libraries, they have been idle for a long time due to lack of funds for maintenance and cannot fully function to their functions. Because cultural facilities and propaganda and education positions are gradually shrinking, and the construction of rural culture lacks effective carriers and means, it is very difficult to implement, and the effect is not significant.

4.1.2. Fiscal Expenditure on Public Cultural Services in Rural Areas Is Insufficient. In China, the development of public cultural undertakings is inseparable from the investment of funds, and the investment of funds is directly related to the quality and level of national public cultural services. In recent years, the state has promulgated many policy documents, actively supported the rural public cultural undertakings, and financial investment is also increasing, but because of the large rural population, there is still a certain gap between the proportion of financial investment and the actual demand, especially because of China's vast territory, there are also great differences in the level of economic development and cultural construction between different regions, between urban and rural areas, between the east and the west, there are great differences.

Nationwide, the proportion of cultural expenses per person on average is relatively small, and compared with developed countries in the west, this proportion is generally higher than that of China. Although it is not entirely scientific to use developed countries as a measure, there is still much room for improvement in the proportion of China's public investment in culture in total government spending. In addition, due to the "Concept of political performance" of some leading cadres, the investment in rural public cultural services is also relatively low.

4.1.3. The Amount of Infrastructure Supply Is Insufficient, and the Utilization Rate Is Not High. At present, the public cultural infrastructure in China's rural areas can be divided into four categories: One is the sports infrastructure that is convenient for the masses to exercise and enhance their physical fitness, such as basketball courts and sports fields; the second is to strengthen exchanges with the outside world and establish cultural and entertainment infrastructure, such as network platforms, community cultural centers, etc.; third, in order to increase knowledge and enrich the connotation of education and learning, such as setting up a library and reading room in the village; fourth, it is necessary to ensure the software and hardware conditions required for the organization of cultural activities, so as to achieve the goal of inheriting culture and preserving regional characteristics. In order for public cultural services to really play a role, there must be corresponding supporting facilities as a guarantee.

In addition, most of the public cultural facilities in many villages are concentrated in the compound of the township government, and the peasants want to have fun in their leisure time, but they lack a place for activities, and the function of cultural services is becoming weaker and weaker. Some farmers are unable to study online because they have been working outside for a long time, have no conditions to study, and there is no distance education and other channels. Some governments have pursued performance one-sidedly, focusing only on the construction of infrastructure and ignoring follow-up maintenance. They spend a lot of money to buy the construction of infrastructure, but they invest very little in the maintenance and management of the infrastructure.

After the public cultural venues were built, there was not enough funding, and most of the equipment was empty, which formed a "Face project" Over time. Because there are no special personnel to manage, and there is no written system, all management is carried out by one's own consciousness, without any practical constraints. Therefore, the opening and use of facilities are very arbitrary, which not only wastes a lot of money, but also does not play its due effect. There are problems that public cultural services cannot be managed, have no money to manage, and no one manages, and there is even a situation where some infrastructure facilities are lost while being built.

4.1.4. The Provision of Cultural Services in Rural Areas Is Difficult to Meet Demand. The foundation of cultural services in China's rural areas is relatively weak, and there is a lack of sufficient cultural service organizations and talents, which cannot well meet the multicultural needs of farmers.

4.1.5. The Impact of Modernization on Rural Cultural Inheritance. The intervention of modern lifestyles has led to an identity crisis in the inheritance of rural culture, and the younger generation's sense of identity and willingness to inherit traditional culture has decreased.

4.2. Analysis of the Causes of Problems in the Construction of Rural Culture

After reading a large number of literatures, analyzing and sorting them out, we have come to the following conclusions: Ideology, capital, planning, and talent are the main factors leading to the problem of rural public cultural services.

4.2.1. Emphasizing Economic Construction and Despising Cultural Development. Although our country has carried out the reform of the market economic system, many people's thinking is still stuck in the period of planned economy. In order to achieve the goals, set by the superiors, to show political achievements, and to achieve rapid GDP growth, the government's work focuses mainly on economic development, but pays less attention to culture. Even if the agenda is mentioned, in the end, the

implementation is not in place and thorough, and there are even "Soft implementation", "Non-implementation" and "Random implementation".

When the higher-level departments conduct assessments, they put more emphasis on economic indicators and pay attention to investment promotion and project investment. However, because of the long service cycle and slow effect of cultural construction projects, it is difficult to show the political achievements in the short term. However, the leaders of the grassroots government, in order to be able to show their ability to govern and achieve career promotion, either ignore the cultural service work or deviate in the implementation process [1]. They generally believe that the economy is the focus of development, and culture is just an ornament. Under such an incorrect view of political performance, cultural work has been shelved, neglected, and diluted, and there are no corresponding policies and measures to promote the vigorous development of cultural undertakings, nor corresponding plans and implementations, and the function of public cultural services has become weaker and weaker, and it has become a perfunctory "Face project". The relevant government departments do not pay enough attention to the satisfaction of the masses of the people and to the basic problems existing in culture. Under the guidance of the erroneous concept of "Economic supremacy", they believe that when economic development occurs, cultural services will not be important, and they should devote all their energy to promoting economic development, even at the expense of cultural services to develop the economy. In the context of the tight financial situation of counties and townships, cultural investment has been placed in the last place, and there is a huge gap with urban cultural construction in various investments [2].

Due to the lack of attention paid to the construction of rural culture, the investment in related funds is not much, and the relevant cultural propaganda work is also relatively backward, resulting in the emergence of some mere face-saving projects in the cultural field, which greatly restricts the economic and social development of the rural areas.

4.2.2. Insufficient Financial Investment. Finance is the foundation and guarantee of rural public services. In the work of cultural services, it is necessary to purchase infrastructure, introduce talents, ensure their basic living needs, carry out cultural activities and cultural publicity, and carry out post-maintenance and repair of equipment. Only with strong financial support can cultural work be carried out in a sustainable, efficient and coordinated manner, and the quality and efficiency of services can be guaranteed.

4.2.3. The Regulatory Mechanism Is Not Perfect. The supervision mechanism is a necessary condition for ensuring the objectivity and impartiality of the provision of rural public services. The quasi-public nature and externality of cultural services make it necessary for the government to assume the role of "Leading" Rather than "Taking care of everything". Local governments fund public cultural services and are responsible for production, operation and maintenance, but under the dual role of "Athletes and referees", their oversight mechanisms often become a formality and do not really work.

Due to the lack of a perfect regulatory mechanism, there are no clear standards and requirements in terms of the amount and standards of investment in various public cultural services. As a result, the use of funds is haphazard, transparency is low, and there are cases of false reporting and inadequacy of funds. These situations often lead to a lot of waste and even embezzlement. Public funds are wasted, which in turn leads to the increase in the price of public cultural services, and the high cost of public cultural services enjoyed by farmers makes it difficult to ensure the effective development of cultural activities and the implementation of projects. The cultural service sector is too complicated and does not have clear job responsibilities, and it is easy to shirk responsibility. On the one hand, it directly leads to the unsmooth supply workflow and the reduction of efficiency, and on the other hand, it will also have an irreparable negative impact on the government's credibility and image [3].

4.2.4. The Talent Management Mechanism Is Not Sound. The building of the rural public cultural service contingent is the foundation for ensuring the active participation of peasants. The development of cultural activities is inseparable from the participation of outstanding talents, whether it was the soviet

area before the founding of new China or the rural areas before the reform and opening up, all of them made cultural undertakings prosperous under relatively poor conditions, and the success of all this was because of the importance attached to "People."

Nowadays, because of the imperfect infrastructure in the rural areas and the low-income level of farmers, a large number of young people with a certain level of knowledge or technology, relatively broad and high knowledge choose to work in the cities. After graduation, most of the rural college students will not choose to return to the rural areas to choose jobs and find employment, which has led to a large loss of talent in rural areas. In addition, the wages and benefits of rural public cultural services are not ideal, and the space for career promotion is limited, which leads to the gradual loss of original staff and creative personnel, resulting in the unreasonable structure of the current rural public cultural services.

5. Implementation Strategies for the Construction of Rural Culture

Improving the level of public cultural services in rural areas can not only meet the cultural life needs of the vast number of farmers but also help promote the building of a moderately prosperous society in an all-round way and boost the "Chinese dream" [4]. The improvement of rural public cultural services cannot be done in one step, and the overall planning must be carried out at the strategic level, follow the objective requirements, be implemented gradually, and be carried out in an orderly manner according to the time node. According to the problems and reasons mentioned above, this paper puts forward specific implementation countermeasures from the aspects of innovating service concepts, improving the ability to guarantee rural public cultural service funds, establishing and improving the introduction and guarantee mechanism of rural public cultural service talents, and improving the professional quality of grassroots public cultural services.

5.1. Strengthen the Construction and Improvement of Rural Infrastructure

The material basis for the construction of rural culture is the construction of rural cultural infrastructure, which is the material carrier for carrying out rural cultural activities, and also the material prerequisite for cultivating new farmers and promoting rural civilization. Therefore, we must intensify our efforts to do a good job in the construction and management of rural cultural infrastructure. In recent years, China's new rural construction boom has gradually risen, but there are also many problems, such as duplicate construction, image engineering, and unbalanced layout. It is necessary to actively and steadily promote the construction of a new type of rural cultural infrastructure in terms of overall planning, adapting measures to local conditions, respecting public opinion, and strengthening management.

In the course of building rural culture, it is necessary to do a good job in the overall planning of the rural areas in order to ensure the construction and development of the rural areas [5]. The relevant government departments should formulate a nationwide and macro-guiding overall plan for the construction of rural cultural infrastructure. At the same time, all localities should also formulate development plans suitable for their localities in accordance with their specific local conditions and in accordance with their specific local conditions. It is clear that in rural construction, peasants are the main beneficiaries and the most important force. Therefore, governments at all levels must truly change their work style, persist in following the mass line, conduct in-depth investigations of the people's feelings, understand the people's opinions, and understand different cultural backgrounds. This can not only promote the scientific and democratic decision-making of planning but also mobilize the enthusiasm of the peasant masses to participate in cultural construction, improve their understanding and support for planning decision-making, and thus have a real impact on the implementation of the plan.

5.2. Improve the Ability to Guarantee Funds for Rural Public Cultural Services

On the premise of ensuring fairness as much as possible, we should increase investment in rural public services, increase the proportion of rural public services, and increase the coverage of rural public services. The specific approach is: In terms of transfer payment, to the county, township, village three levels, the establishment of rural cultural services special funds and transfer payment funds, to serve the

provincial and municipal levels, with the strong backing of funds to promote the full coverage of cultural services and effectively benefit the people, especially to ensure the implementation of grassroots cultural services, to ensure the normal use of facilities, to ensure the normal development of activities.

In the construction of rural cultural infrastructure, there is a great demand for investment, so it is necessary to broaden the channels of capital sources and use preferential policies such as tax reduction and exemption for enterprises to attract enterprises and individuals to invest, so that the main body of investment becomes the main body of beneficiaries, so as to enhance the enthusiasm of social participation [6]. In the form of titles, it will obtain the sponsorship of enterprises and enhance the market's ability to allocate new rural cultural infrastructure. In addition to the mobilization of material interests, the role of spiritual incentives should also be strengthened, and under certain conditions, spiritual power can be transformed into material power, such as encouraging enterprises and individuals to donate to support the construction of new rural cultural infrastructure.

5.3. *Improve the Supervision Mechanism of Rural Culture*

Along with economic development and social progress, this is the issue of the times that we are facing. In today's network society, along with the widespread use of network information, the peasants are increasingly closely connected with the outside world, and some vulgar, pornographic, superstitious, and decadent cultures have developed and spread rapidly in the network age, which has brought great influence to the rural areas, and the cultural life of the peasants has become increasingly complicated, which has brought greater challenges to the government's management.

In this context, the public cultural services provided by the government cannot be limited to a series of cultural activities that are simply and mechanically repetitive. Instead, we should proceed from the overall situation, not only do a good job in system management, but also do a good job in hardware facilities and software services and grasp the cultivation and introduction of talents. At the same time, it is necessary to strengthen supervision, establish and improve the supervision mechanism, and standardize it in terms of orientation and principles, so as to avoid a chaotic situation. On this basis, we will promote the improvement of enterprise efficiency, promote the stability of market order, and ensure the long-term and stable development of cultural undertakings with a sound system. Only by using the law to regulate and restrain the government, and clearly stipulating the projects, contents, progress, and financial input with legal provisions, can we effectively supervise the implementation of public cultural services in rural areas and ensure that the construction and investment of public cultural services can be carried out in an orderly manner.

Improve the regulatory system with multi-level and multi-subject participation. A sound regulatory system for public cultural services should consist of three parts:

1. Realize the internal supervision of the government through the separation of supervisory power and administrative power.
2. Strengthen the supervisory role of the people's congress and the CPPCC, and supervise whether the government's functions comply with the provisions of the law.
3. Encourage farmers to participate in supervision.

Farmers from the grassroots not only have a deep understanding of the actual needs of the rural areas but also have a strong desire to change this situation, which is the key to improving the way of supervision [7]. In order to make cultural services carry out in an orderly manner under supervision, the most important thing is to have the joint supervision of internal and external regulatory bodies, and on this basis, objective and true supervision can be realized.

5.4. *Cultivating Cultural Talents and Improving the Quality of Farmers*

5.4.1. *Pay Attention to Talent Construction.* Build a high-quality rural public cultural service team, and train staff with good political quality and good sense of service, professionalism, sense of responsibility and professional ethics, so as to improve their service skills and work ability; to arouse the enthusiasm of the supply of public cultural services, we must not sit back and talk about it, but should establish a foundation that takes root at the grassroots level and goes deep among the masses.

5.4.2. Strengthen the Education, Training and Management of Rural Cultural Workers. In order to strengthen the practical work capacity of rural cultural workers, education and training can be carried out in the following ways:

First, entrust colleges and universities to train. With the help of the advantages of teachers in colleges and universities, and the sharing of high-quality educational resources, education and training on technology, knowledge, and information retrieval are carried out for rural public cultural service workers, and a series of lectures are held regularly to improve their professional level and professionalism. To satisfy the curiosity of the majority of college students about rural work, and to increase relevant disciplines and courses in universities, so as to stimulate college students to participate in rural cultural undertakings.

Second, strengthen on-the-job training and business exchanges through the job rotation system. On the basis of regular rotation training, enrich and innovate training models to improve the vision, vision and practical ability of grassroots cultural workers [8].

Third, strictly implement the system of special personnel and special projects. Establish special electronic files and paper files for staff, and flexibly update them from time to time according to the personal performance of the parties to the files, continuing education and learning improvement, attendance assessment, etc. These will also become an important reference material for subsequent promotion and evaluation, which will be an effective measure to effectively use modern information and file management to record the growth of talents.

6. Conclusions

Under the new historical conditions, tremendous changes have taken place in rural society, and the peasants can no longer be satisfied with mere material prosperity but also have higher and higher spiritual requirements. Culture is the soul of a nation, is the spiritual pillar of a nation, the comprehensive construction of a well-off society, the realization of the "Chinese dream", are inseparable from the prosperity and growth of the countryside; in order for the rural areas to become rich and strong, there must be prosperity and development of rural culture. In order to meet the new situation, new tasks, new tasks, and new tasks, it is necessary to strengthen the work of public cultural services in rural areas. Rural public cultural services are the key to improving the quality of life of farmers, an important part of the implementation of the rural revitalization strategy, and the top priority to help build a moderately prosperous society in an all-round way.

The construction of rural culture is a great social and historical practice, and it is difficult to fully grasp its breadth and depth. At the same time, since my research ability is also limited, it is inevitable that this research will have some shortcomings. The feasibility of this study lies in the fact that it is necessary to make full use of existing research methods and tools to carry out empirical investigations and field observations. However, due to time and resource constraints, we are not able to conduct a comprehensive survey of all rural areas, so the results obtained will be limited. In the future, I will continue to draw on some advanced research methods to analyze problems in multiple fields, dimensions and depths, analyze the causes, and put forward valuable reference suggestions.

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