

# *Influence of Traditional Culture on Rural Cultural Construction*

Yi Wei

*Shanghai University of Political Science and Law, Shanghai, China*

*weiyi@shupl.edu.cn*

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**Abstract:** With the gradual development of new rural construction, how to do well in the construction of rural culture has become an important mission of the country. There are many problems, and the traditional culture has a deep influence on the rural cultural construction. Therefore, in order to do well in rural cultural construction, it is necessary to carry out research on the influence of traditional culture on rural cultural construction. The purpose of this paper is to solve the problems existing in rural cultural construction, by studying the impact of traditional culture on rural cultural construction, the detailed analysis and research on how to build rural culture. This paper makes a comprehensive understanding of the achievements and existing problems of rural cultural construction in China, analyzes in detail the role and influence of traditional culture in rural cultural construction, and systematically discusses the feasibility of building rural culture by promoting fine traditional culture and discarding bad traditional culture. Research results show that the effective utilization of the traditional culture influence on rural culture construction and improve the rural cultural construction is feasible, and the effective protection of traditional culture and promoting utilization can effectively promote the rural cultural construction, constantly enrich and perfect the connotation of rural culture construction, improve the rural spirit, promote rural culture and the sustainable development of a new socialist countryside and prosperity.

## 1. Introduction

Since the 1980s, driven by the reform and opening up policies, China's economy has begun to develop at a high speed, and the development of rural construction has ushered in a climax [1]. In the context of reform and opening up, in the process of constructing a harmonious socialist society with Chinese characteristics and the construction of a new socialist countryside, in order to comply with the current development trend of socialist modernization, thoroughly implement and fully implement the guiding ideology of the scientific development concept, and build "New socialist countryside with production and development, affluent life, rural civilization, clean and tidy

villages, and democratic management "[2]. At present, it is necessary to strengthen the construction of rural culture, correctly solve and deal with the outstanding problems of rural cultural construction, and create a harmonious and orderly environment for the construction of a new socialist countryside [3]. The Third Plenary Session of the Seventeenth Central Committee of the CPC proposed the great strategic task of building a new socialist countryside, with the realization of the integration of urban and rural cultural and social development as soon as possible [4]. The study of the problem of rural cultural construction will help the coordinated development of the rural economy, improve farmers' material living conditions, reduce the gap between urban and rural economic development, and lay an economic foundation for cultural development [5]. It helps to promote the prosperity and development of rural culture, and ensures that the peasant masses receive psychological and spiritual sustenance and comfort [6]. It helps farmers to increase rural cultural knowledge, update rural cultural concepts, improve the cultural quality of the vast number of farmers and the overall development level of rural culture, guide people to actively participate in the integration of urban and rural areas, and narrow the gap in urban cultural development [7]. It is helpful to actively promote excellent culture, advocate new fashions of the times, and improve rural spiritual style. The development of socialist rural cultural construction has expanded the participation of urban and rural cultural co-construction, promoted the coordinated development of urban and rural culture, and provided effective spiritual guarantee for the construction of a new socialist countryside. Traditional culture was born and developed in the long process of historical process, and it reflects the national characteristics and features of national culture. "Tradition" refers to social factors with characteristics, such as culture, morals, ideas, systems, ethics, and religion, that have been passed down from generation to generation [8].

Traditional culture is formed in the people's long-term life. It does not change greatly due to the passage of time or the influence of external factors. It has a certain degree of finesse [9]. Professor Wu Han dong believes that "traditional culture is a spiritual heritage formed by the traditional tribe based on its inheritance from generation to generation, showing its identity characteristics" [10]. Some scholars believe that traditional Chinese culture should include content in philosophy, ethics, education, language, art, architecture, and technology. Traditional culture usually refers to cultural forms that are dominated by Confucian doctrine, and also Taoist and Buddhism as important components. It includes poems, national opera, calligraphy, couplets, folk crafts, lantern riddles, Folk games, architecture, martial arts, costumes [11]. Chinese traditional culture refers to the culture that was created and developed by the Chinese nation and its ancestors living in the Chinese region, has distinct Chinese national characteristics, and has been passed down from generation to generation [12]. It is found in the literature reading that some scholars equate rural culture with rural traditional culture, and the author does not agree with the sentiment [13]. The formation of rural traditional culture refers to a cultural phenomenon that is established in a certain village under the constraints of the natural and social environment, and which is different from modern culture in the formation and application of culture. Those cultures formed in modern society that are not imprinted by the local culture and have no inheritance characteristics do not belong to the scope of traditional rural culture [14]. Rural traditional culture mainly includes two aspects, one is material culture, that is, traditional rural natural features, rural traditional buildings, rural traditional costumes, rural settlements, folk and folk crafts, etc. ; the second is intangible culture, that is, village conventions, folktales, and Legends, folk songs and folk songs, clan culture, filial piety culture, farming methods, folk handicraft skills, folk festivals, traditional cultural performances, etc. [15].

In order to explore how to promote rural cultural construction more effectively, this article conducts research on the influence of traditional culture on rural cultural construction. Among them, Yao Hu made a detailed introduction to rural cultural construction work, pointed out the importance

and feasibility of promoting rural cultural construction work, and conducted a survey and research on the education level of a rural resident [16]. In his article, Tang N put forward the common problems of rural cultural construction, expounded the development status of rural cultural construction and the main problems, and made solutions to this [17]. Nnedinma elaborated in detail the excellence of strengthening rural cultural construction to promote rural construction work, and proposed that sustainable development in rural areas requires interference from rural cultural construction work [18]. YE put forward some common interference factors in the current rural cultural construction, and proposed ideas for its solution and problems encountered [19]. Clement Bayetti proposed the changes in the style of rural civilization in the progress of rural cultural construction, and proposed ideas for further promoting rural cultural construction [20]. Zhao J C proposed the development of traditional culture and its importance to real life, and it is essential to carry out related work [21]. M I Khan proposed the impact and importance of traditional culture on rural cultural construction, and explained how to use traditional culture to promote rural cultural construction [22]. ZHU analyzed the future development direction of rural cultural construction, especially explained the application of excellent traditional culture to this field, and analyzed the traditional culture existing in rural areas, such as benevolence, filial piety, etc[23]. Mai WL put forward the use of traditional culture "rule of governance" to promote rural cultural construction, which provides research directions for studying the impact of traditional culture on rural cultural construction, and analyzes the feasibility of "rule of governance" to improve rural spiritual style and improve the connotation of rural culture Sex [24]. ZHU Ming proposed the feasibility of constructing rural culture by promoting good traditional culture and discarding bad traditional culture, and strengthening the interference of traditional culture can effectively promote rural cultural construction, continuously enrich and improve the connotation of rural cultural construction, and improve rural The spiritual outlook promotes the sustainable development and prosperity of rural culture and the new socialist countryside [25].

To put it simply, this article focuses on seeking ways to promote rural cultural construction and developing the impact of traditional culture on rural cultural construction. Specifically, the main research content of this article is roughly divided into five parts: the first part is the introduction part, which aims to systematically review the main research content of this article from the research background, research purpose, research ideas and methods; the second part is The theoretical basis summarizes the current research status of rural cultural construction in detail and systematically, and also introduces the development status of traditional culture. The third part is related research, which expounds the influence of traditional culture on rural cultural construction through querying data and conducting relevant experiments. The fourth part is the analysis of the data. Through specific survey data and research results, the impact of traditional culture on rural cultural construction has been verified from various aspects such as promoting work progress and improving cultural connotation. It is a summary of the results of the article, a positive influence on traditional culture in rural cultural construction, and a prospect for further development.

## **2. Proposed Method**

### **2.1. Development and Characteristics of Traditional Culture**

The long history of the development of China's traditional culture still has a profound impact on all aspects of modern society. Chinese traditional culture refers to the culture that has been created by all ethnic groups in China and accumulated through long-term historical development. It is the sum of the material wealth and spiritual wealth created by the Chinese nation in history. Chinese traditional culture is the life perception and wisdom of the Chinese sages in the past. It includes Confucianism, Taoism, Legalism, Historicism, and other 100 schools of thought and Buddhism that

originated from outside China and even includes traditional medicine, drama, martial arts and witchcraft. Such as folk culture and traditional arts such as calligraphy and landscape painting. Among them, Confucianism, which originated from the Spring and Autumn Period and the Warring States Period, further became the "national consciousness" promoted by the ruler after the Emperor Wu of the Han Dynasty "dismissed one hundred schools and esteemed Confucianism." In the long historical development, Confucian culture constituted the most important part of Chinese traditional culture. Today, as we "Five in One" jointly promote the construction of a harmonious socialist society, we must understand China's "national conditions", and we must not be unforgettable descendants who forget their ancestors. And China's "national conditions" are most concentrated in China's traditional culture.

China's traditional culture generally has the following main features: First, a unified view and a value orientation that focuses on overall interests; second, strong vitality and sustainability and inclusiveness; and third, a harmonious, master-balanced world view and a peaceful life Interest; the fourth is a rational attitude and a humanistic culture that focus on reality; the fifth is a way of thinking in which dialectical thinking and classics thinking are mutual. Chinese traditional culture is vast, profound, and flawless, and it requires us to be good at taking its essence, discarding its dross, and critically absorbing useful things. Western countries, such as the United States, have also developed a "sinology" fever. Singapore's founding father, Lee Kan Yew, once attributed one of the important reasons for the economic development of the four Asian dragons to the benefits of traditional Chinese culture. All these illustrate the influence of Chinese traditional culture across time and space and its functions for practical use. It ultimately comes down to orthodox official value systems such as loyalty, filial piety, justice and founder. As such, its thrust is clear, positive, and healthy. With China's active and rapid growth and the rapid rise of its international status, more and more people are paying attention to China and studying China, and they are especially interested in China's thousands of years of culture.

Culture is the root of a nation and the soul of a nation. It is deeply embedded in the vitality, creativity, and cohesion of the nation. If you want to destroy its country, first destroy its history, if you want to revive its country, first revitalize its history. The formation and evolution of history determines the common personality and destiny of a nation. Babylon, ancient Egypt, ancient Greece, and ancient Indian civilizations, due to earthquakes, floods, plagues, famines, alien invasions, internal unrest and other factors, some declined, some died, and some merged into other civilizations. Only the Chinese nation's culture has gone through vicissitudes, and with its solid view of unity, tenacious cohesion, and timeless charm, it can be fully extended. From the perspective of world history, economic crisis will lead to national unrest and even regime change, and cultural crisis will lead to the extinction of the kingdom. Therefore, culture has extremely important practical significance. It is the foundation of a country, the foundation of development, and the source of strength.

## **2.2. Policy Support and Problem Description of Rural Culture**

In recent years, the country has attached great importance to rural cultural construction, implemented a series of policies and measures, focused on promoting basic public construction, popularization of basic education, and construction of key cultural projects, actively cultivated, expanded, and standardized rural cultural markets, and extensively carried out scientific, educational, cultural, and health undertakings. Activity. With the rapid development of the modern economy, the material living conditions of the peasant masses have been continuously improved, and the rural cultural undertakings have developed vigorously and achieved good results: the country has continued to increase its efforts in rural cultural construction, promoted rural

infrastructure construction, and the country's The determination has promoted the development of rural education and cultural progress. The spiritual and cultural life of the peasant masses has been generally improved, and rural cultural construction has shown good development prospects.

With the strong support of the state, the construction of rural cultural infrastructure has achieved significant results. Infrastructure is an important position and material carrier for the construction and dissemination of rural culture, and it is the main symbol of the existence and development of rural culture. Since the start of the construction of a new socialist countryside, the Party Central Committee has attached great importance to the issue of agriculture, rural areas and farmers. Rural public cultural service network system. The rural infrastructure is becoming more and more complete, and the functions are becoming more and more complete. The peasant masses are no longer limited to traditional cultural activities such as scientific and technological training, radio and television. The better-quality villages have begun preparations for the construction of gyms, swimming pools, and modern theaters. Cultural infrastructure construction. Rural education has improved markedly, and the overall quality of farmers has improved. Village leaders began to break the traditional education and talent recruitment pattern, innovate the selection mechanism, and focus on the cultivation of new forces and the mining of talents.

There are still many problems in rural cultural construction. The acceleration of the modernization process and the advancement of the construction of a new socialist countryside have promoted the rapid development of rural economy and culture, and the spiritual and cultural outlook of the vast countryside has changed dramatically. However, judging from the overall level of China's rural cultural development, rural cultural construction is still lagging behind, infrastructure investment is in short supply, education and cultural popularization is weak, and cultural industry development is lagging behind. At the same time, rural cultural construction shows a significant imbalance: "Compared with the city's modern cultural level, rural cultural construction still has a lot of deficiencies; compared with the eastern coastal areas, the rural cultural construction in the western backward areas is relatively slow. The overall quality of the peasant masses is still not high, and it is still far from the goal of cultural construction in the new countryside.

### 3. Experiments

#### 3.1. Experiment Objects

The experimental object of this article is the cultural construction in a rural area of Shan dong. If we want to study the cultural construction in rural areas, we must understand the rural cultural foundation. Rural cultural resources are becoming increasingly rich: Cultural resources are special resources that sound relatively remote, but they are relatively simple to understand, that is, various resources that can be comprehensively utilized in the process of cultural activities and cultural production, not only natural types but also social class. Cultural natural resources focus on the natural environmental conditions required for cultural production and cultural activities, such as the natural environment of various jade and tourist attractions.

Rural cultural teams are increasingly perfect: After the reform and opening up, the state has strengthened financial support for rural cultural construction. On this basis, township cultural centers and folk performance teams have gradually grown and expanded, so that rural areas have gradually completed cultural organizations and teams. At this stage, the window for cultural propaganda at the grassroots level is the township cultural station, where rural villagers learn relevant cultural knowledge. Mass amateur performance troupes (teams) are a group organized by the people to perform cultural performances. They are the cultural promotion teams in rural China. It can't be ignored that, on the basis of increasing the total number of rural cultural stations.

Increasing demand for rural cultural consumption: The cultural industry is a key development

industry in the new period in China, and it is a rising industry. The return on investment is high, and it is possible to obtain greater output in the later period through early investment. At the same time, the cultural industry is in line with the concept of sustainable development in China. It can not only create economic wealth, but also achieve cultural heritage, and has a dual social and economic effect. The government has gradually increased financial support for cultural construction in recent years. Rural culture is based on the long-term accumulation of rural residents' cognition, thinking, life, and production. Their enthusiasm for cultural construction has a bearing on the development speed of China's cultural undertakings. Under this prerequisite, the living standards of rural residents have undergone drastic changes, their income levels have increased, and their ideological concepts have also changed.

### 3.2. Bottleneck of Rural Cultural Construction

In the rural areas of the experimental subjects, the cultural construction work has been carried out for seven or eight years. There are many problems, and studying these problems is of great help to analyze the problems existing in the current rural cultural construction. Currently there are the following issues: Imperfect rural cultural management institutions, Imperfect institutions and mechanisms are the main bottlenecks and plights of rural cultural construction at this stage. First, the ideology of rural residents has not been completely changed, and there is a deviation in their understanding of cultural construction work. In rural areas, because the living standard is relatively low and the desire to develop the economy is stronger, rural grassroots governments are keen to grasp economic construction, attach more importance to economic public goods than rural cultural product supply, and are eager to develop local economies. The cultural infrastructure is not given enough attention. Ideological consciousness will inevitably affect actions. This kind of thinking of grass-roots government officials leads to insufficient motivation for rural cultural construction, resulting in an imbalance between rural cultural construction and rural economic development, which in turn hinders comprehensive economic development. Second, the professional team's professionalism is not enough, and the culture is not specialized. Moreover, there is not much money allocated for rural education, and the funds are mainly used for poverty alleviation and other work, as shown in table 1.

*Table 1. Government budgets at all levels allocate funds for education*

Category	2015	2016	2018	Rate of increase
Elementary school funding	402.2	412.3	420	6.7%
Middle school funding	322.3	325	332	2.5%
University funding	123.6	125	132.5	3.2%

Lack of investment in rural cultural construction: The establishment and improvement of a public cultural service system is inseparable from the strong support of government funds. However, in the past, the government's investment in public cultural services was far from sufficient and the proportion of fiscal expenditure was too low. Although financial investment is increasing, the status qua has not changed, and the gap between rural cultural investment and urban cultural investment has not narrowed. Rural cultural infrastructure is backward: Although decades of development have made great progress in rural cultural construction in China, cultural infrastructure is still very backward due to its weak foundation. The number of rural cultural facilities is insufficient.

## 4. Discussion

### 4.1. Analysis of the Status and Investment of Rural Cultural Life

The work of rural cultural construction has achieved staged results. On the premise of exploring the influence of traditional culture on rural cultural construction, we must first analyze the current situation of rural culture and then explore the impact. An in-depth analysis of the current status of rural cultural life in China, at the same time further analyze the current situation of temporal changes in rural cultural investment in recent years, analyze the differences in rural cultural investment in different regions, summarize the uneven characteristics of rural cultural investment in different regions of China, summarize and summarize the current rural China The obstacles and problems encountered in the process of cultural construction investment are also the important realistic basis for the subsequent analysis and screening of the influencing factors system in this paper. The basic information of farmers surveyed in this survey includes statistics on the educational level of rural residents by educational level. By analyzing the survey data. The survey found that the educational level of farmers in the sample was generally low. The survey results are shown in Table 2.

Table 2. The work efficiency under the integrated service system of social work information

Education background	Frequency	Percentage	Cumulative percentage
Primary schools and below	476	36.5	36.5
Junior high school	625	47.5	84
High school or technical secondary school	187	14.8	98.8
College degree or above	19	1.2	100

The data in Table 2 reflect the education level of rural residents. It can be seen that rural cultural construction work has been somewhat effective, but the education level of rural residents is still low. Among them, junior high school culture and below junior high school culture accounted for 84%, while college education accounted for only 14.8%. Overall, we can see that there is a long way to go in rural cultural construction.

The expectation of children's educational level is also an important indicator to reflect the degree of rural cultural construction. This paper surveys middle-aged people in a certain rural area and summarizes and analyzes the survey results based on their feedback. After a summary analysis of the parents' expectations of their children's education levels in the questionnaire, it was found that the specific data is shown in Figure 1.

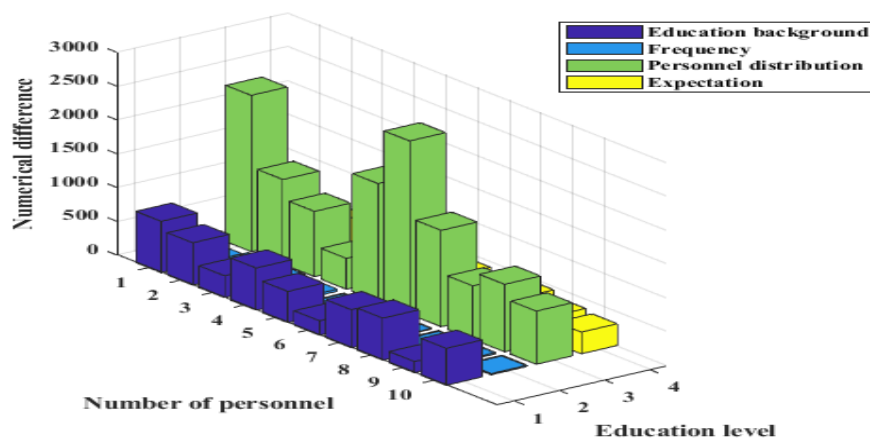


Figure 1. Expectations of boys' educational level

From the data in Figure 1, it can be seen that with the progress of rural cultural construction, rural residents have increased their cultural needs, and they hope that their children can receive better education and read books. A total of 74.5% of parents hope that their children can get a bachelor degree or above. For girls, the numbers are roughly the same as for boys. It can be seen that under the influence of modern rural cultural construction, men and women are basically not as prejudiced as before in reading.

The demand for scientific and technological knowledge is also one of the important indicators to measure the status of rural cultural construction. Rural residents' willingness to demand scientific and technological knowledge is relatively strong, but there are still many factors restricting the process of satisfying farmers' needs. According to the analysis of influencing factors on the demand and behavior of cultural performances for cultural performances, it can be known that age, gender, whether they have professional skills, total family income and topography are the key factors that influence the demand and behavior of cultural performances for farmers. With the continuous development of society, technology has brought unprecedented changes to life. Farmers' production, life and ecology are subject to greater and greater changes in science and technology, and farmers' demand for agricultural technology is increasing day by day. Farmers' technology needs show various and differentiated characteristics, and the variety and style of technology involves a very wide range. After statistical investigation, data on the demand for scientific and technological knowledge are shown in Figure 2.

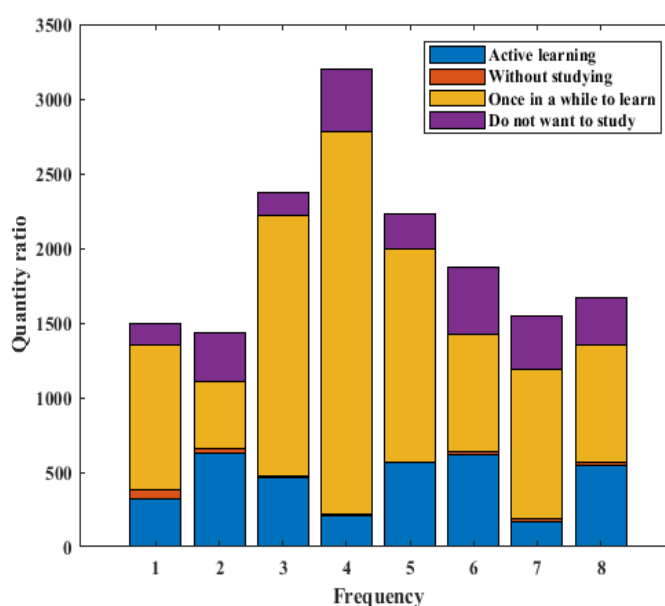


Figure 2. The need for scientific and technological knowledge

From the data in Figure 2, it can be seen that with the progress of rural cultural construction, rural residents' demand for scientific and technological knowledge has increased significantly compared with more than a decade ago. As many as 54.5% of the respondents think that the study of scientific and technological knowledge is necessary, and it is necessary to take the initiative to learn and master some scientific and technological knowledge. This value has increased by about 65% compared with more than ten years. In addition, there are still 4.2% of rural residents' scientific and technological knowledge that has little impact on their lives, so there is no need to learn. It can be seen that the work of rural cultural construction has not been fully popularized and further work is needed.



## 4.2. Analysis of the Impact of Traditional Culture on Rural Cultural Construction

In the construction of rural culture, the influence of traditional culture is quite deep, and it has become a trend to do a good job in rural cultural construction through the effective use of the influence of traditional culture on rural cultural construction. This traditional cultural morality includes three aspects: integrity, filial piety, and etiquette. In terms of etiquette, people will give each other certain gifts, and give each other blessings and respect. which has increased the burden on the left-behind elderly. In recent years, with the promotion of traditional cultural integrity, filial piety, etiquette, the situation has improved. The survey results are shown in Table 3.

Table 3. The work efficiency under the integrated service system of social work information

Comparison Ratio	Without	Once or twice	Three to five	More than five times
Ten years ago	49%	30%	15%	6%
Now	12%	18%	45%	25%

As can be seen from Table 3, compared with the previous survey data, it can be clearly seen that under the influence of traditional culture, rural cultural construction has achieved results, the children's filial piety has improved significantly, and the number of maintenance payments to parents has increased. The situation that parents have never given this kind of maintenance each year is greatly reduced, from 49% to 12% now, and the situation has greatly improved. "Intersection of etiquette and custom" then becomes the code of communication in rural society. When you break this code, you will be criticized by the public opinion and rejected by the group. People will follow the custom, follow the rules, and unite and help each other. The funds for cultural construction invested in traditional cultural propaganda have been increasing. The specific data is shown in Figure 3:

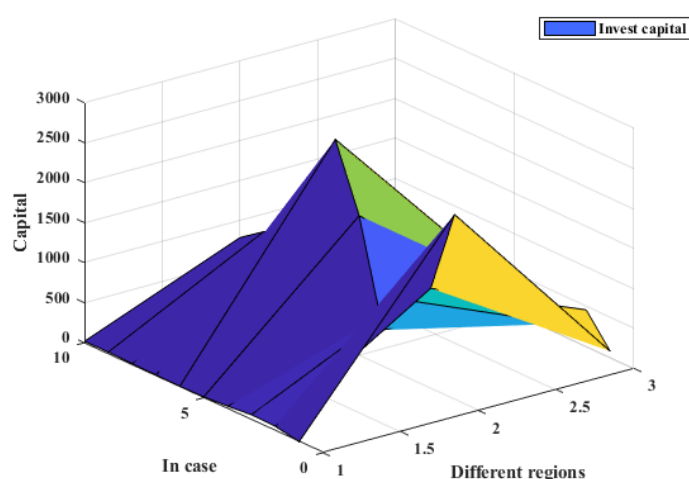


Figure 3. Funds were invested in cultural development in rural areas throughout the country

As can be seen from Figure 3, according to the statistical results, it can be seen that the capital investment in the promotion and use of traditional culture in rural cultural construction throughout the country has been increasing, and the capital investment in the past decade has increased by 25%.

In order to explore how many influencing factors are in the construction of rural culture, this article collects a large amount of data, using on-site interview surveys and expert review methods to summarize and evaluate various influencing factors. The influencing factors of rural cultural construction include: the education level of farmers, the average annual income of farmers, the

En-gel coefficient of farmers' living standards, and traditional culture. Statistical data and experimental results, after statistical analysis, the results are shown in Figure 4:

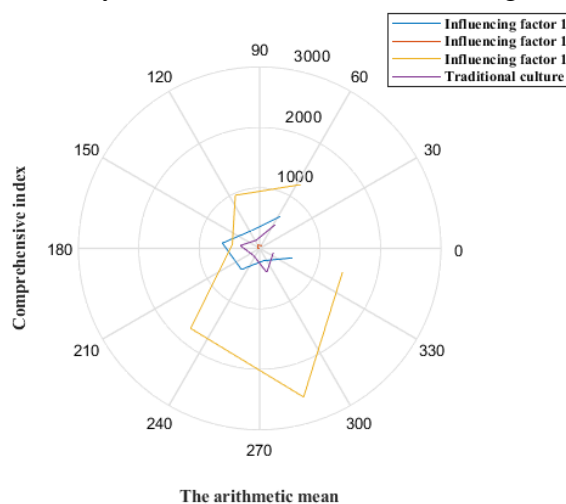


Figure 4. Index of the influence of traditional culture on rural cultural construction

It can be seen from Figure 4 that after analysis of the survey results, the impact index of traditional culture on rural cultural construction is high, with an impact index of 6.5, which is the top three of many influencing factors. Moreover, it can be seen that it is feasible to effectively use the influence of traditional culture on rural cultural construction, and to do a good job in rural cultural construction, and the effective protection and promotion of traditional culture can effectively promote rural cultural construction.

## 5. Conclusion

(1) This article analyzes the problems that often exist in rural cultural construction. It does not solve these problems and discusses them, and proposes corresponding solutions. It introduces the development and influence of traditional culture, and studies the influence of traditional culture on rural cultural construction, and analyzes the role and influence of traditional culture in the current rural cultural construction.

(2) Conducted research on the application and development prospect of traditional culture "rule of governance" to rural cultural construction, put forward corresponding ideas and theoretical guidance, and confirmed the effective use of traditional cultural impact on rural cultural construction to further improve rural culture. The feasibility and excellence of the construction can also promote the sustainable development and prosperity of rural culture and the new socialist countryside.

(3) Explored and verified the feasibility and superiority of using excellent traditional culture to promote rural cultural construction. Statistical analysis proved that the impact index of traditional culture on rural cultural construction reached 6.5. It is feasible to make effective use of the influence of traditional culture on rural cultural construction and to do a good job in rural cultural construction, and the effective protection and promotion of traditional culture can effectively promote rural cultural construction and continuously enrich and improve the connotation of rural cultural construction.

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## Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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