



The Logical Rationale and Practical Path of the Protection and Utilisation of Ploughing and Reading Cultural Resources in the New Era

Shuyang Zhi

Hefei University of Technology, Hefei, 230000, China

2939218059@qq.com

Abstract. The protection and utilisation of cultural resources of farming and reading in the new era is crucial for cultural inheritance and social development. These resources are vital for the development of farming and reading education, the continuation of Chinese culture, rural revitalisation, and the cultivation of new generations. Strengthening their protection and utilisation is a significant theoretical and practical issue that integrates educational, cultural, economic, and social values. However, rapid urbanisation poses challenges: the material and spiritual aspects of farming and reading culture face “rootlessness” due to disappearance and inheritance gaps, and their protection and use face “colourlessness” due to cultural distortion and dislocation. The value and significance of this culture risk being forgotten by the new generation and overshadowed by the Internet. To address this, we must improve system design, enhance publicity and education, strengthen collaboration among stakeholders, and leverage digital empowerment. These measures will ensure the effective protection and rational use of farming and reading cultural resources, fully realising their rich value.

Keywords: Cultural resources of farming and reading; Value of the times; Protection and utilisation; Practical paths

1 Introduction

In October 2023, General Secretary Jinping Xi pointed out at a symposium on the development of cultural heritage that it is our new cultural mission to promote the prosperity of Chinese culture and build a modern civilisation for the Chinese nation^[1]. The first document of the Central Committee in 2024 pointed out the need to "prosper and develop rural culture" and "promote the organic combination of elements of farming civilisation and modern civilisation, and write a rural chapter on the modern civilisation of the Chinese nation^[2-4]". In order to better inherit the Chinese culture and continue the farming civilisation, we need to comprehensively grasp the multiple values of the protection and use of the cultural resources of farming and reading, look at the current realities of the protection and use of the cultural resources of farming and reading, and actively explore the effective path to break the dilemma^[5,6].

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2 The Value Logic of the Protection and Utilisation of Ploughing and Reading Cultural Resources in the New Era

2.1 Protection and Use of Cultural Resources for Farming and Reading is a Prerequisite for the Development of Farming and Reading Education

2021, the CPC Central Committee and State Council issued the Opinions on Comprehensively Promoting Rural Revitalisation and Accelerating Modernisation of Agriculture and Rural Areas, which explicitly pointed out the need to "carry out cultivation and reading education"^[1]. To carry out farming and reading education is the inevitable requirement of inheriting the excellent traditional Chinese culture and strengthening labor education, but also the meaning of promoting rural revitalization and realizing the agricultural and rural modernization. Cultural resources not only provide a solid cultural foundation for educational education, but also provide favorable practical support for the development of educational education.

2.2 Protecting and Utilising the Cultural Resources of Farming and Reading is the Mission Requirement of Continuing the Chinese Cultural Lineage

As the historical root of the inheritance of civilization, farming and reading cultural resources are the cultural memory of the prosperity and development of the Chinese nation, the foundation and support of national confidence, and the main source of national creativity. It mainly includes material cultural resources and spiritual cultural resources. To protect and utilize the cultivation and reading cultural resources is to protect the cultivation and reading culture with material as the carrier, inherit and carry forward the culture of farming and reading with the spirit as the carrier, and continue the Chinese culture.

2.3 The Protection and Use of Cultural Resources of Farming and Reading is the Key to Rural Revitalisation

Comprehensively promoting rural revitalization is an inherent requirement of agricultural and rural modernization, and the only way to build China into a strong agricultural country. Cultivation of cultural resources as the carrier of cultivation culture, carrying the thick historical memory of the Chinese nation and unique cultural genes, has rich commercial value, cultural value, spiritual value, impetus for rural industries, stimulate vitality for rural cultural revitalization of rural organization to provide wisdom, protection and utilization of cultivation of cultural resources is the meaning of the revitalization of the country.

2.4 Protecting and Utilising Cultural Resources for Farming and Reading is an Intrinsic Need for Cultivating Talents in the Three Rural Areas

"Talents for agriculture, rural areas and farmers" refers to talents who devote themselves to agriculture, rural areas and farmers. Farming and reading cultural resources contain great ideological value, educational value and the value of The Times. They are not only the precious spiritual wealth of the Chinese nation, but also the spiritual fertile soil for educating, cultivating and cultivating people. The cultural resources of farming and reading contain the agricultural wisdom of "the unity of man and nature", the fine tradition of "farming and reading to the family", unity, friendship, simplicity and kindness, and help to cultivate rural talents who understand agriculture, love the countryside and love farmers.

3 The Reality of the Dilemma of the Protection and Use of Cultural Resources of Farming and Reading in the New Era

3.1 The Protection and Utilisation of Cultural Resources for Farming and Reading are in the Predicament of "Losing Their Roots"

General Secretary Jinping Xi stressed: "The countryside is the birthplace of our traditional civilisation, the roots of local culture cannot be broken, and the countryside cannot become a deserted countryside, a left-behind countryside, or a homeland of memory." [2] Only by protecting the "roots" of the cultural resources of farming and reading, so that they can be passed on continuously, can we make better use of the cultural resources of farming and reading and prosper the socialist culture. However, under the influence of Western modernity, the current cultural resources of farming and reading have fallen into the predicament of "losing roots", which is mainly manifested in the disappearance of material cultural carriers and the fault of spiritual cultural inheritance. On the one hand, ancient villages and other carriers of material cultural resources are disappearing. 21st century, the number of natural villages in China has decreased sharply, from 3.63 million in 2000 to 2.36 million in 2020, a reduction of 1.27 million in the past two decades, an average of about 174 villages disappeared every day. Among this seemingly large base of natural villages, traditional villages are even fewer. By the end of 2019, there were 6,819 Chinese traditional villages listed for protection, accounting for only 0.27 per cent of the total number of natural villages. [3] On the other hand, the inheritance of spiritual cultural resources carried by folk culture, folk traditions, festivals, folk songs and nursery rhymes has been broken.

3.2 The Phenomenon of "Losing Colour" in the Protection and Use of Cultural Resources for Farming and Reading

Compared with town culture and sculpture culture, farming culture has unique cultural characteristics and folk style. It is specifically manifested in tangible resources such as traditional village forms, characteristic folklore and farm compounds, and also in living resources such as customs and habits, ethnic customs, traditional skills and folk art. However, in the specific practice of protecting and using the cultural resources of farming and reading, our country's cultural resources of farming and reading are in the predicament of "losing colour", mainly because of the phenomenon of cultural distortion and cultural dislocation in the process of protecting and using the cultural resources of farming and reading. For example, in the development of rural tourism, cultural experience and other projects, some regions tend to overdevelop the cultural resources of farming and reading in order to pursue economic benefits, making them commercial selling points.

3.3 The Protection and Utilisation of Cultural Resources of Farming and Reading are Facing the Crisis of "Losing Voice"

In recent years, although the Party and the government of China have attached great importance to the construction of rural culture, and constantly emphasised the power and nourishment drawn from the culture of cultivation and reading, in order to help the prosperity of rural culture, however, in the tide of rapid urbanisation, the value and significance of the culture of cultivation and reading have been gradually forgotten, and even cognitive bias, facing the crisis of "losing voice". First of all, the influence of the culture of cultivation and reading is weakening among the young generation. The new generation of young people's understanding and recognition of farming and reading culture is gradually weakening. Secondly, the discourse of cultivation and reading culture in the mass media has been marginalised. The mass media tends to pay more attention to modern cultural elements such as pop culture and urban culture, while neglecting the traditional and profound cultural resources of farming and reading culture. Finally, the positioning of farming and reading culture in local cultural development is vague. In some regions, ploughing and reading culture is often simply regarded as a kind of tourism resources or cultural symbols, without digging deep into its profound cultural connotation and value of the times.

4 Conclusion

4.1 Strengthening Publicity and Education, and Enhancing Awareness of the Protection and Use of Cultural Resources for Farming and Reading

On the one hand, rich and diversified publicity and education activities have been carried out to raise the awareness and attention of the whole society to the culture of farming and reading. Relying on schools, social organisations and other channels, we build

a diversified publicity and education system, organise ploughing and reading cultural festivals, exhibitions, lectures and other activities, and invite experts, scholars and folk artists to show the charm of ploughing and reading cultural resources, so as to increase the public's interest and participation in ploughing and reading cultural resources. Volunteers have been organised to go into rural areas to help farmers pass on and carry forward the culture of farming and reading, so that more people can experience the profound heritage of the cultural resources of farming and reading, and thus increase their understanding and concern. On the other hand, by publicising national policies and measures on the protection of farming and reading culture, advanced models and successful cases of the protection and use of farming and reading culture, the public's awareness of the protection of farming and reading culture is raised, and the enthusiasm of all walks of life to participate in the protection and use of farming and reading culture is stimulated.

4.2 Sound System Design, Improve the Mechanism for the Development of Ploughing and Reading Cultural Resources Industry

Firstly, following the principle of starting from the actual situation and reflecting the local characteristics, the relevant laws and regulations for the protection and inheritance of traditional village history and culture should be improved, so as to provide a guarantee for the rule of law to strengthen the protection of traditional villages and rural characteristics. Adhere to the goal-oriented, open the traditional village legislation protection mode, focusing on the big demolition and construction, demolition of the real construction of false, failure to control and repair, improper use and other critical issues to strengthen supervision. Secondly, improve the cultivation and reading cultural resources related to industrial development planning, promote the cultivation and reading cultural resources and tourism, education, science and technology and other industrial integration and development, to broaden the space for industrial development, improve the added value of industry. Finally, strengthen the supervision of the ploughing and reading cultural resources industry, establish a sound management system, regulate the market order, and guarantee the quality of industrial development. By improving the market access system and the price supervision system, we will create a fair, just and orderly environment for industrial development

4.3 Enhancing the Collaboration of the Main Bodies and Forming a Team for the Protection and Utilisation of Cultural Resources for Farming and Reading

Firstly, By establishing and improving relevant laws and regulations, the government has made detailed and strict regulations on the procedures for the protection and use of the cultural resources of farming and reading, the respective duties and relationships of the governments at all levels and the civil society, as well as the sources of protection funds and the contents of the business, so as to carry out a unified leadership. Secondly, Relying on the society, we should give full play to the role of economic support for the

protection and utilization of farming and reading cultural resources. For example, establish a foundation for the protection and development of farming and reading culture, encourage enterprises, social organizations and individuals to donate funds to support the protection, restoration and inheritance of farming and reading cultural resources. Finally, with the support of schools, we should strengthen the inheritance and innovation of farming and reading culture and education. By opening relevant courses and organizing practical activities, we can cultivate students' interest in and understanding of farming and reading culture, and improve their cultural literacy and innovation ability.

4.4 Relying on Digital Empowerment to Stimulate the Vitality of the Protection and Utilisation of Cultural Resources for Farming and Reading

In today's era, digital information technology is making rapid progress, deeply integrating into all aspects of social production and life, changing and reshaping the traditional production and life style of human society in the past, bringing about all-round social changes, and also bringing new opportunities for the inheritance of the excellent traditional culture of the Chinese nation. The encounter of digital technology and excellent traditional culture will certainly enrich the cultural storage media carrier, innovate the form of cultural interpretation presentation, open up the interactive channels of cultural dissemination, thus giving birth to the construction of new cultural vitality and new ecology, and injecting new impetus into the inheritance and innovation of the excellent traditional culture to provide new kinetic energy. First of all, give full play to the power of cutting-edge artificial intelligence technology, so that the "lost roots" culture "live" up. At the level of cultural restoration, with the help of AI's real-time monitoring and accurate analysis of the environment, ancient building diseases, exhibition hall conditions, combined with neural network algorithms, interactive dynamic image design and digital three-dimensional visualisation, to achieve accurate restoration of cultural heritage and intelligent protection; in the field of cultural reproduction, through data collection and three-dimensional digital archiving and other technologies, so that cultural relics can be preserved in a completely new way for all eternity. Secondly, we should innovate the new way of developing and utilising the cultural resources of farming and reading, so that the "lost colour" culture can be "alive". Hidden as pass, pass as use, but in the past, many cultural heritage due to easy damage, it is difficult to physical form show people, can only be shelved. Consequently, its social, cultural, scientific and aesthetic value can not be reflected, unable to meet people's spiritual and cultural needs. Therefore, we should make full use of the ploughing and reading culture website, establish a ploughing and reading cultural resources database, timely release of dynamic information, convenient for everyone to follow the map. Eliminate the constraints on the circulation of digital cultural products, enhance the scientific and technological elements of the farming and reading tourist sites and educational bases, develop animation and VR experience of farming subjects, and also establish digital cultural farming and reading exhibition halls, film and television networks, etc., and set up synchronous audio-visual explanations to facilitate people to browse on-line and carry out on-line interactions and exchanges of learning. Finally, with the help of digital technology to

promote the dissemination of farming and reading cultural resources, so that the "silent" farming and reading culture "live" up. Taking the media centre as a platform, we have made efforts to build a full-media dissemination system of farming and reading culture, so as to infiltrate the cultural essence and excellent cultural genes contained in farming and reading cultural resources into the life, work and study of the general public, and to create a strong atmosphere of farming and reading culture.

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