

# Analysis on the Pathway of Rural Social Work to Promote Rural Culture Development under the Strategy of Cultural Revitalization

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**Abstract:** Under the background of the Rural Revitalization Strategy, rural culture has become the core driving force for sustainable rural development. It carries historical memory and traditional values, which are crucial for uniting rural communities and improving the quality of life for villagers. As a professional force, rural social work is closely linked to the revitalization of rural culture. This study analyzes the current status and challenges of rural culture, explores the advantages and opportunities for intervention in rural social work, and discusses its approaches in cultural inheritance, innovation, dissemination, and enhancing villagers cultural awareness. The aim is to provide theoretical guidance and practical strategies for the revitalization of rural culture, promoting comprehensive, coordinated, and sustainable rural development, and narrowing the cultural gap between urban and rural areas.

**Keywords:** rural culture, cultural revitalization strategy, rural social work, path analysis

## 1. Research background and significance

### 1.1 Research background

In the critical period of implementing the rural revitalization strategy, the state has placed greater emphasis on the spiritual and cultural life of rural governance entities. It is emphasized to vigorously implement the rural construction initiative, strengthen the spiritual civilization construction in new-era rural areas, and continuously meet the needs of farmers for a better spiritual and cultural life. In recent years, issues such as the weakening of rural cultural construction entities, the "voicelessness" of rural culture, and the misalignment between supply and demand of rural cultural services have emerged. Social work aligns with the goals of rural cultural construction and is supported by national policies to participate in rural governance. Rural social workers need to intervene, use professional methods to promote cultural development, and explore their professional advantages and effective pathways for participation.

### 1.2 Significance of the study

Based on the characteristics and advantages of rural social work, and in response to the actual needs of rural cultural development, specific strategies have been proposed for cultural inheritance, innovation, dissemination, and enhancing villagers cultural awareness. [1] These strategies open up new perspectives for rural cultural development and promote innovation in rural cultural theory. At the same time, this study has practical significance for the revitalization and comprehensive development of rural culture, providing an operational guide for rural cultural development. It helps to activate the intrinsic vitality of rural culture and enhance its soft power.

## 2. Theoretical basis

### 2.1 Theory of social support network

The theory posits that individuals in society have certain social support networks, which can provide emotional support, material support, and informational support. By applying the theory of social support networks, we can construct a social support network for rural cultural development. This involves enhancing cooperation and communication among multiple stakeholders, including the government, social organizations, and enterprises, to form a collective force for rural cultural development.

### 2.2 Theory of cultural consciousness

The emphasis should be on individuals awareness and reflection of their own culture, as well as the cultural consciousness that arises from this. In promoting rural cultural development, the theory of cultural consciousness should be applied to enhance villagers cultural awareness. Strengthening cultural education and guidance for villagers will help them cherish and love their rural culture even more[2].

### **3. The analysis of the current situation and difficulties of rural culture development**

#### **3.1 The current situation of rural cultural development**

In some rural areas, elderly villagers carry on traditional farming skills and seasonal customs, among other cultural elements. Ancient ancestral halls and old residences, as material symbols of rural culture, are rich in historical and cultural significance. As modern society evolves, rural culture is also undergoing a transformation. The widespread use of the internet and smartphones has provided rural residents with diverse lifestyles and sources of information. Despite this, the development pace of rural culture remains relatively slow, and the gap between rural and urban cultures is widening in certain aspects.

#### **3.2 The difficulties faced by the development of rural culture**

##### **3.2.1 Rural cultural revitalization is faced with the challenge of talent shortage**

With the advancement of urbanization and modernization, well-educated rural residents have emigrated, resulting in the rural left-behind groups mainly composed of the elderly, children and women. Limited by their education level and cultural level, they lack the willingness and ability to innovate culture.

##### **3.2.2 Rural cultural revitalization encounters the dilemma of subject identity**

The cultural awareness of rural residents is diluted, urban culture squeezes the living space of rural areas, and the acceleration of urbanization leads to the disintegration of villages, the closure of cultural facilities, and the weakening of characteristics. In addition, the reproduction of rural culture is broken, and excellent culture faces difficulties in inheritance. Many artisans and cultural representatives have no successors, and culture is gradually disappearing.

##### **3.2.3 The market efficiency of rural cultural industry needs to be improved**

The infrastructure of rural cultural industry is not sound, the facilities of cultural industry are lacking and old, and they fail to fully integrate with the development of rural agriculture economy. In addition, the industrial development planning is not perfect, the needs of government, market and people are not effectively connected, and some local grassroots governments ignore the layout planning of cultural industry and lack market competition consciousness.

##### **3.2.4 The rural cultural governance system needs to be strengthened**

First, the governance mechanism is rigid and heavily influenced by government intervention. Second, resource allocation and utilization are inefficient, with channels for cultural resource investment being obstructed and usage lacking transparency. Moreover, the party-led cultural governance mechanism is underdeveloped, and grassroots party organizations, constrained by talent and funding limitations, struggle to provide effective management and services, thereby increasing the operational difficulties of grassroots cultural service institutions.

### **4. The inevitability of rural social work intervention in rural cultural development**

#### **4.1 The value concept is highly compatible**

Social work upholds core values such as people-orientedness, fairness, and justice, aiming to promote social equity and enhance public welfare. In the development of rural culture, it also strives to protect villagers cultural rights and promote fair cultural sharing. Whether in cultural heritage preservation or innovation and development, the starting point is always the needs and interests of the villagers.

#### **4.2 The professional method is highly targeted**

Case work can provide personalized support for key individuals in rural cultural inheritance, such as folk artists; group work facilitates the organization of villagers to carry out cultural learning and skill inheritance group activities; community work can integrate rural cultural resources and promote community culture construction.

### **5. The path of rural social work to promote rural cultural development under the strategy of cultural revitalization**

#### **5.1 The path of rural social work to help the inheritance of rural culture**

##### **5.1.1 Cultural heritage excavation and protection**

Rural social work should actively engage in the discovery and protection of rural cultural heritage. Through on-site research and visits, understand the distribution, types, and value of the heritage, and develop specialized protection plans. At the same time, guide villagers to establish a sense of protection, fostering a positive atmosphere where the whole society participates in conservation efforts.

### **5.1.2 Inheriting and carrying forward fine traditional culture**

Rural social work should actively promote the inheritance and promotion of excellent traditional culture in rural areas. By organizing cultural activities and conducting cultural training, it guides villagers to learn and inherit traditional culture, enhancing cultural identity and pride[3]. In addition, modern technological means should be utilized to disseminate and promote excellent traditional culture.

## **5.2 The path of rural social work to help rural cultural innovation**

### **5.2.1 Promote innovation in rural cultural industries**

Rural cultural industry is the core support of rural cultural development. Rural social work needs to actively integrate into its innovative development process, guide villagers to explore local characteristics through market research and analysis, and develop handicrafts, rural tourism and other characteristic cultural industries.

### **5.2.2 Cultivate rural cultural innovation forces**

Innovative talents are the key elements of rural cultural revitalization. We can improve villagers cultural literacy and innovation ability by organizing skills training and building communication platforms, and actively introduce external talents and resources to inject intellectual power and financial guarantee into rural cultural innovation

## **5.3 The path of rural social work to help the spread of rural culture**

### **5.3.1 Expand the channels of rural culture dissemination**

As an important link in the development of rural culture, cultural dissemination needs to rely on multiple channels. Rural social work should proactively use modern technological means such as the Internet and social media to expand the influence of rural culture. At the same time, it should plan cultural activities and exhibitions as platforms for villagers to exchange and display their culture, thereby enhancing the reach and appeal of rural culture.

### **5.3.2 Optimize the efficiency of rural culture dissemination**

Improving the effect of communication is the core task of rural cultural communication. Rural social work needs to deeply participate in the evaluation of effect and strategy optimization, through the investigation of villagers cultural needs characteristics, formulate precise communication plans, to ensure the pertinence and effectiveness of cultural communication.

## **5.4 The path of rural social work to promote villagers cultural consciousness**

### **5.4.1 Enhance the cultural confidence of villagers**

By organizing cultural activities and carrying out cultural education, villagers can be guided to recognize the value of local culture and enhance their cultural identity and pride. External resources can be used to expand cultural experience channels and broaden villagers cultural vision and knowledge reserves.

### **5.4.2 Improve the cultural literacy of villagers**

Cultural training and special lectures are carried out to systematically improve the cultural literacy and aesthetic ability of villagers[4]. A cultural consultation service mechanism is established to assist villagers in deepening their understanding of culture and cultivating their ability to appreciate art.

## **6. Conclusion**

This paper explores the path of rural social work in cultural revitalization based on its characteristics and the cultural needs of rural areas. The study finds that rural social work plays a significant role in cultural inheritance, innovation, dissemination, and enhancing villagers cultural awareness. By protecting cultural heritage, promoting traditional culture, developing distinctive cultural industries, nurturing cultural innovation talents, broadening channels for cultural dissemination, improving communication effectiveness, and strengthening villagers cultural confidence and literacy, rural social work can effectively promote the prosperity of rural culture and narrow the cultural gap between urban and rural areas.

In the future, with the in-depth implementation of the rural revitalization strategy, the role of rural social work in the development of rural culture will become more prominent. Therefore, it is necessary to strengthen its professionalization and standardization, improve service quality and effectiveness, and provide more scientific and effective paths and strategies for the development of rural culture.

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