Cultural Common Prosperity: A Empirical Study on the Practice and Governance of “Rural Spring Festival Gala” in the Developed Area of Eastern China

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Abstract. “Rural Spring Festival Gala” is the epitome of Chinese rural cultural construction. Based on the analysis framework of Bourdieu’s field theory, this study distributed 1,175 questionnaires to 47 villages in 12 prefecture-level cities in Zhejiang Province. On the basis of the questionnaire data, 94 in-depth interview reports of 10 villages were coded and counted by the qualitative data analysis software, Nvivo12plus. It is found that the Rural Spring Festival Gala has difficulties in terms of institutional, economic, social and cultural capital, such as difference between grass-roots’ initiative, uneven distribution of economic resources, rural hollowing and unbalanced cultural pattern. It is suggested to build a scientific policy guarantee, assist in the subsidization and distribution of Rural Spring Festival Gala funds, build a “Great Wall” of talents for the Rural Gala, cultivate the cultural confidence of rural entities, and promote the transformation and development of rural culture.

Keywords: Rural Spring Festival Gala; Chinese modernization; rural culture; field theory.

1. Introduction

Chinese path to modernization is an important driving force for the rejuvenation of Chinese nation. Common prosperity for all the people and harmony between material civilization and spiritual civilization are its important features. In the in-depth promotion of Chinese modernization, issues related to agriculture, rural areas and the well-being of farmers are the weak link that restrict its development. After more than half a century of hard work, China has adopted a series of measures, such as tax and fee reduction, rural grid renovation, construction of a new socialist countryside, and a rural revitalization strategy. Great breakthroughs and development have been made in rural areas in terms of industry, human resources, ecology, and living standards. However, there are still some problems and difficulties in the construction of rural culture and civilization. The Chinese government has paid attention to these problems, and the construction of rural culture has become the top priority of rural work after the 18th CPC National Congress. The report of the 19th CPC National Congress put forward the rural revitalization strategy for the first time, in which rural culture revitalization is an indispensable part[1]. The report of the 20th CPC National Congress also clearly emphasized the promotion of all-round rural revitalization. In 2022, the Ministry of Culture and Tourism, the Ministry of Education, the Ministry of Natural Resources, the Ministry of Agriculture and Rural Affairs and other departments jointly issued the “Opinions on Promoting Rural Revitalization through the Cultural Industry”. The “Opinions” aim to incorporate rural revitalization enabled by the cultural industry into the overall pattern of promoting rural revitalization, formulate policies and measures centering on key areas of the cultural industry, give full play to the multi-functional value and comprehensive driving role of the cultural industry so as
to help rural economic and social development, and promote rural revitalization to achieve common prosperity[2].

Previous studies have discussed the importance, current predicaments, causes and measurements of rural cultural development at the macro level. In terms of the importance of developing rural culture, Xu Yong (2018) pointed out from the perspective of cultural supply-side reform that rural culture revitalization can “better meet the needs of villagers for a better cultural life, thus enhancing the attraction and cohesion of rural areas.”[3] Based on the perspective of cultural heritage and nurturing under the rural revitalization strategy, Li Wenfeng and Jiang Jiajiang put forward that “cherishing historical heritage, continuing cultural lineage and safeguarding rural cultural ecology are the basic requirements of rural cultural revitalization as well as the basic elements of rural cultural innovation.”[4] Mieczysaw Adamowicz mentioned that the development of non-agricultural production in rural areas can diversify the rural social structure and contribute to the development of rural areas.[5] The predicaments are mainly reflected as follows: first, the cultural subject is weakened and the population structure is aging. According to Luo Lan (2022), the highly respected “old village sages” have a good understanding of national culture and village history, but they have a limited understanding of the changes of the times and are reluctant to change the status quo of the countryside. The young people who are willing to go back to the countryside for construction are unable to change the current waning situation of rural culture due to the lack of voice in the villages because of their “youth”[6]. Second, the cultural space is alienated and cultural value is marginalized. Wen Tiejun (2019) believed that modern factors permeate the countryside in all aspects, and the previously relatively closed rural culture begins to disintegrate, and the living space of traditional local culture is squeezed and occupied, resulting in the rupture of rural cultural structure[7]. Third, the degradation of public life and the homogenization of local construction. Song Yueyi (2019) pointed out that the fast-paced rural space development mode is easy to fall into the trap of avoiding rural reality problems when analyzing the symbolized and templated rural cultural landscape[8]. Scholars mainly believe that there are the following reasons: first, the main force of rural cultural construction is weakened. Li Haijin (2022) believed that villages are hollowing out, farmers are empty-nesting seriously. Rural young and middle-aged people are migrating out, and population structure are showing an aging trend. Statistics show that 36.38% of China’s rural population was over the age of 50 in 2019[9]. Second, there is a shortage of professionals in rural cultural construction[3]. The measures proposed by scholars include: (1) Based on rural resources, revitalizing cultural accumulation. When analyzing the path of cultural construction, Zhou Jin and Zhao Zhengyu (2018) proposed that rural culture construction should create the cultural connotation of rural characteristic. A series of activities such as artistic performances should be held to form regular rural festivals and artistic activities to inherit and carry forward rural culture[10]. (2) Making use of human resources to empower each individual and activate local values[11]. (3) Shaping rural brand and releasing revitalizing vitality. Li Wenfeng and Jiang Jiajiang (2018) advocated building characteristic brands to expand people’s awareness of rural gala, and use the rural gala to collect people’s energy to respond to major issues of the times[12].

The existing research of rural cultural construction provides solid theoretical guidance for this paper, but there are still some limitations. First, the perspective is relatively simple, only from a certain side of the discussion. However, it is necessary to conduct a systematic study on the complex interaction between rural culture and economic capital, traditional customs, and policy guidance. Second, previous studies mainly focus on theoretical analysis, and there are less empirical analysis, especially fewer typical case studies on local culture. In view of this, this study selects
typical “Rural Spring Festival Gala” in Jiangsu and Zhejiang provinces as the research object, uses Bourdieu’s field theory to construct an analytical framework for the field of “Rural Spring Festival Gala”, investigates the basic features of Rural Spring Festival Gala field from the perspectives of habitus and capital, and explores the practical situation of the construction of Rural Spring Festival Gala in Zhejiang Province through interviews and questionnaires in the hope that this study will provide some experience or enlightenment for rural culture construction.

2. Methodology

2.1 Theoretical framework

Field theory is a conceptual model about human behavior. In general, it means that every action of a person is affected by the field where the action takes place, and the field does not only refer to the physical environment, but also includes the behavior of others and many factors related to it[13]. “In an analytical sense, a field can be defined as a network and configuration of objective relations between locations”[13]. It is a relatively independent social space, and “each subfield has its own logic, rules and conventions”[14]. Field is not a simple concept of geographical area, but the generation of history, which constantly changes according to the interaction of actual capital exchange and relational behavior. In order to understand and apply the field theory, Bourdieu put forward the brief formula of analysis mode in 1984 (seen as below), he proposed the method of sociological research, and put forward the concepts of habitus, capital and field[15], which Li Yanpei summarized as “the complete practice mode theorizes behavior into the result of the relationship between habitus, capital and field”[16], that is:

\[ \text{(Habitus)} \times \text{(Capital)} + \text{Field} = \text{Practice} \]

It can be seen from the formula that to understand a practice, it must be placed in a specific field (a relational, positional structure of spatial distribution of power or capital), and the main factors taken into account are habitus and capital. Habitus refers to a persistent and transferable tendency of actions, including cultural taste, belief cognition, and identity, that one’s knowledge and understanding of the world play a role on a subconscious level. Capital is the most active force in the field, and the power or competition in the field is dominated by the logic of capital. Different from the concept of capital used by economists, Bourdieu regarded capital as accumulated labor (in the form of “materialization”) [17], including economic capital, cultural capital and social capital in the field[18].

2.2 Analysis frame of “Rural Spring Festival Gala”

“Rural Spring Festival Gala” (hereinafter referred to as Rural Gala) is the embodiment of rural nature existing on the path of modernization. It is also the epitome of the development of Chinese rural culture. As early as the 1950s, Guandian Village in Jinyun County, Lishui City, Zhejiang Province had the custom of holding a party during the Spring Festival. The village “has famous opera trouper and a long-standing drama tradition. Wu opera trouper in the village usually have training and performances. Villagers ‘can go to the fields after taking off their make-up and perform opera when stepping onto the stage’”[19]. After China’s reform and opening up, Yueshan Village in Qingyuan County, Lishui City, Zhejiang Province officially held the Rural Spring Festival Gala in 1981, two years before China’s annual Spring Festival Gala. With the improvement of economic and cultural level, the demand for rural culture is also rising day by day, and the Rural Gala has become a traditional project that villagers enjoy and talk about. The rural revitalization strategy
carried out by the central government and the promulgation of Zhejiang’s “Opinions on Promoting the Construction of Rural Cultural Auditorium” have provided institutional and economic support for the Rural Spring Festival Gala. The Rural Gala has been booming in various districts and counties in Zhejiang and has become a local feature, which is also highly concerned by the government and media.

Employing Bourdieu’s field theory is more helpful to explain the development process of Rural Spring Festival Gala and analyze its advantages and disadvantages. In the field of rural cultural development, the Rural Spring Festival Gala is a “practice” of rural cultural development. The tradition of opera and local culture preserved in the village make the village have the mass base and give the Rural Gala vitality, which is a kind of cultural capital. The transformation of rural public cultural services from “running” to “managing”, the participation of social and cultural resources in the design and arrangement of Rural Gala programs, as well as the development and integration of rural cultural resources, activates the subjectivity of local villagers and the vitality of the whole village, which is the power of social capital; Under the background of rural revitalization, the government has strengthened support for rural cultural revitalization, built cultural auditoriums, enriched the forms and connotations of rural “intangible cultural heritage” performances, and increased the input of village human, material and financial resources. The strong support of economic capital has continuously optimized the allocation of village resources. In addition, the new rural construction and rural revitalization strategy implemented by the central government, as well as the relevant institutional guarantee of Zhejiang Provincial government, make the Rural Spring Festival Gala have rich institutional capital support and broader development space.

2.3 Participants

On the basis of pre-investigation, following the principle of “purposive sampling” in “non-probability sampling” of qualitative research, three groups of Rural Spring Festival Gala organizers and performers, township cadres with knowledge of the Rural Gala, and ordinary villagers were selected as the survey and visit objects, covering 47 villages in 12 prefecture-level cities in Zhejiang Province, and 1,175 questionnaires were collected effectively. On the basis of questionnaire data, 94 people from 5 cities were selected for one-to-one semi-structured in-depth interviews, with each interview lasting about 40 minutes. Repeated visits were conducted to individual interviewees with profound experience and deep thinking, and audio recordings were converted into text on the basis of soliciting interviewees’ consent. An interview text of 750,000 + words was formed. In order to enhance the accuracy of the interview and ensure the privacy of villagers, the coding of the interviewees are shown in Table 1.

Table 1 Respondents and Coding

<table>
<thead>
<tr>
<th>No.</th>
<th>Interviewed Places</th>
<th>Number of Respondents</th>
<th>Coding of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hangzhou Yongan Village, Yuhang District</td>
<td>21</td>
<td>A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21</td>
</tr>
<tr>
<td>2</td>
<td>Wenzhou Xinwei Village, Qiantang District</td>
<td>8</td>
<td>B1, B2, B3, B4, B5, B6, B7, B8</td>
</tr>
<tr>
<td>3</td>
<td>Wenzhou Tongling Village, Panqiao Sub-district</td>
<td>8</td>
<td>C1, C2, C3, C4, C5, C6, C7, C8</td>
</tr>
</tbody>
</table>
2.4 Methods of collecting and analyzing data

In terms of the selection of content analysis tools, the researcher mainly used the computer aided qualitative data analysis software, Nvivo12plus, to code statistics and conduct analysis of 94 social survey reports collected from 10 villages, and tried to analyze the data of multiple nodes and 1,175 questionnaires through matrix analysis, and delved into the specific rural object group to explore and refine the dilemma and outlet in the construction of Rural Spring Festival Gala of the times.

2.5 Analysis of research results

2.5.1 Data analysis

Following the grounded theory and the general coding procedure of Nvivo software, the researcher imported all the research reports into the software. First, by reading the full text of the research report, the topic and local concept emerged from the interview data outside the survey time were openly encoded, and the nodes were established from the perspectives of Rural Gala’s publicity, organization and factors affecting Rural Gala. For example, “program content and form innovation”, “program audience limitation”, “cultural order cultivation and learning”, etc.; Then, axial coding was carried out to combine nodes of the same or similar classification nature and build category relationships. For example, “it is not easy to drive the implementation from point to surface”, “cultural participation encouragement mechanism”, “program integration of national policies” and so on are merged into three-level nodes of “cultural management system”. Finally, through selective coding, the existing research materials were compared, analyzed and summarized, and the existing three-level nodes were grouped into two-level nodes. For example, “policy environment”, “institutional guarantee” and “management system” were structured into “institutional capital”, forming a tree node network from four aspects.

By reading related interview materials of Rural Spring Festival Gala and conducting naming and category analysis on a large number of scattered and mixed interview text materials, 78 open codings were obtained.

Through comparative analysis of 78 conceptual categories, 12 categories were obtained, including policy environment, institutional guarantee, management system, funding situation, site
resources, economic impact, human resources, social change, cultural status, cultural layout, cultural cultivation and cultural fault.

After continuous comparison and classification among the extracted and analyzed categorization categories, 12 scattered categorization categories are collected and condensed into four core categories: institutional capital, economic capital, social capital and cultural capital, as shown in Figure 1.

![Figure 1 Core Category](image)

2.5.2 Saturation test

In this study, data saturation test was embedded into the research process, and additional sampling survey was conducted for further confirmation. According to the method of analogy analysis, after the theory reached the saturation degree, three local villagers were randomly investigated and interviewed in the research area. The analysis results were consistent with the research conclusions and no new data and concepts appeared. After the analysis, 3 villagers were randomly selected for interviews and the interview recordings were translated into text. No new conclusions were found in the interview texts. In conclusion, this study believes that the above coding theoretically reaches saturation.

3. Findings

In the field of Rural Spring Festival Gala, institutional capital, economic capital, social capital and cultural capital all play a role in different degrees. Institutional capital built a platform, and opened a flourishing space for the Rural Gala; Economic capital provides the driving force; Social and cultural capital is the booster of Rural Gala, which determines the quality and forms of Rural Gala. In recent years, although Rural Gala, as a symbol of rural cultural revitalization, has exerted great influence and become a topic of great interest to the government and the media, research has found that there are also a series of problems in Rural Gala, which should be paid attention to by all parties.

3.1 Institutional capital

Institutional capital is the premise and guarantee for the smooth development of Rural Spring Festival Gala. Douglas North believes that the role of institutions lies not only in the design
orientation of formal institutions such as policy documents and informal institutions such as customs and traditions, but also in the implementation of institutions themselves. Therefore, this study will analyze the important role of institutional capital to the Rural Gala field from the two aspects of institutional design and implementation. From the aspect of system design: top-level design is satisfactory, but grass-roots’ responsibilities are insufficient. Resources of cultural activities should be integrated to benefit the people. Support should be given to farmers to spontaneously organize village songs, ‘Rural Gala’, square dance, fun games and other cultural and sports activities that reflect the interests of farming."[21] In fact, for grassroots cadres, culture is an invisible thing, whose assessment system cannot be measured. Coupled with the constraints of thinking conception, village cadres can not take responsibility. Therefore, the degree of attention is greatly reduced. As a village leader said, “The cadres in charge of rural culture work in our village feel the most relaxed, because they don’t know where to start and how to achieve the effect of culture. As time passes, they just sit around (Xinwei Village, Qiantang District, Hangzhou City, Zhejiang Province, B1 2022-7-23).” "From the aspect of System performance: initiative varies from person to person and village to village. In accordance with the relevant policies issued at the national, provincial and municipal levels, the county and township governments have vigorously carried out the formulation of the implementation plan of rural revitalization reform in their own regions, so as to promote the development of rural revitalization reform. Take Rural Gala of Yueshan Village in Qingyuan County as an example, it’s successful. However, the success of “Rural Spring Festival Gala” in Yueshan Village does not mean that there are similar opportunities and achievements elsewhere. There is an ancestral hall in the next village and people usually have activities (such as performing Yue opera) there, and everyone can go to watch for free (Xinwu Village, Linhai County, Taizhou City, Zhejiang Province, H1 2022-8-8).”

3.2 Economic capital

Economic capital is the driving force of the development of “Rural Spring Festival Gala”. Due to the lack of economic capital, the construction of rural cultural facilities, the exploration of potential cultural resources and the organization of activities can not be effectively carried out. In view of the impact of economic capital on the development of “Rural Spring Festival Gala”, this study selects three elements, namely funding status, site resources and economic impact for specific analysis. From the aspect of Funding status: capital investment increased, but it does not match the village expenditure. With the rapid development of China’s economy, China’s financial support for agriculture has gradually increased. In terms of the government’s financial support for agriculture, rural areas and the well-being of farmers in 2023, the agriculture-related transfer payments is 211.5 billion yuan, and 148.5 billion yuan is subsidized to rural areas in advance for rural revitalization. In 2010, of the total 2.73 trillion yuan of transfer payments from the central government, 1.41 trillion yuan was earmarked for special transfer payments. In general purpose transfer payments, 262.22 billion yuan was earmarked for exact purpose, but only 61.7% were earmarked for specified purposes. According to the feedback from grassroots, the funds from the central government allocated to each village and town is still stretched thin for holding Rural Gala. “The village and the sub-district are very supportive of cultural activities. The sub-district noted that any village that does well in holding activities will be awarded, usually from 12,000 to 16,000 yuan. Last year our village was awarded 12,000 yuan, but this bonus basically ran out after a big event (Liyi Village, Sanjia Sub-district, Jiaojiang District, Taizhou City, Zhejiang Province, I1, 2022-7-2).”
From the aspect of Site resources: supporting facilities are simple, which affects the long-term development of Rural Gala. The survey found that the cultural auditorium project, which started in Zhejiang province, played a good role in promoting the Rural Spring Festival Gala. “The cultural auditorium was built in 2019. It is of great benefit to the development of village activities. The women love to exercise and do square dances almost every day in the small square outside the auditorium. These dances also appear on the village stage at the end of the year (Liyi Village, Sanjia Sub-district, Jiaojian District, Taizhou City, Zhejiang Province, 11, 2022-7-2).” The research proves that there is a mutually complementary and win-win relationship between rural hardware facilities and tourism development. The improvement of hardware facilities will transform and upgrade tourism, and the positive operation of tourism will also drive the development of rural culture[24]. In 2013, Zhejiang Province initiated the construction of rural cultural auditoriums, and by the end of 2021, 19,911 rural cultural auditoriums had been built[25]. There are 24,000 villages in Zhejiang Province[26], but at present, some villages are still relatively short of site resources, and there is no venue for holding the Rural Gala. For villages with standardized management, the county finance will subsidize 5,000 yuan for daily management every year. However, the county financial allocation is insufficient to cover the actual construction costs of town and township to some extent[27].

3.3 Social capital

Social capital is the booster of the development of Rural Spring Festival Gala. In Bourdieu’s view, social capital is a collection of real or potential resources and a network of relationships based on mutual cognition. In the practical research of Rural Spring Festival Gala, its social capital is mainly reflected through social relations and social environment, and the most important social relations are talent resources. This study chooses talent resources and social environment carrier as the main direction of investigation. From the aspect of Human resource: the mobility of talents is large, and talent cultivation faces challenges. Although some measures have been taken to make overall planning, it is still difficult to meet its growing cultural needs, which is not long-term and sustainable. “For old neighborhoods like ours, we still need young people. Young people have creative thinking and vitality. We usually recruit volunteers and some social workers. The last summer class was managed by a team of college students, but there were still short of staff (Beimen Village, Xiangshan County, Ningbo City, Zhejiang Province, G1, 2022-7-4).” According to the National Bureau of Statistics, the per capita disposable income of rural residents was 18,931 yuan in 2021, while that of urban residents was 47,412 yuan. The income gap between urban and rural areas has been decreasing, but there is still a big gap. At present, the Rural Gala has not formed a complete industrial link. There is no welfare guarantee and no stable research conditions as well, so that talents cannot really take root in the Rural Gala. Local young labor in rural areas also tends to choose to pursue their development in urban areas, which leads to the long-term loss of rural labor force.

Carrier failure: rural hollowing. In the tide of economic development, villagers attach more importance of the improvement of material lives, and cities are superior to the countryside, leading to two trends in the countryside: the first one is the hollowing out of rural personnel. “Young and middle-aged people either go to the city or district and town center, and moved to the places with relatively good living conditions. They generally no longer go back to the countryside, which leads to the situation that fewer and fewer people live in the village, most of them are the elderly (Beimen Village, Xiangshan County, Ningbo City, Zhejiang Province, G2, 2022-7-4).” The second one is the
demolition and reconstruction, leading to a hollowing out social ecology. “In the process of rural culture inheritance, one reason is that the the handover of new and old personnel is not timely. Another reason is that there is a lack of the countryside taste of the past, and some old houses with historical symbolic significance have been demolished. (Panjiaqiao Village, Xiangshan County, Ningbo City, Zhejiang Province, E2, 2022-7-26)

3.4 Cultural capital

For cultural capital, Bourdieu first explained it in the *Form of Capital*. It refers to a specific cultural resource, which is manifested in three forms: concrete state, objective state and institutional state[29]. The concrete state and objective state refer to the existence of culture, which is preserved through language, books, tools, mental or physical movements, and is a static legacy. During the field investigation of the Rural Gala, it mainly refers to the distribution of cultural resources or cultural layout. Cultural resources are also mobile and malleable, which is manifested in the creative development of traditional cultural resources, and the giving of new forms and contents to cultural traditions, mainly referring to cultural development. From the perspective of cultural layout and development, the Rural Spring Festival Gala shows an unbalanced diversified form in the cultural layout, and its professionalism and development intensity need to be strengthened in terms of cultural development.

Cultural layout: unbalanced form of cultural diversity, the reality is that the overall situation of rural culture presents an imbalance, which is not only the imbalance between urban and rural development, but also reflected in the imbalance of rural culture development itself[30]. According to the field visit, the richness of cultural resources also varies in different villages. some villages are not rich in cultural resources, and there are certain difficulties in the integration of modern culture. “There is a stage in the village, but the main problem is that there is nothing to show in the village. The village sometimes invites opera troupes to perform (Xinwu Village, Linhai County, Taizhou City, Zhejiang Province, H2 2022-8-8).” Generally speaking, areas near cities have more rich resources for Rural Gala, and developed earlier.

Cultural development: the professionalism and intensity of cultural development need to be strengthened, the existing rural culture is mainly developed on the basis of villagers’ subjective feelings and understanding of the countryside, or by directly applying and adopting other popular culture styles, which fails to fully tap the cultural characteristics of the countryside, and the quality is uneven. Naturally, it cannot bring promising economic and social benefits. although some programs in Rural Gala are classics, their content has not been adapted or innovated with the times. They are performed repeatedly year after year, which makes the audience less interested. “Most young people are not very interested in this kind of traditional culture, so they invite o performers outside the village to perform. If the activity is interesting, I will also attend it (Beimen Village, Xiangshan County, Ningbo City, Zhejiang Province, G3, 2022-7-5).” How to make innovations on the program and content combined with local characteristics or new performance forms is a dilemma facing the Rural Gala.

4. Discussion

Through the case study of the Rural Gala in relevant areas and the investigation of the personnel in local areas, although it cannot cover all the aspects of Rural Spring Festival Gala, this research still has a strong practical significance to describe and solve the problems related to the fault
analysis of Rural Spring Festival Gala. From the perspective of institutional capital, the national rural revitalization strategy and related systems have given the Rural Gala a culture space for deepening development. However, in the crucial process of development and transformation, the supply space within the rural system is unbalanced and fragmented, and the governance philosophy is not demand-oriented. There are barriers such as the independent supply space of Rural Spring Festival Gala, dislocation and imbalance of form and system. From the perspective of economic capital, the construction funds of Rural Gala are mainly allocated by the government and the village’s “self-hematopoiesis”. In the early stage of cultivation, it is mainly invested by the government, which leads to the competition of involved parties for limited economic resources. It directly affects the investment, site maintenance, facility and equipment use and publicity of Rural Spring Festival Gala. From the perspective of social capital, the development predicament of Rural Spring Festival Gala is related to the lack of proper attention, exploration and publicity of rural traditional culture. As a result, most villagers do not understand the traditional culture of their own village, and many valuable cultural characteristics in the village are gradually lost. At the same time, the survey found that the indifference of young people to the traditional culture in the village and the absence of Rural Spring Festival Gala activities also greatly increased the gap between generations of traditional culture, resulting in a more significant fault phenomenon of cultural grounding and cultural inheritance. From the perspective of cultural capital, in the current development, the cultural supply of Rural Spring Festival Gala culture program innovation, program content and form are relatively insufficient, which forms a contradiction between supply and demand with the requirement of full age and novel programs of Rural Gala. The cultural supply and demand chain of rural Spring Festival Gala is still in an unbalanced development situation, resulting in the fault between cultural supply and demand. How to realize the substantial change and development of rural Spring Festival Gala is a difficult systematic project.

Suggestions for the field of Rural Spring Festival Gala. first, Improving institutional capital to build a scientific policy guarantee. National policy system is an important guarantee of rural culture revitalization. “Rural Spring Festival Gala” is one of the important contents of rural culture revitalization. To promote its sustainable development, we must rely on the national rural revitalization strategy and accurately employ the dividend of rural culture policy. Second, Increasing economic capital to subsidize and distribute funds for Rural Gala with help from multiple parties.

High-quality cultural development relies on high-quality economic development, and the level of economic development determines the level of rural civilization construction to a large extent. Therefore, it is important for the smooth construction of the village to enrich the sources of funds, rationally allocate economic resources, build a comprehensive and coordinated development mode supported by economy and prominent cultural development with the help of the village’s own advantages, and maximize the use of cultural funds. Third, Consolidating social capital: building a solid “Great Wall” of talents. The construction and development of “Rural Spring Festival Gala” also needs a wide range of social capital as a guarantee, with abundant talent resources to build a solid “Great Wall” for “Rural Spring Festival Gala”. The last, Tapping cultural capital: exploring the origin of rural culture. The predicament of Rural Gala also caused by the constant erosion of rural culture by foreign culture in the economic and cultural development, coupled with the neglect of local rural culture and emphasis on economic material construction, which leads to the gradual marginalization of rural culture. Culture is the mainstay and core of the “Rural Spring Festival Gala”. To develop and improve the “Rural Spring Festival Gala”, we should pay attention to the inheritance of “Rural Spring Festival Gala”. 
5. Conclusions

This study first conducts detailed literature review, and then by relying on the field theory and other relevant theories, creatively constructs specific directions in the theoretical framework of field. On this basis, this study makes a targeted analysis of the Rural Gala phenomenon in each village from the four aspects of institutional capital, economic capital, social capital and cultural capital. Furthermore, on the basis of clarifying the specific direction of the field theory analysis framework, combined with semi-structured in-depth interview materials, qualitative analysis is made of the basic situation and deep problems of rural civilization construction reflected by the current situation of Rural Gala. Finally, constructive countermeasures and suggestions are put forward based on the predicament of rural civilization presented by the Rural Gala. After investigation, analysis and collation, this study draw the following basic conclusions:

The Rural Spring Festival Gala presented by various villages has deficiencies in the four aspects of institutional capital, economic capital, social capital and cultural capital. In terms of institutional capital, the cultural form of Rural Gala has not received sufficient institutional guarantee and policy support. In terms of economic capital, the lack of funds, site restrictions and other factors greatly limited the final appearance of Rural Gala; In terms of social capital, the widening gap between urban and rural areas inevitably leads to the “hollowing out” of rural areas, brain drain and many other problems, which directly affects the organization and planning of Rural Gala. In terms of cultural capital, even though the countryside is rich in cultural resources, the villagers have not established cultural awareness and lack of professional teams to tap and guide the culture.

The present situation of Rural Spring Festival Gala indirectly reflects the dilemma of rural civilization construction: first, under the influence of other foreign cultures, the cultural subjectivity of villagers is gradually shaken, and they do not care much about the local rural culture, resulting in a trend of decline of rural culture. Second, the countryside is gradually “hollowing out”, villagers are more inclined to go to the town rather than stay in the countryside, rural culture can not be well inherited and injected with vitality. Third, the cultural performance forms presented by the Rural Gala are misaligned with the increasing demands of the villagers. The current rural civilization construction fails to meet the cultural needs of the villagers. Therefore, from the perspective of the development and construction of Rural Spring Festival Gala, the construction of rural civilization still has a long way to go and needs help and support from multiple parties.

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