

Study on the Interactive Strategy of Cultural Inheritance and Historical Memory in Rural Revitalization

Shuzhen Lv

Huanghe Jiaotong University, Jiaozuo, Henan, China

Keywords: Rural revitalization; cultural inheritance; historical memory protection; traditional culture education

Abstract: This study aims to explore the importance of strengthening cultural heritage and historical memory protection in the process of rural revitalization, and proposes strategies such as enhancing traditional cultural education, innovating cultural inheritance models, and strengthening historical memory protection. The implementation of these strategies not only contributes to the inheritance of rural historical memory and cultural traditions but also stimulates cultural confidence and identity among rural residents, promoting the rural revitalization towards a better future. Strengthening traditional cultural education arouses rural residents' identification with ancestral wisdom and national spirit, enhancing cultural pride; innovative cultural inheritance models can expand the dissemination channels of traditional culture, enrich the forms of traditional culture expression, and stimulate the enthusiasm and creativity of rural residents. Strengthening historical memory protection helps to consolidate the cohesion and centripetal force of rural areas, inherit rural cultural traditions and national spirit, promote sustainable development of rural areas, and maintain social harmony and stability. Therefore, the findings of this study have important theoretical and practical significance for guiding rural revitalization and inheriting historical memory.

1. Introduction

Rural revitalization is a crucial strategy for China's current development, aiming at achieving coordinated and sustainable urban-rural development. However, it encompasses more than just economic development; it also entails the preservation of cultural heritage and historical memory. The inheritance of traditional culture and the protection of historical memory face numerous challenges and dilemmas in modern society, such as the loss of rural culture in the process of urbanization and the impact of modern lifestyles on traditional ways of life. Therefore, strengthening cultural inheritance and historical memory protection is particularly important, not only as a sign of respect for the past but also as a responsibility for the future. This study aims to explore how to achieve the dual goals of rural revitalization and the inheritance of historical memory through strategies like enhancing traditional cultural education, innovating cultural inheritance models, and strengthening historical memory protection. The implementation of these strategies not only aids in the inheritance of rural historical memory and cultural traditions but also stimulates rural residents' cultural confidence and sense of belonging, propelling the cause of rural

revitalization towards a brighter future.

2. The Importance of Cultural Inheritance and Historical Memory in Rural Revitalization

2.1. The Significance of Cultural Inheritance to Rural Revitalization

Cultural inheritance holds irreplaceable significance in rural revitalization. As the bastion of traditional culture, rural areas harbor rich historical accumulations and cultural traditions. These traditional cultures are not only integral to the spiritual lives of rural residents but also serve as the wellspring and driving force of rural revitalization. Firstly, cultural inheritance serves as the spiritual pillar of rural revitalization. The traditional culture of rural areas embodies people's retrospection of history and their aspirations for the future. It carries the wisdom of rural residents' lives and emotional identities, providing solid spiritual support for rural revitalization. Through cultural inheritance, rural residents can inherit and promote the excellent traditions of their ancestors, continuously stimulating their own creativity and vitality, and propelling the rural revitalization endeavor forward^[1].

Secondly, cultural inheritance represents the historical accumulation of rural revitalization. As important bearers of Chinese historical culture, rural areas possess abundant historical relics and traditional cultural resources. The inheritance and promotion of these historical cultures not only demonstrate respect and commemoration for the past but also serve as blueprints and foundations for the future. By tapping into and utilizing rural historical and cultural resources, rural revitalization is infused with continuous vigor and vitality, stimulating the innovative consciousness and development potential of rural residents, and driving comprehensive economic, social, and cultural development in rural areas.

2.2. The Value of Historical Memory to Rural Revitalization

The value of historical memory to rural revitalization lies in its role as a treasure trove of wisdom and a spiritual pillar for rural development. It records the development trajectory and lessons learned of rural areas, providing valuable references and insights for rural revitalization. Historical memory holds immeasurable value for rural revitalization. As important bearers of Chinese traditional culture, rural areas possess abundant historical relics and cultural traditions. These historical memories serve not only as reflections and commemorations of rural past but also as crucial references and inspirations for rural future planning and development. Firstly, historical memory represents the intellectual wealth of rural revitalization. The historical memory of rural areas records the development trajectory and lessons learned, including rich knowledge and skills in aspects such as agricultural civilization, handicraft manufacturing, and traditional medicine. By excavating and utilizing rural historical memory, rural revitalization is infused with continuous wisdom and strength, providing invaluable experiences and lessons for rural development^[2].

Secondly, historical memory serves as the spiritual pillar of rural revitalization. It carries the cultural emotions and life beliefs of rural residents, constituting an important part of rural culture. By inheriting and promoting rural historical memory, it awakens the love and inheritance of rural culture among rural residents, enhances cultural confidence and identity, and provides solid spiritual support and motivation for rural revitalization.

2.3. The Interactive Relationship between Cultural Inheritance and Historical Memory

There exists a close interactive relationship between cultural inheritance and historical memory, complementing each other and jointly constructing the cultural foundation and spiritual pillar of

rural areas. The interaction between cultural inheritance and historical memory forms an important basis for rural revitalization. Firstly, cultural inheritance and historical memory complement each other, jointly building the cultural foundation of rural areas. Cultural inheritance in rural areas is the continuation and development of historical memory, carrying the history and traditional culture of rural areas, and providing rich cultural resources and spiritual support for rural revitalization. By inheriting and promoting traditional rural culture, it arouses people's love and sense of belonging to rural areas, enhances rural cohesion and centripetal force, and injects continuous cultural vitality and vigor into rural revitalization^[3].

Secondly, there is a tight logical connection between cultural inheritance and historical memory. Cultural inheritance is the continuation and development of historical memory, based on historical memory, it transforms historical memory into an organic part of contemporary life through continuous inheritance and innovation, providing rich cultural resources and creative conditions for rural revitalization. At the same time, historical memory is the source and inspiration of cultural inheritance, recording the development trajectory and lessons learned of rural areas, providing valuable references and inspirations for cultural inheritance, promoting cultural inheritance to a higher level, and providing wisdom and strength for rural revitalization. Additionally, the interactive relationship between cultural inheritance and historical memory is an inherent requirement for rural revitalization. The revitalization of rural areas cannot be separated from the support and promotion of cultural inheritance and historical memory. Only by continuously inheriting and promoting traditional rural culture can we arouse rural residents' love and inheritance of rural culture, enhance rural cohesion and centripetal force, and propel rural revitalization towards a better future.

3. Issues of Cultural Inheritance and Historical Memory in Rural Revitalization

3.1. Challenges in Cultural Inheritance

Cultural inheritance encounters a series of challenges and difficulties in the process of rural revitalization. These challenges not only stem from changes in the external environment but also reflect the dilemmas and challenges traditional culture faces in the modernization process. Firstly, cultural inheritance faces the impact of modernization and urbanization. With the accelerated pace of urbanization, traditional rural culture has gradually been influenced and eroded by foreign cultures, posing severe challenges to the inheritance and development of traditional culture. On one hand, the process of urbanization has led to changes in rural social structures and population mobility, exacerbating the fragmentation and loss of traditional culture. On the other hand, urbanization has brought about modern lifestyles and consumption habits, making the inheritance and identification of traditional culture among the younger generation increasingly difficult^[4].

Secondly, the loss of cultural inheritance institutions and talents exacerbates the plight of cultural inheritance. With the rapid advancement of urbanization, traditional cultural inheritance institutions face issues of resource scarcity and talent shortage. Traditional methods and means of cultural inheritance are no longer sufficient to meet the demands and requirements of modern society. Simultaneously, driven by economic interests and the allure of urbanization, a large number of rural cultural talents have migrated to cities, resulting in a severe talent gap and interruption in cultural inheritance in rural areas. Furthermore, cultural inheritance faces the challenge of commercialization and commodification. With the development of the economy and the establishment of a market economy system, traditional cultural inheritance has gradually been influenced by marketization and commodification. The value of traditional culture has been excessively commercialized and fictionalized, leading to distortions and deformations in its inheritance and development. Additionally, due to the influence of marketization and

commodification, some traditional cultural inheritance institutions and talents tend to pursue economic benefits and commercial success, neglecting the essence and significance of traditional cultural inheritance. This situation presents formidable challenges and difficulties for the inheritance and development of traditional culture.

3.2. Discontinuity in Historical Memory

Discontinuity in historical memory is a serious issue in the process of rural revitalization, reflecting the challenges and dilemmas rural areas face in the modernization process. Firstly, the process of urbanization has led to a discontinuity in rural historical memory. As urbanization progresses, there have been significant changes in rural social structures, with traditional village forms and community structures gradually disappearing. Many historically significant buildings and landscapes have been replaced by modern urban development, resulting in a discontinuity and loss of rural historical memory. The younger generation of rural residents has limited knowledge of rural history and lacks a sense of identification with traditional culture, leading to severe discontinuity and loss of rural historical memory^[5].

Secondly, the digitalization and modern lifestyle exacerbate the discontinuity in rural historical memory. With the widespread adoption of digital media and modern lifestyle, traditional oral transmission and family education are gradually being replaced by electronic media and online information, posing significant challenges to the inheritance and promotion of rural historical memory. The younger generation of rural residents tends to embrace modern lifestyles and values, lacking interest and identification with the traditional historical memory of rural areas, further exacerbating the discontinuity in rural historical memory. Moreover, the modern education system and urbanized living environment weaken the inheritance and promotion of rural historical memory. With the improvement of education levels and living conditions in urban areas, traditional rural education and family education are gradually being replaced by modern education systems, posing significant challenges to the inheritance of rural historical memory. The modern education system tends to prioritize the imparting of modern knowledge and skills, neglecting the inheritance and promotion of traditional culture and historical memory, making the discontinuity in rural historical memory more pronounced.

3.3. Insufficiency in Interactive Strategies

The inadequacy of interactive strategies poses a hindrance to rural revitalization by limiting the effective interaction between cultural inheritance and historical memory, thus impeding the development of rural revitalization initiatives. Firstly, the current interactive strategies lack a systematic and comprehensive theoretical framework. While there are some degrees of interactive strategies between cultural inheritance and historical memory in rural revitalization practices, these strategies often remain fragmented and piecemeal, lacking unified theoretical support and systematic practical guidance. The absence of a systematic and comprehensive theoretical framework makes it difficult for interactive strategies to form long-term, stable development paths, constraining the depth integration and effective interaction between cultural inheritance and historical memory.

Secondly, limited practical experience is another significant reason for the inadequacy of current interactive strategies. Despite various explorations in cultural inheritance and historical memory interaction in rural revitalization practices, the lack of systematic summarization and in-depth exploration due to limited practical experience hinders the formation of replicable and scalable successful experiences, limiting further improvement and development of interactive strategies. Moreover, the lack of effective interactive mechanisms is a crucial factor contributing to the

insufficiency of current interactive strategies. Although there are some projects and activities promoting interaction between cultural inheritance and historical memory in rural revitalization practices, the absence of effective interactive mechanisms often hinders the realization of long-term, stable interactive effects. The deficiency in effective interactive mechanisms often confines the interaction between cultural inheritance and historical memory to surface levels, preventing thorough exploration and utilization of potentials, thus impeding the comprehensive development of rural revitalization endeavors.

4. Strategies for Cultural Inheritance and Historical Memory in Rural Revitalization

4.1. Strengthening Traditional Cultural Education

Strengthening traditional cultural education is a crucial step in promoting rural revitalization and preserving historical memory. This initiative not only facilitates the inheritance of rural culture but also enhances cultural confidence and identity among rural residents. Traditional culture is a precious heritage of the Chinese nation, embodying profound historical and cultural richness. Strengthening traditional cultural education holds significant importance in rural revitalization. Firstly, traditional cultural education helps to promote national spirit. Rural traditional culture serves as the spiritual home of the Chinese nation, carrying forward the wisdom and labor of ancestors. By strengthening traditional cultural education, it arouses rural residents' identification with the wisdom of their ancestors and the national spirit, enhancing cultural confidence and pride, and fostering a powerful spiritual force.

Secondly, strengthening traditional cultural education contributes to enhancing the cultural identity of rural residents. Rural traditional culture serves as the spiritual sustenance and emotional attachment of rural residents, forming the cultural foundation and identity. Through strengthening traditional cultural education, rural residents gain a deeper understanding of the historical origins and cultural traditions of their villages, strengthening their sense of belonging and identity, and contributing their strength and wisdom to rural revitalization. Additionally, strengthening traditional cultural education helps to enhance the cultural literacy and aesthetic taste of rural residents. Traditional culture embodies the essence of national wisdom and art, serving as an important source of aesthetic taste and humanistic literacy. By strengthening traditional cultural education, rural residents gain a deeper understanding of the connotations and characteristics of traditional culture, cultivating aesthetic taste and humanistic literacy, enhancing cultural cultivation and artistic accomplishment, enriching rural cultural life, and promoting the comprehensive development of rural revitalization. In implementing strengthened traditional cultural education, a series of effective measures and methods need to be adopted. It is necessary to strengthen the curriculum of traditional culture and invest in educational resources to improve the systematic and targeted nature of traditional cultural education. Training and managing the team of traditional cultural teachers should be strengthened to enhance their ability and level of imparting traditional cultural knowledge and skills. Combining with the actual situation of rural areas, diverse traditional cultural activities should be carried out to stimulate the enthusiasm and creativity of rural residents. Modern technology should be utilized to promote the innovation and development of traditional cultural education, enhancing its attractiveness and influence.

4.2. Innovative Cultural Inheritance Models

In the process of promoting rural revitalization and preserving historical memory, innovative cultural inheritance models are crucial. Traditional cultural inheritance methods are no longer sufficient to meet the demands of contemporary society, thus requiring exploration of new paths and methods. Traditional cultural inheritance models face numerous challenges and issues in modern society, such as the reduction of oral traditions, decrease in audience engagement, and the

singular nature of inheritance methods. In order to better preserve and develop traditional culture, innovative cultural inheritance models are necessary. Firstly, innovative cultural inheritance models help expand the dissemination channels of traditional culture. With the development of information technology, there has been a significant change in how people access information. Through new media platforms such as the internet and social media, traditional cultural inheritance is reaching a wider audience, expanding the dissemination channels of traditional culture, and enabling more people to understand and pay attention to it.

Secondly, innovative cultural inheritance models help enrich the expression forms of traditional culture. Traditional cultural inheritance often occurs in traditional ways and forms, lacking novelty and creativity. Through innovative cultural inheritance models, traditional culture is combined with modern art, introducing more innovative and contemporary cultural products and activities, attracting more people to participate, and promoting the development and inheritance of traditional culture. Furthermore, innovative cultural inheritance models help stimulate the enthusiasm and creativity of rural residents. Traditional cultural inheritance is often led by experts and traditional cultural practitioners, with low involvement from rural residents. Through innovative cultural inheritance models, traditional cultural inheritance becomes a nationwide activity, allowing rural residents to become the main participants in cultural inheritance, unleashing their creativity and imagination, and promoting the innovation and development of traditional culture. Lastly, innovative cultural inheritance models help enhance the inheritance benefits of traditional culture. Traditional cultural inheritance often faces a lack of financial and human resources, resulting in limited inheritance benefits. Through innovative cultural inheritance models, more social resources and market mechanisms are introduced, enhancing the benefits and sustainability of traditional cultural inheritance, and promoting the inheritance and development of traditional culture. In the implementation of innovative cultural inheritance models, a series of effective measures and methods need to be taken. It is necessary to fully leverage the guidance role of the government, formulate corresponding policies and measures, and provide policy support and guarantees for innovative cultural inheritance. Attention should be paid to technological innovation, promoting the integration of cultural inheritance and modern technology, and leveraging the role of information technology in cultural inheritance. Participation of social organizations and grassroots forces should be strengthened, forming a cultural inheritance model in which the government, market, and society participate together. Emphasis should be placed on talent cultivation, strengthening the construction of talent teams for traditional cultural inheritance, and improving the professional level and innovation capability of traditional cultural inheritance personnel.

4.3. Strengthening Historical Memory Protection

Strengthening historical memory protection is a crucial aspect of ensuring cultural inheritance in rural revitalization. Historical memory is the soul and foundation of rural areas, and protecting historical memory is not only about respecting the past but also about taking responsibility for the future. Firstly, strengthening historical memory protection helps consolidate the cohesion and centripetal force of rural communities. Historical memory is the spiritual wealth of rural areas, representing the collective memory and identity of rural residents. By strengthening historical memory protection, rural residents are encouraged to respect and cherish history, enhancing their sense of belonging and identity, and promoting the cohesion and centripetal force of rural communities towards a better future.

Secondly, strengthening historical memory protection helps inherit rural cultural traditions and national spirit. Historical memory carries the history and cultural traditions of rural areas, representing the inheritance of ancestral wisdom and labor. By strengthening historical memory protection, historical memories are passed down to future generations, fostering understanding of rural development and cultural traditions, enhancing identification and love for traditional culture, and promoting national spirit and cultural confidence. Furthermore, strengthening historical

memory protection promotes the sustainable development of rural areas. Historical memory is a precious resource for rural areas, serving as an important foundation and source of motivation for rural revitalization. By strengthening historical memory protection, cultural heritage and natural environments in rural areas are preserved, maintaining ecological balance and social stability, and driving comprehensive economic, social, and cultural development in rural areas. Lastly, strengthening historical memory protection contributes to maintaining social harmony and stability. Historical memory is the spiritual home of the people and an important foundation for social harmony and stability. By strengthening historical memory protection, common identification and cultural confidence among social members are enhanced, reducing social conflicts and tensions, maintaining social harmony and stability, and promoting long-term prosperity and stability in society. In the process of implementing strengthened historical memory protection, a series of effective measures and methods need to be taken. It is necessary to enhance the protection and restoration of historical and cultural heritage, establish a sound management system for historical and cultural heritage, improve relevant laws and regulations, and strengthen protection and management of historical and cultural heritage. Historical education and propaganda efforts should be strengthened to raise societal awareness and support for historical memory protection. Participation of social organizations and grassroots forces should be enhanced to form a protection mechanism involving government, market, and society. International cooperation and exchanges should be strengthened to learn from international advanced experiences and practices, jointly promote international cooperation in historical memory protection, and promote the global development of historical memory protection endeavors.

5. Conclusions

Through the analysis and discussion of strategies such as strengthening traditional cultural education, innovating cultural inheritance models, and enhancing historical memory protection, it is evident that these strategies play crucial roles in promoting rural revitalization and inheriting historical memory. Strengthening cultural inheritance and historical memory protection not only helps to consolidate the cohesion and centripetal force of rural communities but also contributes to the inheritance of rural cultural traditions and national spirit, promoting sustainable rural development and maintaining social harmony and stability. Therefore, efforts should be continued to strengthen the inheritance and protection of traditional culture, making greater contributions to the comprehensive development of rural revitalization and the inheritance of historical memory.

References

- [1] Deng Rongli. *Research on Rural Revitalization Strategy Based on Cultural Inheritance—A Case Study of Jinzhai County, Anhui Province* [J]. *Rural Science Popularization*, 2022(6):13-15.
- [2] Chen Shuxiang. *Research on Rural Cultural Inheritance and Development under the Background of Rural Revitalization Strategy—A Case Study of Changzhi City, Shanxi Province*[J]. *Journal of Rural Studies*, 2023(1):111-118.
- [3] Xu Ziyi, Gao Feng. *Research on Intangible Cultural Heritage Inheritance and Development Strategies from the Perspective of Rural Revitalization—A Case Study of Shuxi*[J]. *Journal of Jilin Institute of Arts*, 2023(1):10-16.
- [4] Wang Huaying. *Research on the Protection and Inheritance Mechanism of Hunan Rural Culture in Rural Revitalization* [J]. *Economist*, 2022(9):126-128.
- [5] Wang Hui, Dong Bin, Liu Xingyu. *Research on the Inheritance Strategy of Rural Traditional Culture under the Perspective of Rural Revitalization—A Case Study of Liyukou Village, Xi'an City*[J]. *Journal of Luohe Vocational and Technical College*, 2023, 22(1):24-30.