

# ***Research on the Construction of Cultural Auditoriums Empowering the Common Prosperity of Rural Spiritual Life from the Perspective of the "Second Integration"—A Case Study of Rural Cultural Auditoriums in Zhejiang Province***

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**Abstract:** Focusing on the relationship between "the construction of cultural auditoriums and the common prosperity of rural spiritual life", this paper explores the role of cultural auditoriums in realizing the common prosperity of rural spiritual life and their practical paths under the theoretical framework of the "Second Integration". The research team aims to theoretically elaborate on the promoting effect of cultural auditoriums on the common prosperity of rural spiritual life, analyze the internal connection between cultural auditorium construction and the common prosperity of rural spiritual life as well as the current practical dilemmas, summarize replicable and promotable development experiences, and put forward targeted policy suggestions. It is expected to provide reference for the construction of cultural auditoriums under China's rural revitalization strategy and promote the all-round rural revitalization.

## **1. Introduction**

"Culture is crucial to the national foundation and national destiny". General Secretary pointed out that the "Second Integration" is another emancipation of the mind, enabling us to make full use of the precious resources of China's excellent traditional culture in a broader cultural space to explore theoretical and institutional innovations for the future. Specifically in rural areas, rural revitalization is an important proposition to promote the modernization of agriculture and rural areas, realize the all-round development of rural areas and the common prosperity of villagers. Solidly promoting the common prosperity of rural residents' spiritual life through cultural revitalization is an inevitable requirement of Chinese-style modernization and an inherent part of the all-round rural revitalization.

Since the implementation of the "Ten-Thousand-Village Project" in 2003, Zhejiang Province has focused on the construction of a modernized society featuring "prosperity in both material and spiritual aspects". In 2013, it took the lead in launching the construction of rural cultural auditoriums, actively promoting the work of enriching rural culture for the benefit of the people and

enabling people to become prosperous through culture. It has strived to build cultural auditoriums into "cultural landmarks", "spiritual homes" and "effective carriers for promoting socialist core values" in rural areas. In the new era of comprehensively advancing the rural revitalization strategy, observing the promotion mechanism and actual performance of rural revitalization through the construction of cultural auditoriums in Zhejiang Province, and exploring how the construction of cultural auditoriums has become a key field for rural areas to promote the "Second Integration" and a comprehensive carrier for common prosperity, have important theoretical and practical significance.

## **2. Core Role: The "Second Integration" Guiding the Common Prosperity Practice of Cultural Auditoriums**

The construction of cultural auditoriums is not only a "key starting point" for realizing rural cultural revitalization, but also effectively promotes the rooting of "the Second Combination" in rural areas by creating cultural arenas, building activity platforms and shaping spiritual outlook. As a "spiritual home", cultural auditoriums not only bring villagers a unique experience in terms of cultural supply, but also improve villagers' quality in many aspects such as the construction of rural customs and civilization and core socialist values, enhance their sense of gain and happiness, and continuously play a key role in realizing the common prosperity of rural spiritual life.

### **2.1 The Construction of Cultural Auditoriums Effectively Improves Rural Cultural Supply**

The research found that the construction of cultural auditoriums in Zhejiang has not only increased the quantity of rural cultural supply, but also improved the quality of rural culture, and has better achieved the basic policy goals such as exploring local culture, enriching farmers' spiritual and cultural life and cultivating local cultural talents. Some rural areas have even effectively established an important paradigm for the "Second Integration" in rural areas.

To effectively improve rural cultural supply, first, we should strengthen the excavation and development of local culture. The most obvious achievement of cultural auditorium construction is that it always pays attention to local characteristics in cultural construction, fully excavates local culture, emphasizes the awareness of high-quality products and cultural landmarks, and promotes the inheritance and protection of rural intangible cultural heritage. Most villages have made good use of the construction of "Two Halls and Eight Corridors" (referring to lecture halls, activity halls and eight themed corridors such as village history, folk customs, and red culture), successfully excavated high-quality traditional cultures such as local folk customs and cultural heritage, displayed village history, village conditions and rural customs, created rural cultural characteristics, and laid a good foundation for the development of advantageous rural cultural undertakings and cultural industries. At present, the continuous implementation of the "Second Integration" in rural areas has provided important help for improving rural cultural supply.

To effectively improve rural cultural supply, second, we should effectively promote the simultaneous improvement of the quantity and quality of cultural supply. The quantity and quality of cultural activities are the core indicators to measure rural cultural supply. Cultural auditoriums in various villages provide more and higher-quality cultural activities for villagers and constantly strive to enhance their sense of happiness. At present, the types of rural cultural supply in various places are relatively rich and of high quality, including civilized evaluation activities that give full play to the demonstration role, cultural and recreational activities that fully mobilize villagers' enthusiasm, policy publicity that strengthens villagers' core socialist values, cultural science popularization activities that increase villagers' knowledge, skill training activities that improve villagers' various abilities, and voluntary service activities that fully promote unity among villagers.

Although there are certain differences in the frequency and participation of each activity, all of them can ensure the quality of activities and play an important role in enriching villagers' lives.

## **2.2 The Construction of Cultural Auditoriums Effectively Promotes the Construction of Rural Customs and Civilization**

With the in-depth advancement of the construction of cultural auditoriums, the level of rural customs and civilization in various villages in Zhejiang Province has been significantly improved. Villagers generally reflect that various activities held in cultural auditoriums help to create a good rural cultural atmosphere and improve villagers' civilized quality.

To effectively promote the construction of rural customs and civilization, first, the achievements of ideological construction are remarkable. Cultural auditoriums in various villages promote the publicity and implementation of core socialist values, fully excavate red resources for red education, and constantly build rural areas into a solid grass-roots fortress for promoting the construction of socialist modernization. The cultural auditorium of Yalan Village in Hangzhou has established a unique "Yalan" red education system by using the village's red resources. The establishment of this system is an important manifestation of cultural auditoriums enriching rural cultural supply with core socialist values. In cooperation with the village committee, the cultural auditorium of Yalan Village has set up the Lancun Red Propaganda Group to carry out red publicity. For the red exhibition hall and village history museum established relying on the village's resources, the cultural auditorium of Yalan Village also regularly holds activities and gives lectures, and provides venues and explanations for related activities. In the current digital trend, the establishment of the "Red Cradle" has made it easier to book red exhibition halls and red explanations, and the e-commerce platform among them has continuously combined red culture with tourism economy, making the existing red resources of Yalan Village continuously burst out energy in various aspects.

To effectively promote the construction of rural customs and civilization, second, the role of uniting people and gathering strength is obvious. The research found that the cultural auditoriums in most villages have directly promoted the construction and growth of rural cultural and sports teams. More and more local literary and artistic talents have emerged to engage in literary and artistic creation, and cultural groups such as Tai Chi teams, model teams, singing teams and lion dance teams have also emerged as the times require. Various cultural groups either organize training spontaneously to keep fit, or cultivate excellent cultural works with local characteristics to perform and participate in competitions in various places. The establishment of cultural groups and related activities have greatly promoted the unity of villages and the common prosperity of villagers' spiritual life. In some villages, cultural auditoriums take the lead in organizing with extensive participation of villagers, while in other villages, village cadres organize and lead villagers and volunteers to carry out voluntary service activities. These volunteer teams often not only serve the relevant activities of cultural auditoriums, but also involve various convenient services in the village, and achieve better results with the assistance of cultural auditoriums. In either way, cultural auditoriums play an important role in promoting the construction of rural customs and civilization to realize the common prosperity of spiritual life.

To effectively promote the construction of rural customs and civilization, third, the improvement of rural appearance is remarkable. First, most cultural auditoriums are reconstructed on the basis of the original auditoriums or ancestral halls, and the construction of cultural auditoriums has effectively driven the change of the overall rural appearance. Second, with the continuous improvement of the economic level, basic ecological facilities such as parks and tourist scenic spots have also been constructed with the joint participation of cultural auditoriums, and the village customs and appearance of many villages have been improving year by year. In addition, a

considerable number of villages have promoted the construction of "moral banks" in cultural auditoriums, incorporated the selection of "beautiful courtyards" into cultural auditoriums, and further improved the beautification of villages on the basis of cleaning. Third, the addition of digitalization has made actions such as environmental improvement, house renovation and overall optimization more convenient and rapid, showing a strong upward trend in efficiency and quality. The ways in which cultural auditoriums assist rural ecological improvement and health governance have also shown diversified and efficient characteristics.

### **2.3 The Construction of Cultural Auditoriums Effectively Enhances Villagers' Cultural Confidence**

Cultural confidence is a psychological state in which a nation, a country and a group fully affirm and actively practice their own cultural value. For villagers, this confidence is reflected not only in their confidence in their own village culture and fine traditional Chinese culture, but also in their acceptance and development of new culture, and their in-depth understanding and conscious support of excellent socialist culture. From the perspective of the "Second Integration", through systematic and daily cultural practices, cultural auditoriums have become a key field to awaken rural cultural memory, shape common values and stimulate creative vitality, effectively enhancing villagers' cultural confidence.

To effectively enhance villagers' cultural confidence, first, we should consolidate the foundation of identifying with local culture. For a long time, the historical context, skill inheritance and collective memory of rural areas have mostly existed in the form of oral transmission, fragmentation and concealment, facing the risk of interruption and disappearance. The construction of cultural auditoriums has effectively systematized fragmented local knowledge and externalized implicit cultural capital by systematically sorting out and displaying village history, village conditions, rural customs, red memories and intangible cultural heritage inheritance, enabling villagers to regain cultural memory and strengthen their sense of identity in the "visible" local narratives.

To effectively enhance villagers' cultural confidence, second, we should promote the inheritance and innovation of values. The auditorium integrates fine traditional Chinese culture, revolutionary culture and advanced socialist culture into villagers' daily life. This integrated value supply makes villagers' cultural confidence get rid of narrow regionality, and rise to the recognition of the sense of community of the Chinese nation and the rational support for the country's development path. While understanding "the advantages of our culture", villagers also clarify "what we should believe in and adhere to at present", thus establishing a clear and firm cultural backbone rooted in history and facing the future.

## **3. Practical Challenges: In-depth Constraints on the Common Prosperity of Rural Spiritual Culture**

### **3.1 Imbalanced Development between Rural Spiritual and Cultural Industries and Material Industries**

At present, China has achieved a comprehensive victory in the battle against poverty, and the people have taken a solid step on the road to common prosperity. However, it must be noted that in some rural areas, the agricultural production methods and technologies are relatively backward, the infrastructure is insufficient, and the economic development is slow. This makes the investment in cultural resources in rural areas limited, and the development of spiritual culture is relatively backward<sup>[1]</sup>. Therefore, the cultural auditoriums in some rural areas are faced with the dilemma of an imperfect fund guarantee mechanism and insufficient fund investment, and even stagnation or operation difficulties due to insufficient funds. The unbalanced development between cultural

industries and material industries further exacerbates this problem. In the process of rural revitalization, some grass-roots governments pay too much attention to economic development and relatively ignore cultural construction, resulting in cultural development being in a weak position in resource allocation. This tendency of emphasizing economy over culture makes rural cultural construction lack sustained motivation. In addition, the self-sustaining function of rural cultural industries is insufficient, and there is a lack of effective mechanisms to transform cultural resources into economic benefits. When developing cultural industries, some rural areas do not conduct in-depth exploration of local cultural resources, lack the ability of creative transformation, and it is difficult to form cultural products with market competitiveness.

### **3.2 Monotonous Structure of Rural Spiritual and Cultural Communication Subjects and Insufficient Communication Space**

The monotonous structure of rural spiritual and cultural communication subjects is mainly manifested in the low participation rate of villagers in cultural auditorium activities. From the perspective of the rural population structure, a large number of young and middle-aged laborers have left the countryside to work in cities, resulting in the decline of the main body of rural cultural governance<sup>[2]</sup>. The left-behind elderly, due to their weak public awareness, low willingness to participate, and limitations in their own abilities and cultural levels, cannot effectively participate in cultural activities. This change in the population structure makes the inheritance and innovation of rural culture lack a core force, further exacerbating the monotony of cultural communication subjects.

The people are the main body of realizing the common prosperity of spiritual life, and the cultural auditoriums that promote the common prosperity of spiritual life should be co-constructed and shared by farmers<sup>[3]</sup>. In terms of cultural communication space, cultural infrastructure is an important carrier for cultural inheritance and development, and also an important support for improving farmers' cultural quality and meeting their spiritual and cultural needs<sup>[1]</sup>. There is a disconnection between the "construction" and "use" of rural cultural auditoriums and other activity venues. Although the construction of rural cultural facilities has been accelerated in recent years, and cultural activity venues for villagers have been completed in many places, some venues have not been effectively transformed into mass cultural activity spaces. Due to the imperfect management mechanism and the lack of attractiveness of activity contents, some cultural auditoriums have a low utilization rate and even are left idle. The idleness of this physical space forms a sharp contrast with the villagers' demand for cultural activities, reflecting the insufficient functional design of the communication space.

### **3.3 Imbalance between the Allocation of Rural Spiritual and Cultural Products and Farmers' Spiritual and Cultural Needs**

In terms of management and participation methods, the cultural governance in some rural areas is characterized by government leadership, and the government is fully responsible for cultural governance work through top-down administrative orders. In the process of participation, some grass-roots governments pay too much attention to their own decision-making power, while ignoring the participation and voice of other cultural governance subjects, resulting in insufficient in-depth interaction and communication with villagers; in addition, some grass-roots cadres do not attach sufficient importance to the dominant position of villagers, leading to the failure of the actual functions of public cultural construction to be fully exerted, and the construction contents are disconnected from the actual needs<sup>[4]</sup>.

In addition, rural characteristic culture is an inexhaustible source for realizing the common

prosperity of farmers' spiritual life <sup>[3]</sup>. At present, the supply of rural public cultural services is single, and there is a lack of in-depth exploration and creative transformation of local cultural characteristics. In the supply of cultural products, many areas have the phenomenon of "thousands of villages having the same appearance", simply copying successful templates, and failing to carry out personalized development in combination with local cultural resources. On the other hand, the problem that cultural products are disconnected from the real needs of farmers is also very prominent. With the improvement of farmers' material living standards, their requirements for spiritual and cultural life have become higher, but the current cultural supply has not effectively responded to this change<sup>[1]</sup>. When providing public cultural services, some grass-roots governments lack in-depth understanding of farmers' needs, resulting in the supplied cultural products lacking attractiveness.

## **4. Optimization Path: Policy Choices for Moving towards High-Quality Common Prosperity**

### **4.1 Reshaping the Role of the Government: Re-optimizing the Top-Level Design**

#### **4.1.1 Cross-departmental Linkage: Innovating the New Form of Collaborative Governance**

The construction of cultural auditoriums is not only an effective extension of government public services at the grass-roots level, but also an important starting point for stimulating the vitality of rural autonomous governance. Governments at all levels should further optimize the top-level design of cultural auditorium construction, clearly positioning it as a comprehensive hub for implementing grass-roots work and integrating diversified services. Under this positioning, relying on the existing power and responsibility list system, governments should further clarify the scope and threshold of participation of various subjects, strengthen the role of service support, and make it truly a rural public space for uniting people's hearts and serving the masses. At the same time, governments should strictly prevent the simple transfer of administrative responsibilities in the name of "resource sinking" and "territorial responsibility", so as to truly improve the overall operation and governance level.

#### **4.1.2 Setting Standards for Funds: Creating a New Structure of Financial Expenditure**

Sufficient funds are an important guarantee for the orderly promotion, construction, maintenance, operation and other links of cultural auditoriums. However, in the actual operation process, many cultural auditoriums are faced with the problem of insufficient funds. Therefore, it is necessary to further clarify the government's financial responsibility in the construction of cultural auditoriums. It is recommended that first, in accordance with the requirements of equalization and standardization of basic public cultural services, and based on the principles of fairness and inclusiveness, formulate a unified expenditure standard covering all administrative villages according to population or "village-level base + population base". Secondly, in terms of the cultivation of cultural teams, the creation of cultural products and brands, and the supply of performance content, more combinations of financial rewards and subsidies and government procurement of services can be adopted to give play to the role of policy leverage. Similarly, cultural auditoriums cannot over-rely on external funds, but should also focus on improving their own self-sustaining capacity<sup>[5]</sup>. The government can assist in setting up special funds, mobilize township sage resources, guide cultural auditoriums to cooperate with schools, enterprises, etc., use financial funds to leverage social resources, gradually build core brands, and attract social investment.

### **4.1.3 Assessment as a Guideline: Leading the New Direction of Development with Actual Effects**

In response to problems such as formalism, bureaucracy, and prioritizing political correctness over actual results in the assessment, evaluation and supervision of cultural auditoriums, it is recommended to reduce the excessive distortion of trace management caused by the "achievement-oriented" approach by reducing the frequency of assessment and evaluation, optimizing the assessment index system, and strengthening the evaluation of public satisfaction and social impact. In counties and cities where conditions are ripe, third parties can be entrusted to conduct evaluations, which are publicly supervised by the whole society. In addition, reasonable and standardized management systems can be formulated, the original management systems can be revised and improved according to the development changes in the actual operation of cultural auditoriums, and scientific and rigorous system norms can be introduced<sup>[5]</sup>.

## **4.2 Optimizing the Cultural Orientation: Re-integrating Local Traditions**

### **4.2.1 In-depth Exploration of Culture: Exploring and Communicating to Jointly Create a Cultural Picture**

As a spiritual home for farmers in the process of modernization, rural cultural auditoriums shoulder an important historical responsibility in in-depth excavation of local culture. By displaying and inheriting local culture, cultural auditoriums not only allow rural residents to personally experience the charm and essence of local culture, but also invisibly increase villagers' sense of identity and belonging to local culture. At present, rural cultural auditoriums should give play to the leading role of mainstream values and Marxist scientific beliefs in rural areas and among farmers<sup>[6]</sup>. The government should increase the intensity of cultural resource integration to form a unique connotation. In the early stage, it is necessary to conduct a general survey to find out the local red cultural relics, fine traditional culture and folk art heritage, and do a good job in the integration planning of red culture, fine traditional culture, cultural auditorium construction and rural development layout to form a unique regional culture, which will then become a new industrial growth point for rural revitalization<sup>[7]</sup>.

### **4.2.2 Revitalizing Traditional Culture with New Vitality: Developing Traditions to Jointly Inject New Vitality into Culture**

As a new carrier of cultural inheritance, the holding of various festival cultural activities in cultural auditoriums can stimulate villagers' cultural interest and participation enthusiasm, enabling them to become active participants in cultural innovation while enjoying cultural achievements. Culture needs to be inherited and innovated. It is necessary to let old trees grow new shoots and "promote the creative transformation and innovative development of fine traditional Chinese culture". Cultural auditoriums can set up cultural funds to support villagers in carrying out traditional cultural creation and inheritance work, encourage villagers to excavate and inherit local characteristic culture and traditional culture, and let rural culture radiate new vitality. On the basis of the existing specific historical and cultural resources of the village, along the historical context of the village's development, cultural workers can flexibly use vivid cultural elements such as farming culture, red culture, and traditional culture, and skillfully integrate characteristic culture into the scene layout and activity holding of cultural auditoriums, so as to make characteristic culture a "golden signboard" of rural cultural auditoriums. During traditional festivals, cultural auditoriums can learn from the successful experience of other cultural auditoriums, expand the types of cultural auditorium activities, and enhance the connotation of cultural auditorium activities<sup>[5]</sup>.

## 4.3 Taking Villagers' Voices as the Foundation: Re-innovating Activity Design

### 4.3.1 Customized Activities: Accurately Meeting Diverse Needs

To effectively improve the effectiveness of cultural auditoriums in enriching villagers' spiritual life, we must adhere to the dominant position of the masses and respond to their needs in a timely manner<sup>[5]</sup>. In response to the new social contradiction that people's material life is increasingly improved and their requirements for spiritual life are higher, cultural auditoriums need to continuously innovate in cultural content, highlight the local and grassroots characteristics, enhance the sense of participation, acceptance and experience of the masses, stimulate the innovative vitality of rural cells, and let villagers become the protagonists of cultural activities through government-led platforms<sup>[7]</sup>. The holding of various cultural activities can stimulate villagers' cultural interest and participation enthusiasm, enabling them to become active participants in cultural innovation while enjoying cultural achievements. Responding to the big data era, technical personnel should build a digital cultural auditorium. Through the integration of online and offline, technical personnel can break the time and space constraints of services, and integrate public resources such as home-based elderly care, children's care, women's services, and legal, medical and financial services. Technical personnel can use digital platforms to push selected cultural content and activity information, enhance interactive experience, and improve service convenience, so that cultural auditoriums can not only become a display platform for local culture, but also a convenient service center that is close to villagers' thoughts, needs and expectations<sup>[8]</sup>.

### 4.3.2 Dynamic Teams: Building Professional Teams for Efficient Activity Implementation

Talent has always been an important factor for the vigorous development of cultural auditoriums. It is recommended that the government focus on strengthening the training of local cultural talents, focus on supporting a group of young literary and artistic backbones with feelings and responsibilities, provide them with opportunities to display their talents, encourage them to take root in local areas, explore characteristics, and integrate into mainstream value orientations, so as to inject new vitality into cultural auditoriums. In addition, regular training for talent teams should be organized, and a atmosphere of "learning from each other and striving for excellence" should be created through skill training, experience exchange, professional competitions and other forms to comprehensively improve the overall quality of backbones, and strive to build a professional auditorium talent team with an appropriate scale, outstanding capabilities and full of feelings.

From the survey results, villages with poor cultural auditorium work are mostly economically backward with relatively weak organizations. Therefore, to strengthen the building work in rural areas, it is imperative to give full play to the role of branches as a fighting bastion. In accordance with the requirements of the "Zhejiang Provincial Rural Cultural Auditorium Construction Implementation Outline (2018-2022)", relevant departments should strengthen the construction of administrator teams, cultural and sports teams and cultural volunteer teams, especially establish cultural auditorium councils, realize the transformation from "always open, managed by someone, and having activities" to "well open, well managed, and well used", and steadily improve villagers' willingness and level of participation, as well as the standardized management level and service capacity of cultural auditoriums.

## 5. Conclusion

As a national soft power, culture plays an increasingly prominent role in international competition today. Chinese culture is the deepest source and the most important way to improve

national soft power<sup>[9]</sup>. Through the research on the construction of rural cultural auditoriums in Zhejiang Province, we can clearly see the core value of cultural auditoriums in promoting the "Second Integration" and the common prosperity of rural material and spiritual life, and become an important fulcrum for the practice of the rural revitalization strategy at the grass-roots level. However, the development of anything has a process. At present, rural cultural auditoriums still face practical challenges such as imperfect fund guarantee mechanisms, a single structure of participating subjects, and a mismatch between the supply and demand of cultural products. This paper puts forward a multi-level optimization path: at the government level, it is necessary to achieve precise empowerment by optimizing top-level design and clarifying financial standards; at the cultural level, we should deepen the excavation of local culture, promote exchanges and mutual learning, and promote the regeneration of traditions, so that cultural auditoriums can truly become spiritual homes with roots and vitality; at the practical level, we must adhere to the people-centered approach, ensure that cultural services accurately meet the needs of the masses, and stimulate endogenous motivation by optimizing resource allocation, customizing characteristic activities and building strong management teams, so as to provide a reference coordinate for the practice of rural spiritual life prosperity in the new environment, and contribute to enhancing rural cultural confidence and realizing all-round rural revitalization.

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