

Construction of Rural Cultural Auditoriums in Zhejiang from the Perspective of Coordinated Development of Two Civilizations

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Abstract: Rural cultural auditoriums are a great initiative of Zhejiang Province in advancing the “Ten-Thousand-Village Renovation Program” and the construction of beautiful villages, and serve as the core carrier for the grassroots to implement the strategy of coordinated development of material and spiritual civilizations. Based on the broad background of socialism with Chinese characteristics in the new era, this paper deeply analyzes the internal logic between the coordinated development of the two civilizations and the construction of rural cultural auditoriums, pointing out that the latter is not a mere cultural project but a practical hub for the two-way interaction between material and spiritual civilizations. The paper further demonstrates the dual effectiveness of cultural auditoriums in consolidating the foundation of material civilization and building a spiritual home for spiritual civilization from the dimensions of talent cultivation, industrial empowerment, ideological guidance and the reshaping of public life. Finally, based on the system of construction, management, utilization and cultivation, operational principles and the digital integration model of culture and tourism, it puts forward path enlightenments for deepening the construction of cultural auditoriums, aiming to provide Zhejiang experience for realizing the all-round rural revitalization and common prosperity in spirit.

Keywords: two civilizations; rural cultural auditoriums; Zhejiang experience; rural revitalization; common prosperity in spirit

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1. The Internal Logic between the Coordinated Development of the Two Civilizations and the Construction of Rural Cultural Auditoriums

1.1. Basic Connotation and Goal Pursuit of the Coordinated Development of the Two Civilizations

The “two civilizations” refer to material civilization and spiritual civilization. The Third Plenary Session of the 20th Central Committee of the Communist Party of China pointed out that “Chinese-style modernization is a modernization where material civilization and spiritual civilization develop in coordination”^[1]. Material civilization provides the necessary material conditions and infrastructure foundation for spiritual civilization, while spiritual civilization offers intellectual support, value orientation and spiritual motivation for material civilization. Without spiritual support, rural revitalization is bound to lack development impetus^[2]. Against the backdrop of rural revitalization, coordinated development must adhere

to the principle of “grasping both hands and making both hands strong”: it is necessary to realize the prosperity of farmers’ lives through the liberation of productive forces, and to enrich farmers’ spiritual world through the dissemination of advanced culture.

As an important carrier of Chinese civilization, rural areas’ cultural inheritance and innovation are not only related to the survival of the cultural roots of the Chinese nation, but also profoundly affect the advancement of the overall strategy for the great rejuvenation of the Chinese nation^[3]. For a long time, rural areas have been facing the contradiction between the rapid improvement of material conditions and the relatively lagging supply of spiritual and cultural products. The purpose of the coordinated development of the “two civilizations” is to fill the cultural deficit in rural areas by building a modern rural civilization system. This not only requires the growth of farmers’ economic income, but also the achievement of all-round human development by enhancing their civilized literacy and social responsibility, ultimately realizing the organic unity of material prosperity and spiritual abundance.

1.2. Origin and Evolution of the Construction of Rural Cultural Auditoriums in Zhejiang

The emergence of rural cultural auditoriums in Zhejiang Province is a positive response of the Zhejiang Provincial Government to the problems arising in the development of rural areas. With the rapid advancement of urbanization, many rural areas have witnessed the decline of traditional culture, the shrinkage of public space, and the resurgence of unhealthy practices such as gambling and superstition. To rebuild the cohesion and value order of rural society, Zhejiang Province launched the cultural auditorium construction project, aiming to create a comprehensive platform integrating ideological education, etiquette inheritance, and cultural and sports entertainment, making it a physical landmark for the construction of rural spiritual civilization.

In the construction of rural cultural auditoriums, the government plays a role in planning, implementation and promotion^[4]. Reviewing its evolutionary process, it is a process from the renovation of physical space to the reconstruction of social space. Early construction mostly focused on the transformation and utilization of old ancestral halls and idle school buildings, laying emphasis on solving the problem of having activity venues from scratch. With the deepening of practice, the focus of construction has gradually shifted to standardized functional configuration and connotation improvement, forming a standardized “Two Halls and Five Corridors” model. Today, this project has entered a new stage of digital and long-term operation, paying more attention to the exertion of service efficiency and the accurate connection with farmers’ spiritual needs, which witnesses the continuous upgrading of Zhejiang’s rural governance philosophy.

1.3. Logical Inevitability of Rural Cultural Auditoriums Promoting the Coordinated Development of the Two Civilizations

It is of profound logical inevitability that rural cultural auditoriums have become a key node in promoting the coordinated development of the two civilizations. From the material perspective, the construction and operation of auditoriums cannot be separated from the support of the village collective economy, and they are an intuitive embodiment of the modernization of rural infrastructure. From the spiritual perspective, the lectures, etiquette and cultural and sports activities they carry can directly act on farmers’ ideology and internalize mainstream values into villagers’ daily codes of conduct. Therefore, they naturally become the intersection of material and spiritual civilizations in rural areas.

In addition, in the transition period when the traditional patriarchal clan society has disintegrated while the modern civil society has not yet fully taken shape, cultural auditoriums provide an indispensable public sphere. By organizing scattered individuals through collective activities, they not only promote the exchange of information and sharing of resources, but also strengthen emotional connection and identity. This mechanism ensures that rural areas can maintain social integration and cultural continuity while pursuing economic benefits, thus achieving a dynamic balance between material progress and spiritual sublimation at the micro level.

2. The Dual Effectiveness of Zhejiang's Rural Cultural Auditoriums in Promoting the Coordinated Development of the Two Civilizations

2.1. Consolidating the Material Civilization Foundation through Rural Talent Cultivation and Industrial Economy

In practice, cultural auditoriums have effectively consolidated the material foundation for rural development through intellectual support and skill improvement. They are not only places for villagers' leisure, but also undertake the function of farmers' technical schools. All regions make full use of this platform to regularly hold training on practical agricultural technologies, hands-on courses on e-commerce, and various vocational skill competitions, significantly enhancing farmers' employment and entrepreneurship capabilities. By carrying out digital knowledge publicity, digital skill training and formulating personalized digital services, farmers' recognition and acceptance of digital technology are improved, and the digital literacy of the whole people is raised^[5]. The accumulation of human capital is directly transformed into the improvement of agricultural production efficiency and the innovation of business models, providing solid talent support for the revitalization of rural industries.

At the same time, cultural auditoriums directly drive the growth of the rural economy through the industrial transformation of cultural resources. The construction of cultural auditoriums has increased the support of public financial funds for rural construction, driven the construction of relevant supporting infrastructure in rural areas, and helped boost the development of other related rural industries^[6]. The effectiveness of small farmers' organization in promoting industrial revitalization largely depends on a capable village collective^[7]. Many villages take auditoriums as an important window to display characteristic agricultural products and promote rural tourism, develop a strong village collective, and explore a development path of integrating culture with industry. For example, agricultural festivals and folk custom performances held relying on auditoriums not only enrich the formats of rural tourism, but also drive the sales of catering, accommodation and agricultural products in the surrounding areas. This practice of transforming cultural advantages into economic benefits has made cultural auditoriums a new engine for expanding the village collective economy. In the process of Chinese-style modernization, giving full play to the role of farmers' collectives can not only promote the marketization of scattered rural resources, but also curb excessive differentiation within the community, enhance residents' sense of common prosperity, and realize common prosperity at the community level^[8].

2.2. Building a Spiritual Civilization Home through Rural Ideological Position and Public Life

In the dimension of spiritual civilization construction, cultural auditoriums have effectively occupied the rural ideological and cultural positions through the reshaping of physical space. The high-quality development of rural spiritual civilization construction requires going deep into the essence of spiritual civilization construction, consolidating the guiding position of Marxism in the rural ideological field, and promoting socialist core values^[9]. The village history corridors, inspirational corridors, honor boards and other facilities set up inside the auditoriums form a visual moral education field. The practice of ritual activities in Zhejiang's rural cultural auditoriums is not only close to the people's cultural life needs, but also an important way for the state will to spread and implement in rural areas; it not only enriches villagers' spiritual life, but also has the profound meaning of constructing the internal life order and social norms of rural areas in the new period with a new cultural awareness^[10]. By holding solemn ceremonies such as flag-raising, Party membership oath-taking, respect for the elderly ceremonies and enlightenment ceremonies, abstract mainstream values are embodied and ritualized, which imperceptibly reshapes the rural moral order, effectively curbs outmoded customs and habits, and lets a new civilized trend take root in rural areas.

More importantly, cultural auditoriums have rebuilt the warm public life in rural areas and constructed a common spiritual home for farmers. As the core place for villagers to exchange emotions and carry out cultural and sports activities in daily life, it breaks the estrangement between neighbors in modern life and enhances villagers' sense of belonging to the community. Under the framework of rural cultural auditoriums, villagers form a good trend of mutual help and striving for goodness through self-management and self-service. This positive interaction has greatly raised the level of rural social

civilization.

2.3. The Two-Way Transformation Mechanism of Material Prosperity and Spiritual Abundance in the Field of Cultural Auditoriums

Cultural auditoriums are not only a showcase for the achievements of the two civilizations construction, but also a place where material and spiritual civilizations realize two-way transformation. From the perspective of material to spiritual transformation, with the enhancement of the village collective economic strength and the improvement of farmers' material life, their demand for high-quality cultural products is growing day by day. This demand forces cultural auditoriums to continuously upgrade hardware facilities and enrich service content, transforming material wealth into spiritual wealth, enabling villagers to enjoy higher-quality public cultural services and realizing the upgrading of quality of life.

Conversely, from the perspective of spiritual to material transformation, the civilized rural customs and simple folk customs cultivated through cultural auditoriums constitute the core soft power for rural development. A village that becomes united, honest and positive due to cultural auditoriums often has a better business environment and stronger social mobilization capacity. Spiritual abundance stimulates villagers' endogenous motivation and innovative vitality, and this spiritual power will eventually be externalized into a strong material force promoting economic and social development, forming a virtuous circle.

3. Path Enlightenments for Deepening the Construction of Rural Cultural Auditoriums to Promote the Coordinated Development of the Two Civilizations

3.1. Constructing a Long-Term Operation Guarantee System Integrating Construction, Management, Utilization and Cultivation with the Combination of Hardware and Software

The primary task of deepening the construction of cultural auditoriums is to establish a scientific long-term operation mechanism and solve the persistent problem of emphasizing construction over management. This requires building a guarantee system covering the entire chain of construction, management, utilization and cultivation. In terms of hardware facilities, formalistic over-packaging should be avoided, and emphasis should be placed on the practicality of functions and aging-friendly transformation. In terms of software management, it is necessary to improve rules and regulations, implement the system of full-time administrators or cultural stewards, and introduce professional social organizations to participate in operation to ensure the normalization and high quality of auditorium services. In different regions, it is necessary to adapt measures to local conditions and find "a path in line with rural reality, follow the inherent development laws of rural areas, and fully reflect rural characteristics"^[11].

Funds and talents are the two wings supporting the stable operation of the guarantee system. It is suggested to explore the establishment of a diversified investment mechanism guided by the government, led by villages and participated by society, to provide a stable capital flow for the operation and maintenance of auditoriums. At the same time, it is necessary to focus on the implementation of the rural cultural talent cultivation project, excavate and cultivate a group of local cultural backbones who understand literature and art, love their hometown and are good at management. Let them become the active factors of cultural auditoriums, realize the transformation from simply sending culture to independently fostering culture, and ensure the continuous production of high-quality cultural content.

3.2. Adhering to the Operational Principle of Unifying the Party's Overall Leadership and Stimulating Farmers' Subjectivity

Adhering to the Party's overall leadership is the fundamental political principle for the construction of rural cultural auditoriums. Party building leading the all-round rural revitalization is a feature of Chinese characteristics, and its theory is presented as a special theory in the theoretical system of all-round rural revitalization^[12]. It is imperative to give full play to the core leading role of rural grassroots Party organizations, incorporate the construction of cultural auditoriums into the

Party building work system, and ensure that it always maintains the correct political direction. Party organizations should use this position to accurately convey the Party's policies and propositions to the grassroots, making the auditoriums a strong position for gathering people's hearts and consolidating the ruling foundation.

At the same time, it is essential to adhere to farmers' subjectivity and solve the problems of for whom and by whom the cultural auditoriums are built. Farmers are the masters of cultural auditoriums, and their vitality lies in the extensive participation of the masses. In the operation process, we should respect farmers' initiative spirit, establish autonomous organizations such as villagers' councils, and let villagers substantially participate in activity planning, management and supervision. Only by supplying cultural products based on farmers' actual needs can we truly arouse their enthusiasm for participating in civilization construction and realize co-construction, co-governance and sharing.

3.3. Innovating the Development Model of Digital Empowerment and Integration of Culture and Tourism to Serve the All-Round Rural Revitalization

The report to the 20th National Congress of the Communist Party of China clearly pointed out that "the most arduous and onerous task for building a great modern socialist country in all respects still lies in the countryside"^[13]. With the in-depth integration and development of digital technology and agriculture, live streaming marketing of agricultural products will play a key role in promoting agricultural efficiency, helping farmers increase income and boosting rural prosperity^[14]. The role of digital application in rural revitalization is becoming increasingly prominent. Facing the future, cultural auditoriums should conform to the trend of digital transformation and actively explore a new model of integrating digital technology with cultural auditoriums. Relying on the existing digital infrastructure, build a cloud service platform integrating theoretical preaching, popular science education and legal consulting, break the constraints of time and space, and realize the direct sharing of high-quality cultural resources. Accurately depict villagers' cultural needs through big data analysis, provide more personalized and intelligent services, and improve the efficiency and coverage of the dissemination of the two civilizations.

In addition, it is necessary to further deepen the development path of integrating culture and tourism, and incorporate cultural auditoriums into the overall planning of rural all-for-one tourism. The development of rural tourism has a fundamental, overall and long-term promoting effect on rural revitalization^[15]. By deeply exploring the intangible cultural heritage and farming culture resources around the auditoriums, create cultural IPs with regional characteristics, and develop tourism routes such as research study and folk custom experience. This can not only activate the idle resources in rural areas, but also make cultural auditoriums a new growth point of the rural economy, promoting the mutual promotion of cultural prosperity and industrial development at a higher level.

Disclosure statement

The author declares no conflict of interest.

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