

Original Research Article

Red culture empowers the two-layer interface governance of rural revitalization ——Take southwestern Shandong as an example

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Abstract: As an advanced culture formed in the process of the party leading the people in revolutionary construction, red culture has an obvious role in promoting rural economy, culture, society and ecology. Taking the southwestern region of Shandong as the research object, this paper focuses on the interface governance problem in the empowerment of red culture in rural revitalization, and puts forward a systematic reconstruction strategy for the dual-layer interface constraints. Activate the value of red resources, realize the two-way improvement of red culture dissemination and rural economic development, and explore sustainable momentum and development paths for rural revitalization.

Keywords: red culture; rural revitalization; dual-layer interface; interface governance

1. Introduction

The report of the 20th National Congress of the Communist Party of China pointed out that "the most arduous and onerous tasks of comprehensively building a modern socialist country still lie in rural areas"^[1]. As an advanced culture formed by the Communist Party of China during the revolution, construction and reform, the red culture is a unique cultural creation of the Chinese nation, carrying profound historical memories and great revolutionary spirit^[2]. The cultural development plan for the 14th Five-Year Plan clearly states that efforts should be made to protect and utilize red cultural resources, deepen research on red culture, and emphasize the improvement of the system for the protection, inheritance and utilization of cultural heritage, while highlighting the role of culture in activating development momentum and promoting the optimization and upgrading of the economic structure^[3].

2. The dual interface of red culture empowering rural revitalization

As an important theoretical analysis framework for interdisciplinary research, the interface governance theory has evolved from natural ecosystems to applications in social governance. Herbert Simon introduced this biological concept into the social sciences. He equated the interface with an artifact and defined it as: "An artifact can be imagined as an interface between the internal environment and the external environment. The internal environment is the essence and organizational model of the artifact, and the external environment is the environment in which the artifact operates"^[4]. With the advancement of China's modernization of governance, domestic scholars have begun to systematically develop the interface governance theory. Li Wenzhao constructed an analytical framework consisting of four elements: internal structure, governance interface, functional goals, and external environment. Among them, the governance interface, as the interaction point between different systems, has become the core carrier of governance behavior^[5]. In recent years, it has gradually extended to fields to analyze the mutual assistance in rural governance between village work teams and rural elites^[6], demonstrating its explanatory power for complex governance scenarios.

In the context of cultural empowerment of red culture for rural revitalization, the dual-layer interface can be understood as the first layer interface formed by the interaction between red culture and the internal field of the village, and the second layer interface formed by the interaction of red culture through the village with the external environment. External environmental resources are input and regulated through the first layer interface to adjust the internal red cultural driving mechanism of the village, and the adjustment methods mainly include activating the economic value of red culture through economic driving mechanisms^[7], adapting to the green

development needs through the ecological protection mechanism^[8], strengthening the cultural leading role through the social governance mechanism^[9], and consolidating the spiritual foundation through the cultural inheritance mechanism^[10], achieving the diversified value of red culture in economic, ecological, social, and cultural aspects. The governance actions of red culture will also penetrate and transmit through the interface, exerting a counter-effect on the external environment.

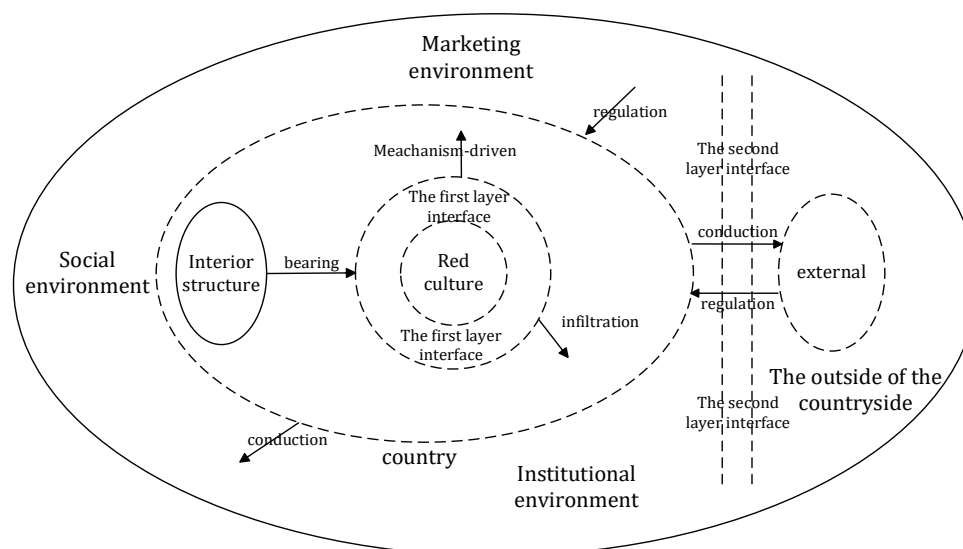


Figure 1. The two-layer interface of red culture empowering rural revitalization.

3. The two-layer interface constraints of red culture empowering rural revitalization in southwestern Shandong

3.1. The red cultural structure is discrete, and the rural interactive interface is not sticky

when cultural resources exist in a discrete state, their symbolic value and social identity function will lack systematic integration, and it is difficult to transform into "social capital" that promotes social cooperation^[11]. From the perspective of the double-layer interface, it can be found that there is a significant fault phenomenon in the interaction between the first layer interface and the interior of the countryside. The geographical location of red resources is scattered, which weakens the transmission efficiency of local red culture to rural tourism and other fields. In the process of passing through the second layer of interface, the independent development of counties and cities leads to the decentralization of capital investment and policy support cannot form a joint force, and the interface function cannot be played normally.

3.2. The bearing of red culture is weak, and the elasticity of rural interaction interface is not good

"Elasticity" refers to the resilience and adaptability of the system under disturbances^[12], and in the context of rural revitalization, interface elasticity is reflected in the ability of the interaction interface between red culture and rural areas to maintain the stability and development vitality of the system in response to internal and external pressures. The vast number of young people who carry the future of the motherland and the hope of the nation are the "generational" inheritance subjects of red cultural memory^[13]. Due to the lack of modern management and digital operation skills, making it difficult for the dissemination and development of red culture to break through the shackles of traditional models. The regional development gap leads to the continuous outflow of talents, also destroys the dynamic adaptation mechanism of talents and resources at the interactive interface.

3.3. The transmission of red culture is blocked, and the tension of rural interactive interfaces is insufficient

Southwest Shandong red brands face two major difficulties in the process of passing through the second layer of interface. First, the boundaries of brand recognition are limited, and the scope of cross-regional

interaction is limited. Compared with well-known red destinations in the country such as Jinggangshan and Yan'an, there is a significant gap in the dimension of brand influence in southwest Shandong. Second, the brand communication method is single and digital empowerment is lacking. At present, the channels for young people to obtain information mainly rely on new media social platforms such as Douyin and Xiaohongshu, while the rural tourism driven by red brands mainly relies on the offline channel publicity of traditional travel agencies.

4. The reconstruction of the two-layer interface of red culture empowering rural revitalization

4.1. Build a cultural collaborative network to enhance the stickiness of rural interactive interfaces

Southwest Shandong can try to combine with the agriculture, folklore and other resources of the surrounding villages in the protection and development of red attractions, so that the red culture and the local rural field can form a closer interaction, which is a useful attempt to integrate the resources of the first layer. At present, the rise of red tourism has become a new economic growth point^[18]. In this regard, in the process of improving the second layer interface, different tourism routes can be designed for different groups. design compound routes for young people, integrate red attractions into leisure and entertainment projects; In the process of connecting scattered red attractions, give full play to the agricultural advantages of southwest Shandong, and add agricultural experience links.

4.2. Improve the knowledge inheritance system and improve the flexibility of rural interactive interfaces

The effectiveness of the dissemination of red culture in rural areas of southwestern Shandong largely depends on whether the knowledge inheritance system can effectively connect internal and external resources. Combining the red culture theory course with on-the-spot explanation, can feedback the problems and experience in practice to teaching, make it truly an endogenous driving force for the sustainable development of the first layer interface. In the second layer of interactive interface, the improvement of the knowledge inheritance system is an important bridge to connect with external resources and enhance the influence of red culture. It can invites external experts and senior tour guides to participate in teaching and attracts college students to join the volunteer team, and broadens communication channels with the help of their vitality and innovative thinking, gradually enhance its competitiveness in the external environment.

4.3. Innovate the symbol communication mode and expand the tension of rural interactive interfaces

On the first interface of activating the communication of red culture, built differentiated symbolic communication channels. Jining can uses the tourism promotion conference, and systematically displays the spatial symbols, narrative symbols and product symbols of red scenic spots by integrating multiple subjects such as travel agencies, media and tourists^[14]. Zaozhuang uses the new media platform to build a symbol diffusion mechanism for national participation and content co-creation by holding a red culture short video competition. In terms of building the second interface of cross-regional communication, southwestern Shandong can actively explore the regional linkage mechanism and realize the spatial expansion of the interactive interface by building a cross-regional cultural communication community. With the help of resource sharing, promotes the value transformation of the coordinated development of the regional economy.

5. Conclusion

Red culture, as a valuable spiritual wealth accumulated by the Communist Party of China in the long-term practice of revolution and construction, has become a strong driving force and key resource for empowering rural revitalization. In the new stage of development, we need to integrate red resources with systematic thinking and promote their deep integration with rural tourism, characteristic agriculture, ecological protection and other fields. Strengthen the training of red culture inheritors and youth red education, realize the transformation of red culture from spiritual inheritance to industrial empowerment, Break through the double constraints in the process of red culture empowering rural revitalization, give full play to the comprehensive benefits of red resources in

promoting industrial prosperity.

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