

Research on the Revitalization of Ethnic Villages and Towns from the Perspective of Communication, Exchange and Blending

Meixiu Zhou, Haoru Li

Northwest Minzu University, Lanzhou 730030, China

Abstract: This paper combines the basic meaning of communication, exchange and blend, and analyzes the significance of communication, exchange and blend perspective for the revitalization of ethnic villages and towns. From the national exchanges, exchanges, blending to promote the improvement of the level of labor, promote economic development, promote the prosperity of culture and so on. Combined with the new era, new environment and new background, it puts forward the development path of the revitalization of ethnic villages and towns under the vision of exchanges, exchanges and integration, and discusses from the aspects of mining resources, activating villagers' subjectivity, realizing internal and external coordination, and highlighting innovation drive.

Keywords: Communication; Communication; Blending; Ethnic villages and towns; Rural revitalization

1. The meaning and requirements of communication, communication and blending

1.1 The meaning of communication, exchange and integration

Ethnic exchanges, exchanges and integration is an important guide for ethnic relations in the new era. Among them, exchanges refer to promoting value consensus; Communication refers to the promotion of social exchanges and mutual understanding of different ethnic cultures. Blending highlights the emotional blending and mutual identification between ethnic masses.

1.2 Exchanges, exchanges and blending run through the whole process of the development of ethnic villages and towns

The formation and development of minority settlements is an important product of the communication and integration of all nationalities. The development process of the productivity of ethnic villages and towns is not closed, but gradually develops in the communication, exchange and blend with the outside world, and affects the development level of ethnic villages and towns to a certain extent^[1]. From the development process of ethnic villages and towns, many ethnic villages and towns were mostly formed in the Qin and Han dynasties. Along with the Spring and Autumn period and the Warring States period, the long battle of the princes in the Central Plains made some advanced productive forces of the central Plains residents spread to the ethnic minority villages and towns, and the military needs gave birth to some ethnic villages and towns to form the early military towns. With the gradual stability of the political situation in the Qin and Han Dynasties, the population of the Central Plains represented by the farming civilization also migrated in large numbers, making some ethnic minorities gradually out of the stage of cultivation of fire^[2]. With the massive increase in agricultural demand for labor, more and more people began to gather and formed primitive villages. However, due to the limited productivity level in this period, the main forms of ethnic villages were primitive cave dwelling and nest dwelling^[3].

In the Tang and Song dynasties, ethnic villages and towns also ushered in an important stage of development and prosperity. With the continuous expansion of commercial culture influence in the Central Plains, many towns and villages with industrial and commercial nature were formed in the middle and lower reaches of the river basin. The development of commerce has also driven the progress of the local agricultural production level, which has kept the local social order stable to a certain extent, laying the foundation

for the next development of villages and towns. In the Ming and Qing dynasties, a large number of ethnic villages and towns returned to their native land, coupled with the rapid development of commodity economy based on Yandao, many commercial cultures also went deep into the ethnic villages and towns, and further promoted the in-depth exchanges and integration of population, economy and culture in ethnic villages and towns and cities with the mainland.

2. The significance of communication, exchange and blending vision for the revitalization of ethnic villages and towns

2.1 Communication, exchange and integration have promoted the improvement of the labor force

From the perspective of the development of ethnic communities, exchanges and integration can effectively promote the revitalization of ethnic villages and towns, and help promote the improvement of the labor force level of ethnic villages and towns. For example, the Wuling Mountain region has long been an important ethnic corridor in the Central Plains and Southwest China, where the labor force population includes not only the natural growth of the local population, but also some migrant population migration. The Qin and Han Dynasties were accompanied by wars, and a large number of people who fled the war moved into them. After the Tang and Song Dynasties, a large number of people from the Central Plains moved into Wuling Mountain area. This kind of population migration was also effective, which promoted the improvement of the quantity and quality of local labor force, and the communication between ethnic villages and outside populations became increasingly frequent. This also laid an important foundation for local productivity improvements. Before the transformation, many ethnic villages and towns were mostly in a state of natural economy. Although there was a certain scale of Tuchietowns, it was difficult to form private capital due to the lack of commodity economy. The communication and integration among ethnic groups further promoted the spread of local commercial culture and enabled local communities to carry out business practices based on their own characteristics. It led to the accumulation of folk primitive capital in ethnic villages and towns.

2.2 Exchanges, exchanges and integration have driven economic development

From the perspective of economic development, for ethnic villages and towns, the communication and integration of various ethnic groups can promote cultural integration, especially promote the prosperity and development of business in the exchange of needed goods. This is conducive to improving local infrastructure, connecting ethnic villages and towns with the external commodity economy, and integrating ethnic villages and towns with the external economy and society ^[4].

2.3 Exchanges, exchanges, and integration have promoted cultural prosperity

Under the continuous communication and integration of various ethnic groups, the art exchange is becoming more and more frequent. The blending of foreign art and the native art of minority villages and towns can form folk art forms with local characteristics and excellent cultural essence. In the long-term communication and integration of the nation, not only formed a large number of poetry, opera, poetry and other intangible cultural heritage, but also led to the integration of ideas and spirits.

3. The development path of the revitalization of ethnic villages and towns under the vision of exchanges, exchanges and integration

3.1 Exploiting local natural and cultural resources according to local conditions

To promote the revitalization of ethnic villages and towns, it is necessary to systematically sort out the resource endowment of ethnic villages and towns from the overall perspective, combined with the background of ethnic exchanges, exchanges and blending. Local resources are an important driving force for local villages and towns to realize rural revitalization. In this regard, ethnic areas should give full play to their natural resources endowment and geographical advantages. For example, taking root in the local, combining the local unique natural environment, focusing on the development of characteristic agricultural tourism with health care as the background, creating the whole industrial chain, and truly making the green waters and mountains of ethnic villages and towns glow with sustainable development momentum. At the same time, it is also necessary to tap the local cultural resources, combining the village landscape of ethnic villages, folk arts, farming culture, etc., to transform these static cultural resources into dynamic local capital.

3.2 Clarify the subject and activate the subjectivity of villagers in ethnic villages and towns

In the process of revitalization of ethnic villages and towns, it is necessary to clarify the revitalization of the main body, to highlight the enthusiasm and initiative of villagers in ethnic villages and towns, and give play to the strength of the masses, so that they can inject a steady stream of wisdom and vitality into the rural revitalization. In this regard, it is necessary to extensively encourage

villagers in ethnic villages and towns to participate in the practice of rural construction. At the same time, the government should strengthen the training and education of villagers in ethnic minority areas, improve the industrial management ability and professional skills of local villagers, and further expand the development channels of villagers.

3.3 Internal and external coordination to promote the joint progress of multiple forces

In the process of revitalization of ethnic villages and towns, in addition to the active cooperation of villagers, it is also necessary to guide bottom-up organizations and mobilize multiple subjects to participate in the practice of rural revitalization by the government. It is necessary to combine the current Internet technology, education, science and technology, culture and consumption and other corresponding auxiliary and supportive policies, in the form of financing compensation and top-down. Organize more villagers in less developed areas to form action groups. Encourage social groups and non-governmental organizations to participate in the practice of rural revitalization, invite local rich leaders, new farmers, new village talents and other rural elites to explain breeding skills management and operation strategies to the public, better play the demonstration role of head geese, and encourage ethnic villages and towns to achieve independent village revitalization by changing blood transfusion assistance to blood transfusion assistance.

3.4 Innovation-driven, leveraging technological, industrial, and institutional innovation

In terms of technological development, we should also be able to do a good job of innovation and optimization. In the context of the current rural revitalization, innovation is the soul and the key, in this regard, all parties should recognize the power of agricultural science and technology, recognize the inherent value of rural industrial system innovation and reform. With the help of innovation to activate the internal development power of rural revitalization, through science and technology to revitalize the industry to revitalize the system to better drive local farmers to get rich, and better promote ethnic villages and towns to take the road of modern development. In this regard, we should give full play to the development advantages of modern information technologies such as smart agriculture, agricultural Internet, and agricultural cloud platform, strive to improve the production value of agricultural products, improve the quality of agricultural products, enhance the resilience of agriculture to risks, and drive local farmers to increase production and income.

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