

## **Revitalizing Endogenous Dynamics: An Investigation into the Value of Endogenous Dynamics of Vernacular Literature in the Context of Rural Revitalization**

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**Abstract:** Vernacular literature is an important part of rural revitalization, and its endogenous power is of great value in promoting the development of rural cultural industry, promoting the inheritance and innovation of rural culture, and realizing the strategy of rural revitalization. This paper firstly analyzes the components of endogenous power of vernacular literature, then analyzes the value of endogenous power of vernacular literature to rural revitalization, and then puts forward the methods and approaches to enhance the endogenous power of vernacular literature in terms of policy support and institutional safeguard, educational training and talent cultivation, social participation and market operation, and innovative development and advancing with the times, etc., which is aimed at providing a reference for the development of vernacular literature in the context of rural revitalization. The aim is to provide reference for the development of vernacular literature in the context of rural revitalization.

**Keywords:** Rural Revitalization, Vernacular Literature, Endogenous Power

### **1. INTRODUCTION**

Since the new century, with the acceleration of industrialization, the spread of infrastructure and speed, China's urbanization rate continues to climb, the spatial structure of the countryside continues to lose its traditional appearance, the hollowing out of the countryside, the empty nest of villagers' families has become a common situation in the countryside. The countryside has lost its traditional appearance, but it is also difficult to integrate into the rhythm of urban development, evolving into a combination of urban and rural areas that neither resemble the countryside nor the city. "The idyllic pastoral countryside has gradually changed beyond recognition, and on the ruins of the countryside rises a small modernized city; the material world has become so beautiful and rich, while the world of the human soul has become wandering and nowhere to be found" (Duan, 1998). Traditional rural characteristics are disappearing and becoming unfamiliar. Chinese culture is based on thousands of years of agrarian civilization, and the countryside is the carrier of many excellent folk cultures, the original soil of Chinese culture, with a vast number of

rural villages and peasants, carrying the evolution of history and civilization. Therefore, it is urgent to protect the original sample of the countryside and revitalize the excellent traditions of the countryside (Guan, 2020). In the face of the ever-changing development of our society, how to maintain the traditional characteristics of the countryside while sharing the convenience brought about by the rapid advancement of modern science and technology is an issue that needs to be seriously considered in the strategy of rural revitalization. Rural revitalization is a systematic project that concerns the whole situation and requires all-round thinking. Vernacular literature is a type of literature, which refers to all literary works that depict rural life with local color in ancient and modern times and at home and abroad. Thinking about rural revitalization from the perspective of vernacular literature may be a different way of thinking. In the process of modern transformation of Chinese literature, literary representation of the countryside has been a long-term mainstream (Liu, 2021). This is related on the one hand to the fact that many Chinese writers were born in the countryside or had experience of living in the countryside, and on the other hand to the attachment of Chinese people to the land and the countryside. In the history of modern literature, due to the vigorous advocacy of Mr. Lu Xun and others, it has made the countryside literature become the town of literary expression in the past hundred years, and writers and literature have thus accumulated rich experience in depicting the countryside, which is the place where literature excels. Therefore, in the current grand strategy of rural revitalization, vernacular literature has a value that cannot be ignored, which can provide spiritual civilization support for rural revitalization, cultural leadership for rural revitalization, and typical cases for rural grass-roots governance (Fei, 2007). The endogenous power of vernacular literature refers to the internal power and factors that can promote and facilitate the development of the countryside contained in vernacular literature itself under the background of rural revitalization. This kind of endogenous power mainly comes from the attention and expression of vernacular literature to the countryside culture, society, economy, ecology and other aspects, as well as its own role of education, guidance and cohesion (He, 2022). Specifically, vernacular literature can promote the prosperity of rural culture by passing on and carrying forward the excellent traditional culture of the countryside, stimulating the cultural self-confidence and cultural self-awareness of rural development; at the same time, vernacular literature can also focus on the social reality of the countryside, carry forward the positive energy of the countryside, enhance the cultural literacy of the farmers and the degree of civilization of the

society, and promote the harmony and stability of the countryside society; in addition, vernacular literature can also promote the concept of green In addition, by advocating the concept of green environmental protection, local literature can also promote the protection and sustainable development of the rural ecological environment and the implementation of the strategy of rural revitalization. Therefore, the endogenous power of vernacular literature can be understood as a diversified, comprehensive and internal power that can promote the comprehensive revitalization and overall development of the countryside (Meng, 2011).

## 2. COMPONENTS OF ENDOGENOUS DYNAMICS IN VERNACULAR LITERATURE

### 2.1 Author's emotion and attitude

(1) Deep emotion for rural life: Authors of vernacular literature usually harbor deep feelings for rural life, and such feelings are the source and driving force of their creative work. This emotion can be expressed as praise for the natural scenery of the countryside, concern for the social situation in the countryside, understanding of the plight of farmers' life, and love and respect for the cultural traditions of the countryside. Some authors express their love and nostalgia for the countryside by depicting the details and scenes of rural life. For example, Guo Wenbin shows the truth, goodness, and beauty of rural life in his works, integrating the long-sealed nostalgia into the words and evoking people's fond memories (Fan, 2019). In addition, some authors express their concerns and worries about rural life by revealing and reflecting on the realities of rural society. For example, writers such as Chen Zhongshi and Jia Pingwa evoke people's thoughts and concerns about the current situation of rural society through the depiction of rural social problems in their works. The deep emotion of authors of vernacular literature for rural life is not only the review and expression of personal experience, but also the adherence to and inheritance of rural cultural traditions.

(2) Identification with and development of rural culture: Authors of vernacular literature have a deep identification with and inheritance of rural culture, which is reflected in their works, such as Zhou Keqin's *Xu Mao and His Daughters* and Li Mingchun's *Chuanxiangzhuan*. In Zhou Keqin's writing, old Xu Mao and his daughters are poor peasants who live a hard life but still maintain the traditional rural culture (Liu, 2023). Through these characters, Zhou Keqin shows the customs, beliefs, traditions and values of the rural society, and expresses the unique charm and value of rural

culture. Similarly, Li Mingchun vividly wrote and portrayed Ouyangsheng's difficult process of leading the majority of peasants to embark on the road of common prosperity in *Chuanxiangzhuan*. Through his characterization of Ouyangsheng and other characters, he shows the positive, hard-working and struggling spirit and cultural tradition in the rural society. In short, the recognition and inheritance of rural culture by authors of vernacular literature is one of the power sources of their creation, which makes them pay more attention to and protect the rural cultural heritage and contribute to the inheritance and development of rural culture.

(3) Concern and reflection on rural problems: The concern and reflection of authors of vernacular literature on rural problems are mainly reflected in their works. By depicting the realities and characters of the rural society, they reflect the problems and dilemmas faced by the countryside and arouse the attention and reflection of the society (Bei, 2023). Some authors of vernacular literature reflect the severity and complexity of rural problems by revealing the inequality and the gap between the rich and the poor in the rural society. For example, Chen Yuanbin showed the inequality and backwardness of the rural society through the depiction of rural poverty life and farmers' sufferings in *Alive*, which aroused widespread concern in the society. Other authors of vernacular literature reveal the deterioration of the rural ecological environment by depicting the destruction of the rural natural environment (Wang, 2007). For example, Liu Liangcheng points out the problem of the destruction of the rural ecological environment in *One Man's Village* by depicting the natural landscape of the countryside and reflecting on the traditional agricultural society. There are also some authors of vernacular literature who call on the society to pay attention to the development and progress of the rural society through the depiction of rural social problems. The concern and reflection of authors of vernacular literature on rural problems is one of the important themes of their creative work, which makes them understand the reality and problems of rural society more deeply, and provides important thoughts and support for promoting the progress and development of rural society.

## 2.2 Aesthetic and artistic value of works

(1) Unique Creative Style and Expression Methods: Authors of vernacular literature have formed unique creative styles and expressive techniques in the process of creation, which are mainly reflected in language style, narrative techniques, imagery expression and social criticism. Authors of vernacular literature are also good at using concise

and vivid language, as well as a large number of strokes depicting details and scenes, so that their works reflect the nature and connotations of rural life more realistically and profoundly. They are also good at revealing in-depth the conflicts and problems in rural life through characterization and plot arrangement, so that the works have more depth and breadth. They also make a lot of use of imagery expression in their works, through the depiction of natural landscape, local customs and historical relics and other imagery, so as to make the works more aesthetic value and artistic infectivity. The authors of vernacular literature also have a strong sense of social responsibility and critical spirit in the process of creation, and their works often make in-depth revelation and criticism of social problems such as feudalism, moral degradation, and cultural deserts in the rural society (Tile, 2023).

(2) Portrayal of natural and humanistic landscapes in the countryside: Authors of vernacular literature often show the real face and unique charm of rural life through the depiction of rural nature and humanistic landscapes. These depictions not only have aesthetic value, but are also the inheritance and development of rural cultural traditions. In vernacular literature, the depiction of natural landscapes usually occupies an important position. Through delicate strokes, authors depict the natural scenery of mountains, rivers and fields in the countryside, so that readers can feel the beauty of the countryside and the greatness of nature. For example, in Mo Yan's novel *Red Sorghum*, the mystery and magnificence of rural nature are shown through the depiction of the sorghum fields in the northeast. At the same time, the depiction of these natural landscapes also reflects the production and life style and cultural traditions of the rural society, showing readers the unique charm of rural culture. In addition to natural landscapes, authors of vernacular literature also pay attention to the depiction of humanistic landscapes in the countryside. These depictions mainly include the expression of cultural traditions such as rural architecture, customs and handicrafts (Wang & Cheng, 2023). By depicting the natural and humanistic landscapes of the countryside, authors of vernacular literature make their works more local flavor and cultural connotation.

(3) Integration and Innovation of Traditional and Modern Culture: Vernacular literature has a unique contribution to the integration and innovation of traditional and modern culture. By combining traditional cultural elements with modern literary techniques, authors of vernacular literature create novels, essays, poems and other literary works with a sense of time and historical weight. Some works of vernacular literature integrate traditional culture and modern life with each other, presenting the

evolution and persistence of rural culture in the process of modernization (Sun, 2023). For example, in A Lai's *A Memoir in the Clouds*, the author depicts the natural beauty and humanistic landscape of Tibetan villages through traditional writing techniques, and at the same time integrates modern cultural concepts, such as environmental protection and the value of life, which makes the work rich in traditional flavor and not lacking in modern thinking. There are also some works of vernacular literature that deconstruct and reshape tradition to meet the needs of modern society while inheriting and carrying forward traditional culture. Vernacular literature makes a unique contribution to the integration and innovation of traditional and modern culture, which not only inherits the essence of traditional culture, but also integrates modern cultural concepts, presenting readers with a rural world that is both ancient and modern.

### 3 VALUE ANALYSIS OF ENDOGENOUS DYNAMICS OF VERNACULAR LITERATURE

#### 3.1 Endogenous Dynamics of Vernacular Literature and Inheritance and Protection of Rural Culture

The creation of vernacular literature is often rooted in rural culture, and through vividly depicting the details of rural life and characters, it shows the customs, morals and values of the rural society, thus inheriting and carrying forward the traditional culture of the countryside (Wang et al., 2023). Lu Xun's *The True Story of Ah Q* vividly shows the rural life of Shaoxing, Zhejiang Province in the late Qing Dynasty through the portrayal of Ah Q, and profoundly reveals the cultural psychology and values of the rural society at that time. Shen Congwen's *Biancheng*, on the other hand, takes western Hunan as its background, and through depicting the beautiful scenery and the simplicity and kindness of the locals, it shows the essence and characteristics of rural culture, as well as thinking about and exploring the future of rural culture. Zhao Shuli's *The Marriage of Xiao Erhei*, on the other hand, through telling the story of Xiao Erhei, shows the customs and values of the rural society, and criticizes and reflects on these cultures. Chen Zhongshi's *White Deer Plains*, on the other hand, is set in the Guanzhong region of Shaanxi, and presents the traditional culture and historical changes of a rural society through the portrayal of the two great families of the White Deer. All of these works have, to varying degrees, inherited and developed the traditional culture of the countryside. In conclusion, vernacular literature has made important contributions to the inheritance and development of rural traditional culture by recording

and presenting traditional culture in rural life, portraying characters and storylines in rural societies, as well as promoting cultural self-consciousness and cultural identity in rural societies in various ways (Zhou, 2023). Vernacular literature records and depicts intangible cultural heritage in the countryside, such as folk art, traditional handicrafts, and folklore activities, through words, which allows this cultural heritage to be passed on and carried forward in contemporary society. For example, Mo Yan's novel *The Red Sorghum Family* is a novel set in the rural areas of northern China, depicting the emotional entanglements and heroic struggles within the family during the Anti-Japanese War. Inspired by Mo Yan's childhood experiences, the novel describes the story of my family's resistance in the northeast township of Gaomi through the narration of "I". The novel portrays many vivid characters, including my grandfather, grandmother, father, aunt, etc., who, on the one hand, rise up to fight against the brutal Japanese invaders, and on the other hand, have a legendary love story that will make their children and grandchildren pale in comparison. The novel presents many traditional folk skills, such as brewing wine, grinding tofu, building houses, and so on. These skills are vividly depicted in the novel, allowing the reader to feel the unique charm of the intangible cultural heritage of the countryside. At the same time, these traditional skills are inherited and protected. Secondly, the novel also involves many folk stories and legends, such as "red sorghum" itself is a mysterious legend. These stories and legends not only enrich the content of the novel, but also let readers understand the diversity and uniqueness of rural intangible cultural heritage. Again, the novel also presents folk music and dance, such as the "Northeast Drum". These music and dances are vividly depicted in the novel, which makes readers feel the diversity of rural culture. At the same time, these folk music and dances are also inherited and protected. Finally, the novel also deals with farmers' life and traditional customs, such as rituals, marriage and funeral (Fu, 2023). These customs are depicted in the novel in a very real way, which makes readers feel the uniqueness and value of rural culture. To summarize, Mo Yan's novel *The Red Sorghum Family* expresses the cherishing and protection of the intangible cultural heritage of the countryside by presenting the diversity and uniqueness of these cultures. At the same time, the novel also presents the diversity and value of rural cultures and calls for the protection and inheritance of these cultures by the society. In conclusion, vernacular literature plays an important role in the protection and inheritance of rural intangible cultural heritage, and makes important contributions to the prosperity of rural culture by recording and presenting rural intangible cultural heritage,

promoting the cognition and recognition of intangible cultural heritage, facilitating the living transmission of intangible cultural heritage, promoting the protection of intangible cultural heritage and legislation, as well as discovering and cultivating rural cultural talents, among other things. The Committee has made important contributions to the prosperity and development of rural culture through a variety of means, including.



Figure 1: Stills from "White Deer Plains"

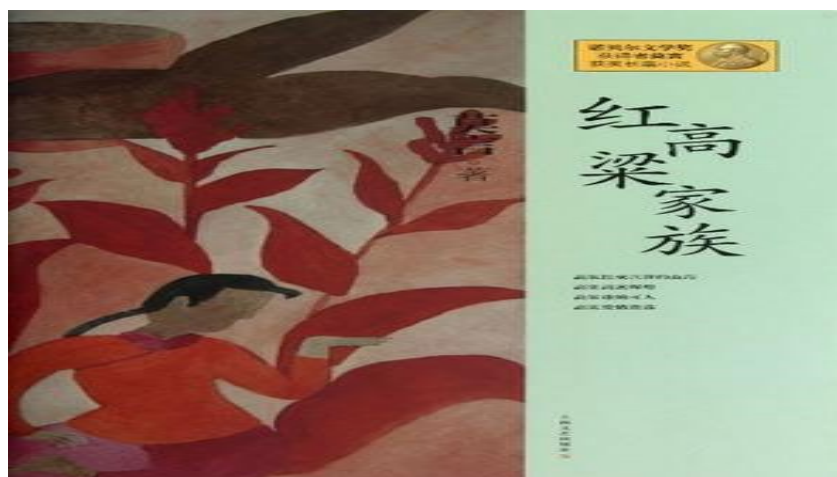


Figure 2: Red Sorghum Family

### 3.2 Endogenous Dynamics of Vernacular Literature and Revitalization of Rural Economy

Endogenous dynamics of vernacular literature can contribute to the revitalization of the rural economy in many ways, such as promoting the development of cultural industries, enhancing the attractiveness of rural tourism, driving the sales of agricultural products, and strengthening farmers' cultural confidence and sense of belonging. Countryside Love Story is a TV series set in rural Northeast China that showcases the life and culture of the Chinese countryside by telling the story of an ordinary farmer's family. The TV series was a hit at home and abroad and drove the



development of the local economy (Fan, 2023). First of all, the filming location of the TV series was Muyugou Village in Kaiyuan City, Liaoning Province, a village with unique landforms and humanistic environments, which was one of the important filming locations for the TV series. During the filming process, the crew provided many employment opportunities for local villagers, such as mass actors, venue rental, and food supply. These employment opportunities have increased the sources of income for local villagers and improved their living standards. Secondly, the broadcasting of the TV series has brought opportunities for the local tourism industry. Due to the popularity of the TV series, many domestic and foreign tourists came to Kaiyuan City to visit the shooting sites of the TV series and the local natural landscape. These tourists have driven the development of related industries such as local catering, accommodation and sales of tourist souvenirs, bringing new growth points to the local economy. In addition, "Country Love Story" has boosted the sales of local agricultural and sideline products. In the TV series, many local agricultural and sideline products are used as props and scenes, such as big pancakes, dried bean curd and corn flour. The appearance of these agricultural and sideline products in the TV series not only shows the local food culture, but also brings business opportunities for local agricultural and sideline product sales, and drives the development of local agriculture. In conclusion, Country Love Story has promoted the development of the local economy in many ways, such as by setting up local scenes, employing local staff and actors, and promoting local tourism and sales of agricultural and sideline products.



**Figure 3:** Stills from "Love in the Country"

### 3.3 Endogenous Dynamics of Vernacular Literature and the Harmony and Stability of Rural Society

The endogenous dynamics of vernacular literature maintains the harmony and stability of the rural society in various ways, such as

promoting the cultural identity of the rural society, conveying positive values and ideas, as well as upgrading the cultural literacy and aesthetic level of the peasants. Lu Yao's *The Ordinary World* is a million-word long novel that panoramically expresses the social life of China's contemporary urban and rural societies. The novel is set in the decade from the mid-1970s to the mid-1980s in China, and through complex contradictions and entanglements, it portrays the images of many ordinary people in all social strata at that time, with the two brothers, Sun Shao'an and Sun Shao'ping, at its center. The novel shows the difficult and twisted paths taken by ordinary people in the historical process of the big era, profoundly depicts the great changes in rural life, presents the growth of a group of promising young people, and demonstrates the goodness and beauty of human nature and self-respect and self-improvement in personality. Sun Shao'an, the main character of the work, is a hard-working, kind-hearted, down-to-earth and enterprising farmer, who makes continuous efforts to improve the living conditions of his family and the countryside under difficult conditions, as well as his status and reputation in society, which is of positive significance in enhancing the cohesion and stability of the rural society. Liu Qing's *The History of Entrepreneurship* focuses on the description of the cooperative movement in the countryside, showing the historical changes and development of Chinese rural society at that time. Liang Shengbao, the main character of the work, is a young farmer with cohesion and organization ability, who leads the peasants to embark on the road of cooperativization through his own efforts and ingenuity, which improves the efficiency and quality of the peasants' production as well as enhances the unity and mutual assistance among the peasants, and promotes the harmony and stability of the rural society (Li, 2023).



**Figure 4:** Stills from *The Ordinary World* Fig. 5 Stills from *Entrepreneurial History-Liu Qing*

### 3.4 Endogenous Dynamics of Vernacular Literature and the Protection of Rural Ecological Environment

Endogenous dynamics of vernacular literature can promote the protection and development of the rural ecological environment by raising public awareness and concern about the rural ecological environment, publicizing and educating ideas and values of environmental protection, and promoting public participation and action. Liu Liangcheng's *One Man's Village*, a collection of essays depicting the relationship between rural life and nature, drew a huge response nationwide after its first edition. The book was highly acclaimed precisely for the sense of being as if coming back to earth that it acquired through looking back. In *A Man's Village*, Liu Liangcheng describes the people and nature of Huangshaliang, the village where he has lived for many years, in simple, quiet, and atmospheric words. These words not only depict the people and nature of Huangshaliang, a remote village in Xinjiang, but also express his realization of natural existence and his love for rural life. In his collection of essays, Liu Liangcheng expresses his love for the "village", believing that the "village" is the root of human beings and the embodiment of the natural relationship between human beings and nature in symbiosis and co-prosperity. Taking "one's village" as the object of creation, Liu Liangcheng expresses his love for the village and the pursuit of natural existence through his words, and is known as a "village philosopher". First of all, Liu Liangcheng emphasizes the symbiotic and co-prosperous relationship between nature and human beings. He believes that nature and human beings are interdependent, and that human beings need to rely on the natural environment and resources to survive and develop, while nature also needs human care and love. In *A Man's Village*, he writes, "I have always believed that there is a connection between all things, and that people talk to a pile of earth, a wisp of wind, and a cloud all their lives". This symbiotic and co-prosperous relationship requires humans to protect the natural environment and cherish natural resources. Secondly, Liu Liangcheng criticizes the destruction and over-exploitation of the natural environment by human beings. In *One Man's Village*, he describes the ecological changes in Huangshaliang, a remote village in southern Xinjiang, as well as the destruction and over-exploitation of the natural environment by local people. Through these depictions, he appeals to people to protect the natural environment and not to over-exploit natural resources, but to utilize resources rationally and protect the ecological environment. Finally, Liu Liangcheng believes that human beings should return to nature and live in harmony with it. He believes that human beings should not stand on their own to scrutinize



nature, but should return to nature and live in harmony with it. In *A Man's Village*, he writes, "Only when man enters into nature will he see the greatness of nature and his own insignificance." This view of returning to nature calls on people to respect nature, protect it and live in harmony with it.



Figure 6: One Man's Village

#### 4. STRATEGY SUGGESTIONS FOR ENHANCING THE ENDOGENOUS DYNAMICS OF VERNACULAR LITERATURE

##### 4.1 Policy Support and Institutional Guarantees

The government can provide financial support to creators of vernacular literature by setting up literary creation funds and providing publishing subsidies to help them overcome financial difficulties and better devote themselves to literary creation. Establish a perfect literary education system to cultivate more creative talents for vernacular literature. Literary courses, literary lectures, and literary activities can be set up to improve the literary literacy and creative ability of lovers of vernacular literature. The government can guide and encourage the development of vernacular literature by formulating more specific cultural policies. For example, it can encourage publishing organizations to publish works of vernacular literature and strengthen the publicity and promotion of vernacular literature. The government can also set up research institutes for vernacular literature to deeply explore and study the connotation and value of vernacular literature, and provide more theoretical support and guidance for creators of vernacular literature (Wang, 2023). Strengthen the copyright protection of vernacular literature, combat piracy and plagiarism, safeguard the legitimate rights and interests of the creators of vernacular literature, and improve their creative enthusiasm.

#### 4.2 Education Cultivation and Talent Development

Vernacular literature courses are set up in primary and secondary schools and colleges and universities to provide students with opportunities to understand and come into contact with vernacular literature. Through the courses, students can understand the background, characteristics and development history of vernacular literature, and cultivate their interest in and love for vernacular culture. To support the establishment of majors related to vernacular literature in colleges and universities so as to cultivate creators and researchers of vernacular literature with professional qualities. Provide professional education and training, including courses on literary creation, literary theory and cultural research, to help students gain a deeper understanding of the connotation and value of vernacular literature, and to improve their creative ability and academic level. The government and enterprises can jointly establish literary studios and creative bases to provide creators of vernacular literature with a favorable creative environment and resources (Feng, 2023). These studios and bases can provide services such as creative space, computer equipment, data inquiry, and communication platforms to help creators overcome difficulties and challenges in the creative process. Organize practical and communication activities of vernacular literature, such as writing competitions, symposiums, seminars, etc., to provide creators with platforms for displaying their works and exchanging and learning. Through these activities, creators can learn from each other, share their experiences, expand their horizons, and improve their level of creativity. Encourage and support the establishment and development of literary societies and folk cultural organizations to provide places for lovers and creators of vernacular literature to gather and communicate. These organizations and societies can carry out activities to promote vernacular literature, organize creative writing competitions, hold literary lectures and so on, in order to promote the popularization and development of vernacular literature.

#### 4.3 Social participation and market operation

Encourage all sectors of society to participate in the development of vernacular literature, including the government, enterprises, social organizations and so on. The government can introduce relevant policies to support the development of vernacular literature, enterprises can provide financial support, and social organizations can participate in the promotion and popularization work to jointly promote the prosperity of vernacular literature. The sustainable development of vernacular literature is promoted by activating market operation. For example, publishing

organizations, media companies and other market players can be introduced to provide publishing and promotion services for creators of vernacular literature. At the same time, the economic value of vernacular literature can be realized through the sale of copyrights and cultural tourism, forming a benign market cycle. Utilize modern technical means, such as the Internet and new media, to provide a broader platform for the dissemination and promotion of vernacular literature. For example, it can establish a website of vernacular literature, open a WeChat public number of vernacular literature, and organize online literature competitions, so that more people can understand and participate in the development of vernacular literature. Strengthen the cooperation and exchange among regions in China and internationally to provide creators of vernacular literature with a broader vision and experience. Literary exchange activities and international literary forums can be organized to bring vernacular literature to the world and increase its international influence. Cultivate more lovers of vernacular literature by guiding readers' groups. Reading activities, recommending excellent works and writing reviews can be organized to increase the reading volume and influence of vernacular literature, thus stimulating more enthusiasm and motivation for creation.

## 6. CONCLUSION

In the context of rural revitalization, vernacular literature has unique value and its endogenous power cannot be ignored. Rooted in rural culture, vernacular literature expresses the true portrayal of rural life and reflects the spiritual outlook and emotional expression of rural people. By cultivating the endogenous power of vernacular literature, it can promote the development of rural cultural industry, promote the inheritance and innovation of rural culture, and provide strong spiritual power and intellectual support for the realization of the strategy of rural revitalization. In the process of revitalizing endogenous power and promoting rural revitalization and development, the value of vernacular literature cannot be ignored. Through the comprehensive measures of policy support, education and training, social participation, market operation and innovative development, the endogenous power of vernacular literature can be continuously strengthened to promote its sustainable development and prosperity. At the same time, vernacular literature will also provide a strong spiritual impetus and cultural support for the implementation of the strategy of rural revitalization, and make a positive contribution to the

inheritance and development of rural culture. It is of great significance to explore the value of the endogenous power of vernacular literature to promote the implementation of the rural revitalization strategy, to promote the inheritance and development of rural culture, to enhance the governance level of rural society, to strengthen the awareness of ecological environmental protection, and to enrich the spiritual life of the people.

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