

Possible template

There is a problem in department of rural cultural industries. Despite Chinese government tries their best to focus on inheritance and development of traditional rural culture (ihchina, 2021) (something that should be happening) losing of traditional culture and unreasonable transformation (Ye et al, 2020) are occurring. (many artistic forms in rural China have disappeared.) This problem has negatively impacts on rural revitalization in China (Baidu, 2018) (who or what has been affected) because culture confidence and national identity are very important for rural improvement. A possible cause of this problem is anxiety for city and countryside integration (Huan et al, 2013). This dissertation evaluates, analyses in specific area the strategies and imperfection of rural cultural development in the next decade by mixed method (research method) in the hope of understanding more about this development strategies of rural cultural industries (issue/problem).

Research problems

According to the schedule of rural revitalization strategy published by Chinese government (2017), until 2050, rural revitalization will be entirely realized. the chapter 7 in National Strategic Plan for Rural Revitalization (2018-2022), points out demands of developing rural culture. Basing on these strategies and requirement, renaissance of traditional culture not only refers to development in cultural industries of rural characteristic, but also is concerned about culture confidence in China (2019, XI). Therefore, it is significant for China to explore an indigenous way to improve situations of cultural losing and ossification.

With the understanding of cultural relativism, William Graham Sumner summarizes the importance of usages, manners, customs, mores, and morals in the folkways (Sumner, W. G. 2019). Folkways as a kind of culture affects description of culture. The paradigm of symbolic interactionism views human behavior as the creation of meaning through social interactions (Babbie, 2014). For the methodology, mixed methods are suitable for different sequences. On

the one hand, qualitative method in the field is the main methods to collect data and obtain materials from rural cultural departments in China. 'Thick description' was suggested by Geertz (1999), who pointed out the interpretation of culture (Geertz, C.1977) which illustrated a good view to explain and describe culture by fieldwork and ethnography. On the other hand, quantitative method also uses for collecting data and testing hypothesis. Author will conduct questionnaire in rural areas to think about administration strategies of rural cultural renaissance.

Rationale

The research will focus on sustainable developing strategies for administration of rural cultural industries. This is needed because Chinese government pays more attention to rural issues in long-term periods according to rural revitalization strategy published by Chinese government (2017). Academics, theorists argue/have found that interpretive theory of culture (Geertz, C.1977) to understand and reconstructed developing strategies of rural culture. However, in the process of Chinese rural revitalization, traditional culture is a potential problem which is easy to be ignore and unreasonable transformation so that competitive advantages (Porter, M. E. 1998) of rural culture industries lost forever basing on development situations.

Final task

The final task is to explain which researcher your work is aligned to - Sherlock Holmes, Poirot, Columbo, Maigret or Eastwood.

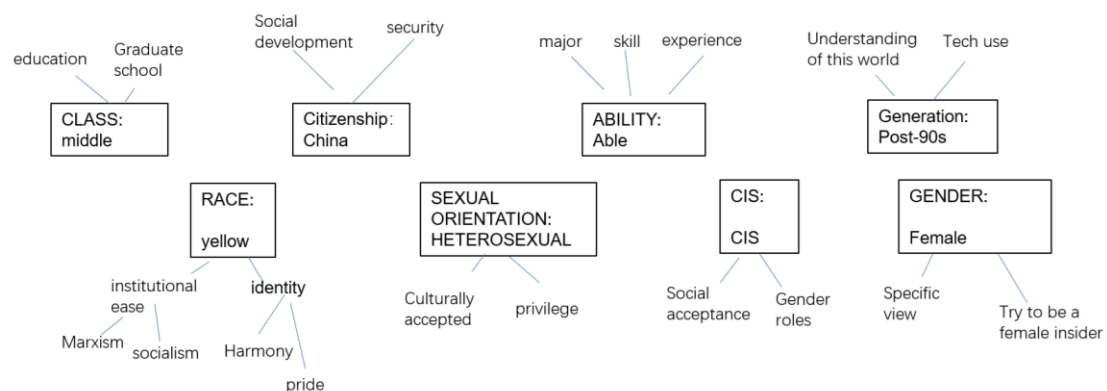
For previous academic experiences, I am an **ethnologist** like *Maigret*. I like several words in the part of empirical intuitive research: ***understanding, in the field and find a real expert.*** These terms follow my research in the past and future. However, basing on these experiences and achievement, I definitely realize that research results including reconstructed world according to understanding are not easy to be accepted and adopted widely because of

non-repeatability.

In master period, my research is to explore the relationship between **food and medicine ethnomusicology** in my hometown which is a Chinese village. So, it is my tasks to understand local food culture in ritual sounds, finish long-term fieldwork and find outstanding insiders. Also, considering outsider-insider perspectives, I am an insider as a fellow, however living in cities let me become an outsider of local culture. Due to individual construction for knowledge, positionality in field affects research results a lot.

In my DBA journey, I will continue studying on ethnomethodology, and add some scientific mind like *sherlock Holmes*. It is my expectation that pursue a **partly replicable model** for strategies of cultural revitalization in Chinese rural areas in spite of cultural differences. Therefore, in DBA stage, I will focus on more about **symbolic interactionism**, combining quantitative and qualitative research methods. I can predict that qualitative research still plays a very important part in my study, and quantitative mind will help me to finish an achievement with more universal values.

Positionality map:



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