THE MODERNIZATION TRANSFORMATION OF THE CULTURE IN THE OLD INDUSTRIAL BASE OF NORTHEAST CHINA

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Abstract: The policy of revitalizing the old industrial bases in Northeast China has brought historic development opportunities to the Northeast, and whether the old industrial bases in Northeast China can effectively respond to challenges and realize revitalization depends on whether the modernization transformation of culture can be realized. The modernization transformation of culture is premised on a profound analysis of the culture of the old industrial bases in Northeast China. It can be said that the culture of the old industrial bases in the Northeast belongs to the empirical culture of the agricultural society, and at the same time fits the planned economic system. Therefore, the modernization of cultural transformation is the key to revitalizing the old industrial base in Northeast China, and it also provides the driving force for the modernization of Northeast China.

1 AN IMPORTANT FOUNDATION FOR THE MODERNIZATION AND TRANSFORMATION OF NORTHEAST CULTURE

The revitalization of old industrial bases in the Northeast region is another major strategic plan for the new central leadership to assess the situation, plan the overall situation, and build a moderately prosperous society in an all-round way. It is another major strategic decision after the implementation of the coastal development strategy and the western development strategy. This is a major strategic decision and strategic deployment made by our party as our country enters a new stage of modernization and development. As an important part of social composition, culture is of great significance in the revitalization of the old industrial base in Northeast China as the theoretical guidance, spiritual power, intellectual support, and ideological guarantee of economic development. This paper studies the position and the specific role of culture in the revitalization of Northeast old industrial bases, discusses the cultural requirements and content of revitalizing Northeast old industrial bases, and explores the ways and methods of cultural construction. It is of great value to build a culture that adapts to the laws of the socialist market economy, meets the requirements of the times, and has local characteristics, promotes the adjustment and transformation of the old industrial bases in Northeast China, and accelerates the pace of revitalization of the old industrial bases [1].
1.1 Culture is the direct driving force of economic growth and development

Among the three major systems of social politics, economy, and culture, culture is at the highest level and plays a guiding role. The development of society and economy must have the correct direction and clear goals. This requires a high-level cultural orientation to guide economic development, and culture needs to provide spiritual power and intellectual support for the construction of material civilization. Cultural power keeps pace with economic power and political power and promotes the development of modernization in breadth and depth. Conforming to the current situation, accelerating the integration and mutual promotion of cultural power and economic power is not only an important starting point for the developing the cultural economy, but also the effective way to revitalizing the old industrial bases in Northeast China, improving the quality of economic development, enhancing the vitality and stamina of development, and enhancing the comprehensive strength and international competitiveness.

1.2 Culture has a strong penetration and promotion effect on the economy

In modern economic activities, the content of cultural factors is very high. It can be said that any economic activity is carried out in a certain cultural style, whether it is food customs, clothing styles, housing styles, car categories, production procedures, enterprise contract templates, etc., all with a cultural imprint. The cultural content of modern commodity industry management, advertising, and publicity is getting higher and higher, and the price proportion formed by the cultural value of many commodities is much higher than the price proportion formed by the use value. Today, culture has permeated every aspect of modern economic activity.

1.3 Culture is the source of strength for future economic development

The importance of culture to the economy is not only the actual role of culture in the economic field and economic activities, but more importantly, it also has a long-term "future significance" for the economy. If the economy is compared to a high-speed train, then the status and role of culture in economic development is like the locomotive. It can be said that culture has been valued by more and more countries, and people are clearly aware that culture is a vital pillar of social and economic change. In modern economic activities, culture plays an inherent and invisible dominant role. The content of a country's modern culture restricts and determines the development and level of the country's industrial structure, economic structure, and economic growth rate. Therefore, culture is the central element of social development strategy.

2 OPPORTUNITIES AND CHALLENGES FOR THE MODERNIZATION AND TRANSFORMATION OF NORTHEAST CULTURE

The economic growth of Northeast China is relatively slow compared to the whole country, but its unique development advantages still exist. With the implementation of relevant national strategies, the modernization and transformation of the culture of the Northeast's old industrial bases will also usher in new development opportunities. Only by effectively analyzing the economic development status of
the old industrial bases in Northeast China can we provide a powerful opportunity for the modernization of culture.

2.1 The economic dilemma of Northeast China is also a microcosm of the development dilemma of emerging economies in the world

Northeast China is rich in resources and has the advantage of resource endowment, but it has long focused on traditional resource-intensive industries, and industrial transformation and enterprise transformation are relatively slow. As long as the prices of bulk raw materials or primary products fall at home and abroad, they will inevitably suffer from “unpredictable” and “uncontrollable” impacts. "The impact of the "external shock" will inevitably lead to a structural downturn [2]. This is both an advantage and a disadvantage for resource-rich countries and regions. This is why the Northeast region needs to speed up the "supply-side structural reform", which is the fundamental way out of the predicament in the Northeast. Second, we need to dialectically look at the opportunity for the economic transformation of the Northeast. The past few rounds of the "Northeast Dilemma" were all related to excess capacity. Although the market demand for raw materials such as steel has eased the dilemma at that time, it has also objectively delayed the strategic transformation of the Northeast region. The current "new normal" is conducive to forcing the Northeast to speed up the pace of transformation. In fact, fields such as e-commerce and service industries in Northeast China have grown rapidly. The output value of high-end equipment manufacturing, robotics, biomedicine, new materials, and other industries has grown by more than 10%, just because traditional industries account for too much in the local economic structure. These industries have not yet become the new locomotives driving the entire economy.

2.2 Promote the transformation and upgrading of the Northeast economy with local governance reform and innovation

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping solemnly announced that "after long-term efforts, socialism with Chinese characteristics has entered a new era, which is a new historical direction for my country's development", and proposed to implement measures including "deepening reforms and accelerating old industrial bases such as Northeast China". revitalization", including the regional coordinated development strategy. To implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and to solve the problems of imbalance and inadequacy in the transformation, and upgrading of culture in the revitalization and development of the Northeast region, the key to Jilin Province entering the new era is to take reform and innovation as the driving force and focus on solving the problems of market entities, development, and upgrading. Unbalanced and insufficient development in industrial transformation and upgrading, coordinated regional development, and guaranteeing and improving people's livelihood. The economic base determines the superstructure. Only when the economy of the old industrial base in Northeast China is effectively developed can it provide assistance for the modernization and upgrading of culture. That is to say, economic opportunities and challenges are also cultural opportunities and challenges.
2.3 The specific historical background of the formation of the culture of Northeast China

The old industrial base in Northeast China was the first to enter the planned economy in the Northeast, but the last to exit the planned economy. It is the area with the longest and most thorough implementation of the planned economic system. The state-owned economy has a large proportion. While transitioning to the market economy system, some things of the planned economy era are deeply ingrained in people's minds. For example, enterprises are accustomed to producing according to orders, lack risk awareness, and farmers are not familiar with the market and sales methods of agricultural products. In this area, enterprises are severely constrained by the old system on the one hand, and deeply dependent on the old system on the other hand. Economic development both suffers from the old system and benefits from it. Psychologically, employees are eager for reform, and they miss the old system a lot. A considerable number of cadres and employees are worried and fearful about competition under the market economy system, and they are not mentally prepared for the pressure of competition. This situation constitutes an old industry.[3]. The important obstacle to the transition of the base system makes the reconstruction, revitalization, and "transformation" of the old industrial base in Northeast China full of more severe tests.

2.4 The unique geographical conditions of Northeast China

Northeasterners are accustomed to the rich gifts of nature, such as large granaries, large forests, grasslands, large oil fields, and large coal fields. Although it can only be cultivated for one season, the per capita grain output is enough for a year's consumption, which makes it possible to provide food and clothing all year round in a short period of time. It fits with the traditional empiricist cultural model. For decades, people have lived a step-by-step life. In terms of ideology, they pin their hopes of revitalization on the support of the state and lack the spirit of independence, self-improvement, and fighting spirit. The idea of making a small fortune is serious, and there is no ambition to create a great cause and seek great development. In terms of value orientation, the consciousness of the official standard is strong, and the consciousness of studying technology and operating the industry is not enough. In terms of behavior choice, "the concept of peace" and "unit complex" are serious. They are unwilling to change their existing life pattern and lack the courage and determination to start a business. There is a lack of a social environment for the formation of entrepreneurship. The administrative power operation mode still dominates, the policy discrimination against private entrepreneurship still exists, and the phenomenon of eating, taking, and asking is still serious, which seriously hurts people's enthusiasm for entrepreneurship. [1] In terms of society, the excellent parts of the native culture of Northeast China have not been effectively disseminated; cultural relics and resources have not been transformed into modernity; and there is a lack of strong promotion and guidance for the rising folklore style. This is both a challenge and an opportunity for the modernization and transformation of Northeast culture in the future.

3 PRINCIPLES TO FOLLOW IN THE MODERNIZATION AND TRANSFORMATION OF NORTHEAST CULTURE
The construction of culture in the revitalization of the old industrial bases in Northeast China is basically to build new cultural contents, cultural mechanisms, cultural forms, and cultural environments that are compatible with economic and social development on the basis of existing culture, so as to achieve comprehensive economic and social development transformation. Therefore, it is not an overnight task.

3.1 Adhere to the correct guiding ideology

General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China: "deepen reform and speed up the revitalization of old industrial bases in Northeast China", and "build an army of knowledge-based, skilled and innovative workers; carry forward the spirit of model workers and craftsmen; and create the honorable social ethos of labor and the professional ethos of excellence." [5] "Strengthening the party's leadership over ideological work, comprehensively advancing the party's theoretical innovations, making Marxism more clear in the ideological field, socialism with Chinese characteristics and the Chinese dream deeply rooted in the hearts of the people, socialist core values and excellent Chinese traditions Culture has been widely promoted, and mass spiritual civilization building activities have been solidly carried out. The level of public cultural services has been continuously improved; literary and artistic creations have continued to flourish, cultural undertakings and cultural industries have flourished; the construction and management of the Internet have been continuously improved, and national fitness and competitive sports have developed in an all-round way. The main theme is more and more It is louder, the positive energy is stronger, the cultural self-confidence is demonstrated, the national cultural soft power and the influence of Chinese culture are greatly improved, and the ideological unity of the whole party and the whole society is more consolidated." [6]. Therefore, we must always adhere to Marxism and Mao Zedong. Thought, Deng Xiaoping Theory, Important Thought of Three Represents, Scientific Outlook on Development, Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. Only by adhering to the correct guiding ideology can the modernization transformation of the old industrial base in Northeast China have foundation and possibility.

3.2 Adhere to the people-centered approach

The masses are not only the creators of material wealth but also the creators of spiritual wealth. The cultural completion in the revitalization of the old industrial base in Northeast China should not only meet the needs of the Northeast people for cultural life, but also promote the revitalization and development of the old industrial base in Northeast China, satisfy the pursuit of material civilization by the Northeast people, and help people solve some problems in their own development. Issues that urgently need to be resolved to realize the fundamental interests of the Northeast people. The deepest roots of cultural creation and development lie in the broad masses of the people. Lenin said, "Vibrant and creative socialism is created by the people themselves." [7] The completion of culture provides strong theoretical guidance, spiritual power, intellectual support, and ideological guarantee in the revitalization of the old industrial bases in Northeast China, and realizes people's own modernization. First of all, the content demand for cultural construction comes from the people, and the people's promotion of cultural development is the fundamental driving force for cultural construction. Secondly,
the implementation of cultural completion depends on the people. On the one hand, the implementation of cultural completion depends on the power of the government, but more importantly, it depends on the power of the people. The entire process of building a culture requires the participation of the people. Thirdly, cultural innovation depends on the practice of the people, and we must respect the outstanding achievements of civilization created by the people of Northeast China. The revitalization of the Northeast depends on people in the final analysis, and the establishment of culture is ultimately about cultivating people, combining the building of culture with the cultivation of people, and the overall improvement of people's quality [8]. Therefore, we should proceed from the fundamental disadvantage of the masses, come from the masses, and go to the masses. Everything is for the people and everything depends on the people, which is the inherent essential requirement of the cultural construction of the old industrial base in Northeast China.

4 ANALYSIS OF THE REASONS FOR THE MODERNIZATION TRANSFORMATION OF NORTHEAST CULTURE

The revitalization of the old industrial bases in Northeast China is by no means a simple issue of system transition or structural adjustment, but a profound cultural transformation. It is necessary to historically analyze the causes of the inherent culture of the Northeast.

4.1 From the perspective of natural conditions

Northeast China belongs to the temperate continental climate, which is suitable for the growth of crops suitable for human survival. As a result, people develop the habit of relying on mountains and water to drink water. From the perspective of economic conditions, Northeast China is rich in products and can basically be self-sufficient economically without relying on the Central Plains, thus forming a relatively closed economic model.

4.2 From the perspective of thinking mode

Most of the Northeast is still in the atmosphere of agricultural culture. From the way of thinking to the values, from the attitude to life to the way of behavior, from the discourse system to the way of communication, people can feel the strong agricultural culture. Fashion [9]. The life attitude of contentment and happiness, the value orientation of emphasizing righteousness and ignoring teeth, interpersonal relationships that emphasize human feelings over legal principles, working methods that emphasize daily experience over economic rationality, and business philosophy that emphasizes keeping business over entrepreneurship, etc., all make our reform and innovation difficult.

4.3 From the perspective of thinking mode

People-oriented and mobilizing the enthusiasm of people are not paid attention to, property rights are not clear, concepts are not updated, fragmentation is serious, corruption and waste are difficult to stop, then even if a huge investment is invested to adjust the industrial structure and implement the
reorganization of state-owned assets, the revitalization of the old industrial base in Northeast China can only be temporary, and in the long run, the empirical cultural model will hinder its development.

4.4 From the perspective of national quality

Northeast China is a frontier area, with a relatively high proportion of ethnic minorities, and most of them have belonged to barbarians since ancient times. There is a big gap between the cultural atmosphere and cultural heritage compared with the Central Plains. Foreign cultures found it difficult to enter the Qing Dynasty due to the ban. In the 1920s and 1930s, a large number of immigrants poured into the Northeast because of living difficulties, and these people had relatively low cultural quality.

4.5 Facing brain drain

After the founding of New China with the completion of the old industrial base in Northeast China. A large number of technical backbones and educated youths came to the Northeast, and the country has also built a large number of colleges and universities in the Northeast, which has cultivated a large number of talents for the Northeast, thus causing the cultural difference between the urban and rural areas of the Northeast. The situation has an unbalanced cultural quality in the region [10]. This requires us not to adopt an immediate attitude in the process of cultural construction, but to start with the historical roots of Northeast culture, find the deep-rooted causes that constrain the concept of Northeast culture, and solve them in a targeted and hierarchical manner.

5 MEASURES TO REALIZE THE MODERNIZATION AND TRANSFORMATION OF NORTHEAST CULTURE

As a part of China's modernization process, the old industrial base in Northeast China once again demonstrates the necessity of spiritual and cultural transformation after the transformation of material culture and institutional culture, or that the old industrial bases in the Northeast must undergo a transformation of the entire way of being and complete cultural transformation in order to fundamentally achieve revitalization. The fundamental problem of social development is the main body of development—the transformation of human way of life, while culture is the basic mode and internal mechanism of humans’ life activities. Cultural transformation is the key to realizing the transformation of human existence mode. Correspondingly, the main content and goal of the revitalization of the old industrial bases in Northeast China is also the transformation of people's way of life, and the most important measures and mechanisms are also to realize cultural transformation. Enterprises should continue to carry out the transformation from the empirical cultural model to the rationalistic cultural model. Technological innovation increases the knowledge content of products, and changes the production mode of high energy consumption and heavy pollution.
4.1 It is necessary to innovate in concepts, have correct ideas, establish new moral concepts, and have the belief in acting in accordance with legal rules

Through propaganda and learning, the old industrial base should establish the ideal of communism, serve the people, put others first, treat others equally, social responsibility and patriotism, as well as abide by principles and norms of the rule of law and morality, while respecting people's pursuit of material benefits. That is to say, there must be ideals, ethics, and discipline. Secondly, we must have the ability to transform the world, improve and give full play to people's professional talents. That is, there must be culture. And can comprehensively use knowledge, have the ability and method to solve problems, have professional skills and practical experience. Finally, cultivate a good mental state. "Passion and enthusiasm are the essential forces for people to strongly pursue their own objects."[11] The revitalization of the old industrial base in Northeast China is a brand-new undertaking. It is necessary to have the courage to practice, overcome difficulties, persevere, and overcome the mental state of passive inertia and inaction. Form a group of ideas with clear orientation, profound content, and rich creativity, stimulate and cultivate the main spirit of self-improvement, pioneering and innovation, and perseverance. Cultivate and develop an entrepreneurial spirit, and form a thought, mentality, and environment, where everyone goes to start a business and everyone runs for wealth.

4.2 Improve people's cultural quality and character

Adhere to emancipating the mind, seeking truth from facts, advancing with the times, focusing on the application of theory, focusing on practical exploration, and focusing on new reality and new development. Consciously liberate the ideology from the constraints of those outdated old concepts, old ideas, and old systems, integrate local excellent traditional culture, conform to the trend of modern economic and social development, absorb the world's excellent cultural achievements, and strive to build Northeast characteristic cultural theory innovation system, and actively promote the innovation of academic viewpoints, the innovation of the discipline system and the innovation of scientific research methods. Through the establishment of the Northeast culture, we will promote the establishment of the team, and serve the people wholeheartedly. Let Northeast culture enter the mainstream cultural field and become a new force in cultural construction. Based on fully excavating the essence of traditional culture, focusing on combining modern industrial civilization, especially the development history of the old industrial base in Northeast China, deepening the sorting, development, and utilization of modern industrial culture including "craftsman spirit", integrating "Internet +", Artificial intelligence and other new technology tools enrich and expand cultural and artistic services, cultural information transmission services, cultural creativity, and design services, cultural leisure, and entertainment services, etc., which are cultural industries with fast growth and large industrial space, and cultivate new cultural industry formats and business models., to shape and spread the spirit and cultural concept of the new round of revitalization of the old industrial base in Northeast China, create a new ecology with profound cultural heritage, and vitality, encourage innovation and entrepreneurship, and make cultural achievements into brands [12].
4.3 Create a social atmosphere of "justice, equality and harmony"

Create a social atmosphere of "justice, equality, and harmony", respect individual freedom and economic freedom, advocate equal opportunities, and weaken the excessive penetration of power thinking into political, economic, social, and cultural life. [13]In the way of communication, change the social communication that simply focuses on human feelings and does not pay attention to the actual relationship, and gradually turn to the market economy system of rationality, contract, and legal system, implement free, fair, honest and friendly interpersonal communication, establish a modern enterprise system, and improve the enterprise's quality of life. The ability of independent innovation, the implementation of market principles in a fair and just market system among enterprises, mutual benefit and reciprocity, changing the management mode of fragmentation, mutual isolation, and patriarchal and ethical relations; establishing a scientific outlook on development, building a relationship between man and nature, People and society, regions and regions, enterprises and enterprises, people and people respect each other and develop a harmonious society, and change the development model based on resources. The revitalization of the Northeast requires technological updating, structural adjustment, and even more transformation of dimensions. In other words, "emancipating the mind and changing concepts" is the key to revitalizing the Northeast. Revitalization is first of all people's revitalization, ideas, thinking, and spiritual revitalization. Only by the formation of a free and conscious rationalist cultural model, that is, people form a way of life that emphasizes the market, emphasizes the legal system, abides by integrity, values contracts, advocates freedom, and respects science, can the problems existing in traditional old industrial bases be fundamentally solved, so that the old industrial base has been truly transformed to realize the cultural revitalization of the old industrial base in Northeast China.

4.4 Promote transformation and upgrading by improving governance capabilities

The key to the transformation and upgrading of the Northeast’s economy, which has entered a new era, is to accelerate the improvement of local governance capabilities with the spirit of reform and innovation. It is necessary to adhere to the people-oriented value orientation, firmly grasp the people's yearning for a better life, better implement the people-centered development philosophy, and continuously satisfy the people's desire for "better education, more stable work, more satisfactory income, More reliable social security, higher level of medical and health services, more comfortable living conditions, a more beautiful environment, and a richer spiritual and cultural life. In the future, the old Northeast industrial base in the new era must pay attention to the situation analysis, see the shortcomings and deficiencies, difficulties and challenges, start from the worst, make the most adequate preparations, work hard in the good direction, strive for the best results, and stick to the problems Orientation, adhere to advancing with the times, and insist on leading the way with points; put forward "new ideas, new strategies, and new measures" for Jilin's revitalization and development, [14]reform and innovation with a broader perspective and a longer-term perspective, highlighting key points and making up for shortcomings We will continue to strengthen and innovate local governance in the spirit of reform and innovation, improve the level of government governance capabilities, and make great efforts to optimize and innovate treatment methods and methods of governance tools, so as to better effectively respond to major challenges and resist Major risks, overcoming major resistance,
resolving major contradictions, better use governance thinking to deal with social problems that have long been wanted to be solved but have not been solved, and seize the old industry in Northeast China with greater determination, greater courage, and greater strength Comprehensive transformation and upgrading of regional culture.

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