

On the modernization of rural social governance in the context of Rural Revitalization

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ABSTRACT. Villages are the main targets of poverty alleviation. The economic development of villages and the quality of life of residents are significantly lower than that of cities. In recent years, due to the implementation of the urban and rural construction plan, the gap between rural and urban life has been gradually shortened. With the development of rural areas, rural social governance has gradually attracted attention. Due to the influence of various factors, rural areas Social governance has its uniqueness, which is difficult to be strengthened with the rural economic level and environmental construction. Based on the current problems of rural social governance, we should carry out practical analysis and seek for modern governance strategies, so that rural development and rural social atmosphere can be optimized simultaneously.

KEYWORDS: Rural Revitalization; background; rural areas; social governance; modernization

1. Introduction

There are deep-rooted social concepts in rural areas. The social interaction, organizational structure of social personnel and social activities in rural areas have formed an inherent mode. Especially in the remote rural areas, the social atmosphere is still not purified, and social governance still faces many difficulties. It is difficult to carry out rural social governance step by step in the form of modern development policies, indicators, science and technology, we should clear up the complex rural social problems, lead the rural areas to a new era, and lay the foundation for rural construction, reform and development through a reasonable social governance model.

1. Current situation and predicament of social governance in rural areas

Under the opportunity of national reform and opening up, the closed rural areas are gradually opening up, with smooth roads, advanced ideas and their own pursuit improvement, making more young people and young adults linger in the city. According to the statistics of China's Statistics Bureau, in 2019, there were 29.77 million rural migrant workers, an increase of 2.41 million over the previous year. In the future, I'm afraid this number will only increase. At this stage, many rural areas have seen the status quo of "empty houses". With the flow of densely populated cities, the left behind elderly, left behind women and left behind children have become permanent residents. Although the village committee, the Party branch of the village, and the members of the villagers' group are representatives of a new era of awareness, some villagers still do not listen to the command, and there are "major events" No, it's just a little thing. China has carried out many policies for the benefit of farmers, but in practice, due to the influence of social factors, coupled with the loss of main rural labor force, the rural areas want to carry out development plans, lack of human support, there are many contradictions between villagers, even generations, which are difficult to fundamentally resolve, the group is not harmonious, mutual suspicion, abuse, blame, easy to envy The quality of villagers has greatly hindered the sound development of rural areas.[1]

2. Exploring the causes of social governance problems in rural areas

The rural people's cultural level is not high, their relative self-awareness is low, and it is easy to form a sense of interpersonal tension. A small thing can lead to a big thing, which can not be resolved. The farmers are not good at self reflection, but are easy to enter into narrow thinking. Because of their own poor economic ability, they are more interested and selfish. The traffic environment in the remote areas is poor, and there are some difficulties in the work, agriculture, employment and schooling. However, in the areas with developed traffic, the population flow is large, it is difficult to carry out activities collectively, the economy is scarce, and the

personnel are short, which causes the problems that the project of benefiting the people cannot be promoted, and the rural villages are always relatively closed and backward. Some rural areas are more convinced of the village cadres, resulting in the problem that the farmers have few opinions, from which the rural cadres have a strong grasp and work intensity. Some rural areas have great opinions on the village cadres, and the farmers have a strong “feeling of official weariness”. No matter how hard the village cadres work, the villagers are not willing to cooperate, and even constantly slander the village cadres, and always have a “difference between the officials and the people” When there is something wrong, they bow and bow to the village cadres. When there is nothing wrong, they swearing at the village cadres, which leads to a sharp increase in the psychological pressure of the village cadres. For the work arranged by the party organization, although the village cadres want to take the lead, the village cadres are highly motivated and willing to work for the people. However, the villagers are rebellious. All the problems involving interests and money are more than one During the epidemic period, village cadres in some areas were selfless and active in donating money, but the villagers were always closed, the oil and salt did not enter, and the group was unwilling to donate money, which led to the village cadres' helplessness. After persuasion failed, they also suffered from the villagers' slander and slander, and framed the village cadres with private pockets. In recent years, the network has reported a number of successful deeds of College Students' village officials. However, the difficulties behind college students' village officials are nowhere to be sued. To a certain extent, what hinders rural development is not the inaction of village cadres, but the fundamental problem of rural social governance.[2]

3. New opportunities for social governance in rural areas

Under the political ideology of poverty alleviation and the social background of rural revitalization, the social governance in rural areas has opened up new channels. The state attaches great importance to the issues of agriculture, rural areas and farmers, and has attached great importance to the issues of rural economic development, ecological construction and rural cultural quality improvement. Under the promulgation of the preferential policies for agriculture, although the short-term development of rural areas is not obvious, the medical security and education security Agricultural support policies have already covered all rural areas in China. Some township enterprises and county leading groups have gradually carried out support for rural areas, which not only improves the income of farmers, but also makes more migrant farmers go back to their hometown and participate in rural projects. Talents began to flow back, gradually not filling the defects of rural construction. After the baptism of urban wind and frost, the cultural quality of these migrant farmers has also been generally improved. With the popularization of rural medical construction and compulsory education, the cultural level of rural generations has been growing rapidly. The younger generation has been able to gradually comply with the party's policy and actively respond to the leadership of village cadres Although there is still the influence of the old generation's old ideas, on the basis of this kind of social foundation, the rural infrastructure construction and the rural agricultural development can get the basic strength guarantee.[3]

4. Multi dimensional comprehensive management of rural society

4.1 give full play to the enthusiasm of the living farmers in governance

Abandoning the bad customs and habits in rural areas, mobilizing the strength of the farmers, focusing on the training and education of farmers, mobilizing the enthusiasm of the collaborative governance of the people living in rural areas, can reduce the pressure of the village cadres, and play a leading role in the group style at the same time. Driving other villagers with advanced ideas and high-quality people, and entering the new rural world in combination with the policy of benefiting the people in China, are the current rural areas The basis of social governance. In fact, many rural areas have set up “public welfare posts” to enable some relatively idle left behind personnel to earn wages and pay, and at the same time make some contributions to the countryside as far as they can. They will receive systematic training in the work of public welfare posts, correctly follow the party's policies, and under the corresponding work requirements, village cadres can also mobilize these strong physical strength , the public welfare staff with relatively high ideological awareness should carry out group work publicity, so as to make the work and responsibility of village cadres more detailed, with more areas, so that the originally contradictory social communication situation in rural areas gradually disintegrates. In rural areas, we should build a communication activity led by village cadres, respectively for agricultural, educational, medical and other issues to learn, so that village cadres and villagers can Closer, villagers can supervise the behavior of village cadres, and village cadres can set an example to influence the villagers to form correct and positive life values, drive the villagers with rural construction enthusiasm, learn advanced agricultural technology, deeply understand the difficulties and spears and shields of each household, and build a rural quality exchange platform

with the help of activists through the complex rural ties, Have a positive impact on each other.[4]

4.2 make full use of the technical advantages of the network information age

In the social governance of rural areas in China, there are still more human resources than information power. In the future, we should gradually build an information exchange platform. Through information channels, we can create a sales space for agriculture, increase rural incomes, collect relevant information of each household through information channels, and ensure that farmers' medical and education collections and rewards can be implemented. If conditions permit, we can set up micro politics for the convenience of the people. The service enables village cadres in each village to exchange real-time social governance problems in each village through mobile phones and computer apps, to share governance plans, to leave messages and communicate in forum style, to learn typical cases in each village, to solve problems among farmers, to convey rural work arrangements through the network, to learn political essentials, and to advance in combination with ancient problems in rural areas. We should collect network cases, learn from experience, deal with social contradictions calmly, break the dilemma of social governance, and broaden our thinking and words for new thinking of social governance.[5]

5. Conclusion

Under the background of rural revitalization, we should pay attention to the thinking of rural social governance, and combine with modern policies and science and technology to carry out the research of social governance from different angles, so as to give full play to the power of village cadres and villagers living in the village. Through the practical reflection of social governance, we can build a reasonable social space for rural construction.

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