

Original Paper

Current Situation and Development of Ideological and Political Education for Rural Youth under the Strategy of Rural Revitalization

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Abstract

Rural revitalization is an important issue of the times that closely follows the development of the times and affects the political, economic and cultural development of China. As an important participant of this issue of the times, rural youths shoulder the important mission of building rural culture and at the same time the important historical responsibility of building a beautiful countryside. The ideological and political education work of rural youth is an important part of realizing rural revitalization, and it is also an important ideological support and source of rural life production and development. For the ideological and political education of youth in rural areas, it is necessary to base on the strategy of rural revitalization and actively carry out the ideological and political education work of rural youth. This paper analyzes the role of youth ideological and political education in rural areas, discusses the problems of rural youth ideological and political education in rural revitalization, starts from the four aspects of education environment, education guidance, education carrier and education mechanism, and puts forward the optimization path of rural youth ideological and political education in the context of rural revitalization in the light of the current political and economic situation in rural areas, hoping that can provide help for the ideological and political education work in rural areas in China.

Keywords

Rural revitalization, rural youth, ideological and political education

1. Introduction

At present, China's rural areas are shouldering the historical responsibility and mission of poverty eradication and rural revitalization, and rural revitalization is an effective support to solve the "three rural issues" and an important guarantee to promote economic development and social harmony in rural

areas. The relationship between agriculture, rural areas and farmers has a very important position in the development history of China, and the ideological and political education of youth, as an important force in rural areas, affects the implementation and implementation of China's rural revitalization strategy to a certain extent. Under the background of rural revitalization strategy, facing the new opportunities and challenges brought by the changes of the times to the construction of cultural classes in China's countryside, the ideological and political education work of rural youth should be given more extensive attention, and sustained efforts should be made in stimulating the endogenous motivation of rural youth, promoting the construction of harmonious countryside, and so on, in an effort to lay a solid ideological foundation for cultivating new rural youth in the new era and building a socialist modernized countryside with civilized countryside.

2. The Significance of Rural Youth Ideological and Political Education in Rural Revitalization

2.1 Stand Firm on the Ideological Stance and help the Countryside to Strengthen Itself

Under the strategy of the times of rural revitalization, ideological and political education helps rural youth establish a correct world view, outlook on life and values; it helps cultivate villagers' patriotism and enhance national cohesion; agriculture is the basic industry of China, and farmers are the important force of China's economic development, so it is necessary to pay attention to the role of farmers in social development and improve their motivation in the process of rural construction. In the process of implementing the rural revitalization strategy, the original rural structure has changed, the traditional values that rural youths have been holding on to have been impacted to a certain extent, and various conflicts have become increasingly prominent. To promote the smooth implementation of the rural revitalization strategy in the new era, it is necessary to fundamentally recognize the importance played by the ideological and political education of the majority of rural youth in it, give full play to the role of ideological leadership and public opinion guidance, guide the peasants to establish correct values, improve the civilization of peasants and clear the ideological obstacles, so as to provide ideological guarantee for promoting the rural revitalization strategy.

2.2 Create a Suitable Environment and Build a Beautiful Village Together

First of all, rural revitalization creates political conditions for the development of civic education for rural youth. In order to make the rural revitalization strategy a modernized governance system led by the Party committee, responsible by the government, with public participation, social supervision and guaranteed by the rule of law, the Party and the state have always taken the rule of law, self-governance and moral governance as important means, and organized a lot of political practice activities such as the construction of grass-roots party organizations and the construction of rural moral governance, which not only promote the construction of grass-roots democratic political system, but also make This has not only promoted the construction of grassroots democratic political system, but also made the political life in rural areas more orderly, which has created political conditions for the development of youth thinking and political education work. Secondly, the revitalization of the countryside has brought

a material basis for the development of rural youth thinking and political education. After several years of efforts, the “three rural issues” have made great achievements and accumulated a lot of experience, which have laid a solid foundation for the smooth promotion of the rural revitalization strategy. In this way, rural revitalization has a huge economic support, which paves the way for agricultural upgrading, rural progress and farmers’ development, especially the development of rural political education. Finally, rural revitalization creates an ecological environment for the development of rural youth thinking and political education. The political literacy and ideological and moral concepts of people are often influenced by the social environment. The strategy of rural revitalization is based on green development, and the overall environment is made more livable by strengthening the improvement of human living environment and promoting the construction of infrastructure and public services, thus realizing that “green water and green mountains are golden mountains”, and to a certain extent, it provides a good ecological environment for the development of political education.

3. The “Realistic Domain” of Ideological and Political Education for Rural Youth in the Rural Revitalization Strategy

3.1 Inadequate Resource Support for Ideological and Political Education of Rural Youth

In the process of exploring effective rural governance, there is a lack of a complete set of institutional mechanisms for ideological and political education for rural youth, and a lack of mechanisms for a team specialized in ideological and political education for farmers. First of all, the education mechanism has not yet been established and improved. There are very few people who specialize in ideological and political work in rural areas, basically, they are all party members and leading cadres who work part-time. At the same time, due to the investment of various funds into rural infrastructure, there are outstanding problems such as insufficient education funds, shortage of education personnel, unprofessional education team and imperfect education mechanism for farmers’ ideological and political education, which makes the progress of farmers’ ideological and political education slow and farmers’ ideological and political education work cannot be carried out effectively. Secondly, the organization construction is relatively backward, which is manifested by the low overall quality of the rural grass-roots party organization team. First of all, the current grass-roots party organizations are seriously aging, and some grass-roots party cadres are conservative in thinking, and they just choose the traditional way when carrying out ideological and political education, without combining with the actual situation and without innovative education methods. Secondly, there is a serious brain drain in rural areas, and most of the young people who go out from rural areas choose to go to big cities for further studies, resulting in the aggravation of the problem of “hollowing out” in rural areas, which leads to the lack of talent support in political, economic, cultural and other aspects in rural areas. Finally, some rural grass-roots party organizations lack a sense of responsibility and service consciousness, and do not play an exemplary role as the leader of rural revitalization, and there are more phenomena of not acting in their positions.

3.2 Rural Youth do not Pay Attention to Ideological and Political Education Work

At present, some rural areas have not yet realized the importance of ideological and political education for rural youth, and ideological and political education for farmers only stays on the superficial surface and does not explore in depth. Combined with the actual view, one is that some educators only unilaterally pursue the improvement of farmers' personal morality and character in the education process, or only unilaterally pay attention to the cultivation of their cultural knowledge, while ignoring the farmers' changing realistic needs with the development of rural areas, and the scientific, directional and practical contents of education are obviously insufficient, and the vague and boring contents lead to farmers' low motivation, which cannot achieve the effect of enhancing their ideological and political education. Therefore, in the actual education process, all factors should be taken into consideration, not only the needs of farmers themselves, but also the differences in the rural environment, development status, customs and habits, etc. The ideological and political education content should be reasonably arranged according to the actual situation of local farmers, and the ideological and political education should be tailored to local conditions, which is not only conducive to giving full play to the subjective and active role of farmers and enhancing their main body. It can also make use of local cultural resources to enrich the content of ideological and political education and enhance the interest of ideological and political education. Secondly, many rural youths have insufficient self-cognitive ability and low comprehensive quality, and have a vague understanding of the theoretical contents of ideological and political education. They think that ideological and political education cannot make substantial changes to their daily life and economic income, and lack a sense of the overall situation, and only consider their economic interests unilaterally, and prefer to pursue material interests than spiritual pursuits. Therefore, the content of education should also avoid being rigidly applied, be flexibly adjusted according to the farmers' state of mind, and try to meet the farmers' realistic needs and local spiritual and cultural pointers to ensure that ideological and political education can gain the farmers' true recognition.

3.3 Rural Culture Suffers from Negative Cultural Impact

Economic globalization has brought the world closer together, and the wave of cultural pluralism has made every corner of the global village inescapable from cultural penetration and impact. The decline of traditional culture, the impact of urban culture, the infiltration of Western religion, the growth of backward culture, and the invasion of Internet culture have all led to the erosion of the original values of rural culture and the loss of its former glory. Liang Shuming said, "The rebellion against the inherent culture is the strongest of the destructive forces". The decline and destruction of traditional culture itself is the biggest obstacle to the development of rural culture in the new era. Under the impact of urban culture, egoism, altruism and other undesirable values are spreading in the countryside, and farmers' awareness of cultural heritage protection is gradually declining, so that the living space of rural culture is shrinking. Compared with urban areas, the construction of public cultural infrastructure

in the countryside lags behind, and the villagers' diversified cultural and recreational needs are not met. Western religions take advantage of the characteristics of the rural left-behind elderly, children and women who are not highly educated, have little screening ability and are spiritually empty, to propagate cult concepts in the countryside and gradually infiltrate. With the rapid development of market economy, the income level of villagers has been increasing, but their ideological and cultural quality and modern ideological awareness have not been improved, and stereotypical practices such as comparison of favors and big affairs corrupt people's hearts and minds, and feudal ideas such as fortune telling and feng shui superstition rise to pollute the social atmosphere. With the development of modern information technology, the Internet has brought convenience and negative impact on traditional interpersonal relationships and diluted villagers' recognition of traditional culture, which is not conducive to the sustainable development of rural culture.

3.4 Rural Cultural Management is Inefficient

In the long-term economic construction-oriented social development model, some leading cadres, in order to pursue political achievements, pay excessive attention to material accumulation and neglect the supporting role of spiritual civilization in rural construction, resulting in a relative weakening of the cultural management function of the grassroots government. From the perspective of the management system, rural cultural construction lacks effective supervision and evaluation mechanisms and incentive mechanisms. From the viewpoint of the management subject, the rural culture management subject is single. The government plays a leading role in the management of rural culture, and the farmers, the main body of rural culture, are not very active in participating in cultural construction due to the influence of traditional concepts, and the farmers' own awareness of cultural subjects is weakened. Due to the poor ideological and cultural quality of the farmers themselves and the poor expression of their cultural demands, the government-led cultural construction activities are unable to meet the needs of the farmers and result in a waste of resources. China's folk cultural organizations play a unique role in the promotion of rural culture and can make up for the government's shortcomings in managing rural culture. As Liang Shuming said, rural organizations "are really one of the fundamental conditions for solving rural problems". However, due to the lack of national policy support and guidance, the construction of rural cultural organizations in China is relatively lagging behind and not well developed.

4. Prospect of Countermeasures to Enhance Ideological and Political Education of Rural Youth under Rural Revitalization

4.1 Optimize the Educational Environment, so that Rural Youth "Assured" to Learn

Strengthen the ideological and political education of farmers work environment construction, must be closely around the reality of daily production and life of farmers. First, optimize the economic environment. "The economic foundation determines the superstructure". Strengthening the construction of the rural economic environment provides an important material premise for rural youth in promoting

the construction of rural civilization, and is also an essential economic basis for youth ideological and political education work in rural areas. It is necessary to increase financial support and capital guidance in rural areas, solidify the material foundation for new rural construction through positive capital flow, further improve the efficiency and quality of the use of limited financial funds in rural areas, and ensure that the limited funds can be invested to the maximum extent beneficial to the subjective world transformation of rural youth. Under the strategy of rural revitalization, on the one hand, we should promote high-quality agricultural development, push the policy of supply-side reform to be implemented to every household, always insist on green development and brand building as key words, implement rural industry cultivation, promote the comprehensive development of modern crops on farmland and strengthen food security, etc. On the other hand, according to local conditions, develop advantageous industries according to the environment in which the countryside is located, attract young groups who do not have to go out to work, focus on solving the employment problems of young groups, and improve economic income and quality of life. Second, optimize the living environment. Improve the supply of public products, strengthen infrastructure construction, and enhance rural medical care, education and social security construction. More cultural squares, rural libraries, and cultural and art activity venues can be built in rural areas so that farmers have perfect cultural venues for study and entertainment. Third, optimize the political environment. Implement the construction of grass-roots party organizations, innovate and optimize organizational settings as well as activities, lead all party members and cadres to give full play to their exemplary leading role, and strengthen the propaganda of outstanding party members; strengthen the practice of villagers' self-governance, strengthen the construction of self-governance organizations, and form village affairs supervision committees.

4.2 In-depth Education and Guidance, so that Rural Youth "Heart" to Learn

To improve the ideological and moral awareness and level of rural youth, we must base on the actual farmers and enrich their education content. First, to implement education on ideals and beliefs, only by truly possessing lofty ideals and beliefs can all rural youth be equipped with the motivation to move upward courageously and bring solid guarantee to rural development and construction. In the context of rural revitalization, to educate rural youth on ideals and beliefs, it is necessary to guide them to establish the common ideal of socialism with Chinese characteristics and firmly establish the road of socialism; at the same time, to arm their minds with the thought of socialism with Chinese characteristics in the new era and fully realize that only by truly adhering to the leadership of the Communist Party of China and following the road of socialism with Chinese characteristics can they achieve the great rejuvenation of the Chinese nation; they can also realize that their career development and the fate of the country are closely related. Only then can they realize the close correlation between their own career development and the fate of the country, so that they can take the prosperity and rejuvenation of the country as their own responsibility and take up the historical responsibility of revitalizing the countryside. Second, implement traditional culture education. On the one hand, we should give full play to the excellent elements of traditional culture to strengthen the cultural,

ideological and moral qualities of young people, so that they can develop a deep patriotic spirit and consolidate national cohesion. On the other hand, excellent moral concepts and humanistic spirit should be extracted from traditional culture in order to strengthen the cultural self-confidence and cultural self-awareness and other consciousness of rural youth, so that they can always adhere to the traditional cultural stance and actively inherit the excellent genes of traditional culture. Third, implement innovation awareness education. Under the background of universal innovation and entrepreneurship, rural youth also need to promptly change their traditional work and life styles, abandon traditional agricultural concepts, and actively seek new directions of innovation and entrepreneurship. At the same time, they should establish innovation consciousness, take the initiative to know and understand the latest concepts and technologies, learn to combine science and technology with agriculture through science and technology and modern agricultural ideas, actively develop new types of agriculture, and truly ensure that the development of rural revitalization is specifically implemented to each rural youth.

4.3 Innovative Education Carrier, so that Rural Youth “Diverse” Learning

First, innovative media carriers. In-depth excavation of the potential value of traditional media carriers and integration of the new era of integration of the media of the times, increase the dissemination of rural ideological and cultural work, purify the countryside environment, improve the influence, attractiveness, dissemination and credibility of the ideological and political education of farmers. On the one hand, the traditional media after a long period of management and practical testing, has a strong ideological and political nature, on this basis to popularize libraries, activity rooms and other activity venues, improve the level of management personnel ideological and political education, it stands firm in the main position of the traditional media. On the other hand, the new media need to constantly control and guide, constantly enrich and improve the scientific and accurate of its information, so as to achieve the ideological and political construction effect. Through mobile internet technology and internet platform, we should innovate the education carrier in rural areas and transfer the traditional ideological and political education work to the “online and offline” combination, so as to realize the double breakthrough and important progress in terms of geographical limitation and time difference. For example, creatively open “rural forum” and invite the news media to interview and report, and continuously expand the publicity and influence. Second, innovative cultural carrier. Keeping close to local resources and cultural characteristics, grasp the value and direction of the utilization of rural resources, and improve the local people’s recognition of the value of rural culture itself and its commercial development value. Every village has its own unique culture. We should inherit and protect the red culture, folk craft culture, traditional architecture and other outstanding cultural resources in the countryside, and constantly innovate on the basis of protecting and inheriting the outstanding folk customs and traditional culture in the countryside, integrate these outstanding cultural resources and establish cultural memorials and cultural squares, so as to enrich the cultural life of the peasants. Vigorously carry out the action of changing customs, select a group of “new villagers” with both virtue and talent to take the lead in leading farmers to curb the unethical wind in rural areas, and strengthen

the publicity and education of new civilization and cultural cultivation of farmers. Produce cultural corridors to create a community of village committees with culture. Organize regular cultural performances, e-learning tutorials and book delivery activities to enrich grassroots cultural content and increase influence. The grass-roots cultural stations should open some activities that are popular among the masses and give comprehensive play to the functions of the facilities of the grass-roots cultural stations, so as to attract the masses in the district to enter the cultural stations and enjoy the good conditions of the grass-roots cultural stations to prosper and enrich the cultural life of the masses for the benefit of the people. Organize and carry out various kinds of enthusiast activities. Grass-roots cultural stations can organize literature, art, photography, performance, chess enthusiasts to carry out symposiums, performances, literary creation training and other activities to attract talent, care for their growth, so that they have the opportunity to exchange and display, further enhance the level, expand their horizons, play their role of infecting the masses, educate the masses, guide the masses..

4.4 Establishing a Long-term Mechanism for Rural Youth to “Learn on a Regular Basis

First, establish a sound leadership mechanism. To efficiently improve the quality and efficiency of ideological and political education for rural youth, it is necessary to effectively play the role of the grass-roots party organizations as a fighting base and the pioneering role of grass-roots Communist Party members, effectively improve the daily working mechanism of ideological and political education in rural areas, and carry out ideological and political education in the countryside under the guidance of the Party’s general policies and guidelines to promote the formation of good development concepts, ways of thinking and behavioral habits of farmers. The grass-roots party organizations should also improve their ideological and political quality and carry out targeted educational activities in combination with the actual situation of farmers, so as to achieve openness, relaxation, strength and degree, and then cooperate with ideological and political education workers to carry out their work smoothly and lay the ideological foundation for the realization of rural revitalization. Second, optimize the assessment mechanism. In the process of implementing the rural revitalization strategy, in order to fully implement the ideological education work of rural youth and spur the relevant leading cadres to truly implement their own work, a strict assessment mechanism should also be established to truly incorporate the ideological education work of youth groups into the job responsibility assessment of rural leading cadres and grassroots party organizations, always taking the current employment standards of rural construction as the core and implementing comprehensive assessment, not only to consider the actual work The actual effectiveness of the work should be considered, but also the moral and ideological considerations. At the same time, it is also necessary to establish an incentive guarantee mechanism, taking into account both spiritual and material rewards, and to fully demonstrate the incentive effect under the process and dynamic assessment. Promote the construction of scientific and technological talents, innovate the means and methods of cultivating talents, make efforts to optimize the structural composition of the cadre of grassroots ideological and political education work, and effectively play the political core and pioneering role of the Party organization and Communist Party members.

5. Conclusion

In conclusion, ideological and political education for rural youth is the key to realising rural revitalisation. As one of the important strategies for the revival of China's countryside, education should play an effective role in practice. Ideological and political education in rural areas helps shape the subjective world of rural youth and improve their moral cultivation and morality, and should be institutionalised and normalised to be adhered to and consolidated in the long term. At present, there are three main problems with ideological and political education in rural areas: imperfect resources, lack of attention to ideas and low cultural effectiveness. It is necessary to combine the actual work of each village, complete the tasks and positioning of the relevant departments, and solve the problems encountered in the current work of rural ideological and political education in order to meet the ideological requirements and capabilities of rural youth, which is part of the rural revitalisation strategy.

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