

Measures to Stimulate the Enthusiasm of Farmers under the Background of Rural Revitalization

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Abstract: Rural revitalization is the only way for Chinese farmers to actively participate in rural construction, achieve coordinated development between urban and rural areas and regions, and move towards common prosperity. Farmers, as the main participants and beneficiaries in the process of rural revitalization, play an important and irreplaceable role. This paper starts from the necessity of stimulating farmers' enthusiasm, analyzes the reasons why farmers' enthusiasm is not high at present, and tries to find a way to stimulate farmers' enthusiasm, so as to better implement the rural revitalization strategy.

1. Introduction

Rural revitalization is a long-term and systematic project, which should not only be based on the present, but also focus on the future. It is not only necessary to build well at present, but also more important to develop well in the future, and can continue to develop well. The vast countryside is the place where farmers live and grow, and whether the rural construction is good or not is directly related to the vital interests and future development of farmers; what kind of thinking farmers hold in rural development and what kind of lifestyle they adopt are related to the quality and direction of rural construction. Therefore, it is of great significance for rural construction and development to stimulate the enthusiasm of farmers to participate in rural revitalization.

2. The necessity to stimulate farmers' enthusiasm under the background of rural revitalization

The strategy of rural revitalization is related to the real life of farmers, so we must stimulate the enthusiasm of farmers to participate in rural revitalization. We should call on the vast majority of farmers to participate in the implementation of rural revitalization, give full play to the spirit of rural masters, contribute wisdom and strength to rural revitalization, and share the great achievements of rural revitalization.

2.1 Theoretical reasons

The people are the masters of the country, and people's ownership is the essential feature of socialism with Chinese characteristics. The farmers are the masters of the countryside, and the essential characteristics of rural revitalization in the new era are to seek happiness for the farmers and to realize their ownership. Farmers are the main force of China's revolution and construction, as well

as the main force of rural revitalization and development. Rural revitalization is the only way for Chinese farmers to actively participate in rural construction, achieve coordinated development between urban and rural areas and regions, and move towards common prosperity.

Farmers have a distinct dual nature, that is, advanced revolutionary nature and their own indelible backwardness. If farmers want to actively respond to the call of the Party organization and participate in the construction of rural revitalization, they need to be helped to overcome their own limitations, get rid of the blockade of backward ideas, constantly enhance their will to struggle, strengthen their Marxist belief, improve their political awareness, and stimulate the initiative of labor and struggle. The initiative of creation will improve farmers' sense of ownership in rural construction, give full play to farmers' role as the main force in rural revitalization, and truly build the countryside into a beautiful village where farmers can live comfortably, live happily, eat healthily, and play happily.

2.2 Practical reasons

By 2020, China has achieved a well-off society in all respects and completed the arduous task of eliminating absolute poverty. However, due to the dependence of farmers on foreign aid groups, the long-standing idea of "waiting, relying, and demanding" cannot be eliminated immediately. After the help group left, farmers' enthusiasm for rural construction declined, the implementation of policies and measures was relatively passive, and communication between the upper and lower levels was not smooth, which led to low work rate, low participation of farmers, waste of public resources to varying degrees, and reduced the progress and quality of work. The satisfaction of farmers is not high. At the same time, due to the low mood of farmers participating in rural construction, the overall core cohesion of the village is low, that is, there is no unity, which makes the overall ability to resist risks and challenges poor, and the construction is relatively loose. The low enthusiasm of farmers not only affects the smooth development of rural revitalization, but also affects the modernization process of the whole country and the realization of the goal of common prosperity.

3. The analysis of the reasons why the farmers' enthusiasm is not high

Rural revitalization is closely related to farmers. To solve the problem of farmers, we should find a method suitable for farmers; to communicate with farmers, we should use the language that farmers understand; if you want to have a good relationship with the farmers, you must go into the farmers, go deep into the farmers, and understand the farmers. At present, due to the failure to grasp the core reasons of farmers' low enthusiasm, poor communication with farmers and the failure to establish a relationship network with farmers, farmers' enthusiasm to participate in rural revitalization is not high.

3.1 Not caught at the heart of the problem

The main reason for the low enthusiasm and initiative of farmers in participating in rural revitalization is that the staff fail to find the key points to connect and motivate farmers, fail to grasp the most concerned and urgent problems that farmers need to solve, fail to think from the perspective of farmers, and fail to get visible benefits related to their actual life. Farmers did not see their own "wallet bulging" and did not make their own life better, thus creating the illusion that rural revitalization "has nothing to do with me" and is a "vanity project". A series of specific measures leading to rural revitalization have not only failed to help farmers solve their problems and close the distance with farmers, but also made farmers disappointed and lost trust in the rural revitalization strategy, resulting in a waste of resources and delayed the process of rural revitalization.

3.2 Poor communication with the farmers

Smooth communication with farmers is the premise and basis for implementing the strategy of rural revitalization, and plays an important role in stimulating farmers' enthusiasm to participate in rural revitalization. In grass-roots villages, on the one hand, when publicizing the latest national policies and guidelines to farmers, the current knowledge level and reception ability of farmers were not taken into account, and staffs did not use farmers' words to communicate. They just read from the book, which led to farmers being unable to understand, do not want to hear, let alone understand and apply; on the other hand, when explaining rural revitalization to farmers, staffs did not relate to the actual interests of farmers, but just talked about nothing. Farmers could not find specific policies and measures to improve their lives, which could not arouse farmers' interest, so that rural revitalization and farmers have a sense of distance, and it is not easy to stimulate farmers' enthusiasm to participate in rural revitalization.

3.3 No network of connections with the farmers was established

Farmers' affairs are not big or small, but important. The more you go to the grass-roots level, the more trivial things will be. The specific things of each household are different. On the one hand, because farmers go out to work, move and merge, so that farmers do not live in a centralized, so that not all farmers can be covered, so that some farmers are separated from the rural organization life, and can not immediately interact with farmers to understand the latest trends of farmers, play a role in rallying the people. On the other hand, due to not form a scientific organization and management system, which is hard to do justice to all the farmers and precise management, and so cannot be every household in rural areas to conduct a comprehensive in-depth knowledge, its can not accurately grasp the needs and difficulties, and so cannot be targeted for help, every household are satisfactory.

4. Measures to stimulate farmers' enthusiasm under the background of rural revitalization

Rural revitalization is a rural revitalization that seeks happiness and development for farmers. Only with the active participation of farmers can the rural revitalization strategy be better and faster realized. Therefore, we should be good at and be able to combine with farmers, improve the overall Marxist accomplishment of farmers, pass on Marxist theoretical knowledge to farmers through various ways, publicize the country's thoughts and policies, "inspire farmers to have ideas, encourage farmers to have methods,"[4] Give them all kinds of help to become masters who want to build villages and can build villages well.

4.1 We should start with solving the most concerned problems of farmers

First of all, we should solve the problems most concerned by farmers. In particular, we should focus on education, employment, medical care, social security and other issues that farmers most care about, and issues directly related to the interests of farmers. We should do a good job in related work, so that farmers can actually see the changes in their lives and make their lives gradually better. We should go to the farmers in the attitude of serving the people, experience the real life of farmers, learn from farmers, understand the most urgent and difficult problems that farmers currently need to solve, start from the interests of farmers, think for the people, care for the people, help farmers find ways and solve problems, and help farmers solve problems with the fastest speed and the highest quality. In the process of serving farmers continuously, farmers will gradually strengthen their trust and support for the rural revitalization strategy, so as to rally the hearts of the people and stimulate their initiative and enthusiasm.

Secondly, we should take improving farmers' income as the foothold of our work. "Everything people strive for is related to their interests"[2] All work must be linked with the interests of farmers to really drive the enthusiasm of farmers to participate in rural revitalization, Therefore, "all empty talk is useless, and we must give the people visible material welfare."[3] "If we don't have new things for farmers and can't help them improve their productivity, increase their income and become prosperous together, the poor will not believe us and they will find it meaningless to follow the Party."[1] Only by leading the peasants to obtain real material income and feel the joy of life improvement and happiness can the peasants feel that the rural revitalization has something to do with them and can actually bring benefits to their own lives. Only in this way can the inner initiative, sexuality and enthusiasm of the peasants be aroused. Consciously support and actively participate in the implementation of the rural revitalization strategy.

4.2 We should communicate with the farmers in their language

To use the language of farmers to publicize the country's newest ideological strategy, leading the farmers thought. While helping farmers solve problems and lead a good life, we should timely publicize the latest thoughts, principles and policies of the country to farmers, so that farmers can understand the rural revitalization, know the relationship between rural revitalization and their lives, and get support from farmers, so that various policies and work can be implemented and carried out smoothly. When preaching the latest national guidelines and policies to farmers, we must fully consider the existing knowledge structure and level of farmers, and their usual speaking methods and habits. We should convert professional terms into languages that farmers can understand and understand, and shorten the distance with farmers; we should be able to attract farmers, meet their immediate needs, form catchy slogans that are easy to spread, and stimulate the enthusiasm of farmers to learn to listen; for some farmers who do not understand and have trouble moving, grass-roots party members should patiently explain one by one from home to home, answer questions and solve doubts, and never leave a farmer behind. It is also necessary to educate farmers, improve their ideological, moral, cultural accomplishment and spiritual state, and help them become farmers in the new era that can adapt to the current rural revitalization and urban-rural integration development. On the whole, the cultural level of farmers is low, and feudal concepts and bad habits have a long history. The improvement of ideological level and cultural quality cannot be achieved overnight. Flexible methods such as active guidance, gradual penetration, communication and assistance, example and demonstration should be adopted to slowly influence farmers, so that farmers can receive education in a subtle environment. Gradually replace the previous outdated ideas and gradually accept, understand and identify with the new ideas of rural revitalization.

4.3 To establish a horizontal network of communication with farmers and to provide precise services

On the one hand, farmers should be fully covered by network. Due to the geographical environment, migrant workers and other factors, farmers do not live together, which makes it difficult to have a complete and comprehensive understanding of the situation of the villagers in the whole village. Therefore, according to the distribution of farmers, staffs should be assigned tasks and arranged operations by area, so that the care of the organization can cover every family and everyone. It is necessary to understand the basic situation of each household, and update their current living conditions in a timely manner. Important information should be archived to facilitate normal query and use. The modern Internet technology is used to establish a complete online and offline communication network with farmers, to ensure that village level notices and announcements and various policies and measures can be timely notified to every farmer, and farmers' ideas and opinions

can be easily expressed and responded to in a timely manner. By improving farmers' sense of participation, they can more actively participate in other things.

On the other hand, due to the further integration of urban and rural areas and the development of rural economy, the rural landscape has changed a lot with the past. People's thinking mode, living habits and living conditions all reflect the traces of social progress and change to different degrees. Therefore, according to the farmers' occupation, educational background and life, we should explore and understand their psychology and needs, accurately understand the needs of farmers, and accurately guide the interests expression and guidance of farmers. Actively affirm the fruits of farmers' labor, and at the same time, found that there are bad habits and other situations to be timely advice to stop, so as not to cause bigger problems. In the process of communication with farmers gradually establish and farmers' horizontal network relationship, deepen the contact with farmers, have a subtle positive influence on their life, gradually overcome the old thinking, stimulate farmers endogenous motivation, with a more positive attitude in the face of life, consciously, spontaneous struggle for their own happy life.

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