

Research on the Cultivation of Socialist Core Values in Rural Areas

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Abstract

"Three Rural Issues" is a fundamental issue related to the national economy and people's livelihood. The modernization of agriculture and rural areas relies on the cultivation of socialist core values. In reality, cultivating the core socialist values in rural areas is of great significance to the overall revitalization of the countryside, but there are also difficulties in cultivating such as insufficient subject attention, insufficient audience motivation, and single communication method. Based on this, it is necessary to strengthen the leadership of the main body and strengthen the role of grassroots organizations as fighting fortresses. Improve the quality of the audience, strengthen the education of ideals and beliefs, and promote the all-round development of rural education. Innovative communication carriers, organically integrated with excellent traditional culture, carry out various forms of publicity and education activities, and disseminate easy-to-understand theories. On the basis of achieving the second centenary goal, we will continue to promote the modernization of rural agriculture and the free and all-round development of farmers.

Keywords

Rural Revitalization; Socialist Core Values; Cultivation Path.

1. The Functional Value of Socialist Core Values to Rural Revitalization

1.1. Rural Economic Revitalization Provides Spiritual Power

Matter determines consciousness, and consciousness has an active reaction to matter. Socialist core values are not only conducive to building harmonious and friendly interpersonal relationships, but also can devote people's patriotism and dedication to production and creatively transform them into productive forces. Solve the contradiction between rural production and productivity. Economic revitalization is the guarantee of rural revitalization, and it is the foundation to choose industries that enrich the people according to local conditions. To build a thriving rural economy, we must build a rural industrial system around the integrated development of the primary, secondary and tertiary industries in rural areas, and promote high-quality development of the rural economy. The socialist core values have strong cohesion and appeal. On the one hand, they can inspire people to unite to develop and strengthen the rural collective economy. Second, motivate the people to base themselves on the development of advantageous industries with local characteristics, insist on promoting agriculture through science and technology, and promote the construction of industrial scale, organization and branding. On the other hand, it is beneficial to revitalize the spiritual resources of the countryside, continue the red spiritual blood, promote the integration of rural spiritual resources with economic, cultural, ecological, and other resources, integrate agricultural culture and tourism, promote high-quality and efficient agriculture, and make the countryside livable and suitable for business. Farmers are rich and prosperous. While satisfying people's spiritual yearning for rural civilization and harmony, we will create a new socialist countryside with prosperous industries.

1.2. Provide Value Guidance for the Revitalization of Rural Culture

Culture is a more fundamental, deeper and more lasting force in the development of a country and a nation. Rural cultural construction is the soul of rural revitalization. The socialist core values profoundly affect people's thoughts and behaviors, and promote the construction of rural customs and civilization. The excellent traditional culture of the countryside is the source and soil for forming the core social values, and the core socialist values are the condensed and sublimated excellent traditional culture of the countryside. First, cultivating socialist core values guides people to use scientific values to form a cognition of rural culture, inherit rural historical memory, respect existing rural cultural creation, and promote the construction of rural spiritual civilization. Secondly, the socialist core values have a certain normative effect on people's behavior. Through the correct value orientation, people can regulate and restrain their own behavior as required by the socialist core values, reflect and improve in time, and form a new rural agreement. Civil Code and Code of Conduct. The socialist core values not only play the role of ideological guidance and value orientation for individuals, but also become a kind of culture and consciousness, which subtly affects people's construction of simple folk customs, good family customs, and civilized rural customs, and plays an important role in the revitalization of rural culture. , to promote the construction of rural spiritual civilization has a great leading role.

1.3. Provide Internal Support for the Revitalization of Rural Talents

The key to rural revitalization lies in the revitalization of talents. People are the most active and fundamental factor in productivity. As a correct and positive value concept, the socialist core values can guide people to carry out activities in accordance with their personal value requirements of "patriotism, dedication, integrity, and friendliness", and guide people to place their spiritual production activities in material production activities, so as to give full play to their human beings. main force. To promote rural revitalization, the development of human capital should be given top priority, and the support of rural revitalization talents should be strengthened. First of all, cultivating the core values of socialism plays a leading role in the thinking of rural talents, unifies people's values, guides people to have the ability to distinguish right from wrong, make correct value judgments and value choices under the impact of complicated thoughts, and form a station A high-ranking, large-scale rural talent team. Secondly, the socialist core values have an inspirational effect. It is precisely because of the belief in the socialist core values that people's spiritual motivation to build their hometown is stimulated, and it attracts the return of talents. and knowledge support rural revitalization. While building a village with effective civilized governance and affluent life, it also promotes the modernization and all-round development of individuals.

1.4. Provide Endogenous Power for Rural Ecological Revitalization

Ideas are the forerunners of actions. As an ideology, socialist core values are generated in the two-way interaction between man and nature. Taking the natural home as a powerful material carrier also plays a guiding role in ecological revitalization. Due to its unique geographical features, the countryside has relatively primitive ecosystems and abundant ecological resources. Since ancient times, the concept of "harmony between man and nature" of "Tao law nature, harmony between man and nature" provides us with profound ecological wisdom. It is deeply integrated into people's value cognition and consensus, which helps to stimulate people to coordinate various ecological factors in the countryside, integrate rural ecological resources, and realize its multiple benefits. The first is the integration and utilization of rural natural landscapes such as forestry resources, fishery and animal husbandry resources, fishery resources, and lake resources to create a recycling industry with rural characteristics, which not only exerts its economic benefits for the revitalization of rural industries and increases income, but also exerts its ecological benefits for ecological It can also enhance its social benefits

by enhancing its popularity. Secondly, adhering to the development concept of "all things grow together without harming each other, and the Tao runs side by side without contradicting each other", integrate the historical sites, folk customs and other cultural landscapes in the countryside, develop tourism and traditional craft manufacturing, and bring the villagers At the same time of economic income, it also enhances the social influence of the countryside and promotes the realization of various benefits of rural ecological resources.

1.5. Provide Important Guarantee for the Revitalization of Rural Organizations

General Secretary Xi Jinping emphasized that "the party's strength comes from organizations, and organizations can multiply strength", and grass-roots party organizations are the battle fortresses where socialist core values are integrated into the grassroots and take root, providing organizational guarantees for rural revitalization. Rural grassroots party organizations are the bridge between the party and the masses, shouldering the task of implementing the party's principles and policies and publicizing the party's ideology. Under the guidance of the socialist core values Correct moral concepts, so as to unite people's hearts and form a joint force. The integration of socialist core values into the construction of grass-roots party organizations is beneficial to grasping the source of party members, upholding an equal and fair attitude towards the selection of party members, adhering to the principle of democracy for the development of party members, and the education of party members should include patriotism, dedication, integrity Friendly content, so as to accept more young, energetic, dedicated and professional talents to join the grass-roots party organization, condense the spirit of rural slack and unite the scattered collectives, so as to improve the overall quality and quality of grass-roots party organizations. cohesion. In addition, through the propaganda and cultivation of socialist core values, the high-quality development of the party building work of grass-roots party organizations has been created, the branches are built in the industry, the policy of benefiting agriculture has been implemented, the purpose of serving the people has been kept in mind, and the party organizations have been used to mobilize and organize the masses. , gather the masses and serve the masses, and form a strong organizational force.

2. The Real Dilemma of Cultivating Socialist Core Values

2.1. The Subject does not Pay Enough Attention

The grassroots party organizations do not attach much importance to cultivating socialist core values. The grassroots party organization is the main body of providing rural public cultural services, and its input strength and supply capacity to the socialist core values are related to the improvement of people's ideological quality and thus affect the modernization of people's ideas. Under the impact of the market economy, economic development and industrial revitalization seem to be the only focus on rural revitalization, and economic assessment also seems to be the only assessment indicator for rural leading cadres, so that party members and cadres in rural areas tend to pay attention to economic work and ignore ideology. The phenomenon of political work has weakened the spiritual needs of the countryside and the cultivation of socialist core values to a certain extent. Furthermore, the cultivation of socialist core values by grassroots party organizations is relatively passive and dazed, ignoring the original cultural heritage of the countryside and the native values of the villagers, and promoting different cultural products and cultural patterns to be embedded in the original villages by completing tasks. The cultural structure of socialism has broken the original structure and internal relationship that people rely on, and has affected people's acceptance of socialist values.

The role of grassroots party organizations in practicing the core socialist values is not strong. As a bridge between the party and the masses, grassroots party organizations play the role of

uploading and dispatching. Mao Zedong pointed out: "After the political line is determined, the cadres are the decisive factor. "The cultivation of socialist core values is the same, relying not only on the charm of truth, but also on the exemplary role of example. It can be seen that the behavioral demonstration of grassroots leading cadres plays a role in promoting the cultivation of peasants' core socialist values. Furthermore, how well the leading cadres at the grass-roots level play a leading and exemplary role directly affects the cultivation of peasants' core socialist values and the smooth advancement of the rural revitalization strategy. It must be admitted that in real life, rural grass-roots organizations lack organization and cohesion, their work efficiency is not strong, and the attitudes of grass-roots cadres themselves are not correct. There are only posted guidelines and policies issued by the party there, or they are hung on banners. Failure to seriously explain to the villagers, inadequate publicity, and the pursuit of "face" projects are contrary to the core socialist values we advocate, resulting in farmers' distrust of grass-roots leading cadres, political indifference, and rebellion. Psychologically, the recognition of the core socialist values is not high.

2.2. The Subject does not Pay Enough Attention

Audience is not motivated. Ideals and beliefs are missing. Some rural grass-roots party organizations are weakened, virtualized and marginalized, and farmers are relatively indifferent to Marxist and socialist beliefs. If ideals and beliefs are lacking or not firm, various cultures will take advantage of the situation, breed and spread in rural areas, and impact the spiritual world of farmers. On the one hand, the scum of feudal superstition has emerged, and some negative thoughts in religion have had a negative impact, misleading the ideals and beliefs of the peasant groups and migrant workers who have migrated to cities to work, and hindering peasants from establishing and sticking to scientific and lofty ideals and beliefs. "In some areas, the awareness of civilization and rule of law is weak, and the influence of family and religious forces is great. Many poor people follow stereotypes and bad habits. The rural atmosphere pollutes the spiritual world of farmers. On the other hand, the rapid spread of vulgar culture also corrodes the ideals and beliefs of farmers. In some rural areas, some vulgar and low-key cultures have flooded in, and vulgar, kitsch, and vulgar cultures are prevalent, and the problems of pornography, gambling, and drugs are still serious in rural areas.

2.3. The Subject does not Pay Enough Attention

relatively backward. The publicity method is relatively simple, and the acceptance effect is not satisfactory. Effective dissemination is an important link in the cultivation of farmers' socialist core values, and a prerequisite for helping farmers establish a correct world outlook, outlook on life, and values. Effective communication is the result of the interaction and coordination of communicators, audiences and communication carriers. It should be noted that in real life, some grass-roots party organizations in the process of cultivating the core values of peasants' socialism, the propaganda methods are relatively simple and mechanized, and traditional media such as radio, television, and big slogans are still the main means of disseminating national policies in rural areas. channel. Although the propaganda slogans of the 24-character socialist core values can be seen everywhere in the countryside, most of them do not have detailed pictures and words to explain them. Although this kind of publicity and education is extensive, the effect is average, the appeal is not strong, and it is easy to be superficial. Farmers do not have a deep understanding of the meaning of the socialist core values, let alone identify with the socialist core values.

3. Practical Paths for Cultivating Socialist Core Values

3.1. The Subject does not Pay Enough Attention

Enhance subject leadership. Strengthening the role of grassroots organizations as a battle fortress not only provides organizational guarantee for rural revitalization, but also lays a solid foundation for the implementation of socialist core values. The party's grass-roots organizations must implement the party's principles, policies and tasks, and play their role. On the one hand, grass-roots cadres must change their ideology, improve their work efficiency, and can no longer pursue "face" projects. They must strengthen the construction of socialist core values in the countryside in their lives, and provide formal learning opportunities. On the other hand, grass-roots cadres must keep in mind the purpose of serving the people, always put the people at ease, and keep in mind General Secretary Xi's people's nature that "the country is the people, the people are the country, we fight the country, guard the country, and guard the heart of the people" position. Take the satisfaction of people's interests as your work goal, and take the lead in learning the core values of socialism. When solving problems in rural daily life, grassroots cadres seize the opportunity to publicize the party's policies to the people, strengthen villagers' understanding of the party and socialism with Chinese characteristics, and meet the requirements of consciously applying socialist core values in daily life.

Rural leaders have certain political status, high prestige and credibility, and play a leading and controlling role in the overall development of the countryside. Only by strengthening its ideals and beliefs with the core socialist values can it better play the role of "leader". Party members and cadres are the main leaders of the countryside. "The majority of Party members and cadres must take the lead in learning and promoting the core socialist values, and use their exemplary behavior and noble personality to inspire and drive the masses." First of all, it is necessary to strengthen the political stance of benefiting the countryside, and carry out normalized temporary job training, so that cadres can go to the village and go deep into the masses to understand the development status of various undertakings such as rural economy, politics, culture, society, ecology, etc., and follow the guidance of national policies. On the basis of the differentiated development of the countryside, flexible working methods are adopted in accordance with the conditions of the time, and they exert their own skills in the work process to inspire and organize the villagers to build their hometowns. Secondly, party members and cadres are required to strengthen their ideals and beliefs of patriotism, pay attention to the cultivation of ideological quality, establish the value concept of consciously serving the people, maintain the purity and independence of their thoughts under the impact of complex individualistic thoughts, and promote and Interpret the country's policies on rural revitalization, use its own theoretical background to promote the improvement of villagers' ideological awareness, and lead and unite the masses ideologically. Finally, we must uphold the principle of democratic centralism, enhance the organizational leadership of party members and cadres, improve the development mechanism of rural party members, and use comprehensive quality and rural contribution as the selection criteria to cultivate a group of reserve talents who can drive the masses to revitalize the countryside.

The cultivation of socialist core values in rural areas not only requires the strength of grassroots organizations, but more importantly, cultivates a group of model figures in the countryside who understand the rich content of socialist core values, and they cooperate with grassroots organizations to carry out work. On the one hand, it integrates typical examples of rural model figures, traditional rural artists and other rural culture, and then spreads it through mass media. On the other hand, the role of role models in morality, politics and ideology should be brought into play, and the role models should be provided one-on-one assistance and guidance to people. The role model is the moral benchmark of the village and the guide of people's values, and it has a guiding role in cultivating the positive and progressive socialist core values of the village.

3.2. Improve Audience Quality

Strengthen ideal and belief education, and promote the all-round development of rural education. If the education problem in rural areas is not solved, it is difficult to carry out the cultivation of people's socialist core values, and it is difficult to guarantee the construction of rural spiritual civilization. Therefore, we must vigorously develop rural education and continuously improve people's cultural literacy. On the one hand, to improve the quality of education in rural areas, we should start with children and guide them to learn about values when they receive education. At the same time, take compulsory education as the central work in rural areas, attach importance to education, and increase the investment of teachers. On the other hand, it is necessary to strengthen vocational education and vocational training for villagers, so that people have the necessary skills for employment. Build the countryside.

3.3. Innovative Communication Carrier

It is organically integrated with the promotion of excellent traditional culture. "Chinese excellent traditional culture is the rich cultural soil for cultivating socialist core values, and it is the source of living water for cultivating socialist core values. Sublimation." Rural style civilization is one of the general requirements for implementing the rural revitalization strategy. When building a rural civilization, we must take the core values of socialism as the guide, and with the support of national policies, revive the multi-cultural civilization of the countryside and establish a civilized rural style, such as sorting out family traditions and family motto, and updating the content of village rules and regulations. Inherit the excellent family etiquette culture and family motto, and let the excellent traditional culture continue to flourish in the new era. At the same time, the content of the socialist core values is integrated into the excellent traditional culture and presented in the form of festivals and customs, making it easier for people to understand its connotation. Dig deeper into the values contained in farming culture. The characteristics of the farming economy have given birth to the unique values of farming culture: such as advocating harmony, "The Doctrine of the Mean" proposes that "all things grow together without harming each other, and the Tao runs in parallel without contradicting each other". Of course, not all the values contained in farming culture should be inherited, but the essence should be taken.

Disseminate accessible theory. General Secretary Xi stressed that "the depth, breadth and difficulty of the comprehensive implementation of the rural revitalization strategy is no less than that of poverty alleviation. We must strengthen top-level design, take stronger measures and gather stronger forces to advance. To strengthen the construction of socialist spiritual civilization, Strengthen the ideological and moral construction in rural areas, promote and practice the core socialist values, popularize scientific knowledge, promote the transformation of rural customs and customs, and promote civilized rural customs, good family customs, and simple folk customs." The content of socialist core values is relatively deep and abstract. Therefore, the cultivation of socialist core values in rural areas must be based on people's thinking habits, and the content of socialist core values must be converted into behavioral norms that villagers can follow in their daily life in an acceptable and easy-to-use language.

Carry out publicity and education in various situations. Socialist core values have become an ideological social trend, but it is difficult for villagers with limited education to accurately understand and grasp its profound connotation. Therefore, the cultivation of socialist core values in rural areas should start from the following two aspects: First, grass-roots organizations should actively undertake the important task of carrying out ideological propaganda, incorporate ideological propaganda work into important work, build an excellent team, and carry out the development of socialist core values. Comprehensive publicity. Secondly, innovate publicity channels, publicize through public service advertisements, mobile

publicity vehicles, art works, etc., and display the content of socialist core values to the people in the form of pictures, sounds, and historical stories.

Acknowledgments

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