

Study on influencing factors of college students entering new professional farmers from the perspective of rural revitalization

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Abstract

The cultivation of new professional farmers is conducive to the development of agricultural production and the promotion of rural revitalization. The key to realize rural revitalization lies in the cultivation of talents. College students have information quality and strong learning ability. Guiding college students to work as new professional farmers is of great significance to ease the employment pressure of college students and activate the vitality of rural areas. However, in the process of guiding college students into the new professional farmers, there are many difficulties, such as low vocational attraction, lack of integration of production and education, imperfect cultivation system, and incomplete college employment guidance courses. In order to improve the problems encountered by college students entering the new professional farmers, help can be given in media publicity, government policies, improvement of training methods, and strengthening employment guidance in colleges and universities.

Keywords

Rural revitalization; college students; new professional farmers.

1. Introduction

The new type of professional farmer refers to the modern agricultural practitioners who have relevant knowledge and skills, take agriculture as their occupation, and their income mainly comes from agricultural production and operation and reaches a certain scale. [1] Promoting the construction of new professional farmers is of great significance for cultivating agricultural talents, expanding agricultural scale, standardizing agricultural production, and promoting rural revitalization. However, with the rapid development of China's economy, a large number of labor flows from the countryside to the city, the structure of rural talent is imperfect, the economic development is relatively slow, and the development vitality is insufficient. In order to activate rural vitality and develop agricultural production, it is necessary to promote the cultivation of new professional farmers. The basis of rural revitalization lies in talents. College students have received higher education, have a certain knowledge base, and are strong in learning new things. They are important potential forces for cultivating new professional farmers. For example, the "One college student in One Village Project" implemented in Jiangxi Province has cultivated more than 50,000 agricultural talents for Jiangxi Province by adopting the cultivation methods of precise selection, precise education, precise assistance and precise use of talents, which has made great contributions to promoting local agricultural production, technology dissemination, industrial development and farmers' prosperity. [2] Guiding college students to join the new type of professional farmers is not only conducive to reducing the employment pressure of college students and training their personal quality, but also conducive to improving the construction of rural talent structure, which is of great significance for realizing rural revitalization.

2. The rationality of college students entering the new professional farmers

High information quality and strong acceptance ability. The development of modern agriculture needs a large number of high-level talents to join, and needs more new professional farmers with market consciousness, knowledge of management, information quality and innovative spirit. [3] There are still some gaps between the comprehensive quality of Chinese farmers and the requirements of modern agriculture, such as the low level of cultural quality, the low level of scientific and technological literacy, the conservative ideology and the low quality of information technology. [4] College students from different levels and majors can effectively enrich the talent structure of new professional farmers, and adopt more scientific and effective planting methods to plant agricultural products to improve the planting efficiency and quality of agricultural products, and inject new strength into rural development. Because college students have received higher education, their comprehensive quality is more in line with the requirements of modern agriculture. First, college students have received systematic and comprehensive basic knowledge learning and have high cultural literacy. Second, college students have high scientific and technological literacy, strong acceptance ability, good at using scientific and technological products, and rich channels to obtain information. Third, college students have a strong ability to accept new things, and they accept the content of cultivating new professional farmers faster. The information literacy of new professional farmers is mainly the comprehensive ability of farmers to obtain information, use information to solve problems in production and life and improve personal quality. The core of information literacy is to narrow the gap in cognitive ability and cognitive complexity, which mainly includes information awareness, information acquisition and utilization ability, critical thinking ability and information ethics. [5] College students have a high ability to observe and learn information on the basis of observing network ethics. They can collect relevant information through information exchange with the external environment, organize and use it, and then process the collected information to rationally treat different information.

Increase the employment rate of college students to ease the employment pressure of college students. Through the national policy of cultivating and supporting new professional farmers, college students can analyze the market demand, make use of their innovation consciousness, market consciousness, competition consciousness and main body consciousness to start businesses, and use advanced production technology and management technology to carry out agricultural modernization production and promote the development of rural economy. In 2023, the number of college graduates in China is expected to be 11.58 million, and in 2024, the number of college graduates will reach 11.79 million. The number of college graduates is increasing year by year. At the same time, under the influence of various aspects of social development, the phenomenon of "slow employment" and "slow employment" of college students has become a hot issue of social concern. The occupation of new professional farmers is an important force to realize agricultural modernization. Guiding college students to join the new professional farmers can not only effectively promote the development of agricultural modernization, but also alleviate the employment problem to a certain extent. College students entering the new professional farmers can not only broaden the employment channels, relieve the employment pressure, but also realize the return of talents in rural areas, stimulate entrepreneurial vitality, and make certain contributions to the realization of agricultural modernization.

To realize the two-way sound development of individual ability and rural economy. College students entering the new type of professional farmers can not only realize the exercise of ability in production activities, but also promote the modernization of agricultural production. Both promote and develop each other in the actual activities of agricultural production. College

students entering the new type of professional farmers need to carry out training and teaching, to understand and get familiar with the specific process of agricultural production through the combination of online and offline, theory and practice, and to develop their interest in agriculture and improve their learning ability in the process of learning and understanding. Some provinces have set up courses such as agricultural facility technology and e-commerce to meet the modernization of agricultural production and the learning needs of students, which is conducive to the realization of the two-way positive development of students' ability and agricultural production in the specific learning and production process. [2]

3. Promoting rural revitalization and activating rural vitality.

Some scholars pointed out that the development of modern agriculture needs a well-structured, abundant and high-level agricultural construction team, which not only needs the main agricultural operators, but also needs to provide corresponding services for the main agricultural operators in the early and late stages of agricultural production and in the process of agricultural production, so as to jointly promote the construction of modern agricultural production. [6] Some scholars believe that there are great limitations in enabling left-behind farmers with lower quality to transform into new professional farmers and in enabling the new generation of farmers to learn modern agricultural production knowledge and become the main force of new professional farmers. [7] It is more feasible to cultivate college students with higher knowledge literacy and learning ability to become the main force of new professional farmers. The higher scientific and technological literacy of college students can enable them to grow up in the process of cultivating new professional farmers as soon as possible and serve the modernization of agricultural production and construction, activate the vitality of the countryside and make certain contributions to the modernization of agricultural production.

college students entering the new type of professional farmers dilemma

Career values change Career attractiveness is not high. With the development of society, the employment values of college students are constantly changing. The macro employment situation of the society and the new media environment are impacting the employment values of college students. With the increase of college graduates year after year, the employment situation of college students is more difficult. Compared with the relatively new occupation of farmers, college students are more inclined to choose more stable occupations in the process of career selection. At the same time, in the era of rapid development of new media, the environment of new media has a deeper impact on college students. A large amount of information on new media constantly impacts the original employment values of college students. In the face of diversified information, college students may find it difficult to make a correct judgment on different occupations [8] and cannot clearly understand their career needs. This may make it difficult for college students to find a career that is more in line with their abilities and needs. Starting from the reasons of college students themselves, due to their lack of social experience, college students' self-cognition and positioning are not clear, which makes them unable to make a correct judgment on their own ability and level. In the process of career selection, they will also be affected by the traditional employment view, which pays more attention to the economic value of the occupation and pays less attention to the social value of the occupation. As a result, the new occupation of farmers is not attractive to college students. The lack of integration between production and education is not strong enough to cultivate teachers. In order to improve the quality of cultivating new professional farmers, the key to cultivating high-quality new professional farmers lies in the integration of production and education and the cooperation between schools and enterprises. However, there are many problems in the process of implementation. Some scholars believe that there are single subjects and low participation of enterprises in the process of cultivating new professional farmers, and

the interests of enterprises in the process of cultivating new professional farmers are not well guaranteed. [9] As a result, enterprises do not have a strong understanding of their main position in the process of cultivating new professional farmers, and cannot better undertake the responsibility of cultivating agricultural talents. Because school-enterprise cooperation is not deep, the main body of the cultivation of new professional farmers is not clear, so the cultivation of teachers are mostly school teachers. For teachers, in addition to teaching tasks, there will also be certain scientific research tasks, teachers under great pressure may not be able to ensure the cultivation effect of new professional farmers. At the same time, due to the lack of cooperation from relevant enterprises, teachers have a certain difficulty in mastering advanced agricultural production theories and production technologies, which will also have a certain impact on the cultivation effect of new professional farmers.

The cultivation system is not perfect to achieve accurate docking services. The cultivation system of new professional farmers is not perfect enough. There are some problems, such as the inability to identify the cultivation subjects, the cultivation contents of new professional farmers, the mismatch between the cultivation methods and the needs of the cultivation subjects, the weak connection between various government departments, the relatively scattered responsibilities, and the lack of reasonable supervision and evaluation of the cultivation process. [10] Because the training system is not perfect, college students have more difficulties in entering the new type of professional farmers. Schools are not closely connected with relevant agricultural departments, pay insufficient attention to relevant policies, and cannot correctly identify relevant training subjects to guide college students to enter the new type of professional farmers. At the same time, there is also a lack of relevant training courses and methods for college students to enter the new professional farmers, which fully consider the psychological characteristics and learning ability of college students. After graduation, there is no more accurate docking service to enable willing college students to quickly enter the new professional farmer team.

College students' employment guidance is not perfect and career planning is not strong. With the development of society and economy, various industries have put forward new requirements for talents needed. At the same time, the number of college graduates is increasing year by year, which leads to the employment pressure of college students is also increasing. In order to help students improve their employment competitiveness, colleges and universities offer relevant employment guidance courses, which are of great significance to the career planning and future development of college students. However, most of the employment guidance courses do not pay enough attention to the occupation of new professional farmers, and some teachers of employment guidance courses do not know enough about the policies related to the cultivation of new professional farmers. As a result, college students do not understand the cultivation process and requirements of the new type of professional farmers, and cannot choose whether to join the new type of professional farmers according to their own characteristics and future planning, which is not conducive to strengthening college students' attention to the social value of occupation and training them to establish a correct employment view.

4. Practical ways for college students to enter new professional farmers

Use new media to develop and enhance occupational attractiveness. With the development of social economy, more and more information has influenced the employment view of college students. Some students choose occupations with high short-term results and low long-term development, [11] and people are more uncertain when facing the relatively emerging industry of new professional farmers. In order to strengthen people's attention to the new professional farmers and understand the work and significance of the new professional farmers,

mainstream media can be used to publicize. First of all, it makes people realize that the new professional farmer is different from the traditional farmer. The new professional farmer is a kind of occupation, which is the producer and operator of modern agriculture. They have relevant knowledge and skills, the production has reached a certain scale and the income mainly comes from agricultural production. [1] At the same time, the government should also strengthen relevant policy publicity, guide people to correctly understand the significance of college students entering the new type of professional farmers, strengthen the occupational attraction of new type of professional farmers, and then improve the talent structure of rural construction and realize the modernization of rural development.

Introducing relevant policies to promote the integration of industry and education. The implementation of production-education integration and school-enterprise cooperation is of great significance to the cultivation of new professional farmers. The national level has also introduced many relevant policies to strengthen and promote the implementation of production-education integration and school-enterprise cooperation, but there is a lack of real implementation and promotion of policies, resulting in insufficient timeliness and coordination. [12] This requires the government to realize dynamic management of the integration of industry and education to provide assistance for college students to work as new professional farmers. At the same time, it should also pay attention to the cooperation between different subjects such as schools and enterprises, so as to improve the quality of talents cultivated by schools and enterprises to the maximum extent, realize reasonable allocation of resources, and combine theory and practice for rural development. Modern agricultural talents with equal emphasis on knowledge and ability.

Improve the cultivation system and precise cultivation methods. In the process of cultivating new professional farmers, the improvement of the cultivation system is an important factor affecting the quality of cultivation, so improving the cultivation system of new professional farmers is of great significance to the cultivation of new professional farmers, but in the concrete implementation process, there are problems in teaching mode, curriculum system, cultivation content and other aspects. [13] In order to improve the cultivation system of new professional farmers, improve the quality of cultivation, and realize the precise cultivation of college students entering new professional farmers, it is necessary to improve the teaching mode, curriculum system, training content and other aspects. In terms of teaching mode, online cultivation and offline learning can be adopted. More basic theoretical courses can be taught online, while technical cultivation can be carried out offline. This will not only make theoretical teaching more flexible, but also make practical teaching more intuitive and specific. Curriculum systems with different characteristics should be adopted according to students' interests and development direction. In terms of cultivation content, teaching should be carried out according to students' physical and mental characteristics and existing knowledge level, and corresponding cultivation content should be formulated according to the characteristics of local agricultural development. The cultivation system of new professional farmers should be perfected through various improvements to achieve more accurate cultivation of college students.

Strengthen employment guidance and carry out career planning. In order to improve the employment competitiveness of college students, schools will carry out relevant employment guidance courses. However, the employment guidance courses carried out by some colleges and universities are characterized by a relatively scattered curriculum system and a relatively traditional employment view, which is not conducive to college students to understand the new professional farmer occupation and realize rural entrepreneurship. In order to strengthen the employment guidance for students and enable willing students to join the new type of professional farmers, it is necessary for schools and teachers to timely understand relevant policies, update employment knowledge, improve course content, strengthen employment

guidance, fully consider students' needs and personal development direction, and provide career planning for students who are willing to join the new type of professional farmers based on their characteristics. Strengthen students' social adaptability.

Acknowledgments

Fund project: Qufu Normal University national level College Students' Innovation and Entrepreneurship Training Program project "A Study on non-agricultural college students' willingness to work as new professional Farmers under the background of Rural Revitalization and its Influencing Factors: A case study of S Province" (202310446001).

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