

Study on Rural Ecological Environment Protection from the Perspective of Marxist Interest Theory

Yan Xie

School of Marxism
Baicheng Normal University
Baicheng, China

Abstract—As an important part of the strategic planning of rural revitalization, the protection of rural ecological environment has multiple meanings. Ultimately, the protection of rural ecological environment is a social activity carried out by human beings from their own interests. The protection of rural ecological environment is essentially to protect human beings, which not only conforms to the concept of harmony between human beings and nature, but also meets the requirements of the concept of sustainable development. From the perspective of Marxist interest theory, the analysis of the relationship between rural ecological environment protection and interests will help us to understand the causes of rural ecological environment protection more deeply, which can promote the smooth development of rural ecological environment protection. The rural ecological environment protection and human interests are in the unity of opposites, focusing on the unity of opposites between individual interests and common interests. Individual interests are the root of deterioration of rural ecological environment, while common interests are the root and ultimate goal of rural ecological environment protection. The coordination of the relationship between the protection of rural ecological environment and human interests is helpful to promote the protection of rural ecological environment and the sustainable development of human beings, and to promote the harmonious development of human and nature.

Keywords—*rural ecological environment; interest; Marxist interest theory; protection; harmony*

I. INTRODUCTION

Marxist interest theory is not only the beginning of historical materialism, but also the pillar supporting the development of historical materialism as a whole. It is an important part of Marxism and plays a very important role in the study of Marxist thought. Marxist interest theory can provide a better theoretic support for solving rural ecological environment protection problems.

II. THE SOURCE AND MAIN CONTENTS OF MARXIST INTEREST THEORY

A. The Source of Marxist Interest Theory

Marx's interest theory is influenced by the thoughts of many thinkers, especially Hegelian rationalism and Feuerbach's humanistic materialism, which has led to an

important change in the development of Marx's thought. While retaining the form of Hegelian rationalism, his interest theory borrowed Feuerbach's concept of "human" and focused its perspective on human beings. Feuerbach's so-called human being is relative to Hegel's rational and false human being. It only has the abstract meaning in concept and is only the "realistic human" in form. In Feuerbach's philosophy, human being is a natural and material person. In contradiction, man's nature is self-serving. This kind of egoism will lead to the alienation of human nature when there is the conflict of interests. To solve this alienation, he only pin his hope on the "religion of love". Feuerbach's concept of human is a criticism of Hegel by humanism. At the same time, the human being in his concept is an abstract person who is separated from all social constraints, and this philosophy is not helpful to solve the real human interests and conflicts of interests. In real life, the egoism in human nature can not be eliminated only by relying on some kind of love and friendship. Also, it is Feuerbach's egoism about human beings that promotes the generation of interests, which are people's needs and desires.

Marx's interest theory was born in reality, but also developed in the real revolutionary activities. According to the continuous in-depth study of practical problems and the critical spirit of the great philosophers on the thought of interest, it is this critical spirit of Marx that makes him believe that interest is not only a kind of rationalism and the established existence of reality. Through discovering and answering the question of interest, he finally found a way of materialism to realize the transformation from rationality to reality, from politics and religion to economy. Eventually, he realized deeper materialism understanding and construction of interest concept.

B. Main Contents of Marxist Interest Theory

Marx's interest theory is the inheritance and development based on the criticism of the predecessors, and it is the first time to understand interest as a material category. In Marx's view, irrational things such as passion and enthusiasm are the essential force for people to pursue their own objects intensely. That is to say, certain material interests can stimulate irrational things such as passion and enthusiasm. They are the indispensable motive force for historical change. If people lose interest in and concern for external things and desire for pursuit, they lose their renewal vitality, and society

will lose the momentum to move forward. Previous interest theory believes that people who are the main body of interest should be "abstract people", and the interests should be people's perceptual and intuitive interests. While Marx demonstrated interests from the perspective of "realistic people", he drew the impending palace of interests from heaven back to the real society.

In Marx's view, people are engaged in practical activities in a certain social relationship, and interests are the product of human historical activities. Therefore, interests express certain social relationships. Interests can only be realized by satisfying themselves through the subject's possession of the object. It is not only a process of simple possession, but also a process of generation. In the Marx's view of interests, the formation of interests requires five elements: needs, social relations, social practice, people's objects required and people's desires. The material needs of real people are the premise of interest; social relations are the social basis of interest, and social practice is the fundamental way to realize interest. The relationship between people's objects required and people's desire is the relationship between the subject and the object, and the process of interest realization. First of all, interest as a material category is the basis of human survival and development. Secondly, interest is essentially a social relationship. Interest is the product of our social practice, and our social practice is carried out in a certain social relationship. Our social practice can not be carried out without social relations, and the same interests can not exist without social relations. Therefore, interest is essentially a social relationship. Finally, interest is a relationship characterized by the intrinsic criteria prescribed by the nature of human needs and essential forces. As the subjects, human beings apply their own internal scales to the objects. And then, the interaction between the subject and the object and the process of subjectivity of the object will be realized. This process is also the process of realization of interests. Therefore, the process of realization of interests is also the process of practice of the subject's internal scale in real life.

To sum up, the issue of material interests is actually the basis of all Marxist materialist theories. It is the essence of productivity, production relations, superstructure and other categories. It is the fundamental driving force to promote society and the concrete manifestation of production relations. It determines and dominates political rights and activities. All human activities are closely related to interests.

III. PROBLEMS IN RURAL ECOLOGICAL ENVIRONMENT PROTECTION

A. Lack of Spontaneity in the Protection of Rural Ecological Environment

Ecologist O'Connor believes that the ecological movement should not only "make the thinking globally and take the action locally", but also "take the action locally and make the thinking globally". Finally, it will reach the goal of "taking the thinking and action globally and locally". The protection of rural ecological environment as a part of the ecological movement is the same.

Generally speaking, the protection of rural ecological environment in China is mainly led by the government. The protection of rural ecological environment pays too much attention to the leading role of the government. At present, all the work is carried out under the leadership of the government. The funds for the protection of rural ecological environment mainly rely on government funding, and the management agencies are also government-led, and the propaganda and education works are completed under the leadership of the government. Due to over-emphasizing the ability of the government and neglecting the role of social organizations, the resources of social organizations have not been fully tapped, which also shows that the public participation in rural ecological environment protection is low at this stage. The effect of government-led protection of rural ecological environment is superficial, but the motive force of follow-up development is insufficient. From the government's point of view, leading the people to protect the rural ecological environment can promote regional economic development, which is also an important manifestation of the government's perfection of its own functions and due diligence. The measures it has taken have solved the contradiction between the protection of rural ecological environment and the production of the masses, and won the masses' attention to the protection work, which is of great significance to the development of the protection work. However, the function of the government is limited. It can only play a guiding and normative role, that is to say, in the process of rural ecological environment protection, what the government should do is to guide, and drive the people to consciously and spontaneously protect the rural ecological environment.

B. Limitations of Measures for Rural Ecological Environment Protection

As far as the current protection situation is concerned, the protection of rural ecological environment mainly depends on the continuous investment of a large amount of funds. It is undeniable that in the process of rural ecological environment protection, capital investment has indeed played a very obvious role, making the rural ecological environment temporarily improved. However, capital investment is ultimately a means, and it can only play a supporting role.

It is necessary to clearly recognize that capital investment can promote the work of rural ecological environment protection, and other measures should also be in the same important position as capital investment. They should be closely integrated and flexibly adjusted in different periods, so as to ensure the rapid development of rural ecological environment protection. It is needed to combine science and technology with propaganda. They can be fully utilized and further developed, and give full play to alleviate conflicts of interest in the process of rural ecological environment protection.

IV. ANALYSIS OF THE RELATIONSHIP BETWEEN RURAL ECOLOGICAL ENVIRONMENTAL PROTECTION AND INTEREST REALIZATION

All kinds of global problems in contemporary human society are caused by conflicts of interests. Rural ecological environment problems are just the manifestation of the imbalance of ecological problems. Rural ecological environment protection is an important manifestation of the harmony between human beings and nature. After all, it is the action of human beings from their own interests. From the perspective of Marxist interest theory, interests can be divided into personal interests and common interests. Individual interests are the root cause of rural ecological environment problems, while common interests are the root and ultimate goal of rural ecological environment protection. Therefore, the relationship between interests and rural ecological environment protection is in the unity of opposites.

A. Opposite Relationship

Individual interests and common interests have egoism and altruism. In the most of the time, our nature will make us incline to egoism. In the process of pursuing personal interests, over-exaggerating egoism will make people blindly pursue immediate interests while ignoring long-term interests. This egoism of human beings determines that it is needed to develop and occupy natural resources, and obtain all food, clothing, shelter and transportation from the nature, in order to survive. This process is a simple possession relationship; and it will inevitably lead to the alienation of the object of interest. The essential attribute of human determines that human is not only the existence of nature, but also the existence of society. Human's social attribute requires human to transform nature actively, that is, to "humanize nature" through labor further intensifies the opposition between human and nature, and destroys our living and production conditions. Common interests tend to be altruistic. Our previous destruction of nature led to the retaliation of nature for us, which led to the birth of the idea of harmonious coexistence between man and nature. And then, the protection of nature and natural organisms is advocated, which will inevitably damage the interests of some people, and sacrifice personal interests for the overall interests. Some people will give up the immediate interests. Therefore, for this part of people, the pursuits of common interests and personal interests are opposed.

The work of rural ecological environment protection is rooted in this case. In order to survive and develop, people may pursue for the immediate interests of individuals, develop and utilize natural resources and change the existing living environment, which also breaks the original living environment of rural ecological environment. At the same time, human beings also have natural attributes. Nature provides human with material materials for production and life, and it is also the fundamental guarantee for our survival. People exist in nature and are the products of nature. Human's blood and body are integrated into nature. Their survival and development can not be separated from nature. Marx believes that nothing can be created without nature, and nature is the foundation for people's survival. Therefore,

after satisfying individual interests, human beings begin to pursue common interests, which requires us to live in harmony with nature, maximize interests, and realize harmonious coexistence between man and nature, and between man and man. In order to achieve this goal, the protection of rural ecological environment has become an indispensable part of this process. The rural ecological environment must be protected, which means that it will impact the personal interests of some people. At the same time, the protection of rural ecological environment is a long-term work, and this work must be continued. In this process, it will inevitably lead to conflicts of interest. There is a contradiction between the protection of rural ecological environment and the realization of interests.

B. Uniform Relationship

Marx once pointed out that personal interests and common interests were two aspects of personal development. The opposition between personal interests and common interests is superficial, and they are essentially unified. The whole and the part are inseparable. They are mutually interdependent and interacted. They are dialectically unified. The whole interest and the part interest are also dialectically unified. The whole interest is composed of the part interest, and the two are also interacted and influenced by each other. At the same time, immediate interests are the basis of long-term interests, and their realization guarantees and encourages the realization of long-term interests. There is no clear boundary between immediate interests and long-term interests, which are intermingled. The uniform relationship between interests and rural ecological environment protection is mainly manifested in:

Firstly, interests are the driving force for sustainable development of rural ecological environment protection. Marx said, "Everything people strive for is related to their interests." [1] Material interests are the primary and fundamental interests of people, and the fundamental purpose and motivation of all human activities. Material interests and their mode of production are the decisive factors of social development. The pursuit of interests not only meets the basic material needs of human beings, but also promotes the development and progress of human society. The deterioration of rural ecological environment will make its own series of values disappear. And the interests are the driving force for the sustainable development of rural ecological environment protection, and its pursuit will promote the development of rural ecological environment protection. Secondly, the protection of rural ecological environment is a necessary condition to realize the common interests of mankind. The common interest of all mankind is to achieve the sustainable development of human beings, which requires us to strive to build a harmonious, stable and sustainable society. Its realization depends on our practical activities. As our practical activity, the protection of rural ecological environment is an indispensable part of the realization of this goal. Therefore, the rural ecological environment is indispensable for us to achieve sustainable development, and the protection of rural ecological environment is a necessary condition for us to achieve

common interests, which depends on the protection of rural ecological environment. In addition, individual interests and the ultimate goal of rural ecological environment protection are essentially the same.

Marx once said, "Nature, is not human body, but is human's inorganic body. Man lives by nature, that is to say, nature is the body with which man must keep communication, so as to be not to die. The so-called physical and spiritual life of human beings is connected with nature, that is to say, nature is connected with itself, and human beings are part of nature. [2] Man and nature are inseparable as a whole. Human activities are unified in nature. People's pursuit of interests is also unified in nature. Therefore, the protection of rural ecological environment and the realization of interests are unified. As a part of long-term interests, the protection of rural ecological environment is not only the way to realize our common interests, but also an indispensable link. When the immediate interests are subordinated to the long-term interests, namely, the immediate interests of individuals and the protection of rural ecological environment are coordinated, and the sustainable development of human beings is guaranteed.

V. REALIZING HARMONY OF INTERESTS

A. *Establishing the Natural View of Harmony Between Man and Nature*

People should promote the correct concept of interests and establish correct values. The outlook on interests is a person's view on interests, which is determined by one's world outlook, outlook on life and values. To establish a correct outlook on interests is to establish correct values. China is now in the stage of social transformation. The economy, politics and culture are diversified. The existing values are also beginning to show a trend of diversification. There are also many people who hold the view of focusing on economic development and ignoring environmental sustainability. If people take such measures for a long time, it will not be conducive to the harmonious development of our society in the long run.

Human society originates from nature and depends on nature. The significance of protecting the ecological environment is not only to protect the ecological and natural environment which human beings depend on, but also to protect themselves. Ecological civilization should be embodied in the rural land of China. Vitalization of the countryside not only refers to economic development and cultural prosperity, but also the civilization of the ecological environment. Only by strengthening the protection of the ecological environment can people realize the comprehensive and sustainable development of human beings. This requires us to set up correct values. Only by setting up correct values can people set up correct outlook on interests, ensure harmony between man and nature, and achieve sustainable development.

Establishing a correct view of interests requires us to correctly grasp the balance between immediate interests and long-term interests, which requires us to learn to have a long-

term vision. What should be realized is that immediate interests are the guarantee, and long-term interests are the fundamental. Long-term interests are the continuation of immediate interests. Without immediate interests, there will be no long-term interests. One-sided pursuit of long-term interests or immediate interests is not advisable. It is necessary to learn to take both into account and pay attention to long-term interests while pursuing immediate interests. With the development of society, human activities have seriously affected the rural ecological environment. The felling of trees and the reduction of farmland has destroyed the rural ecological environment. Although the destruction of rural environment is different from that of urban environment in form, the relationship between man and nature should be balanced in rural development. In order to improve this situation, people must first change the way of life, especially the ideological concept. People must have widely recognized core values, establish an ecological concept with sustainable development as its purpose, adhere to the concept of ecological development, achieve the goal of ecological rationality while ensuring economic growth and development, and coordinate the development of economy, society and ecology.

B. *Distinguishing Different Interest Subjects and Correctly Handling the Relationship Among Them*

The so-called stakeholders are firstly those who are in a certain social relationship, and secondly are the creators, pursuers, consumers and dominators who directly or indirectly satisfy their own needs through production and social activities, that is to say, people's requirements for the distribution of various social resources and social wealth in a certain social relationship. Because of the intricate level of interest subject, it brings the complexity of the value of interest subject and the interest contradiction between subjects. China is still in the primary stage of socialism. The level of productivity is still backward, and the economic development still can not meet the growing material and cultural needs of the people. The diversification of economic composition and distribution mode makes people's economic situation, political status and ideological understanding diversified, leading to the diversification of stakeholders. The contradiction of interests between different stakeholders will become more and more obvious with the prominence of the difference of interests among people.

Different stakeholders have different interest requirements. Different stakeholders coexist in the same society. It is necessary to correctly handle various interest relationships and distinguish different stakeholders. According to Marxist interest theory, it is known that in order to solve this problem, it is necessary to go deep into the social organism to distinguish the interest subjects, and grasp the relationship among the interest subjects.

In the activity of rural ecological environment protection, it can be divided into three interest subjects vertically: individual, group and society. Horizontally, there are mainly three interest subjects: government, social organization and individual. Vertically speaking, according to Chinese socialist values, there are conflicts of interest, personal

interests should be subordinated to the interests of the whole society. Therefore, it is necessary to subordinate to the interests of the whole society when there is conflict between personal interests and the interests of the whole society. At the same time, the interests of the whole society should also take care of personal interests as much as possible. In the process of protecting rural ecological environment, the interests of individuals and groups represent the interests of some of us. Today, with the rapid development of Chinese economy, some people will take actions contrary to the protection of rural ecological environment driven by economic interests, such as farmer spraying pesticides in farmland to increase production, reclaiming and expanding cultivated land blindly, and so on. This requires these individuals and groups to voluntarily abandon their personal interests, and the society should adopt the dual restraints of system and morality to these people. At the same time, the society should take the initiative to take measures to compensate for the loss of these people. Horizontally, with the further development of market economy, there are overlaps among the government, social organizations and the people, which do not exist alone. Therefore, in order to better develop the rural ecological environment protection, it is necessary to coordinate the interests of the three stakeholders. The government plays a leading role in the process of building a harmonious society. The social organizations are also playing an increasingly important role in helping the government to strengthen social management. People are the most important stakeholders, and the creators of history. They play a driving role in our social development. Therefore, in the process of interest coordination in rural ecological environment protection at this stage, the government should give way to social organizations, give full play to the role of social organizations, make social organizations a bridge and link among various interests, play the social decompression function, guide the people to give full play to their main role, and work with people together to protect the rural ecological environment.

C. Constructing Ecological and Cultural Industrial Chain with Rural Ecological Environment as the Core

Culture is the way of human existence different from animals, an important source of people's cohesion and creativity, and an important evaluation factor of the comprehensive strength of the country. Strengthening cultural construction is an inevitable requirement for building a harmonious society, an internal driving force for promoting economic development, and an urgent need to meet the people's interests. Ecological culture is a concept derived to meet the urgent needs of people in modern society. It emphasizes that while transforming nature, people must also bear the moral obligation and moral responsibility to protect nature. It advocates that modern economic development should be based on the virtuous circle of ecosystem, so as to realize the sustainable development of economy, society and ecological environment in harmony.

The protection of rural ecological environment meets the requirements of ecological culture at this stage. The protection of rural ecological environment is the embodiment

of our duty and responsibility to protect nature. Therefore, the construction of ecological and cultural industry chain with rural ecological environment as the core is the choice to conform to the current situation at this stage. It not only enables us to assume responsibilities and obligations, but also responds to China's sustainable development policies, and also promotes regional economic development. To construct an ecological cultural industry chain with rural ecological environment as its core, people should vigorously develop the cultural products of rural ecological environment, open up and improve the cultural market related to rural ecological environment, optimize the industrial structure and enhance the cultural innovation ability. It is needed to intensify the creation of literary and artistic works on rural ecological environment, promote the publicity of cultural industries on rural ecological environment, and improve the development of cultural industries on rural ecological environment. Constructing an ecological cultural industrial chain with rural ecological environment as its core is helpful to improve the quality of tourism services and optimize the industrial structure in rural ecological environment areas. It plays a very important role in increasing the employment and income of residents in rural ecological environment protection areas. It can also promote the development of related industries and regional economic development, but also infiltrate into the society. In all aspects, it is necessary to comprehensively improve the cultural quality of the people in the protected areas.

In a word, the construction of ecological cultural industrial chain with rural ecological environment as the core will help to accelerate the implementation of the strategy of rural revitalization, which is of great significance to alleviate the contradiction between rural ecological environment protection and economic development, and can also increase the publicity of rural ecological environment, enhance the awareness of rural ecological environment, and mobilize more people to join the team to protect the rural ecological environment.

VI. CONCLUSION

In the final analysis, the protection of rural ecological environment is a social activity carried out by human beings from their own interests. From the perspective of Marxist interest theory, the analysis of the relationship between the protection of rural ecological environment and interests will help us to understand the reasons for the protection of rural ecological environment more deeply, and promote the smooth development of the protection of rural ecological environment. The relationship between rural ecological environment protection and human interests is in the unity of opposites, which shows the unity of opposites between individual interests and common interests. Individual interests are the root of deterioration of rural ecological environment, while common interests are the root and ultimate goal of rural ecological environment protection. The coordination between the protection of rural ecological environment and human interests is helpful to the protection of rural ecological environment and the sustainable development of human beings.

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