



Research on the Emotional Management of the Relocation Communities in the Yellow River Beach Area—Based on the Field Research of Xiaoxing Home in Jinan City

Kaige Yang^(✉)

University of Jinan, Jinan 250000, China
1970829745@qq.com

Abstract. The 20 emphasizes the ecological protection and high-quality development of the Yellow River basin, and it is of great significance to improve the life of the Yellow River residents in the beach area and improve the community governance in the beach area. Emotional governance as a new way of grassroots community governance innovation practice can effectively improve grassroots governance effectiveness, Jinan in Shandong province in the relocation community in Shandong province's largest "more village community", emotional governance in make up the rational management defects, resolve community contradictions, promote the construction of community community has played an indelible role. Based on the field research of Xiaoxing Home community, this paper aims to explore how emotional governance promotes community integration under the mode of "multiple villages and one community", and how to boost grass-roots community governance.

Keywords: emotional governance · grassroots governance · community integration

1 The Question is Raised

Ecological protection and high-quality development of the Yellow River Basin is a major national strategy planned, deployed and promoted by Xi Jinping, general Secretary, from the strategic perspective of the great rejuvenation and sustainable development of the Chinese nation. In recent years, the lower reaches of the Yellow River area the fragile ecological environment, a serious threat along the people's life and property safety, at the same time in the urbanization and urban and rural land increase or decrease hook policy, after the former land reclamation for agricultural land, planning new community reasonable supporting basic public facilities, adjust measures to local conditions, reasonable layout, improve the living environment. Yellow River, the people live is the dream of the Chinese nation, keep in mind xi general secretary of entrust, the Yellow River beach residents the relocation as a crucial task key poverty, seize the Yellow River

basin ecological protection and high quality development rise to a major national strategic opportunity, adhere to the "move" and "build", on the basis of the consolidation of the relocation achievements, improve public services, employment, to ensure the Yellow River beach 600000 relocation people "move, stability, development, can get rich". Changqing District, Jinan City, Shandong Province, as the largest monomer of the Yellow River beach area relocation project, involving a total of 39 villages, 32,000 population, 2020 relocation village residents have been moved in, more than 10,000 families from the "scattered broken small" stone room into the bright and clean modern buildings. In the field visit, it can be found that Xiaoxing Home, as a community with the model of "multiple villages and one community", has completed the geographical upstairs of the population, residents have large or small dissatisfaction with all aspects of community life after going upstairs. Grassroots governance for a long time pay more attention to the construction of management system and perfect, although this improve the efficiency of the grassroots governance, make grassroots governance more refined, scientific, but easy to ignore the management of human emotion and initiative, for grassroots government, in community governance, emphasize the focus on emotion can effectively make up the defects of rigid management, resolve the masses disputes, create a more warm and positive community atmosphere.

2 Xiaoxing Home Community Emotional Governance Reality Dilemma

2.1 Lack of Community Identity and Solidified Identity Consciousness

Community identity is the cognitive basis for the construction of community community. Gathering the strength of grass-roots people and promoting the construction of community community is an urgent need to deal with the epidemic prevention and control and maintain social stability. It is also an important link that cannot be ignored in the process of promoting the construction of grass-roots social governance community [1]. Emotion is an important part of the formation of social community, which plays the role of spiritual connection and link in the construction of community community. During the field visit, we can see that a village monument was erected next to the community building. It can be seen that because is " more village community " relocation mode, although now everyone moved upstairs, the boundaries between village and village is obvious, everyone for their identity is still farmers rather than community residents, most residents did not take the community as their home, no strong sense of ownership and sense of responsibility, community identity emotional degree is not enough.

2.2 The Upstairs Income Is Worrying, the Residents Complain Repeatedly

The frequent Yellow River floods of " three years for saving money, three years for the construction of houses and three years for repayment". The relocation project of residents in the Yellow River beach area in Shandong province has realized the dream of 600,000 people in the beach area in Shandong Province. "Housing" is realized, in the face of "happy work", the masses began to complain. Field research we can find the elderly in

the community, most young adults migrant work outside settlement, community employment group proportion is less, the employment demand is not met and everyone has a negative attitude towards employment. Community emotional governance is the process of emotional influence and integration is the government attaches great importance to and constantly meet the demand of the masses to the government decision-making increasing identity and then in the interests of the national behavior process. The process is slow. Compared with other governance methods of grassroots governance, emotional governance needs to solve the problem through emotional comfort and psychological comfort of the affected groups [2]. The government of Xiaoxing Town needs to continue to pay attention to the unemployed groups, focus on the construction and development of diversified industries, and provide more employment opportunities.

2.3 Weakened Community Cohesion and Insufficient Community Participation

In the complete sense, the modern community not only has a sense of identity and belonging, but also that the community residents have public spirit [3]. At present, most of the residents of Xiaoxing Home Community are relocated from the Yellow River beach area and some are migrants. However, both say that they rarely participate in community activities and have little interest in community activities. Most of them say that they choose to spend their spare time alone. Community activities are the main form of community participation and also an important way to cultivate the emotions of community residents. Unfortunately, the model of "many villages and one community" leads to almost "zero interaction" between the villages in the community, greatly reducing community participation, weakening of community cohesion, and lack of sufficient public spirit.

3 Practice Path of Emotional Governance in Xiaoxing Home Community

3.1 The Party Builds to Lead and Emotional Management Union

The leadership of the Party is the greatest advantage of the system of socialism with Chinese characteristics. In promoting the modernization of the national governance system and capacity, we should give full play to the role of Party organization workers to form a pattern of "Party building, community governance, and one core diversity". On the one hand, the community governance, the community Party organization should play a leading role by building the party building service network platform, strengthen the connection with the community and the masses, create a good situation of multiple governance; on the other hand, the community emotional governance should be integrated with the party building leadership, the grassroots community Party organization workers should do "from the masses, to the masses", integrate into the community emotional governance work, resonate with the community residents, and build an emotional community.

3.2 Integration of Digital Technology and Emotional Governance

With the advent of the era of artificial intelligence and big data, the progress of science and technology has brought more ways and means for community emotional governance. However, the field research found that modern network communication technology did not strengthen the connection between multiple subjects, but widened the distance between the masses, forming a situation of stranger communication. In order to realize the effective governance of community emotion, Xiaoxing Home community cannot leave the application of science and technology. On the basis of the existing electronic platform, it can innovate new forms of network dialogue, community service and public participation, make full use of micro-blog and other "micro" platforms to timely understand public opinion, and realize the "micro-governance" of community emotion.

3.3 Building Length, Grid Member Traction, Enhance the Community Emotion

Commercial housing residential areas are faced with a serious problem of spatial isolation, most people are basically units and homes, between residents, residents and the community almost "zero communication". In order to crack community indifference atmosphere, Xiaoxing Home community can recommend residents in the community who are capable and willing to pay can be elected as building leaders. The building leaders as a community mediator and the community grid member common burden community work, collect information, coordinate neighborhood relations, guide the people acquaintance and familiar and help, build a "community is my home, love by everybody" positive atmosphere, enhance the community residents emotion, promote community soft governance.

3.4 Improve Public Facilities to Ensure Living Needs

The community is at the nerve end of national governance and is closely related to the people's life. On the one hand, community governance aims to serving the residents of the community and improving their sense of gain and happiness; on the other hand, it should also see the relationship between local improvement of the community and the overall improvement of society [4]. Grassroots community varies, unable to apply a set of fixed format, XiaoXing home in community governance, need to the needs of the masses, respond to the understandable and acceptable way in a timely manner, pay attention to improve the community public service facilities construction, improve the community comprehensive service function, pay attention to the residents of the community experience and community overall environment.

4 Conclusion

Grassroots communities are the basic unit of national governance and the last kilometer of social governance. The ability and level of grassroots community governance directly affect the modernization process of national governance capacity and governance system. Emotion is unavoidable important concept in community governance, a single rigid

governance in the face of the masses do not actively cooperate with performance failure, and as a flexible governance way of emotional governance can alleviate the negative emotions, reshape the relationship between the government and people, eliminate the resistance of grassroots governance, reduce the cost of grassroots governance. Emotional governance is an institutionalized or non-institutionalized emotional response aimed at emotional comfort and spiritual comfort [5]. Xiaoxing Home community in the overall governance inject emotion into the community governance, give full play to the people's subjectivity, the endogenous emotion and rigid governance organic integration, to drive residents positive mood, dissolve the masses contradiction, enhance masses relationship, glow community new vitality, shaping people-oriented, by onlookers to the participants of the community governance.

References

1. Fan Yangyang. Emotional governance: a key variable of grassroots community governance —— based on a field survey of S community in Shanghai [J]. *Journal of Liaoning University of Administration*, 2022 (05): 68-73.
2. Liu Chao, Luo Qiaohui, Teng Pan. The practical dilemma and cracking strategy of grassroots emotional governance [J]. *Leadership Science*, 2022 (08): 110-114.
3. Gao Fei. The dual process of gradient emotional mobilization: progressive logic in the construction of social governance community [J]. *Administration of China*, 2022 (04): 55-62.
4. Ren Wenqi. Grassroots and mobilization: the foundation and pass for social work to participate in community governance [J]. *Social Work in China*, 2021 (07): 11.
5. He Xuesong. Emotional governance: an important governance dimension in the new media era [J]. *Exploration and contention*, 2016 (11): 40-42.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

