



Analysis on the Governance Path of Rural Public Crisis in China During Covid-19

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Abstract. Effective governance is the premise of rural revitalization and is of great significance to the relief of public crises and the restoration of rural order. To improve and optimize the governance path of the rural public crisis in China, this paper, from the perspective of COVID-19, adopts the literature research method and case analysis method, and based on the rural governance theory and collaborative governance theory, deeply analyzes the governance dilemma, and puts forward countermeasures and suggestions in three aspects: awareness education, capital investment, and mechanism improvement. At the same time, use the crisis communication theory to increase the "new path" of the role of the media.

Keywords: Rural public crisis COVID-19 Governance theory

1 Introduction

China is a country founded on agriculture. The rural revitalization promotion *law of the People's Republic of China* states that a rural area is a regional complex with natural, social, and economic characteristics and multiple functions of production, life, ecology, and culture, including towns and villages^[1]. From the geographical point of view, the countryside is the corresponding settlement with the city. From the industrial point of view, rural land is the primary use of resources to plant, aquaculture, and other industries as the main production space. This is the first time that the concept of "Village" has been stipulated in the law of our country.

In China, due to the large gap between urban and rural areas, the short board of prevention and control of public health emergencies in rural areas^[9]. Therefore, rural general crisis governance has always been one of the focuses of people's attention, especially in the context of rural revitalization strategy, the rural areas of our public crisis governance system put forward new requirements^[2].

In recent years, the frequency of occurrence of social unrest and various kinds of hidden health risks has gradually increased. In particular, covid-19 pneumonia, an unprecedented and most challenging public health emergency since the founding of New

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S. Yacob et al. (eds.), *Proceedings of the 2023 7th International Seminar on Education, Management and Social Sciences (ISEMSS 2023)*, Advances in Social Science, Education and Humanities Research 779, https://doi.org/10.2991/978-2-38476-126-5_3

China, has seriously threatened the lives and health of the people, to our country's economic development has proposed a very austere and complex challenge. It is urgent for all levels of government to deal with all kinds of public crises, mainly how to properly prevent and effectively manage the crisis in public crisis management^[4].

Pandemic prevention and control in rural areas represents an important part of the whole prevention and control system, and the basic unit of prevention and control is the village^[12]. This thesis selects the epidemic outbreak period from the beginning of 2020 to the end of 2022 as the research background and takes the rural public crisis governance as the research object. The primary purposes of the study are as follows:

First, based on the existing literature research, extract useful information from the academic reports, summarize and analyze comprehensively the challenges faced by the rural public crisis governance in our country during the covid-19 pandemic, and provide the improvement direction for the future of our country's countryside public crisis governance path.

Second, based on the case analysis, this paper summarizes the main influencing factors of rural public crisis prevention and control and governance from the perspective of covid-19, which leads to the deep thinking of the problems existing in our country's rural public crisis governance mechanism and their causes; therefore, the paper puts forward some countermeasures and suggestions to promote the level of public crisis management in rural areas of our country and provides theoretical support for the realization of rural revitalization.

By grasping the effect of rural public crisis management during covid-19, we can test the applicability of the current emergency management model, and it is helpful to complement and perfect the relevant theoretical basis, emergency system, and emergency plan and to strengthen the construction of the theoretical system of rural public crisis governance. This research is helpful to strengthen the defense line of rural public health security, improve the comprehensive ability of rural public crisis management, and optimize the environment of rural economic and social development and the ability of rural governance, thus directly affecting the intensity and depth of Chinese-style modernization, is conducive to further fully implement the "Rural revitalization strategy."

2 The Definition of Relevant Concepts and Theoretical Basis

2.1 Definition of Concepts

2.1.1. Rural Public Crisis

The so-called "public crisis", that is, "Major risks threaten and endanger the public interest, and cause economic and social turmoil and fear of the public, the public sector must take the government as the main market to fully use the rights of the people, using resources to deal with and deal with the emergency and abnormal events"^[10].

The rural public crisis means that the ordinary public event occurring in the rural area is a regional or regional public event; it has not only the characteristics of ordinary public events such as sudden, open, risk, and dual consequences, and so on, but also has its common feature-concealment. Because of the sparsely populated rural areas,

scattered residents, and poor information, rural public events can not be understood by the local government and the outside, which leads to the difficulty of crisis management of the rural public^[11].

2.1.2. Governance of Public Crisis in Rural Areas.

Governance refers to a collaborative social process, a voluntary activity by one person to properly achieve a goal by establishing a common overall goal of society, and becoming cooperation and mutual support of social activities the ideal goal.

The governance of rural public crisis refers to taking the county and township governments as the core, the administrative agencies, the village community agencies, and the rural residents as the pluralistic forces, based on the principles of equality and science, and with the support of the urban communities, facing various risks, to cooperate, enhance the awareness of joint action, timely and reasonable prevention, resolution and elimination of risks^[10].

2.2 Theoretical Basis

2.2.1. Governance Theory

Governance theory originates from market failure and government failure and pays attention to the operation mode of diversified governance subjects^[4].

- the theory of rural governance

The study of rural governance mainly focuses on the stability of rural order and development. In the multi-subject cooperative governance, we should persist in developing rural productive forces, perfecting the economic and social management system to remedy their defects and problems, and realize the reconstruction of the new rural landscape and the optimal allocation of resources.

- cooperative governance theory

"Under the leadership of government departments, government departments, market economy institutions, social organizations, and the public, to protect and promote the public good, shall participate, coordinate generally and jointly deal with, and jointly supervise the process of the activity of managing economic and social public affairs and the sum of the various measures taken in the process of this activity, subject to the restriction of relevant laws," This is the view that the authority scholar of the science circles agrees relatively at present.

It has the following characteristics: the high integration of the fundamental object of supervision, the high openness of the ruling system, the dynamic of the management stage, the diversity of the management subject, and the fuzziness of the boundary^[10].

2.2.2. Crisis Communication Theory

In 1986, management expert Steven Fink proposed a four-stage "life cycle" model: the incubation period, the outbreak period, the spread period, and the resolution period of the crisis.

In 1997, Thomas Berkland put forward the "focus event theory", that is, some unexpected events play a crucial role in the field of promoting public policy research, formulation, or revision, and the development of this function can not be separated from the extensive attention of the news media^[13].

3 Case study

3.1 Study on Emergency Response of Covid-19 Epidemic in M Town

Study on the Emergency Response of the Public Health Crisis in Rural Areas: A Case Study of COVID-19 in M Village takes the covid-19 epidemic in m town as an example, from the perspective of covid-19, the evolution of emergency response in rural China was analyzed utilizing network survey, the main conclusions drawn include:

First, in the early stage of emergency management, its plight is mainly manifested in the grass-roots government response to a single, indifferent response to the villagers.

Second, in the later period of emergency management, the difficulties are mainly manifested in the passive response of the grass-roots government and the appearance of the psychological crisis of the villagers^[6].

Table 1. Ways of knowing about novel coronavirus in villagers of M town (%)

Major channels	Percentage (%)
Family and friends	42.6
Television	20.7
The Internet	29.5
Other	7.2

As shown in Table 1, 42.6% of the villagers obtained information about the epidemic through their neighbors and friends, and the information was gradually distorted, and the "authority" was gradually lost in the process of layer-by-layer processing. In addition, 62% of villagers, due to loans and credit cards overdue and family income worry, in the face of covid-19 fear, a "psychological crisis" arising^[6].

To sum up, how to solve problems such as the villagers' weak sense of crisis and the grass-roots government's lack of financial support are imminent.

3.2 Study on the Prevention and Control of Covid-19 in Y Village

Similar to M town, *Problems and Countermeasures of Covid-19 Epidemic Prevention and Control in Rural Areas: a Case Study of Y Village* is based on a questionnaire survey, field interviews, descriptive statistics, and correlation analysis; it is believed that the following factors will affect the quality of epidemic prevention and control in

rural areas: village grass-roots publicity, residents' cooperation in prevention and control, rural epidemic prevention conditions and legal awareness of village grass-roots organizations^[15].

4 The Challenge of Public Crisis Management in Rural Areas Under the Background of Covid-19

4.1 Weak Public Awareness of Crisis

On the one hand, government departments at the grass-roots level are constrained by the traditional concept of centralization. They can rely on higher-level governments to deal with public risks. They have yet to move the task of dealing with risks to the level of prevention, blindly negative responses even by the government's weak responsibility, and official-based thinking constraints, do not dare to report, conceal, or delay the best opportunity to deal with the risk.

In addition, the lack of comprehensive knowledge and essential awareness of risk management among farmers themselves creates a vicious circle that leads to a lack of knowledge on risk management among farmers^[5].

4.2 Grass-Roots Governments Lack Financial Support for Crisis Response

First of all, since most of the main sources of funds at the grass-roots level are financial subsidies and investments from higher levels, the current regulations on the management of some special funds can no longer fully meet the needs of the development of the new situation, the special funds for rural revitalization are mainly inclined to the economic and social development of rural areas, and they are rarely used in the governance of rural public crisis.

Secondly, due to the rural location and existing resource constraints, it is impossible to attract outside companies to invest in crisis management effectively.

Finally, because of the peasant household's meager investment, it must also make effective prevention and response to the public crisis^[7].

4.3 The Public Crisis Management System in Rural Areas Is Not Sound

On the one hand, since the current grass-roots government management system does not involve government organizations that can deal with rural emergencies, if there are rural emergencies, the relevant departments of the central government and local governments, however, lack not only the motivation of the staff but also have a relatively low level of internal coordination, it is difficult to achieve the desired risk management results if staff members are not handled appropriately or if there are problems with the internal interface.

In addition, the public emergency management units in rural areas have already appeared to have apparent internal separation problems. By the various organs carrying

out administrative management work alone, the effectiveness of the overall system can not be fully reflected^[5].

5 Our Country Countryside Public Crisis Governance Path Countermeasure and Development Suggestion

5.1 Strengthen Education on Crisis Awareness

On the one hand, village party members and activists can be mobilized through the members of the two committees to spread knowledge by posting posters on crisis prevention and control and distributing health and safety manuals in the more mobile areas.

On the other hand, they are using Internet technology, with the help of social networking platforms, through live or video to the rural population to promote crisis prevention and control knowledge^[3]. At the same time, it encourages and criticizes the residents who have a sense of crisis and those who disturb the order of governance, employing both rewards and punishments to stimulate the motivation of all residents to participate in public crisis management.

5.2 Increasing Capital Input

The fund investment is the necessary material foundation and reliable guarantee to deal with the rural public crisis.

First of all, establishing agrarian crisis management funds to strengthen the material reserves to deal with the crisis. In rural areas, the government should set up special funds to strengthen the supervision of the use of special funds in rural revitalization plans and not corrupt special funds, to enhance their use efficiency.

Secondly, strengthen the township government's financing strength, and improve the integration of social funds. At the same time, the grass-roots government should also reduce the investment threshold of social funds to deal with the rural public crisis and increase the investment to deal with the crisis from multiple channels to promote the development of rural revitalization.

Finally, the central government should also increase investment in various types of public service equipment and public goods that directly serve the rural population to complete the rural public service infrastructure construction plan^[7].

5.3 Improve and Optimize the Mechanisms Related to Public Crisis Management

The key to dialectically understanding “system” and “governance” is to make clear the reasonable methods and paths, and to transform the advantages of the system into the effectiveness of governance.

First, uphold the leadership of the party, give full play to the role of the Government of the People's Republic of China, and further consolidate the foundation of popular

participation, gradually formed a management unit at all levels and the main governance “piecemeal” coordinated operation of the public governance model^[14].

Second, to realize the diversification of management functions, improve the efficiency of rural governance, and unify with a higher-level administrative management system to effectively promote the modernization of national governance.

5.4 Give Full Play to The Role of The Media in Disseminating Information

Information dissemination is the core of public crisis management^[8].

The government provides the fund support and the consummation-related mechanism, all practices, in the final analysis originate from “Whether government knows” the rural public crisis governance present situation. According to the theory of collaborative governance, the media may not be directly involved in the management of public affairs when government departments, economic institutions, social groups, and citizens join together in the process of public affairs, but also in the meantime to play the primary function of communication, publicity.

During the period of media convergence, the dissemination of public information on covid-19 in rural areas can make effective use of diverse media platforms, according to the information needs of rural audiences and their contact habits with urban media, achieve scientific coding and regional dissemination of rural public health knowledge^[16].

On the one hand, the media can conduct in-depth field interviews in rural areas to reflect the reality of rural governance in the four stages of the crisis through online platforms so that the government, various organizations, and the general public are aware of it, to participate in public discussions to facilitate the finalization of relevant response plans.

On the other hand, the village party secretary, the village doctor, and the village police, as the opinion leaders who construct the knowledge identification system of covid-19, should understand the crisis comprehensively, and guide the public opinion to spread actively^[16]. At the same time, in line with the principle of “convenience to the people, closeness to the people, benefit to the people”, give full play to the role of the “Big Horn in the countryside”, realize the full coverage of the crisis response knowledge, and promote the residents' crisis awareness and Prevention and control education in an all-round way, to facilitate the governance process.

6 Conclusion

The study shows that the covid-19 pandemic is a major test of the ability of public crisis management in rural China. At present, the policy of “epidemic liberalization” has been implemented. The author is in the “post-epidemic era” and has made in-depth research on the relevant academic research on the rural public crisis during the covid-19 epidemic in recent three years, and applied the relevant theories flexibly and combining the two examples of m town and Y village, this paper profoundly analyzes the challenges faced by our country in the course of the governance of rural public crisis during

the covid-19 epidemic: the weak awareness of the public crisis, the lack of financial support from the grass-roots governments, and the imperfect governance system of rural public crisis. After that, according to the problems, this paper puts forward the guide to the Prevention and control of rural public risk, and the author thinks that “Give full play to the role of media, do a good job in the dissemination of information” is also an important way of rural public crisis governance.

The study of this thesis lays a foundation of thought and practice for making relevant policies and measures. It pours impetus into the implementation of rural revitalization strategy and the modernization of national governance. However, there are some areas for improvement: on the one hand, the research field is mainly rural, the coverage is relatively narrow, and the literature resources are limited; on the other hand, the existing literature needs more data analysis. Therefore, in the future, we should pay more attention to quantitative research, and combine it with qualitative analysis, to dig out the problems, and put forward more depth.

In the “post-epidemic era”, we should carefully examine the deep-seated contradictory factors behind the prevention and control of rural epidemics over the past three years. At the same time, we should also realize how to make the government’s overall planning, and fully mobilize the resources of all parties, formulate emergency plans, improve governance efficiency is the key to the future rural public event management and public crisis governance.

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