



Research on the operational mechanism of returning youth to embedded villages

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Abstract. As an important talent support for comprehensively promoting rural revitalization, returning young people are the key subjects for further promoting urban-rural integration and development, and to a certain extent, they contribute to the promotion of high-quality rural development. At present, the return of young people back to the countryside is inseparable from the support of government support policies, while more suitable for the new industrial ecology of the countryside, and the strong local sentiment of the return of young people to provide the feasibility of their return to the countryside, but it is undoubtedly in the process of return of young people back to the countryside there are still problems such as the play of the government's support function, the logic of urban and rural markets, the role of the countryside re-adaptation, etc., therefore, in order to fully analyze the return of young people from the countryside out of the embedded back to the countryside, we have to study the operation mechanism of return. Therefore, on the basis of fully analyzing the motivating factors and resistance factors of returning young people from the countryside to the countryside, we will explore the effective operation mechanism of returning young people embedded in the countryside.

Keywords: returning youth; operation mechanism; rural revitalization

1 Introduction

In order to comprehensively promote rural revitalization and strive to promote the integrated development of urban and rural areas, the State has made a top-level design for rural revitalization in the new era, which highlights youth as an important talent support for rural revitalization. Returning young people mainly include "farmers who work in cities, or readers from rural areas, retired soldiers, etc. After years of experience in the city, they have accumulated a certain amount of capital, technology, management concepts to return to their hometowns to work and start their own business" [1]. Returning young people are becoming a major human resource in the countryside, and they have great potential to promote rural revitalization and participate in rural grass-roots governance. Therefore, by examining the motivating and resisting factors of returning young people's return to the countryside, we will create an effective mechanism to promote the return of returning young people to the countryside, so as to

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better promote the process of urban-rural integration and the realization of rural revitalization.

2 Driving factors that help returnee youth to embed themselves in the countryside

2.1 The introduction of various supportive policies

In order to promote the modernization and development of agriculture and rural areas, the Government, in conjunction with the Department of Agriculture and Rural Development, the Department of Human Resources and Social Security and other relevant agencies, has continued to issue a number of policy documents, and has made a series of policy deployments in guiding graduates of colleges and universities, migrant workers and other groups to return to their hometowns to start their own businesses, attaching great importance to the important role of young people who return to their hometowns in rural revitalization and urban-rural integration. In order to attract all kinds of talents at all levels to return to their hometowns to support the work of rural revitalization, local government departments have introduced a series of policies, the policy system for returning young people to return to their hometowns to be embedded in the countryside is getting more and more perfect, and the tilting of resources is increasing, and the advantages of entrepreneurship and employment for returning young people to be embedded in the countryside have gradually emerged. From the specific content of the policy point of view, the return of young people to support the policy system is increasingly perfect, in the financial and financial, government services, platform construction, facilities, technical support and other areas of the whole, systematized to provide a more complete resource support and policy services, such as the promotion of the integrated development of rural industry, cohesion of multi-party joint efforts, to build rural innovation and entrepreneurship parks, to create a good return to the countryside to create a good innovation and entrepreneurship atmosphere, and to provide resource support and policy dividends for the return of young people. Provide resource support and policy dividends, deepen the practical difficulties faced by returning young people in innovation and entrepreneurship, collaborate to promote the improvement of the institutional mechanism of returning young people embedded in the countryside, highly supportive of the policy system of returning young people's innovation and entrepreneurship, and provide policy guarantee and decision-making guidance for returning young people, while optimizing the quality of social security, public infrastructure and other public services in rural society is conducive to enhancing the sense of belonging of returning young people, and prompting the psychological return of returning young people to the village. Returning youths are psychologically embedded in the countryside. Against this background, some of the returning youth have integrated the industrial ecology of the countryside by combining the local advantageous resources and the urban market situation, and gradually promoted the urbanization of the countryside by innovating the production methods,

injecting labor elements, and making use of digital technology and other industrial development opportunities.

2.2 Dynamic Embedding of Rural Markets

As we all know, at the stage of urban-rural binary division, the labor factor is mainly a one-way flow from the countryside to the city, and in recent years, due to the changes in the purpose and core of family reproduction, the labor force of rural families has gradually realized the change from de-embedding in the countryside to de-embedding in the city, and the labor force that returned to the city has provided a solid labor force base for the innovation and entrepreneurship of returning young people, which, on top of the sufficient base of the labor force factor, has contributed to the dynamic embeddedness of the countryside market. On the basis of sufficient labor factors, it leads to the dynamic embedding of the rural market, including the logic of employment embedded in the rural social network and the logic of production embedded in the daily economic life, which is conducive to the integration and reuse of rural production factors by the returning youth embedded in the countryside. The prerequisite for the innovation and entrepreneurship of returning young people embedded in the countryside is to realize the dynamic embedding of the rural market, especially in the social network of the native society, and the kinship relationship of the rural people is more close, and the returning young people embedded in the countryside, whether in the countryside at the grass-roots level or at the early stage of entrepreneurship, the familiar kinship relationship provides the initial human resources support, and in the fields of agricultural planting industry, labor-intensive industry, digital village construction and so on, professional and technical personnel support is needed. The support of professional and technical personnel is needed. At this time, the information symmetry and knowledge of the rural society are conducive to the recruitment of employees who meet the needs of entrepreneurship development by the returning youth, so as to form a professional and stable employment team. In addition, the innovation and entrepreneurship of young people returning to their hometowns rely on the support of their families of origin and the rural social network on the one hand, and on the other hand, they combine urban life and production experience with the reality of the countryside, integrate traditional and modern technologies, gradually implement new production methods and production strategies based on the grasp of the rural market, and establish a stable production model with the support of the social network of rural acquaintances.

2.3 Rural sentiments of young people returning to their hometowns

Returning young people have strong local cultural genes and carry rich collective memories of the countryside, and these rural cultures, local emotions and rural memories play a role in prompting young people to return to their hometowns, and are an important emotional foundation for young people returning to their hometowns. Returning youths are both urban and rural, and the modernization process in cities has not completely erased the emotional ties between returning youths and the countryside. For returning youths, the countryside is a social space full of cultural significance, and they

still regard themselves as "village people" in terms of social identity, and still retain the basic ties of the social network in the countryside. In addition, the rural sentiments of young people returning to their hometowns are also linked to their views about their families. Nowadays, as the economy and society of the countryside continue to develop, the family labor force is no longer lost to the cities, and they can harmoniously interact with each other in the rural production practice, and on the other hand, they can realize the resource integration of the surplus labor force in the countryside, and mobilize the surplus labor force of each family to participate in the large-scale production of the countryside in a direct or indirect manner, and shine and make a difference in the countryside in various trades. Therefore, the rural sentiments of young people returning to their hometowns lead them to devote themselves to the construction of the countryside, "not only engaging in agricultural production, but also actively engaging in self-empowerment" [2], and in the process of returning to their hometowns to find employment and entrepreneurship to realize the satisfaction of their individual emotions, and at the same time to pursue the maximization of the interests of the family as a whole, which is a result of the interaction between the revitalization of the countryside and the pressure of the city, as well as the dual role of traditional ethics and family responsibilities. It is the interaction between rural revitalization and urban pressure, the dual role of traditional ethics and family responsibility, and the internalized value pursuit brought by local sentiment and geographical advantage that together drive the returning youth to return to their hometowns to actively return to the embedded countryside for employment and entrepreneurship.

3 Three major factors affecting the return of young people to the countryside

3.1 The government's function of returning young people to the countryside needs to be improved.

The government's support policies for returning youth are usually guided at the macro level, but in practice, it is difficult to implement the support policies provided by the government for the innovation and entrepreneurship of returning youth, and it is difficult to effectively integrate all kinds of resources at all levels and all kinds of market elements that are urgently needed by returning youth in the process of innovation and entrepreneurship. Therefore, the government's role in the embedded villages of young returnees needs to be further improved. The support work of returning youth is a systematic work, which requires all functional departments to make collective efforts, coordinate and unite to form a synergy, and boost the work of returning youth to the countryside to do a solid and deep work. However, the current innovation and entrepreneurship related support policies for returning young people mainly focus on high-end talents, attracting specialized talents for the current focus of rural revitalization and pain point problems, but its overall, systematic and linkage needs to be improved. Such as deliberately to attract the return of youth innovation and entrepreneurship put forward by the relevant policies and initiatives in the return of youth

groups still have a considerable part of the group half-knowledge, visible return of youth for the policy content of the mastery and access to relevant resources is still in a passive state, many of the support resources provided by the government ultimately did not get the rational use of the resources, resulting in the idleness and waste of public resources, and at the same time, to a certain extent, also limit the further development of the local. The further development of local enterprises and markets has also been limited to a certain extent. In addition, the government's public service function also has an important impact on the degree of adaptation of young people returning to their hometowns to return to the countryside, and better public services can enhance the risk resistance of young people returning to their hometowns, and eliminate the worries of basic life. The quality of public health, basic medical care, social security and other public services in the countryside affects to a certain extent the willingness of young people to return to the countryside and the degree of adaptation to their roles after returning to the countryside, and young people returning to the countryside who are not embedded in the city will have higher demand for social security in the countryside, and the higher the quality of the supply of public services, the stronger the attraction to young people returning to the countryside, and the higher the incentive for young people returning to the countryside to engage in innovation and entrepreneurship.

3.2 Logical conflict between urban and rural markets

Returning young people will face the push and pull of urban and rural areas when they return to the countryside, and the root of this lies in the conflict between the logic of urban and rural markets. The contacts, resources, knowledge and skills accumulated by returning youth in the city will become self-induced resources for them to return to the countryside, and the work experience and social interaction experience accumulated during their work and life in the city can help them adapt to the city life, but it does not mean that these experiences can be fully applied to the production practice in the countryside. Therefore, the human resources and social resources obtained by returning youths in the city have a certain role in promoting their innovation and entrepreneurship in the countryside, but the production mode and market experience of the city can not be completely copied to the countryside market, and it is difficult for the entrepreneurial mode of the city to be completely adapted to the logic of the countryside market. In addition, there are cultural differences between urban and rural areas, in the city to comply with rigid behavioral norms, while in the countryside acquaintance society more consider the behavioral provisions of the rationale, forming a set of behavioral norms of local acquaintances, resulting in the difficulty of using the logic of jurisprudence to regulate the countryside market, and thus it is difficult to use the logic of the urban market management of the countryside market to make new provisions. In addition, the existence of traditional bazaars in the countryside for a long time has led to the fact that the disposable factors of production, financial support and the degree of economic activity in the countryside have all put forward higher requirements for the young people returning to their hometowns based on their urban management experience, and the young people returning to their hometowns are facing more challenges to engage in entrepreneurship and employment in the countryside market. Especially in

the initial stage of entrepreneurship of returning youth, the original strong relationship network in the countryside gives returning youth the opportunity to embed the local market industry in the countryside, and the industrial choice of entrepreneurship of returning youth will inevitably have certain path dependence problems.

3.3 Identity of the Returned Youths Embedded in the Countryside

As Guy Debord mentioned in his article on landscape society, "landscape is not a simple collection of images, but a social interaction between people, and the image becomes a kind of intermediary" [3]. Nowadays, with the rapid development of digital technology, the original rural landscape has been reproduced and constructed by various media. Given more complex and diversified political, cultural and social meanings, and a new production reconstruction is carried out in the social interaction between people. The self-knowledge of young returnees embedded in the countryside is more based on their original geographic advantages and kinship relationships, and the rural society is a kind of acquaintance society, while the urban society is a kind of stranger society, the strange alienation and confusion produced by young returnees embedded in the countryside and the city have deepened into the problem of unclear positioning of their own social roles and the tendency of interpersonal interactions in the community, along with their embedding in the city and the countryside. The identity of young people returning to their hometowns includes not only the identity of their own community but also the identity of their own community. The identity of young people returning to their hometowns not only includes social identity reshaping and identification in the social sense, but also includes the process of expanding from a geographical community to a spiritual community in the spiritual sense, which represents the spiritual belonging of young people returning to their hometowns that has been condensed through their participation in various practical activities of rural revitalization. The self-identification of the social identity of the returning youth is undergoing dynamic changes in the process of continuous practice and self-reflection, and it is difficult for the returning youth to be fully integrated into the social network of the rural community even if they are the "marginal people" in the urban space, so how to reshape their social identity and strengthen the identity of the rural society after embedding in the countryside is still a key factor determining whether the returning youth can truly return to the countryside or not. How to remodel their social identity and strengthen their sense of identity in the native society after returning to the countryside is still an important factor determining whether the young people can really return to the countryside. At the same time, the spiritual belonging of young people returning to the countryside is no longer a simple personal shape, but is gradually formed and deepened in the organic interaction with the rural society, trying to seek for the sense of identity and belonging of the group of young people returning to the countryside that belongs to them alone in the rural society, and the process of the mobility of the young people returning to the countryside embedded in the city and the countryside makes their self-knowledge and identity reshaping continuously, and their sense of identity and belonging to the countryside is also in the process of being reconstructed. The identity and sense of belonging to the countryside are also in the process of being reconstructed.

4 Constructing effective operation mechanism for returning young people to be embedded in the countryside

4.1 Improve the support mechanism of entrepreneurial support for returning youths

The innovation and entrepreneurship of returning young people is a systematic and complex long-term project, which should be carried out at the top level from the perspective of rural reality, pay full attention to the role of the government in guiding, establish and improve the support system of innovation and entrepreneurship support for returning young people, optimize the support of relevant public services for returning young people, and build up an effective support mechanism for the support of entrepreneurship of returning young people. First of all, improve the top-level design of entrepreneurship support for returning young people, give full play to the government's macro-control function, integrate the relevant support policies for returning young people with relevant departments, and make overall planning for the support of innovation and entrepreneurship for returning young people, and at the same time, strengthen the publicity of the policy of innovative entrepreneurship for returning young people and set up a platform for returning young people's innovation and entrepreneurship practice, and provide some of the elemental resources needed at the early stage of entrepreneurship. Actively guide the returning youth to integrate into the local characteristic industries, and try to realize the upgrading of the local industrial structure in the countryside. Secondly, improve the scientificity of the support policy, and practically solve some of the problems arising in the process of innovation and entrepreneurship of returning youth. According to the macro policies of national development and the actual situation of local development in the countryside, on the basis of systematic field surveys and sufficient current affairs research, we will focus on discussing the real problems of the implementation of the policies to support the innovation and entrepreneurship of returning young people and carry out regular working discussions with the representatives of the returning young people, experts in the relevant fields and persons in charge of the relevant departments, so as to improve the scientificity and effectiveness of the relevant support policies and ensure that the support policies and implementation measures will be put into practice. The support policies and implementation measures are put into practice. Finally, focus on the provision of social and public services for returning youth. The government in the process of supporting the innovation and entrepreneurship of young people returning to their hometowns, on the one hand, for the innovation and entrepreneurship of young people returning to their hometowns at different times of the various needs to provide material support, intellectual support, channel support, etc., on the other hand, we must also do a good job of individual public service support for young people returning to their hometowns. Positive initiative of entrepreneurship.

4.2 Strengthening the construction of internal social support networks in the countryside

The key to improving the effectiveness of returning young people's return to the countryside lies in enhancing the connection between returning young people and the internal social support network of the countryside. In the early stage of innovation and entrepreneurship of returning youth, they need to rely on the social support network to obtain resource elements, and in the period of entrepreneurial development, they face many problems such as financing, industry competition, market wind direction, etc. At this time, they need to expand the social network and obtain social support, so that they can obtain more resource elements with lower social capital to better realize the development of rural industry. Social support network is an important factor to support the smooth innovation and entrepreneurship of young people returning to their hometowns, and the social network can help young people return to their hometowns to obtain more material support, basic support and human support through the union of individuals or groups, which fully affects the process of innovation and entrepreneurship of young people returning to their hometowns, and also affects the emotional and spiritual support of young people returning to their hometowns to root in the native society. In addition, it is necessary to accept returning young people with a high degree of inclusiveness, build a good and upwardly mobile rural culture, create a good and upwardly mobile rural cultural atmosphere, deeply influence the spiritual world of returning young people with rural culture and rural rules and regulations, and establish a "new sense of identity" for returning young people [4], and strengthen the interaction and communication between returning young people and village society, returning young people and villagers, and form an interactive communication between returning young people and villagers, so as to strengthen the relationship between returning young people and village society, and form an interactive communication between returning young people and villagers. The interaction between returning youths and rural society, returning youths and villagers is strengthened to form a picture of daily rural life, and returning youths gradually enter the rural discourse space in the communication and interaction with rural residents, constantly revise and reshape their own identities, and better realize the transformation from "individual" to "group". They are better integrated into the rural community, and "gather a new sense of local community" [5], so as to regain the acquaintance relationship of the original local society and the stranger relationship established in the practice of returning to the countryside, and integrate the two to form a new social support network for the returning youth.

4.3 Focusing on the construction of the subjectivity of young people returning to their hometowns

To strengthen the construction of the subjectivity of young people returning to their hometowns, the most important thing is to enhance their sense of autonomy and ability, to strengthen their sense of "mastery" in the rural society, and to transform them into self-contained and self-acting new farmers. First, enhance the scientific and cultural literacy and comprehensive quality ability of young people returning to their

hometowns, help young people returning to their hometowns realize the important role of individuals in the development and prosperity of the countryside, and grasp the relationship between personal development and rural revitalization, and at the same time ideologically improve the sense of identity and belonging of young people returning to their hometowns to deeply integrate into the countryside, enhance the mentality and awareness of the masters and give up the previous bystander's perspective that is displaced from the city and the countryside. Secondly, broaden the diversified participation channels, and lead the returnee youth to enhance their sense of participation effectiveness in the process of participating in rural public affairs and rural grass-roots governance. The construction of returnee youth's subjectivity needs to be deepened in grass-roots participation practices, and the sense of subjectivity should be stimulated in the actual rural development. On the one hand, rural grass-roots self-governance organizations provide support for the employment and entrepreneurship of young returnees, and on the other hand, they also lead young returnees to actively participate in the handling of rural public affairs, and offer advice for the development of rural industries and production. Thirdly, to improve the public participation right of young returnees, so as to actively construct the identity of "new farmers" of young returnees. Returning young people have returned to the countryside with new technologies and socialized thinking to act as disseminators of rural culture and builders of rural industries, constructing a brand-new social identity and transforming new social roles, so as to promote all-around, multi-level rural construction in terms of innovation and entrepreneurship, industrial upgrading, grass-roots-level governance, and media dissemination.

5 Conclusion

Returning youth embedded in the countryside injects new talent power for rural revitalization, and the introduction of various support policies, the dynamic embeddedness of the rural market, and the local sentiment of returning youth jointly promote the youth to get out of the embedded city and then embedded in the countryside, and contribute to the construction of the countryside. Although there are still problems in the process of embedding returning youth in the countryside such as the play of the government's functions, the conflict of logic between the urban and rural market, and the identity of the returning youth embedded in the countryside, but Although there are still problems in the process of returning young people embedded in the countryside, such as the play of government functions, the conflict between urban and rural market logics and the identity of returning young people, it is still necessary to improve the support mechanism of entrepreneurial support for returning young people, strengthen the construction of internal social support networks in the countryside, and pay attention to the construction of the subjectivity of returning young people to continuously improve the operation mechanism of returning young people embedded in the countryside, so that we can better enhance the effectiveness of returning young people embedded in the countryside, and better promote the development of the rural society.

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