

Study on Students' Ideological Education of "Love Rural Areas and Love Rural People" in Local Agricultural Colleges

Song Yufeng

Tianjin Agricultural University

Abstract—The education thought of local agricultural college students loving the countryside and farmers is of great significance to the successful implementation of rural revitalization. Based on the analysis of the natural and professional conditions of village officials of university students, this paper concludes the problems existing in the rural revitalization strategy of agricultural university graduates. By analyzing the connotation of "love countryside, love farmers", we define what kind of countryside and what kind of farmers we love. On this basis, the author proposes to strengthen students' love for the village by paying attention to the value of rural culture. Multiple measures should be taken to help the students, gather talents, love the people, improve students' ideological quality and create a new height for agricultural college graduates to serve the development of agriculture, rural areas and farmers.

Keywords—Local agricultural colleges; Love the rural areas; Love the rural people

I. WORRYING PHENOMENON: UNDERGRADUATES OF AGRICULTURE DO NOT LOVE AND ARE NOT ENGAGED IN AGRICULTURE

Nowadays, the cause of agriculture, countryside and farmers in our country has been better developed, and has achieved fruitful accomplishment, but it also has went into a new stage. At present, China has already been a large world-

class country in agriculture. It based not only on the number of people engaged in agriculture-related production, but also on the huge demand for the products of agriculture, forestry, animal husbandry, fishing and sideline industry brought by more than 1.3 billion population of our country. It can be said that the potential of agricultural development is tremendous, the future of rural development can be expected, the development of farmers is close at hand.

The report of the 19th National Congress of the Communist Party of China put forward that the strategy of rural revitalization should be implemented to train professional rural service personnel who have a good knowledge of agriculture, love our rural areas, and care about rural people. However, inspecting the current three rural work force, we find that its present situation is not optimistic. Particularly, the phenomenon that the students of agriculture cultivated by local agricultural universities do not love and are not engaged in agriculture is worrying. Take the college-graduate village officials as an example, 2017 is the tenth year that the plan of the university student as village officials is implemented in China. According to the Development Report of Chinese College Student Village Officials 2016-2017[1] (hereinafter referred to as the report), there are some new situations in the implementation process of the university student village officials' plan.

TABLE I. THE NATURAL INFORMATION OF UNIVERSITY STUDENT VILLAGE OFFICIALS

Basic Information Closing date	On-the-Post	Minority	Male	Female
At the end of 2015	137898	19443	58116	79782
Proportion (%)		14.1	42.1	57.9
At the end of 2016	102563	17020	42900	59663
Proportion (%)		16.6	41.8	58.2
On year-on-year basis	-36335	+25.	-0.3	+0.3

* A Who Work on the Post

TABLE II. PROFESSIONAL INFORMATION OF UNIVERSITY STUDENT VILLAGE OFFICIALS

Major Closing date	Social Sciences	Science and Engineering	Agriculture, Forestry, Animal Husbandry, Fisheries	Other
At the end of 2015	74714	40346	8154	14685
Proportion (%)	54.2	29.3	5.9	10.6
At the end of 2016	56474	30296	6261	9532
Proportion (%)	55.1	29.5	6.1	9.3
On year-on-year basis	+0.9	+0.2	+0.2	+1.4

^a Who Work on the Post(Unit: Person)

By analyzing both the natural and professional information of university student village officials who work on the post, it is not difficult to find that the number of university student village officials has decreased over the past two years. Moreover, the situation is even worse when it is analyzed from the perspective of major. Superficially, the proportion of graduates of agriculture, forestry, animal husbandry and fisheries, who go to grass roots working as village officials, is on the rise, but it is not the case. On the contrary, the increase in 2016 was due to the decline of the total number of university student village officials. In fact, compared with that of 2015, the number of university student village officials majoring in agriculture, forestry, animal husbandry and Fisheries of 2016 showed a downward trend. It resulted in the professional rural service personnel that are needed for the development of the cause of agriculture, countryside and farmers far from enough. Many reasons are responsible for this phenomenon. It can be concluded: college students are not fully aware of the promising future of agriculture, rural areas and farmers, are lack of motivation and have no scientific methods in work. As a gathering place where professional rural service personnel are brought up, agricultural colleges and universities bear heavy responsibility for how to help agriculture-related college students and even non-agricultural ones to understand the potential of agriculture, rural areas and farmers from a more objective view, and to help more university graduates fall in love with the rural areas, fall in love with the rural people and even stay in the rural areas so as to promote the cause of agriculture, rural areas and rural people.

II. THE CONNOTATION ANALYSIS OF "LOVE THE COUNTRYSIDE, LOVE THE FARMER"

Stability in rural areas means peace in the world, Agriculture is the foundation of prosperity, and prosperity in farmers means prosperity in the country. The work of agriculture, rural areas and farmers has always been the focus of the work of the party and the country. However, due to the inherent weakness of agricultural industry, it is still true that the status of peasants is not high and their occupation is not dignified. At present, there is a serious brain drain in rural areas. The phenomenon of college students who study in rural areas do not love farming and practice farming is fundamentally caused by the lack of people's confidence in agriculture. According to the 19th report, it is timely to cultivate a work team that understands agriculture, loves the countryside and loves the farmers, which is also a good solution to the serious loss of rural talents. From the construction of new socialist countryside, to the construction of beautiful countryside, to the implementation of rural revitalization strategy, it reflects the

process of the party and the country to constantly rethink and deepen their understanding of the work on agriculture, rural areas and farmers. It is the correct choice made by the party at different historical stages.

Thought is the forerunner of action, and action can only be consciously realized when awareness is in place. As an agricultural university, we have the obligation and responsibility to interpret the new countryside and new farmers correctly. What is "love countryside and farmers", there must be clear, what kind of rural love, love what kind of farmers, understand what kind of countryside, to love is to set up the rural application for himself an ideal shape, also for their firm a struggling to achieve an ideal faith, rural what should, with the goal, to target. To understand what kind of farmers we love is to set the basic quality for our own application in the future, which is a measure of our own level and a long-term goal. With the rural outline of the heart to love, with the basic image of the farmers to love, we can be brave to pursue, to achieve a goal.

Rural areas should be seen green mountains, forget to see green water, and stay homesick ecological environmental rural. What exactly is the rural is not only a theoretical problem, but also a practical problem for college students from enrollment to graduation. Love is to love the eco-type of countryside, love is to love the green countryside. Farmers should have culture, technology, good management, management, self-empowerment and self-development of new farmers. The traditional identity society regards farmers as a kind of identity, which corresponds to farmers with low cultural quality, backward skills, insufficient management experience, and various rights not well guaranteed. But now the farmer is a profession, across the gap between the urban and rural, as long as engaged in agricultural production, can be called farmers.

III. THE THOUGHT OF EDUCATION PATH OF "LOVE THE COUNTRY, LOVE THE FARMER"

A. *Paying Attention to the Cultural Value and Conservation in Rural Areas and Establishing Students' Heart of Loving the Rural Ares*

The term "culture" first appeared in Zhouyi, "Astronomy, to observe time and change; humanities, to become the world". In short, it is "humanity" and "to become the world", that is, to cultivate people with etiquette, customs, classics, and so on.[2]Culture is the symbol of civilization and the foundation of a nation. Chinese civilization has a long history of 5000 years, and Chinese culture is dazzling. Rural culture is the most important part of Chinese culture. It refers to the whole

spiritual activities and products formed in the rural society, which take the region as the basic unit and the peasants as the main body in the process of production and life. However, along with the criticism and opposition to the traditional culture in the process of the new cultural movement in the modern revolution, along with the promotion of urbanization and the erosion of modern civilization in the modern construction period, the rural culture gradually lost its former elegance. Even it even lost its the sound and is on the decline.

During the two sessions (the National People's Congress (NPC) and proposals to the National Committee of the Chinese People's Political Consultative Conference (CPPCC)) in 2017, when general secretary Xi Jinping participated in the deliberations of the Shandong delegation, he pointed out that "we should promote the vitalization of rural culture, and strengthen construction of rural ideological and moral construction and public cultural construction". [3] Higher education undertakers five functions, namely, personnel training, social services, scientific research, cultural heritage and international exchanges. However, in recent years, higher agricultural education has been lagging behind in the aspect of inheriting rural culture, and it has not done enough to help vitalize rural culture, and it is not good enough to fully excavate the value and meaning of rural culture, so that students can not fully perceive the value and significance of rural culture. To some extent, this is also the reason why some college graduates can not concentrate on the grass-roots level, take root in the production line, and serve the grass-roots level. Therefore, higher agricultural education must firmly grasp the historic opportunities of rural vitalization, make up for the short board of rural culture and education as soon as possible, and move quickly to realize the vitalization of rural culture, so as to train more and better "two love" cadres.

We should strengthen the re-exploration and re-education of the traditional value of the traditional festivals and folk culture, enhance students' awareness and understanding of traditional culture, and intensify the sense of identity and belonging towards the rural culture. Nowadays, it has become the fashion of many college students to celebrate western festivals, watch foreign films and eat foreign food. However, traditional Chinese festivals, which is closely related to agricultural civilization, like Spring Festival, Qingming Festival, Dragon Boat Festival and Double Seventh Festival are left in the cold. Surely, it indicates that college students lack confidence in their traditional culture. The consumption significance of festivals becomes more and more extreme, while the humanistic value of it becomes weaker and weaker. To this end, we should take various ways to further explore and popularize the value of traditional festivals through the scene re-appearance, setting cultural knowledge lecture hall, and going deep into the rural line to feel the charm of traditional culture.

To explore and establish an educational base of rural culture. China is a country rich in cultural heritage, many of which are concentrated in rural areas, such as Storied Building of Yongding in Fujian, Honghe Hani terraced fields, Anhui Xidi and Hongcun ancient villages. As for intangible cultural heritage, it is mastered by rural artists. There are many forms of rural culture. There are many forms of music, dance, drama,

folk art, folk custom and so on. It can be said that the value of rural culture is immeasurable. The establishment of an educational base of rural culture can arouse students' interest in rural culture, and the great value of rural culture can make the students who aspire to devote their efforts to the development of agriculture, rural areas and rural people get more motivation and spiritual comfort.

B. Many measures to help students, gather talents and love people

We should increase publicity and interpretation of policies concerning agriculture, rural areas and farmers. Since the reform and opening-up in 1978, China has made brilliant achievements in its modernization drive, greatly improved its scientific and technological strength and established a complete industry. The china With sufficient scientific and technological conditions and strength to support the rapid development of agriculture, rural areas and farmers. The established policy of the first wealth driving the second, industry feeding the agriculture, and city supporting the rural areas is speeding up the implementation, and the construction goals of industrial prosperity, ecological livability, rural civilization, effective governance and living affluence are getting closer. Youth prospers, nation prospers. A strong youth makes a strong country. Where the youth concerns, the future of the country lies. As college students in the new era, they can bring science and technology, knowledge, culture and ideas to the countryside, focus on the development of the undertakings of agriculture, rural areas and farmers, and focus on solving the problems of agriculture, rural areas and farmers. They can understand the countryside, fall in love with the peasants, and take the initiative to assume the responsibilities of socialist builders and successors.

The government, universities and rural areas jointly build a talent growth guarantee mechanism to ensure that college students can serve agriculture, rural areas and farmers in the long term. In response to the shortage of talent in rural development, the central committee of the communist party of China and the state council began to lay out the plan for university student village officials as early as 2004 to ease the shortage of rural talent, which was implemented nationwide in 2008. However, in recent years, the number of village officials lost by university students has been on the rise (see table 2). Through the investigation, it was found that the help policy was difficult to be implemented, the project funds were not in place, and there was a lack of professional vocational training and guidance and help from tutors. As a result, the projects that many college students wanted to do were difficult to be implemented. In addition, the low welfare benefits and limited career development space in the future led to the lack of motivation for many college students to work. From the perspective of the government, we should seriously plan from various aspects, such as organization and management, policy implementation and talent guarantee, scientifically manage and issue more substantive policies to serve agriculture, rural areas and farmers, so as to truly bring in, retain, use and achieve results. At the college level, the employment tracking service mechanism for graduates, especially for graduates serving the development of agriculture, rural areas and farmers, should be

given priority to support their project application and technical guidance. In particular, for non-agricultural graduates, regular training mechanism can be adopted to help them grow rapidly. At the rural level, villagers should be encouraged to actively support college students in their work, help them to quickly integrate into the rural life and realize rural development as soon as possible.

We should arm students' minds with scientific working thinking and methods to improve the working level of agricultural and rural talents. College students are active in thinking, passionate in work and not afraid of challenges. However, as they just walked out of school, most of them thinking patterns and working methods are still at the school level, which is prone to the phenomenon that the vision is too good to solve practical problems effectively. Therefore, the school must arm the student's mind with the scientific working method, enhances the three rural talented person to serve the countryside the working level. To help students establish the working principle of doing more research. General secretary xi Jinping pointed out: "investigation and research are the basis for planning and the way to accomplish things. No investigation, no voice, no decision-making power. [4] a village is the epitome of a society, which is involved in all aspects of politics, economy and culture. Therefore, to do a good job, it is necessary to do a good job in investigation and research, to understand the actual situation and achieve a targeted goal. We should help students to set up problem - oriented working methods and help the masses to solve substantive problems. The process of understanding and transforming the countryside is actually a process of discovering and solving problems. This requires students to have problem awareness, broaden their vision to see the future development of the countryside, and master the initiative in work. Help students to set up innovative work thinking. Creative thinking is to require students not to be confined to the past experience in work, book theory, with effective work methods to solve problems. We should help students establish a lasting work concept. The development prospects of agriculture, rural areas and farmers are bright, but the road twists and turns, we need to continue to struggle, relay exploration. Set up for a long time for the work of the concept is to let students to have a difficult but not difficult and retreat of the enterprising spirit, to know that there are tiger, tiger mountain to venture spirit, to have a recognition of a thing, do not break the Lou LAN will not return the winning spirit.

IV. CONCLUSION

The key to rural revitalization lies in talent, and the key to talent cohesion lies in the cohesion of people's hearts. It is the duty of local agricultural colleges to train talents for rural revitalization. Local agricultural colleges and universities should give full play to their advantages of being connected with the countryside by local colleges and universities, guide college students to go deep into the countryside and the front line, eat and live with farmers and work with them, respect farmers' initiative, strengthen the integration of production and education and apply what they have learned to practice, and focus on cultivating students' awareness of loving farmers and helping rural revitalization.

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Song Yufeng(1989-),male,Heze,Shandong province,Master of law,research probationer, currently working in the Office of Educational Administration of Tianjin Agricultural University ,research direction: Higher education management.

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