
| RESEARCH ARTICLE

Promoting the Revitalisation of China's Countryside through Modern Development: The Example of Talent Training

Kejun Liu

School of English Language, Literature and Culture, Beijing International Studies University, Beijing, 100024, China

Corresponding Author: Kejun Liu, **E-mail:** 3050821539@qq.com

| ABSTRACT

The key to achieving the goal of rural revitalization strategy lies in the effective activation of farmers' subjectivity. The core issue of activating farmers' subjectivity is to achieve empowerment through institutional and institutional changes. To understand the mechanism of activating farmers' subjectivity through industrial development in the context of rural revitalization, the study takes the perspective of interest traction and the main line of empowerment, focusing on the two-way interaction between industrial development and farmers' participation, and constructs an analytical framework of traction-based governance based on "fit and participation". Taking Pingluo County and Xinjiang Aznai Bazaar as case studies, the key to activating farmers' subjectivity through industrial development lies in the construction of a mechanism for linkage, participation, win-win and cultivation of traction-based governance. The ideal type of traction-based governance requires the effective integration of the logic of the local community, the logic of interests and the logic of institutions, the embedding and integration of industries, the strengthening of farmers' organisation and participation, and the implementation of multi-party cooperation and win-win situation. The strategy of revitalising the countryside is of overall and historical significance to the comprehensive construction of a socialist modern country and the achievement of the twenty-one-century goal. Modernization of agriculture and rural areas refers to agriculture based on modern science, relying on social and economic development and scientific and technological progress, and using modern science, technology and equipment for modern production. The revitalisation of the countryside and the modernisation of agriculture and rural areas dovetail with each other, and the two are inseparable and have an interconnected and mutually reinforcing relationship. The strategy of revitalising the countryside provides new development opportunities for the modernisation of agriculture and rural areas in the new era. At the same time, only when the development of agriculture and rural areas is modernized can the endogenous impetus for rural revitalization be truly stimulated, and only when urban and rural areas achieve genuine organic interaction can the whole rural society be revitalized in a lasting manner. The "flourishing industry" of rural revitalization precisely corresponds to the modernization of the agricultural industry, and the modernization of the countryside also corresponds to the development of other dimensions such as "ecological livability, civilized countryside, effective governance and affluent living."

| KEYWORDS

Education revitalization, Internet for agriculture, poverty alleviation services, university rural support education.

| ARTICLE INFORMATION

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1. Introduction

As a developing country, the first thing China needs to develop is to eradicate poverty across the board, and the first thing it needs to address to enter a fully prosperous society is the ratio of disposable assets per capita and to improve the population's happiness index. The advent of a new era has also brought new problems, mainly in the form of higher per capita consumption and the lack of disposable assets for the rural population. The problem currently holding back China's development is the wide gap between the rich and the poor in urban and rural areas, and the 21st century has now created a multifaceted approach to poverty eradication

for China to implement. The remote mountainous regions of southern China and northern China face a number of obstacles to modernisation, such as inaccessible roads, the loss of human resources and ancient craftsmanship, and the uneven development of the internet, which the Chinese government and its people have yet to overcome.

In order to solve this series of problems, it is necessary for the government and the people to work together, mobilise talents to return to their hometowns and combine the new dynamics of modern development with a variety of favourable regional development factors to achieve a new blueprint for sustainable development from different perspectives. In this paper, we use the different talent supply needs as a grip throughout the article, analysing the development problems of different regions from a variety of different examples and making some effective suggestions to solve this problem. The main examples are Pingluo County in Ningxia and the Aznay Bazaar area in Hotan, Xinjiang.

2 Background of “Internet +” Entrepreneurship for Poverty Alleviation in the Perspective of Rural Revitalization

2.1 Background of the Establishment of Pingluo E-Commerce

In response to the work system of the 18th Party Congress, the goal of building a moderately prosperous society by 2020 has not been achieved either. In the midst of the process of achieving the goal of being well-off, the severe poverty level in the countryside has stalled our forward progress. In his report to the 19th National Congress, General Secretary Xi Jinping proposed a strategy for the revitalisation of the countryside, calling for the issue of the three rural areas to be a top priority for the entire Party. The previous two sessions of the 2018 Chinese People's Political Consultative Conference also pointed out that “the strategy of revitalising the countryside should be vigorously implemented” and that “we should rely on reform and innovation to strengthen the new momentum of rural development. (Luo, 2020)

The advent of the digital age of information technology has brought about an excellent opportunity for the revitalisation of China's countryside; the most intuitive form of “Internet +” entrepreneurship is in the form of e-commerce and online bloggers buying goods through live streaming. The emergence of e-commerce is a third-party platform for the sale of agricultural and sideline products, which effectively reduces the stagnation of rural products and successfully connects urban to rural trade. The development of rural e-commerce under the current national strategy to promote rural revitalisation is extremely helpful in promoting the bottleneck of development in poor rural areas in order to help farmers get out of poverty and become rich.

Pingluo County in Shizuishan City, Ningxia Hui Autonomous Region, as the first to respond positively to the national policy of the two sessions as well as the call of General Secretary Xi Jinping, registered the first local e-commerce association, Pingluo Electric, on 14 June 2018. It has effectively solved the problem of basic employment as well as the sale of products for the local government. The first step towards revitalisation was taken. (Zhu, 2021)

2.2 Revitalisation Policy for Pingluo's E-Commerce

The establishment of the Pingluo Electric Association Film and Television Production Centre provides high-quality resources for Pingluo electricians. The perfect linkage between the local government and Pingluo electricians is the main grip of the revitalisation strategy, with the local government inserting Ningxia TV's advertising time into the live broadcast of Pingluo electricians, effectively raising the profile of Pingluo electricians.

A film and television production centre has been set up within the EMA, with internally selected staff Li Danyang presiding over and filming videos for the promotion of agricultural and sideline products. Since the advent of the 2020 epidemic era, people across the province have pinned their hopes on promoting local revitalisation by way of the internet. The local government has also formed a web training team to systematically train and connect some of the workers.

2.2.1 Promote a high degree of integration between “Internet +” and talent replenishment

Under the influence and promotion of the rural revitalisation strategy and the “Internet +” strategy, China's agriculture is undergoing profound changes, and the overall efficiency of agriculture has increased significantly. A complete industrial chain requires the export of agriculture, the training of network talents and the construction of a complete logistics system. There is a particular need to strengthen the cost and quality of agricultural logistics efficiency. A complete system also creates an employment gap, which also enhances the part of the space for improving urban and rural employment rates, helping to cultivate new farmers and achieve the trinity of agriculture, internet, and services. Rural revitalisation requires a large number of talents, and current higher education institutions have become the main battleground for cultivating innovative and entrepreneurial new farmers of the future. At the same time, how to cultivate new-age farmers who can adapt to new technologies such as big data, cloud computing, and new media in smart agriculture is an important issue that needs to be solved urgently to promote rural revitalisation and achieve common prosperity. At present, the contradiction between the lack of applied talents for rural revitalization and the difficulty of employment of college graduates is becoming more and more prominent. The reason for this phenomenon is that the talent training program is out of touch with reality, and the professional optimization, curriculum setting,

education mode and talent demand, innovation and entrepreneurial ability cannot be well integrated, and there are some constraints in the cultivation process of new farmers in higher education institutions at present.

Explore what kind of talents are needed during the period of rural revitalisation and what kind of abilities these talents should possess through field research, questionnaire surveys and interviews with people. To explore the possible influencing factors in the process of cultivating new farmers and new professional farmers in higher education institutions. On the basis of relevant theories and research, the cultivation system of vocational colleges will be reconstructed based on practicalities, updated educational concepts, and deepened innovation and entrepreneurship education.

2.3 Leverage on Location and Adapt to Local Conditions

Green and green peaks are metallic peaks, and the implementation of the natural restoration of the township environment, with energy saving as the main focus and environmental protection as a priority, will lead to sustainable development. The implementation of rural development is an important means of promoting the modernisation of agriculture and rural development. Increasing investment in rural infrastructure will help to increase the effective demand for wireless goods and increase employment opportunities for rural residents. The development of agriculture, tourism and trade in the countryside will also take into account the local specialities and topography. In recent years, Keqiao District has actively integrated the concept of socialist environmental protection into its economic construction, and has carried out work on the construction of new and beautiful countryside, carried out a full-scale agricultural toilet project, improved the quality and standard of waste separation, and successfully established a provincial-level demonstration zone for environmental protection. In order to maximise the value of agricultural and environmental resources, it is necessary not only to overcome the dilemma between agricultural and environmental resources and the economy but also to implement the value that "green water and peaks are metallic peaks" and to find ways to achieve the greatest environmental benefits and economic goals.

The new development paths such as "developing villages through ecology", "developing villages through culture", and "developing villages through tourism" are being developed with the characteristics of the countryside, the flavour of hometown and nostalgia so that the advantages of rural resources can be better transformed into the advantages of agricultural industries and the foundation of rural revitalization can be firmly established. In conjunction with the creation of beautiful and beautiful parks, we need to explore traditional villages, traditional routes and tourist attractions, and other human resources, adjust the industrial, cultural and environmental patterns of urban and rural areas as a whole, and develop new industries such as cultural art, urban accommodation and beautiful tourism.

2.4 Ancient Techniques of the Silk Road, Weaving a New Blueprint

In the southern part of the country, in the city of Hezhezi, in the southern part of Xinjiang, Uighur people can still be found wearing the Airedale, which is their own form of transmitting the country's intangible cultural heritage. The Uyghur word for ayurveda can mean smooth and flowing. The Aznay Bazaar area is a local leader in the promotion of the silk trade. A thousand years ago, in the days of the Great Wall of China, the city of Aznay Bazaar was an integral part of the Silk Road. Today, silk production enterprises have been established in the area, but it is precise because of the inconsistent spinning levels of farmers over a long period of time, the poor quality of the products produced and the lack of a marketing grid that has left the market for this traditional silk-trade technology in a state of limbo. It was only with the support of the city's resident ministry in the town that the village's silk production situation changed radically, "with improvements in both hardware and software, the production of Edelweiss silk has become a new way of revitalising the countryside. With this, the production of Edelweiss silk can go further. The factory has been upgraded and modernised to include a yarn-drawing room, a dyeing room, a weaving room and a display room for merchandise. The company's reputation for excellence in the field of silk production has been enhanced. With the rapid development of the Airedale silk industry, many young people have been attracted to return to their hometowns to invest and start their own businesses, effectively helping the Aznay Bazaar region to fight poverty. (Liu, 2018) (Sha, 2022)

2.4.1 Enhancing talent replenishment to Meet the new challenges of the Times

The creation and transmission of Airedale costumes is basically a matter of the master leading the apprentice and passing them on from heart to heart; as time passes, some folk ambassadors die, and the number of people engaged in traditional crafts declines considerably, so that the patterns of Airedale costumes, which should be diverse, are in danger of being lost or even discontinued. As time goes by, the Airedale dress is becoming more and more incompatible with modern aesthetics and quality requirements, and the demand for it is decreasing.

Artistic design should be people-oriented and ultimately oriented towards the general public. A deep and multi-faceted study of Xinjiang's "Airedale" costumes will promote the exploitation of natural resources, encourage the development of mulberry tree planting, promote sericulture, the silk processing industry, promote the innovation of traditional handicrafts, popularise art education and introduce artistic talent. The integration of modern art and traditional techniques can be improved while preserving

traditional art. In addition to promoting natural resources and protecting and developing Xinjiang's human resources, government support is needed to introduce clothing design and art students, to guide local people to popularise aesthetic skills and to combine traditional skills with modern aesthetics. This will lead to a multi-win situation for producers, users, operators and researchers.

3. Revitalising rural education and empowering rural revitalisation

3.1 Rural Revitalization, Talent First

In the national effort to rejuvenate the countryside, it is up to the people to create livelihoods, the environment to be beautiful, and a production team to be strong. In the construction of rural poverty eradication, we have already entered a bright path in which the party members take the lead, the farmers follow, and the wealthy get on the right track". Only by firmly grasping this important element can we give the rural renaissance a "double wing" of wisdom. (Du & Yang, 2018)

General Secretary Xi Jinping emphasises that in the revitalisation of the countryside, people are the key. This is because "people" are the best factor in driving the close linkage and deep integration of markets, metals, information, technology, management and ideas between urban and rural areas in China. The first problem that needs to be solved in order to implement rural revitalisation in a high-quality way is the problem of talent constraints.

We make every effort to attract talent. We follow the principles of "focus, training according to needs, and use as a basis" and closely integrate with higher-level organisations in attracting talent.

The Government has introduced relevant policies and local practices to reform and innovate the mechanism for the introduction of talent and introduced a more proactive, open and effective policy for the introduction of talent to open up the doors and select talented people. The training programme for "leading geese" in rural areas and the scheme for attracting back outstanding talents from rural areas have been intensified to continuously strengthen the strength of the human resources for rural revitalization.

3.2 Education and Steady Progress

The higher education system is the mainstay of China's rural areas and is responsible for creating the environment for the development of human talent and social culture in rural areas. At present, it is important to continue to identify new areas of strength for quality education in rural areas, to continue to strengthen the close integration of quality education in rural areas with any process of growth and development, to continue to eliminate the imbalance in the development of urban higher education, to promote the high quality of education in rural areas, and to continue to consolidate and expand the effectiveness of education in rural areas to combat poverty and to achieve an effective linkage with rural renewal in the same period.

Through demand-based teaching, rural quality education is not only "rooted" but also "broken", with life-like, need-based, existential and awe-based teaching, to prevent "books not seen" and empty learning that is detached from reality and to help them increase their awareness, spirit and sense of rural culture, and to stimulate the enthusiasm and self-confidence of students to participate in the revitalisation of rural development.

3.2.1 Education for the nation, as an example of promoting educational attainment of the rural population

"If I were a stream, I would flow into the desert to nourish an oasis." These words come from Zhang Guimei, the headmaster of Huaping Girls' Senior High School in Lijiang, Yunnan province, a rural teacher who has stayed in the poor areas of western Yunnan for more than 40 years. For more than 40 years, she has given up her privileged working conditions to join the main battlefield of education and poverty alleviation in deeply impoverished mountainous areas, helping rural girls to get out of the mountains and chase their dreams with her persistent and selfless dedication.

The silver hair of the crane reflects the sun and the moon, and the blood of the heart is fertile for new flowers. As a "light-bearer" of the times, Zhang Guimei's story has brought tears to the eyes of many netizens. For more than 40 years, Zhang Guimei has laughed at the hardships of life and has always been a teacher in the southwest of the country. From inches of green hair to grey hair, what has not changed is her love for the students in the mountains and her faith in the cause of education. She has helped one child change his or her life trajectory and thus helped one family change their difficult situation!

Zhang Guimei told us that there is always a spirit, through the ages, nurturing people's hearts, that is the spring silkworm to the end of silk, the wax torch into ashes, that is "as long as there is still a breath, I will stand on the podium"; there is always a strength, commitment, hard work, that is a thousand grinding but still strong, let the east and west north and south wind, that is "There is always a kind of faith, for the country and the people, firm as a rock, that is, do not want people to praise the good colour, only leave a clear air full of the Qiankun, that is, "if you die suddenly, the funeral will not be held, ashes directly scattered into the Jinsha River I would like to use the money for my children".

4. Construction of Rural Digital Bard to Promote Rural Revitalisation

Digital mythology is slowly becoming a new and innovative method of study in modern society, but there is still much room for exploration. Rather than being a form of digital teaching and learning, it is more an extension of the institutional system. The use of digital technology has been added to the existing research on mythology, thus making it more convincing and more visual and simple. The use of digital technology has been added to the existing body of research on the subject, thus making it more convincing and simpler. The digital medium retains the delicate thinking of the researcher in the manual section, and the use of mass information retrieval and multimedia, or even statistical analysis, helps the researcher to analyse and summarise data more merely, thus extending the scope and depth of the research on manuals. Digital mythology emphasises the principles of collaboration, criticality, sociality and interactivity in all matters and is a new twist on traditional research methods, opposing the monolithic and closed nature of traditional platforms. This means that a truly traditional model of human text should refer to and emulate a large number of traditional Chinese texts to be of more positive use. The practice of digital mythology in China has also been influenced by the influence of teaching technologies in China. The new approach to digital mythology requires researchers to be competent in reading and design, to activate the culture behind knowledge through digital technology, and to reflect the spiritual content, contemporary values and cultural heritage of the discipline. The discipline of mythology focuses on the connection between me and my body, the world and society, and provides a multi-faceted approach to help and enhance the approach to mythology in education, building new research methodologies, knowledge systems and theoretical frameworks to help researchers achieve their research goals and exploration of textuality earlier and faster. In contrast to the old research system and methods of education, the new enhancement of digital mythology has facilitated a large number of scholars in retrieving information, visualising teaching and learning, and even multi-dimensional research, breaking the shackles of the old methods of education, and ultimately achieving the complementary advantages and sharing of resources in science and literature. (Gui, 2018)

5. Conclusion

In the Internet information age, some regions of China have been partially successful in lifting themselves out of poverty through the use of different methods, but there are still some real problems. Such as the lack of talent replenishment and how to go about retaining the imported population are of paramount importance. High-tech talents are the basic conditions necessary before we can achieve revitalisation, and as a provincial unit, the government can make use of expatriation and other methods to replenish the population to the required cities. Social adjustment of talents as well as the reasonable allocation of public resources in society, and vigorously helping to support the highly sophisticated talents sent out to work in the countryside. Improve the quality of the population and its culture and use it in production and construction. In the case of the Xinjiang Hetian Aznai Bazaar, for example, the introduction of artistic design talents and clothing designers, the improvement of the traditional version of flowers to attract the young people of today to buy, and the improvement of the modern aesthetic ability of the local people so that they can have the spirit of independent innovation to complete their independent creations.

In the modernisation of education to achieve rural parochial education, so that the children go out through government support, social support under the policy can let the children learn and return to build their own modern perfect home. Society should look more towards the countryside to achieve an early reduction in the gap between the countryside and the city. The popularisation of paid teaching activities for university students is a reasonable allocation of the local professionals needed to achieve the removal of the shortcomings of the countryside through the passing of one generation to the next.

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