

EXPLORATION OF FARMERS' IDEOLOGICAL AND POLITICAL EDUCATION IN THE CONTEXT OF RURAL REVITALIZATION

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Abstract: The strategy of rural revitalization brings new opportunities for the development of farmers' ideological and political education. At the same time, ideological and political education for farmers provides spiritual strength for rural revitalization. Ideological and political education is the hub and bridge linking farmers and rural revitalization, and should widely rely on farmers, educate and guide farmers, organize and drive farmers, and inspire the majority of farmers to be active, proactive and creative, to participate in rural revitalization and build a better home. Therefore, the development of farmers' political education is conducive to guiding them to fully adhere to the leadership of the Party, strengthening farmers' worldview education is conducive to promoting rural industrial prosperity, deepening farmers' outlook on life education helps to promote the ecological livability of the countryside, enhancing the quality of farmers' outlook on the rule of law education to help the countryside to be effectively governed, and firmly establishing farmers' outlook on morality to promote the countryside to form a civilized countryside and a better situation of living in affluence.

Keywords: Peasant ideological and political education; Rural revitalization; Countermeasures

1. INTRODUCTION

At the 20th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping pointed out that "the most arduous and burdensome task in building a modern socialist country in an all-round way still lies in the countryside, insisting on giving priority to the development of agriculture and the countryside, adhering to the integration of urban and rural areas, and unimpeded flow of factors between urban and rural areas. Accelerate the construction of a strong agricultural country, and solidly promote the revitalization of rural industries, talents, culture, ecology, and organizations." [1] This major assertion provides directional guidance and fundamental guidelines for the integrated promotion of rural revitalization. As the main body and main force of rural revitalization, farmers' scientific and cultural knowledge and ideological and moral qualities are related to the comprehensive promotion of rural revitalization. To promote rural revitalization in an integrated manner, farmers should be guided to change their traditional ideological concepts and consciously participate in the construction of rural revitalization. Therefore, we should strengthen the education of farmers in their worldview, political outlook, outlook on life, outlook on the rule of law and outlook on morality, improve the quality of farmers' ideological and political education, activate the enthusiasm and initiative of farmers in their work, stimulate their creativity, and cultivate the main force for the promotion of rural revitalization.

2. THE INTRINSIC RELATIONSHIP BETWEEN FARMERS' IDEOLOGICAL AND POLITICAL EDUCATION AND RURAL REVITALIZATION

Rural revitalization provides a new environment for improving the quality of farmers' ideological and political education and creates new space for development. At the same time, the improvement of the quality of farmers' ideological and political education provides spiritual impetus and material strength for promoting rural revitalization. The two are mutually reinforcing and linkage, together constituting the two sides of the main social modernization construction.

2.1 Rural Revitalization Creates a New Environment for the Development of Farmers' Ideological and Political Education

"Ideological and political education environment refers to the sum of all external factors that affect the formation and development of human ideology and morality, and influence the operation of ideological and political education activities" [2], which is crucial to the development of farmers' ideological and political education. Rural revitalization "twenty words" policy makes an important deployment for the development of rural economy, politics, culture, ecology and society. Rural revitalization not only creates an excellent environment for improving the quality of farmers' ideological and political education, but also provides a more solid material foundation and a more perfect institutional guarantee for optimizing and improving its content. At the same time, farmers' ideological and political education has been gradually improved and enriched in the context of rural revitalization, which plays an important role in the comprehensive promotion of rural revitalization. In this regard, we should be based on the national and party conditions, focusing on the change of the main contradiction in society, and grasp the significance of improving the quality of farmers' ideological and political education from a strategic height and global perspective. Adhere to a big historical

perspective to examine the ideological and political education of farmers, explore the mining of educational resources compatible with farmers, cultivate composite farmers, create a high-quality and efficient rural revitalization team, formulate educational countermeasures in line with farmers, and promote the transformation and optimization of the ideological and political education of farmers. In the process of promoting rural revitalization in a coordinated manner, educating and guiding farmers to firmly establish correct values with a world view, political outlook, outlook on life, outlook on the rule of law and outlook on morality, and realizing the improvement of their scientific and cultural literacy, spiritual civilization, and expertise in labor skills, so as to inspire farmers to be creative, subjective, and proactive, and consciously devote themselves to rural revitalization, and provide spiritual power for the realization of prosperous rural industries, ecological livability, civilized countryside, effective governance, and affluent living. Provide spiritual strength and material foundation for the realization of prosperous rural industries, ecological livability, civilized rural customs, effective governance and affluent life.

2.2 Farmers' Ideological and Political Education Injects Spiritual Impetus for Promoting Rural Revitalization

"Ideological and political education is the spiritual impetus that drives the development of social productivity." [3] The basic elements of the productive forces are composed of human elements and material elements, and the material elements can only be mastered by human beings in order to become real material forces, thus the human factors play an important role in promoting the development of society. The human factor includes two basic aspects, one is the scientific and cultural literacy and labor skills of people, and the other is the ideological and moral quality of people and labor enthusiasm. It mainly refers to people's ideological awareness, labor attitude, sense of enterprise and sense of responsibility, and the two influence and interact with each other. If the ideological and moral quality of workers is not high, even if they have high scientific and cultural literacy and labor skills, it is difficult to be fully utilized in material production, thus posing a constraint on social development. It can be seen that the ideological and moral quality of human beings is of vital importance in social production, and ideological and political education is the work of improving the ideological and moral quality of workers and mobilizing the work and labor motivation of the targets of education. Therefore, in the face of rural moral disorders, ideological and moral corruption and feudal superstitions, rural revitalization requires both modernizing agriculture and rural areas and stepping up efforts to build rural spiritual civilization. It is necessary to reshape the face of the countryside to achieve a civilized rural culture, good family customs and simple folkways. It is necessary to strengthen the ideological and political education of farmers in the process of rural revitalization, and only if farmers have good scientific and cultural literacy and possess labor enthusiasm, creativity and initiative can they provide new ideas and new thinking for rural cultural revitalization, constantly gather strength for organizational revitalization, create a green atmosphere for ecological revitalization, cultivate localized rural talents for talent revitalization, and cultivate the main force for industrial revitalization, and ultimately, for the realization of the countryside's comprehensive revitalization to create spiritual impetus, intellectual support and material strength.

3. COUNTERMEASURES TO IMPROVE THE QUALITY OF FARMERS' IDEOLOGICAL AND POLITICAL EDUCATION AND PROMOTE RURAL REVITALIZATION

Rural revitalization creates a solid and realistic foundation for farmers' ideological and political education, and farmers' ideological and political education provides spiritual and material power for rural revitalization, and promotes high-quality and efficient promotion of rural revitalization, while improving the quality of farmers' ideological and political education and smoothly promoting rural revitalization are united in the comprehensive leadership of rural grass-roots party organizations. Ideological and political education content as the basic elements of the ideological and political education system, is the specific elements of the educator to the educated person to implement education. Promoting the improvement of the quality of ideological and political education for farmers with the basic elements of ideological and political education: education on world view, life view, rule of law, morality and politics is of great significance to the realities of prosperous rural industries, ecological livability, civilized countryside, effective governance and affluent living.

3.1 Strengthening Political Outlook Education to Fully Adhere to the Leadership of Grassroots Party Organizations

"The key to doing a good job in the countryside and realizing rural revitalization lies in the Party,"[4] and "the Party's rural grassroots organizations are the foundation of all the Party's work and combat power in the countryside, comprehensively leading all kinds of organizations and all kinds of work in townships and villages." [5] The improvement of the quality of farmers' ideological and political education and the smooth promotion of rural revitalization are unified by the comprehensive leadership of rural grassroots Party organizations. In the comprehensive promotion of rural revitalization, the advanced and pure construction of grass-roots party organizations is strengthened in order to enhance their governing and leadership abilities. As the productivity level of agriculture and rural areas continues to improve, the farmers' aspiration for a better life and the pursuit of spiritual civilization are becoming stronger and stronger, and the integration of farmers' scientific and cultural knowledge and ideological and moral literacy is an urgent problem to be solved nowadays, which also puts forward a new requirement for improving the quality of farmers' ideological and political education. Therefore, fully understanding the intrinsic requirements of

strengthening the ideological and political education of farmers in rural revitalization for fully adhering to the leadership of grassroots party organizations is the basis for comprehensively firming the leadership of party organizations. As a basic element of the content of ideological and political education, education on political outlook is not only an important way to improve the quality of farmers' ideological and political education, but also an intrinsic requirement to strengthen the leadership of grass-roots party organizations in the construction of spiritual and material civilization in rural areas. It is necessary to educate farmers in the basic national conditions, the spirit of the nation, the spirit of the times, and the Party's basic theory, basic line, basic program and basic experience. In particular, farmers should be educated to deeply understand and grasp the rich content and spiritual essence of the Party's basic theory, line and programme, to help them strengthen their belief in and determination to uphold the Party's basic theory, line and programme, to guide them to continuously enhance their ability to learn the Party's basic theory, line and programme in the context of rural revitalization, and to strengthen their identification with the Party's organizations, so as to deepen the leadership of grass-roots Party organizations in rural villages in the cause of rural revitalization.

3.2 Strengthening Worldview Education to Promote Rural Industrial Prosperity

Industrial prosperity is the material foundation of rural development, and farmers, as the main force for the development of rural industrial prosperity, whose scientific and cultural knowledge, labor enthusiasm, ideological and moral quality and labor skills have become the basic factors for the revitalization of rural industries. Therefore, in the face of the low degree of modernization of rural industries, the outflow of rural resource elements, the unilateral outflow of rural localized talents and the obvious part-time employment of farmers, it is necessary to strengthen the ideological and political education of peasants nowadays.

Rural economic development is directly related to farmers' living standards and economic income, which is also a matter of close concern to farmers. The low scientific and cultural knowledge of farmers and the lack of labor skills limit the use of sophisticated machinery for rural agricultural production. Therefore, to strengthen the ideological and political education of farmers should be centered on rural economic development, educate farmers in dialectical materialism, help them master the basic viewpoints and methods of dialectical materialism, guide them to use the correct viewpoints and scientific methods to analyze the development trend of rural agricultural development through the complex social environment, and to strengthen their confidence in the economic construction and correctly look at the various problems in the development of rural economy, and to make it clear that the farmers have a role in solving these problems and promoting the process of rural revitalization in a comprehensive way. They should also look correctly at the various problems that have arisen in the development of the rural economy, and make clear the historical responsibility of farmers in solving these problems and promoting the process of rural revitalization in an integrated manner, so that they can actively participate in rural revitalization.

The means of agricultural labor is an important indicator of agricultural development. Farmers have always been the mainstay in rural agricultural development, and, as distinguished from the means of agricultural labor, farmers have a subjective consciousness and are the element that creates value. First, we should help farmers understand and grasp the basic methods and views of historical materialism, and use these views to understand and analyze the law of development of agricultural productivity, make it clear that the law of social development is irreversible, guide farmers to realize the law of contradictory movement of the productive forces and the relations of production, and reveal to farmers that the liberation and development of agricultural productive forces should be in line with the law of social development. Secondly, farmers are guided to realize that the people are the main force to promote rural development, and make it clear that the fruits of rural development are for the sake of the farmers, development depends on the farmers, and the fruits of rural development are shared by the farmers, so as to stimulate the farmers' endogenous motivation and cultivate the main force of rural revitalization.

At present, the phenomenon of violating the laws of agricultural production and development still exists in agricultural production activities. First, strengthening farmers' epistemological education, guiding farmers to engage in agricultural production to adhere to everything from the practical point of view, seeking truth from facts, linking theory to practice, and obeying the laws of agricultural production development. Second, to help farmers recognize and grasp the laws of development, agricultural production before the use of research and data analysis and other methods to examine the feasibility of agricultural production activities. Finally, it is necessary to emancipate the mind, break down traditional agricultural production methods and revolutionize old production tools. For example, rural areas can organize agricultural production tools innovation contests to stimulate farmers' innovative thinking and help rural industries thrive.

3.3 Deepening Education on the Outlook on Life to Promote Ecological Livability in the Countryside

Ecological livability is the key to rural revitalization. The optimization of the rural ecological environment requires the participation of all people, especially farmers as the main body of the countryside, their ideological and moral qualities and awareness of ecological environmental protection directly affect the realization of the goal of ecological livability in the countryside, and thus strengthening the ideological and political education of the farmers can not be delayed.

First, the ideal belief education. Ideal and belief education is the core content of ideological and political education, which influences, restricts and guides people's social practical activities at a deep level. To successfully promote the strategy of rural revitalization, the most arduous and burdensome task remains in the countryside. Modernization of

agriculture and rural areas is an important part of rural revitalization, and "ecological livability" is one of the goals of rural revitalization. Therefore, we have strengthened the education of farmers' ideals and beliefs, guiding them to firmly establish the common ideal of socialism with Chinese characteristics, and to make unremitting efforts to realize the modernization of agriculture and rural areas in a down-to-earth manner.

Second, education on life values. Life value education is at the center of life view education. Life value education helps farmers to set up correct life value goals, and guides farmers to realize that the realization of life value goals should be based on objective conditions, and to continuously enhance their comprehensive qualities and abilities, such as ideological and moral qualities, scientific and cultural qualities, especially ideological and moral qualities. Because even if the workers have high scientific and cultural literacy, but their own lack of labor enthusiasm and subjectivity is useless. Therefore, we should strengthen the farmers' education on the value of life, correctly evaluate the value of life, cultivate the spirit of hard work, and resolutely resist the individualistic thinking, the idea of supremacy of personal interests, should be selfless dedication, hard work and dedication and hard-working, for their own countryside beautiful environment construction into the "source".

Third, strengthen the value of life education. Life is the foundation of the existence and development of the world, people's social practice activities are always under the guidance of certain life values. The phenomenon of destroying the ecological environment in the countryside is a full manifestation of the lack of life values. In this regard, it is necessary to help farmers understand the basic connotations of ecological values, establish correct ecological values, guide them to respect life, care for living things, protect the environment and conserve resources, build a rural life community, and contribute to the realization of a beautiful rural living environment and a beautiful ecological environment.

3.4 Enhancing the Quality of Education on the Rule of Law to Contribute to Effective Rural Governance

Most farmers in rural areas have a weak concept of the rule of law, and when conflicts occur, they are mainly resolved by violence and force; farmers who lack scientific and cultural literacy do not even dare to "speak out" for their own interests, which further exacerbates the deterioration of conflicts in the countryside and makes effective rural governance more difficult. Therefore, under the leadership of grass-roots party organizations, we should strengthen the ideological and political education of peasants, realize the organic combination of "self-government", "rule of law" and "moral rule", and continuously promote the ability of rural governance. Upgrading.

First, socialist democracy education. First, help farmers understand and grasp the essence and connotation of socialist democracy, and make it clear that people's democracy is the life of socialism. Secondly, it helps farmers cultivate democratic awareness and strengthen their political and cultural literacy capacity, so that they can make suggestions for rural grass-roots organizations and achieve civilization and effective governance in the countryside.

Second, strengthen education on the socialist rule of law. First, popularize legal knowledge to farmers, strengthen the education of farmers' general knowledge of the law, especially the basic content of the law that is closely related to the lives of rural farmers, such as using vivid cases to explain to farmers, using short videos on the Internet, village organization video equipment to publicize the general knowledge of the law, to help farmers cultivate the establishment of the rule of law view and the concept of rights and obligations, and to guide them to understand that everyone should abide by the laws of the country, and every farmer should abide by the discipline of the rural grass-roots level and Fulfill their legal obligations, and strive to be lawful citizens who build and share the countryside together.

Thirdly, education on compliance with discipline. Any social organization, regardless of its nature, goals and size, needs to have disciplinary rules and regulations governing its members. The same is true for rural governance. First, help farmers understand the relationship between discipline and freedom, that discipline is the guarantee of freedom, and that without discipline, freedom is not guaranteed. Second, guide farmers to cultivate the concept of discipline, so that they consciously abide by village rules and regulations. Finally, it helps farmers to consciously develop the habit of observing discipline, so that they can use discipline to regulate their own behavior in their daily lives, agricultural production and studies, and to promote the enhancement of rural governance capacity and the integrity of the governance system.

3.5 Establishment of Moral Values and Education to Achieve a Civilized Countryside and a Prosperous Life

A civilized countryside and an affluent life are both important elements of rural construction and the basis for building a strong, democratic, civilized, harmonious and beautiful modern socialist country. With the overall promotion of rural revitalization, the rural economy has been further developed, and the solid economic and material foundation has put forward new requirements for the spiritual and cultural construction of rural farmers, so that ideological and political education of farmers should be closely related to their cultural needs, educate and guide farmers to participate in public welfare cultural activities, strengthen the education of morality, and enhance the ideological and moral literacy and scientific and cultural literacy of farmers, so as to make them in tune with the more and more intense material level. The first is to strengthen education on social morality.

The first is to strengthen the education of social morality. Social morality, as a code of conduct regulating the social interaction and public life of all citizens, plays an important role in safeguarding public interests, public order, and maintaining social harmony and stability, and is an important manifestation of the individual's ideological and moral qualities and degree of civilization. Some feudal superstitions and traditional thinking in rural areas have not yet been

dissolved, affecting the thinking and behaviour of peasants and restricting the building of rural civilization. We are strengthening the education of farmers in social morality and guiding them to cultivate good habits of civility and courtesy, care for public property and willingness to help others. Vigorously promote socialist core values, strengthen the construction of public cultural undertakings, and tap into the distinctive ethnic cultural elements in rural areas. For example, socialist core values have been publicized and educated through radio broadcasts, educational activities have been carried out to answer questions on Party history, points have been accumulated and exchanged for gifts, lecturers have been set up to explain "China's Story" on traditional festivals, and prizes have been set up to guide villagers to participate in the recitation of ancient poems and verses, so that the excellent traditional culture of the Chinese nation can be vigorously promoted, and the farmers' spiritual life enriched, thus promoting the formation of a civilized countryside and a civilized people. Promote the formation of civilized countryside and simple folk customs.

The second is to educate family virtues. Correctly handling family issues is not only a matter of family happiness, but also conducive to the stability and harmony of the countryside. All people in rural areas should be guided to establish the concepts of family virtues, such as respect for the elderly, love for children, unity among neighbors, equality between men and women, thrift and diligence, and harmony between husband and wife. Education on family virtues should begin at an early age, with children, encouraging them to cultivate good habits of good manners and new customs. For example, to promote "Kong Rong let pear", "Huang Xiang warm seat", "lying on the ice to seek carp" and other Chinese virtue stories, to carry out the rural garbage classification points to good gift activities, to build a good family style.

Third, deepen the professional ethics education. First of all, to carry out farmers' professional moral consciousness education, deepen farmers' understanding of professional moral consciousness from the aspects of knowledge, emotion and intention, help farmers understand the status, role and service object of agriculture in society, enhance farmers' sense of honor, achievement and responsibility in agricultural production, strengthen farmers' ability and willpower to consciously overcome difficulties and remove obstacles in agricultural labor, and heartfelt sincerity of the principle of professional morality. Faith. Secondly, strengthening the education of farmers' professional moral norms, guiding them to establish the consciousness of love and dedication to their work, and the consciousness of hard work and dedication. Finally, deepen the guidance of professional moral behavior, so that they can consciously and actively fulfill their moral obligations as the main force of rural revitalization under the domination of professional moral cognition, emotion, will and belief, and pay practical actions for the prosperity of rural life.

4. CONCLUDING REMARKS

The rural revitalization strategy creates a new environment for improving the quality of farmers' ideological and political education. At the same time, farmers' ideological and political education provides intellectual support and material strength for promoting rural revitalization. As the main force of rural revitalization, farmers' scientific and cultural knowledge and ideological and moral quality, to a certain extent, have an influence on the promotion of rural revitalization, while ideological and political education, as a bridge linking farmers and rural revitalization, should widely rely on farmers, educate and guide farmers, organize and drive farmers, stimulate the enthusiasm, initiative and creativity of the majority of the peasant masses, and use their own strength to actively participate in the cause of rural revitalization, to Gradually realize the comprehensive transformation of agriculture, the comprehensive progress of the countryside, and the comprehensive development of farmers. Therefore, to carry out political education for farmers is conducive to guiding them to fully adhere to the leadership of grass-roots party organizations, strengthening farmers' worldview education is conducive to promoting rural industrial prosperity, deepening farmers' outlook on life education helps to promote the ecological livability of the countryside, carrying out farmers' outlook on the rule of law education to help the countryside to effective governance, and firmly establish farmers' moral education to promote the formation of a civilized countryside and a better situation of prosperity in the countryside.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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