

Analysis on the Realistic Thought and the Way of Guidance of the New County Sages Participating in Rural Governance

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Abstract—The new county sages are the participants who can play a key role in the implementation of the rural revitalization strategy, and are an important part of the main body of rural multi governance. The "No. 1 central document of the Central Committee" in 2018 specifically pointed out that "the new county sages" should play a positive role in rural governance. However, although a new county sage has played an immeasurable role in the process of participating in rural social governance, it also faces many difficulties. Therefore, only by putting forward relevant guiding countermeasures against these difficulties can the national strategy be implemented.

Keywords—The new county sages, Rural governance, Rural vitalization.

I. INTRODUCTION

The so-called new county sages evolved from the old ones. The old county sages had two characteristics: rural and virtuous, which respectively emphasized the idea of being born in the local area and returning to the local area and having both political integrity and talent. Their main functions are to maintain the stability of rural order, pay taxes, and maintain customs. The report of the 19th National Congress of the Communist Party of China pointed out that we must always take solving the problems of "agriculture, rural areas and farmers" as the top priority of the Party's work, implement the strategy of rural revitalization, achieve industrial revitalization, cultural revitalization, talent revitalization, etc. Based on the functions of traditional rural sages, they are unable to undertake these tasks, and those informal groups that can bring capital, industry, ecology, rule of law and other aspects of rural development began to appear on the historical stage, and new rural sages came into being. The "No. 1 central document of the Central Committee" in 2018 specifically pointed out that it is necessary to give full play to the positive role of "new rural talents" in rural revitalization, cultivate a culture of new rural talents with local characteristics and the spirit of the times, and actively guide "new rural talents" in rural revitalization, especially in rural governance. Since ancient times, there has been a historical tradition of rural governance in China. The times are changing, but the rural social structure has not undergone fundamental changes. It is still of great practical significance to study the participation of new rural sages in rural governance.

II. A SURVEY OF THE ROLE OF NEW VILLAGERS IN RURAL SOCIAL GOVERNANCE

The so-called the New County Sages, "new" in the era environment, "new" in the identity characteristics, "new" in the role played; As for the "township", no matter whether it is in the township or not, or even not, as long as it can contribute to the township and is willing to contribute to the rural revitalization, it can be called the new township sages; As for

"virtuous people", they should pay attention not only to morality, but also to talent. In a broad sense, the new county sages can be divided into three types: "present" rural sages, "absent" rural sages and "foreign" rural sages. Whether they are born in the local area is the basis for distinguishing "foreign" rural sages, and whether they are rooted in the local area is the basis for distinguishing "present" rural sages and "absent" rural sages. In a narrow sense, the new county sages are mainly divided into the following categories: first, economic ones, including successful people abroad, precise help workers, outstanding grass-roots cadres, etc.; The second is the social category, including those with high moral values in the village, retired veteran party members and cadres; The third is the cultural category, including retired teachers and volunteers, who also have mutual relations. It has supported rural economic construction and social development, improved the rural "soft governance" ability, and improved the modernization level of rural governance.

(1) *The new county sages has built a bridge for rural governance, acted as a think tank and set an example*

After the reform and opening up, the traditional rural society has been impacted, and many new situations, new problems and new contradictions are emerging, which need to be handled by people familiar with the rural situation. However, the group of the new county sages has a certain influence in the countryside, with a high social status. The villagers are willing to accept their opinions, which can effectively bridge differences, reduce social conflicts, make rural governance more orderly and stable, and help the village better integrate into the social development, playing a role as a bridge. The return of villagers can directly or indirectly help villagers to accept new ideas and concepts, lead villagers to the road of modernization, help rural development, make government decisions more scientific and effective, and play the role of a think tank through their own expertise and expertise. As a native, the new county sages have a natural sense of affinity with the villagers, which can lead the villagers to respect virtue and be good, reverse the barren rural

culture, educate and guide the villagers, and play a role as an example.

(2) The new county sages promotes rural economic development and leads villagers to become rich

Most of the new county sages have received higher education in the new era, are ideological, educated, and understand policies. They are now or have been outstanding elites in all walks of life, have excellent professional skills and rich development experience, and have a high position among the masses. The masses trust them and are willing to listen to their opinions. Under the support and guidance of national policies, some new rural talents, such as emerging agricultural technicians, professional farmers, agricultural researchers in universities or research institutes, give full play to their own strengths, help villages cultivate new high-quality farmers, and as an important engine, help rural industries achieve upgrading. First of all, after the formation of industrial scale and high-quality production, the new county sages adapt to the market demand for high-quality and high value-added products to achieve two-way promotion between farmers and the market. Secondly, with the support of government policies, many returned new rural sages have invested in local areas to create demonstration bases. Give full play to entrepreneurship to promote employment. Thirdly, the new county sages rely on the advantage of being familiar with local economic resources to develop industrial projects suitable for local development, effectively reducing or even avoiding investment risks. Some villagers also study government policies to help villagers who encounter natural disasters obtain state subsidies and solve their worries. Finally, retired college experts and professors are good at excavating and inheriting local historical or red cultural resources, building cultural tourism demonstration villages such as historical and cultural villages and red villages through development and protection, and carrying out souvenir processing, experiential tourism and other projects.

(3) The new county sages cultivate the civilized township style by inheriting excellent traditional culture and promoting positive energy

The new county sages are composed of people with high moral values in the countryside, retired veteran Party members and cadres, and outstanding talents from all walks of life. They either have high moral character, rich experience, extraordinary skills, or profound knowledge. These outstanding talents make them have a high influence in the countryside, and are the role models and benchmarks for villagers to learn from. Their attitude to life, working ideas and aspects such as treating people and doing things always affect the behavior of the villagers and lead the construction of the township style civilization. In addition, as a part of the excellent traditional Chinese culture, the local culture should be inherited and carried forward. By inheriting the culture of the local sages, the new rural sages contribute to the rural civilization. Most of the new county sages grew up in the countryside and have a good development in the city. They not only have the idea of unity and friendship in the traditional countryside, but also have a broad vision and the spirit of

reform and innovation. They have a very clear mark of the new era. To develop a good county sages culture, it is necessary to play a good role as an example and guide, use their own knowledge and ability, carry forward the core socialist values, carry forward the national spirit and the spirit of the times, lead the villagers to be good in moral character, lead the villagers to become rich together, create a good rural social atmosphere, and maintain the harmony and stability of rural order.

(4) The participation of the new county sages in rural governance can effectively implement "soft governance"

Rural grass-roots governance requires not only the use of "hard means" such as laws and regulations, rules and regulations, but also the use of "soft methods" such as dispute mediation and rural problem resolution that have been implemented in the countryside since ancient times. The soft and hard ways are complementary to each other in order to better promote the steady and orderly development of rural grass-roots governance. The new county sages participate in rural governance, provide advice for rural governance, play a very important auxiliary role, promote rural governance by expressing opinions, and indirectly conduct rural management. The new county sages can better resolve various grass-roots contradictions in the countryside. With the continuous development of society, new situations and problems encountered in the countryside emerge in endlessly. New situations such as land acquisition and demolition, environmental improvement, and changing customs often lead to new conflicts and disputes. Because the new county sages have enough prestige in the local area and is very close to the villagers, they are responsible for publicizing the relevant policies of the government and mediating conflicts. Some small contradictory laws in the countryside are difficult to play a good role. At this time, the respected county sages can maintain relative fairness and justice. Many misunderstandings and contradictions between families and individuals are invisible under the mediation of the Villagers.

III. THE PRACTICAL PREDICAMENT OF THE NEW COUNTY SAGES' PARTICIPATION IN RURAL SOCIAL GOVERNANCE

(1) The awkward relationship between the new county sages group and the main body of rural governance

The essence of the new county sages is a folk group rather than a government worker. It will be affected by certain personal factors in rural governance, does not have the corresponding authority, and generally plays a supporting role. Although the villagers will be affected by their excellent words and deeds, many rural problems still need to be solved by the grass-roots government. When villagers encounter contradictions, disputes or difficult problems, they are more likely to provide reference opinions without final decision-making power. The tacit cooperation between the new township sages and village cadres is conducive to rural governance, can maintain the harmony and stability of rural society, and promote the development of rural economy. However, some villagers and village cadres do not cooperate with each other tactfully, and they do not understand some

policies thoroughly, or they go beyond their authority when dealing with certain affairs, which will lead to conflicts between them and village cadres, thus leading to a very awkward position for new villagers in rural governance. For example, the current strict safety production inspection requirements have exerted great pressure on the development of many small enterprises, while the village level new township sages have driven the villagers to become rich mostly in small enterprises, and only a few are large enterprises. Small enterprises do not pay enough attention to safety production, and the safety production equipment they should have is not perfect, which makes them have more problems in the face of safety production inspection, and will also have more conflicts with grass-roots governments. Although both the grassroots government and the new county sages are for development and have a good starting point, due to different footholds, it is easy to have conflicts between the new county sages and the grassroots rural governance subject, and their previous relationship is sometimes more awkward.

(2) Some township organizations did not play an effective role

The foothold of the cultural construction of the new township sages is to build a platform to play the role of the township sages. However, in the process of investigation, it is found that many villages and towns have established township sages organizations, but they have not played their due role. Although some villages and towns have registered and established township level township sages' organizations and held new township sages' meetings, they did not regularly gather the new township sages together to carry out activities, but acted independently, unable to effectively play a corresponding role, did not put forward valuable suggestions on government decision-making, and did not make a major change in the production and life of the masses. The purpose of selecting the new township sages is to set a benchmark and play a role. The selected township sages cannot play a corresponding role unless they are gathered together for regular activities. Villagers' organizations need to build a targeted platform based on the local characteristics, reasonably play the role of new villagers, and solve grass-roots problems through this platform.

(3) There are defects in the composition of the new county sages group

The new county sages are mainly people who are highly respected in the village or have made certain achievements in all walks of life, which also determines that they are older, resulting in an unbalanced age structure of the new county sages. Although they are more stable and convincing in dealing with rural affairs, they lack the vitality of young people and are slower to accept new ideas. Influenced by traditional ideas, most of the people in the countryside are men, which leads to more men than women in the new township sages group, and the gender ratio is unbalanced. Women are relatively delicate and have greater advantages in dealing with family conflicts or women's problems in rural areas, while the scarcity of women in the new county sages is not conducive to dealing with such problems to a certain

extent. The new county sages basically have a certain culture, but their ideas sometimes can't keep up with the changes of the times due to the increase of age.

IV. THE GUIDING PATH OF THE NEW COUNTY SAGES TO PARTICIPATE IN RURAL SOCIAL GOVERNANCE

(1) Strictly regulate the identification and access standards of the new county sages

It is the first step to carry out the construction of new township sages that the grass-roots government strictly formulates the identification and access qualification of new township sages, which can effectively eliminate the intrusion of non township sages from the source and prevent the new township sages from being misled into becoming township bullies. The first criterion is to take virtue as the priority. Talents without virtue can only be reduced to useless people. Especially in rural society, noble moral quality is not only the basis of the reputation of the new county sages, but also can restrain the material desire of the heart, not forget the original intention, and always strive to be the first in the current market economy development. At the same time, moral norms not only include traditional Chinese virtues, but also include the belief and practice of the socialist system and values, giving them the connotation of the times. Secondly, the degree of recognition of the masses is another criterion for determining whether a person is virtuous. In the "three familiar" acquaintance society in the countryside, the satisfaction and recognition of the masses are the preconditions for the township sages to participate in rural governance. Only the widely praised township sages can effectively display their talents. Finally, it is necessary to join the monthly, quarterly and annual evaluation system of the new township sages. The township sages who are highly accomplished and widely recognized by the masses should be praised and given material and honorary rewards. Those who have bad behaviors should be dismissed. The difficulties encountered in the work should be summarized at the meeting to further optimize the township sages' work procedures.

(2) Strengthen the villagers' sense of identification with the new county sages

In order to better play the role of the new county sages, not only the ability of the new county sages, but also the recognition of villagers is essential. Only when the villagers truly recognize the new township sages, are willing to let them represent the interests of the villagers, and develop the countryside under their leadership, can the new township sages culture really play a role in promoting rural grass-roots governance. In order to enhance the villagers' sense of identity with the new township sages, three aspects should be focused. First of all, the new county sages is a person who now or once lived in his hometown for a long time. They have a relatively comprehensive understanding of the village situation and villagers' ideas, and to a certain extent, they can represent the opinions of most villagers. In rural governance, the new county sages should stand on the position of the majority of villagers, express their interest demands and strive for their due rights and interests, always represent the interests of the

majority of villagers, and become a trusted representative of the masses. Secondly, governments at all levels have increased their publicity efforts to report the deeds of the good people in the new county sages, benefiting the village and driving the development of the village from an all-round, multi angle and multi-channel way, so as to set an example to the masses. For those who have made outstanding contributions, we should commend and reward them, affirm their contributions, and try our best to create a good atmosphere to support them in their entrepreneurship. Finally, give full play to the role of the new township sages in driving economic development, use their social status and influence to strive for more development resources for their hometown, lead the villagers to develop together, so that the villagers can obtain tangible benefits, get real recognition from the villagers with their actual work achievements, and let the villagers truly regard the new township sages as their own people. Only by gaining the recognition of villagers can we play a better role in resolving rural conflicts, maintaining rural order and stability, driving villagers to become rich, and developing rural collective economy.

(3) Strengthen the self-identity of the new county sages

The self-identity of the new rural sages depends on the clear understanding and definition of their specific roles in the rural revitalization, and they undertake the power and responsibility tasks within their capabilities. This requires the determination of functional divisions and targeted development of all work on the premise of comprehensive consideration of their own conditions and full understanding. First of all, the new county sages should strengthen their own learning, complete such things as the improvement of agricultural technology level, the updating and upgrading of development concepts, and the strengthening of legal and political awareness. With the spring breeze of rapid development of new media, they should deepen their thinking and understanding of national strategies, deeply grasp the spirit of policy documents, and enrich themselves in terms of theoretical knowledge, so as to effectively safeguard the interests of the masses and become

the navigator of the new era. Secondly, the villagers should strengthen the close connection with the party and government cadres and the masses, understand the difficulties of the village committee work, and investigate the actual needs of the villagers, connecting the feelings of the two committees and the villagers. It not only meets the interests of the masses and the expectations of the villagers, but also eases the tension between the village cadres and the villagers, and re awakens the memory of the party and the masses. Finally, we should integrate the common interests of the two committees of the village and the masses, and play our role in the specific aspects of village governance, the masses becoming rich, and the township style civilization. We should not overstep the boundaries or show off our ability, and earnestly and reliably complete the work in all aspects within our capabilities. Finally, according to the general requirements of rural revitalization, we should repay the people with the most advanced reform achievements and development achievements, so that everyone can enjoy the benefits of reform and finally move towards the goal of common prosperity.

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