

Research on the practical dilemma and countermeasures of the construction of rural village civilization

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Abstract. In order to analyze the factors affecting the construction of rural rural civilization, the study takes A rural area as an example, through the construction of the evaluation index system of the construction of rural civilization, based on the entropy value method, the analysis of various economic indicators, the analysis of the factors affecting the construction of rural rural civilization from the evaluation results, and the evaluation results found, Economy, culture, technology, social stability and family stability are the factors affecting the construction of rural village civilization. It is necessary to continuously improve the overall cultural level of rural residents, which can be changed from Strengthen the grassroots party building, consolidate the economic foundation, innovation publicity means and other aspects.

1 Introduction

In the 2017 Central Rural Work Conference, it was pointed out that thriving industries, livable ecology, and civilized rural customs are the primary ways to achieve rural revitalization. As a key part of the rural revitalization work, the rural customs and civilization plays a very important role in realizing the great rejuvenation of the Chinese nation. At present, there is relatively little research on the construction of rural village civilization at home and abroad. After the 19th National Congress of the CPC, the construction of rural civilization has attracted the attention of many domestic scholars, and the research results on the construction of rural civilization have gradually increased. Relevant researchers analyzed the paths and strategies of the construction of rural civilization in their research, and pointed out that the construction of rural civilization can be promoted from the aspects of carrying forward rural folk culture and strengthening grass-roots Party organizations^[1]. In terms of implementation path, the researchers in the study of the problems existing in the process of local custom civilization construction, think the difficulties in the process of local custom civilization construction mainly includes lack of funds, lack of talent, cultural innovation, etc., and put forward targeted strategies, such as carry forward the socialist core values, the development of rural culture, etc^[2]. Although the strength and way of rural civilization proposed in these studies have certain reference value, how to build it is not clear and how to build it.

Based on this, this paper takes A rural areas as an example, the analysis of the existing problems in the local

custom civilization construction, through the construction of local custom civilization construction evaluation index system, based on entropy method, analysis of the economic indicators, from the evaluation results of the factors affecting the rural local custom civilization construction, and put forward targeted countermeasures.

2 Existing problems in rural civilization construction in rural areas

2.1 Restricted by economic influence

In recent years, although the rural areas in area A have advanced and developed rapidly, on the whole, the development quality and efficiency of development in this area are lacking. It is mainly reflected in the backward agricultural production activities. Although the quality of agricultural products has been improved, the output of organic agricultural products and refined agricultural products is relatively low, and there are not many ways to get rich, and the channels for increasing income are relatively narrow.

2.2 The construction of local customs and civilization has not been valued

In the process of the construction of rural civilization, the first way is to improve the level of spiritual civilization of rural residents, but it is difficult to improve in a short time. In addition, the assessment method of spiritual civilization is difficult to be assessed through quantitative means, which makes the deployment of this kind of work more

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difficult and leads to the gradual marginalization of the construction work of rural civilization in daily work^[3].

2.3 Weak construction of primary-level Party organizations

There are many reasons for the weak construction of the party organization. First, under the influence of the economic environment, the party members of the ministry relax their square cultivation and gradually lose their ideals and beliefs. Second, in the context of social transformation, there are many social contradictions, which make it difficult for the grass-roots personnel allocation to adapt to the work paradigm under the new situation, which leads to the grass-roots Party organizations to relax their theoretical study, and the ideals and beliefs are gradually shaken.

2.4 The relevant work of the construction of rural civilization is outdated and lack of innovation

In recent years, although the region has begun to gradually seek the working methods of the construction of local civilization, due to the regional and financial constraints, the construction of local civilization is still in the state of reporting, advanced evaluation and commendation, which leads to the lack of objective innovation.

3 Construction of evaluation index system for rural civilization construction

3.1 Selection of indicators

According to the actual development of the region, following the principles of scientific, systematic, comprehensive and operable, based on the national agricultural modernization standards and the research results of the existing index system, the 12 indicators in Table 1 are selected to build the evaluation system.

Table 1. Evaluation index system

| Level 1 indicators | Secondary indicators | type |
|---|--|-----------------------------------|
| Rural economic development | Per capita net income of farmers / yuan | the first month of the lunar year |
| | Engel coefficient /% | the first month of the lunar year |
| Rural culture development | Number of cultural propaganda workers / person | the first month of the lunar year |
| | Number of village-level cultural and entertainment venues / one | the first month of the lunar year |
| | Culture goes to the countryside / time | the first month of the lunar year |
| | Received spiritual civilization recognition / one | the first month of the lunar year |
| Development of rural science and technology | Third-level agricultural technology association / one | the first month of the lunar year |
| | Total number of current students enrolled in the school / person | the first month of the lunar year |
| | Technology training / times | the first month of the lunar year |
| Rural social stability | Divorce number / right | contrary |
| | The number of criminal cases / cases have been concluded | contrary |

3.2 Construct the evaluation model

At present, the commonly used multi-index measurement methods are mainly divided into subjective empowerment method and objective empowerment method. Due to the certain correlation of the selected variables, it is easy to interfere with the model, so the objective empowerment method is selected to ensure the objectivity of the index

weight, and the index empowerment is conducted based on the entropy method.

$X_{ij} = \frac{X_{ij} - X_{min}}{X_{max} - X_{min}}$ Assuming that the first index value in the first year of a region has the maximum value and the minimum value, in order to prevent the meaningless calculation of some indicators when taking the logarithm, the data needs to be non-negative, then there are:

$$\left\{ \begin{array}{l} \text{Positive indicators: } X_{ij} = \frac{X_{ij} - X_{min}}{X_{max} - X_{min}} \\ \text{Negative indicators: } X_{ij} = \frac{X_{max} - X_{ij}}{X_{max} - X_{min}} \end{array} \right. \quad (1)$$

$i = 1, 2, 3, \dots, n$ $j = 1, 2, 3, \dots, m$ In equation (1), it is the year order; it is the number of indicators; the larger the selected index value, the greater the information that the system can hold.

i J At this point, the proportion of the first indicator of the first year can be expressed as:

$$B_{ij} = \frac{X_{ij}}{\sum_i X_{ij}} \quad (2)$$

S_{ij} The index entropy value can be expressed as:

$$S_{ij} = -\frac{1}{\ln m} \sum_i B_{ij} \ln B_{ij} \quad (3)$$

S_{ij} After reverse processing:

$$l_{ij} = 1 - B_{ij} \quad (4)$$

X_j The weight of the index can be expressed as follows:

$$w_j = \frac{1}{\sum_{i=1}^n l_j} \quad (5)$$

3.3 Evaluation process

In the evaluation process, the smaller the information entropy is, the lower the information disorder is, the larger the information utility value is, and the larger the index weight is^[4]. Because the entropy method uses the ratio of each annual index in the same index value, there is no influence of dimension. If the region in a certain period of rural students, for example, the measurement index of the number of students, the positive indicators, so the greater the better, now can through the formula (1) of the positive indicators of data translation, and calculate the first index (students) in the first year, there are: j i

$$B_{ij} : B_{ij} = \frac{X_{ij}}{\sum_{i=1}^m X_{ij}} \quad (6)$$

The entropy value of the number of students in this region is:

$$S_{ij} = -\frac{1}{\ln m} \sum_{i=1}^m B_{ij} \ln B_{ij} \quad (7)$$

After reverse processing:

$$l_{ij} = 1 - S_{ij} \quad (8)$$

The weight of the number of current students at this time can be expressed as:

$$w_j = \frac{l_j}{\sum_{i=1}^n l_j} = 0.085 \quad (9)$$

Finally, the weights of the other indicators are calculated in turn according to the above steps.

4 An effective way to promote the construction of rural civilization

4.1 Strengthening community-level Party building

Firstly, establish the corresponding supervision and assessment mechanism, explore the institutionalized and standardized management mode of grassroots cadres in new countryside to ensure the integrity of grassroots Party organizations; secondly, enhance the awareness of Party cadres on socialism, and actively enhance the awareness of Party cadres to serve the appointment through socialist thought; finally, give full play to the exemplary role of party members, strictly control the standards of party members, and constantly optimize the internal structure.

4.2 Consolidate the economic foundation

Firstly, deepen the reform of collective property rights, solve the problems in collective operation, and promote the reform of operational assets to increase the net income of the rural drama; secondly, broaden the new path of collective economic development, seek the integration of labor and the means of production, and gradually improve the rural economic level; finally, innovation of collective economic development mode, can convert the assets in the community to the audience of the corresponding organization.

4.3 Innovative publicity means

First, Fully mobilize the enthusiasm of the rural residents, Involve them in publicity work, Committed to the construction of rural spiritual civilization, Gradually enhance their own sense of mission, the sense of responsibility; next, Promote the selection of advanced models, And expand the scope of the typical selection, To prevent any omission or underreporting. At the same time, the selection of a typical vigorous publicity, And to give the corresponding rewards, once more, Enrich the publicity content, Attract a large number of young people to participate in the construction of local civilization, And to carry out the corresponding cultural and recreational activities, Gradually lower the threshold of cultural and recreational activities; last, Make full use of new media technology, Put the publicity work into the daily life of the residents^[5]. For example, through mobile phone APP, TikTok, Kuaishou and other continuously improve the publicity effect of the construction of rural civilization^[6].

4.4 Lay a solid cultural foundation

First of all, establish a scientific and reasonable concept of cultural development, lead the development of rural culture through innovative ideas, and fully stimulate the potential and vitality of rural culture. In addition, the concept of coordinated development should promote the development of rural culture and realize the interconnection of urban and rural culture^[7]. Secondly, guided by green culture, gradually form the green consumption and corresponding production pattern, reduce the impact on rural ecological environment during cultural resources development; finally, gradually improve the efficiency of cultural service, build the investment pattern of urban and rural areas together, and adhere to the integration of urban and rural cultural construction to gradually improve the quality and efficiency of urban and rural culture^[8].

5 Conclusion

As an important part of the rural revitalization strategy, the construction of rural civilization plays a very important role in promoting the implementation of the station planning. This paper takes the construction of rural civilization in A area as an example, analyzes the existing problems of the construction of rural civilization in this area, by constructing the evaluation index system of the construction of rural civilization, based on the entropy method, analyzes the economic indicators, and analyzes the evaluation results to find that, Economy, culture, technology, social stability and family stability are the factors affecting the construction of rural village civilization. It is necessary to continuously improve the overall cultural level of rural residents, which can be changed from Strengthen the grassroots party building, consolidate the economic foundation, innovation publicity means and other aspects.

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