

# Rural Revitalization from the Perspective of Chinese Modernization: Realistic Dilemmas and Path Construction

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## ABSTRACT

Modernization is an eternal proposition in the process of promoting the great rejuvenation of the Chinese nation, which is related to the destiny and survival and development of the Chinese nation and the Chinese people. In the development process of Chinese-style modernization, the countryside is still a solid foundation for China to achieve the goals of economic development and modernization. To realize the strategy of rural revitalization is the logical base for the overall strategy of Chinese-style modernization. From the holistic perspective to examine the practice of rural revitalization, the comprehensive promotion of rural revitalization is still plagued by inertia of thinking and path dependent, rural governance has shown the value concept, the main body of governance, the division of responsibilities and rights and digital technology and other aspects of the "fragmentation", thus blocking the pace of the comprehensive realization of rural revitalization. Therefore, it is suggested to guide the formation of farmers' values through party building, stimulate the inner power of the countryside through the coordination of multiple subjects, optimize the rural power and responsibility system through the integration of the three governance, and integrate digital resources through the integration platform, so as to realize the rural revitalization from the perspective of Chinese modernization.

## KEYWORDS

Rural Revitalization; Modernization; Chinese-style Modernization; Holistic Theory.

## 1. RAISE THE PROBLEM

The modernization problem has a long history, and is the focus of academic circles. There are many explanations and research results about modernization, which vary from different disciplines, different theories and different perspectives. In terms of time scale, "modernization" generally refers to the spirit and characteristics of the new age in the Middle Ages. In terms of etymology, the word "modernity" first came from Western countries. Giddens pointed out that "modernity" is an abbreviation of modern society or industrial civilization. [1] At the Third Plenary Session of the 18th CPC Central Committee, "Promoting the modernization of the national governance system and governance capacity" was taken as the overall goal of comprehensively deepening reform. At this time, "modernization" began to take on practical connotations and specific directions. Later, the connotation of modernization also gradually formed the measurement standard of economic, social, cultural, scientific and technological development. Although in the process of deepening Chinese modernization, Chinese academic circles have made a lot of achievements on the theoretical explanation, characteristics and evolution path of modernization, but the research on rural modernization under the background of Chinese modernization is a little insufficient.

In the process of Chinese-style modernization, the countryside is still the solid foundation for China to realize the goal of economic development and modernization. Although the current urban-rural

dual structure is gradually disintegrating, it is still insufficient in the development of China compared with the urban and rural development. The report to the 19th CPC National Congress also clearly pointed out the task of rural modernization, and made the issues of "agriculture, rural areas and farmers" the focus of the work of the whole Party. Accelerating the modernization of agriculture and rural areas and realizing the strategy of rural revitalization are part of the overall strategy to meet the needs and expectations of rural people for a better life and accelerate the realization of Chinese-style modernization. Although the urban-rural dual structure is gradually disintegrating, compared with urban and rural development, it is still the deficiency in China's development. In the process of rural revitalization, rural governance shows fragmentation in terms of values, governance subjects, division of responsibilities and rights, and digital technology. Based on this, the author sorted out the internal relationship between Chinese-style modernization and rural revitalization. Based on the holistic theory, the author constructed the rural revitalization strategy under the background of Chinese-style modernization from four aspects: value concept, governance subject, division of responsibilities and rights and digital technology, and optimized the governance ideas of rural revitalization.

## **2. THEORETICAL BASIS AND ANALYTICAL THINKING**

### **2.1. Theoretical Basis**

In the context of the revitalization of Chinese modern rural areas, the fragmentation of rural governance is more prominent. In the governance theory, the holistic governance theory is more consistent with this paper. Holistic Governance theory was first proposed by British economist Hicks. Andrew Dunsire first proposed the concept of "holistic governance" in 1990. Subsequently, Perri. Six successively published *Holistic Governance*, *Comprehensive Governance: Strategies for Building Holistic Government* and *Towards Holistic Governance: New Issues for Reform* and other academic monographs. These three works are known as the "trilogy" of holistic governance, which systematically discussed the core concepts, basic assumptions and theoretical propositions of holistic governance earlier, [2]Perri. Hicks also became a master of the study of holistic governance theory. He believed that the "fragmented" governance strengthened by the implementation of new public management would lead to a series of problems in function.

Since then, the concept of holistic governance has become popular and exerted great influence on the government, which is embodied in the "collaborative government" reform spearheaded by the Blair Government in the UK in the 1990s. The core of holistic governance theory is "integration", which takes the needs of citizens as the value orientation and uses information technology to integrate fragmented issues, which can be regarded as a systematic and holistic way of thinking and strategic means. The analysis framework of holistic governance includes six dimensions: idea, subject, system, mechanism, responsibility and technology. When dealing with rural issues, it needs to be adjusted according to local conditions. The [3]concept comes first, which is the basis and premise to guide the rural work, and is also the soul of the holistic governance theory. The holistic governance theory is mainly a response scheme to the more fragmented problems existing in the traditional bureaucratic governance, such as shifting responsibility, conflict of objectives, internal friction of organizations and departments. Nowadays, rural governance is an important part of public governance. The complexity and complexity of rural affairs as well as the flexibility and disorder of social environment require a systematic and holistic governance logic and mechanism integration and fragmentation. At present, rural governance hopes to establish a more effective and systematic governance mode, which is very consistent with the logic of holistic governance theory.

### **2.2. Analytical Thinking**

Based on the above, the value concept is constructed as the first dimension here. The main body is the key, and pluralism and co-governance is the current trend of governance, which means that

government departments unite different governance bodies. Scholars at home and abroad generally believe that there is no one department in the public affairs system that can handle all affairs, handle all problems independently and control all resources. All subjects are in different environments and in the process of handling different things. All of them need to make full use of their own advantages and conditions to solve problems together. Here, the main body of governance is constructed as the second dimension. System and mechanism are the guarantee, and strict system and written regulations are the important foundation of clear power and responsibility. Government organizations, especially grassroots organizations, have long been trapped in the division of power and responsibility, with confused responsibilities and frequent phenomenon of "many dragons control water", which has confused the boundaries of power and responsibility. In the context of the administrative relationship between the main body in rural governance, the problem of power and responsibility is even more serious. In this paper, the division of power and responsibility is constructed into the third dimension. Finally, technology is inevitable. Under the background of the development of digitalization and big data, the development of information technology is the key factor to achieve effective governance.

### **3. REALISTIC DILEMMA AND ROOT CAUSE OF RURAL GOVERNANCE**

#### **3.1. Fragmentation of Value Concept: Differentiation of Value Concept**

With the rise of the new public management movement, performance and efficiency gradually occupy the top of the concept of public management, subject to the pressure system of "competition" and "indicator", grass-roots departments, especially grass-roots township organizations, adopt "urgent and quick" working methods and mechanisms in order to achieve short-term results and meet the requirements of superiors, and blindly pursue "face-saving projects" and "aesthetic effects". Although certain results have been achieved in the short term, this kind of campaign-like governance has brought adverse consequences, lack of long-term planning and long-term vision, resulting in a lot of work "rotten", and can not really benefit the public, so that farmers really benefit. Moreover, with the advancement of the tax-sharing reform, local fiscal revenue has decreased significantly, and financial resources have been concentrated in the central government. Local governments are constrained by the central government and cannot exert greater autonomy, and local township organizations have also been affected. At the same time, it also brings changes and differences in positions, and changes in the governance concepts of each main body. The village-level organizations represented by the two committees in the countryside have also changed their ideas after the reform of agricultural taxes and fees. In the field of rural governance, the status of village cadres is very special. On the one hand, as the role of "entrust-agent", they are the intermediary and bridge between the government and villagers; On the other hand, village cadres are also the "leaders" of the villagers' interests, and they need to strive for the wider interests of the villagers to the greatest extent. Therefore, the special role of village cadres may lead to a dual role conflict between the public power of the government and the interests of villagers. After the abolition of agricultural taxes and fees, the higher level government is also facing financial pressure, and most grass-roots organizations need to rely on the financial support of the government. Therefore, village cadres, as agents of the grassroots government, need to assume more responsibilities and work. In the face of complicated affairs, village cadres are more inclined to complete the tasks of their superiors, and it is difficult to take care of the bottom. The "Tacitus trap" also occurs in grass-roots organizations, weakening trust. The existence of conventional village rules and people's conventions and "village-sage-style" village cadres in today's era of development, values and concepts are gradually differentiated and dissolved, and villagers' enthusiasm for participation in public affairs is also low.

### **3.2. Fragmentation of Governance Subjects: Decentralization of Governance Subjects**

Rural revitalization work is often involved in the whole body, the government, village organizations, the market, and society of multiple governance bodies are complicated, showing a decentralized and fragmented governance form, in the implementation of rural revitalization strategy, there may be a conflict between the objectives of multiple subjects or even completely deviate from the situation, so it is difficult to achieve the overall, integrated comprehensive benefits. On the theoretical level, the pluralistic governance model shows that the pluralism of the main body is not exclusive and unique, and the governance mode, mode and concept are different from the previous management methods. In dealing with social public affairs and safeguarding public interests, the decision-making center is no longer the government-led unity, but the collaboration of different subjects. Its essence is to construct the "pluralistic co-governance mode" law in which the government, market and society participate together. However, in the actual practice of rural governance, the "fragmented" behavior of multiple subjects is not uncommon. At the government level, when developing rural collective economy and industries, local governments fail to adapt to local conditions and achieve long-term sustainable development when selecting rural development industries. They blindly select industries and projects with greater immediate benefits, not to mention the consideration of "fishing for big fish in the long term", resulting in low actual and sustainable benefits for farmers. In addition, government departments in the process of rural industrial development, bureaucratic and formalistic phenomenon is more serious, administrative dominate, squeeze the market space, it is difficult to play the free market regulation, the role of the market signal light weakened, resulting in function dislocation and crowding, industrial development deformity. In terms of farmers, the biggest premise for rural development is farmers, and the deepest foundation is also farmers, but in the actual development process of rural areas, some rural areas show a "hollowing out" state, the loss of rural labor force is fast, and the phenomenon of unable to retain people and attract people coexist. [4] In addition, rural areas are faced with the dilemma of large population size, which brings about the double contradiction of unlimited demand and limited resources.

### **3.3. Fragmentation of Power and Responsibility System: The Vagueness of Power and Responsibility System**

"Although the sparrow is small, the five organs are complete", the interior of the rural grass-roots organization is complicated, and the internal organization is divided into multiple functional departments. Theoretically, each functional department should perform its own duties, but in the actual operation process, the cooperation degree between various departments is low and there is a phenomenon of separate governance and mutual buck-moving. The complexity of rural problems themselves also leads to low management efficiency and ineffective governance. On the one hand, the ambiguity of the power and responsibility system causes governments at all levels to have a sense of crisis and risk. The mentality of being afraid of taking responsibility and being afraid of making mistakes is particularly evident in the grassroots. In the face of the demands of villagers, they can push and push, and only when risks occur can they be reasonably avoided. On the other hand, due to the limited personnel and strength of grassroots cadres, it is difficult for various departments to form a joint force. Although we advocate the expansion of grassroots autonomy and the administrative law enforcement center is also moved down to the grassroots, the power transfer has not been implemented in place, resulting in an unequal state of power and responsibility. Tasks gradually fall to the grass-roots staff, a person with multiple positions is also very common, the upper resources are not reasonably allocated, the lower resources are seriously competing, the upper power is devolved step by step, the lower power is less and less, the problem of responsibility is greater than power is difficult to solve. From the actual point of view, the current rural revitalization is in the initial stage, although the rapid development of hot, but its basic responsibilities, powers and functions have not been clarified, the actual conditions for the realization of rural revitalization, the division of labor

among leaders is relatively fragmented, difficult to form a joint force, involving jurisdiction disputes, departments will inevitably blame each other. For example, the management of garbage removal involves problems including health departments, environmental protection departments and city appearance management departments. In the daily management work, the cooperation between these departments is not smooth, too busy, and mutual buck-passing is inevitable. Grassroots organizations are also generally in accordance with the government's policies and policies, in addition to the completion of daily work functions, lack of autonomy, the government also lacks a unified arrangement and coordination, often produce a chain reaction. Although some regions have been exploring the reform of institutional merger, the formal merger has not brought practical results, and the powers and responsibilities have not been fully clarified. Therefore, in the practice and exploration of institutional merger, the structure of power and responsibility is still fragmented.

### **3.4. Fragmentation of Information Technology: The Fence of Information Technology**

In the development of rural revitalization, the gap in information technology is difficult to bridge, the foundation of digital technology is weak, the information exchange between various departments is not smooth, and it is difficult to form a unified information technology platform due to what factors. First of all, the foundation of digital technology is weak. In recent years, China has been advocating the use of digital technology in governance, integrating with big data and cloud technology, and emphasizing smart governance to achieve effective governance. However, the foundation of digital technology in rural areas is weak, the governance body mainly composed of rural cadres is insufficient in digital collection ability, and the data analysis ability is blank. As for the lack of basic software and hardware facilities operation ability, digital governance puts forward higher requirements for governance subjects, rural grass-roots organizations lack relevant information technology talents, and the digital literacy of village cadres should also be improved accordingly. Secondly, the lack of information exchange between various departments is also a big problem, showing a fragmented state, the state of the administrative system itself, resulting in information barriers between various departments, information and data barriers further hinder the communication between departments, may lead to low efficiency and repeated collection of the same information and data, waste a lot of human, material and financial resources. In addition, the examination and approval of administrative affairs also needs to climb over "layers of mountains". Each department may have its own examination and approval process or approval software, and cross-departmental work becomes a barrier. Finally, the lack of a unified information technology platform, the lack of basic information interconnection and mutual sharing, the information of various departments can not be effectively integrated, on the one hand, data idle and waste, on the other hand, and spend a lot of energy to collect data, data "isolation", each system, "data island" phenomenon in the grassroots organization is common. Therefore, it is difficult to provide effective integration resources for the promotion of rural revitalization.

## **4. GOVERNANCE STRATEGIES FOR RURAL REVITALIZATION**

### **4.1. Integration of Values and Concepts: Adhere to the Guidance of Party Building and Implement the Fundamental Guarantee of Rural Revitalization**

The holistic governance theory follows the value concept of the new public management thought, pays attention to the needs of citizens and public interests, and takes solving people's problems as the fundamental. The Communist Party of China has natural organizational and leadership advantages, and its purposes and concepts are in line with the values of the holistic governance theory. Adhering to the guidance of Party building is a powerful tool for integrating the "fragments" of the value concept. First, rural grassroots Party organizations lead the practical development of rural areas, including politics, ideology, organization and service. Second, to achieve rural revitalization and

effective rural governance, we must carry out human modernization throughout, strengthen the Party's leadership, release political potential energy, and promote the conductivity of governance effectiveness. Grass-roots party organizations are the backbone of grass-roots governance. They need to take the lead in promoting grass-roots political construction. Under the political guidance of the party organizations, they should strengthen their own capacity building and mold a group of cadres with high consciousness and political literacy. Third, build an integrated organic mechanism, a win-win cooperation mechanism and a learning and exchange mechanism, so as to promote, drive and lead grass-roots party building in grass-roots governance. As the basic force of rural revitalization, grassroots Party organizations also need stable mechanism support, standardized and scientific institutions and mechanisms to help rural revitalization and activate the endogenous power of rural governance, so as to achieve the effective integration of fragmented governance concepts.

#### **4.2. Integration of Governance Subjects: Multiple Subjects Cooperate to Implement the Overall Rural Revitalization Reasonably and Effectively**

Subject integration is a more important part of overall governance, which will establish an overall governance framework for the multiple subjects promoting rural revitalization work and give play to the synergies of multiple subjects. At the government level, on the one hand, it is necessary to establish a long-term mechanism, learn to "play the long-term line to catch big fish", actively mobilize the positive forces of all parties, and strengthen the cooperation between the market, the government and farmers. Based on local characteristics, make full use of local resources, dig deep into the characteristics, and achieve common development and common prosperity in rural areas. On the other hand, the government should carefully define its role. As the primary leader of rural development, the government should play a coordinating role in overall planning and create an enabling environment for development. The sustainability and development potential of a project should be properly assessed, and the choice should be made rationally and with a long-term vision. At the farmer level, China is faced with the basic national condition of huge population scale. The essence of modernization is the modernization of people. The natural management of small peasant families is the basis for the long-term development of Chinese society, and it is the premise and guarantee for realizing the modernization of Chinese agriculture and rural areas. Giving play to the main role of farmers is the top priority in realizing the modernization of rural governance. Specifically, in the development of rural industries, multiple channels should be opened up to give farmers the opportunity to express their cultural needs. At the same time, the supply of public facilities in rural areas should also be followed up in a timely manner. Not only the government, but also market and social organizations should play the role of supply, and non-profit organizations should be encouraged to participate in the development of rural industries. Formulate and improve policies to support high-quality talents, attract farmers to stay in rural areas, and introduce high-quality talents to help rural development. Finally, we should always adhere to the actual needs of farmers as the guide for development, let farmers become the real subject of development, establish a platform for interconnected development, on the basis of developing modern industries, pay attention to the origin of rural traditional industries, do not let rural traditions become "water without a source", promote the integration of rural traditional and modern, and then reshape the community of rural development. Integrated and integrated development.

#### **4.3. Integration of Power and Responsibility System: Implement the New Development Concept and Build a Governance System that Integrates the Three Governance Systems**

To comprehensively promote rural revitalization, efforts need to be made from the aspects of organization, system and work system. Therefore, exploring the construction of a "three-governance integration" rural governance system under the leadership of grass-roots party organizations and developing modern agriculture with farmers as the main body is an important magic weapon to

continuously strengthen the driving force mechanism and organizational guarantee of the modernization of Chinese agriculture and rural areas. In terms of its importance, the three governance integration rural governance system, which strengthens the driving force with autonomy, takes the rule of law as the guarantee, and promotes justice with the rule of virtue, can form a governance force for rural revitalization on the one hand, and the forces of all parties can be integrated into one strand, and on the other hand, it can accelerate the modernization of rural governance and help realize Chinese-style modernization. As for how to effectively realize the integration of three governance, from the point of view of the main body, in order to strengthen the grassroots work in rural areas and realize effective governance in rural areas, it is necessary to improve the level of villagers' autonomy, integrate rule of law and rule of virtue into the village rules and conventions, organically combine the "three governance", with villagers' autonomy as the main body and rule of law and rule of virtue as the two wings, and at the same time of integrated development, The three coordinate and restrict each other. Moreover, it is necessary to give full play to the important role of the new villagers in building the "three governance integration" governance system, so as to promote the innovative development of the grass-roots governance system of rural revitalization [6]. From the perspective of system construction. First, we should constantly improve the self-governance system of village rules and people's agreement, give full play to the advantages of the system of villagers' self-governance, explore effective ways for villagers' self-governance to promote rural revitalization, and continuously and deeply promote rural development. Second, starting from the "points system", give the "three governance integration" rural governance system exploration of profound implications, in the comprehensive planning and in-depth shaping of rural society at the same time, the implementation of rural revitalization strategy, promote the "three governance integration", should be in the pursuit of effective governance while focusing on the legitimacy of institutional innovation, rationality and sense of propriety [7]. With autonomy, rule of law and rule of virtue as the meaning of the "three governance" integration is not only an internal concept, but also an effective mechanism and system of rural governance externalization. The establishment of a governance pattern based on the core of grassroots party organizations, autonomy as the basis, rule of law as the guarantee and rule of virtue as the guide can promote the modernization of rural governance and provide another solution and thought for rural governance [8].

#### **4.4. Integration of Information Technology: Unblock Digital Common Channels and Build an Integrated Platform for Rural Revitalization**

One of the main elements of holistic governance is to use modern means such as information technology to resolve the problem of fragmentation among government organizations through integration and coordination, so as to enhance coordination and facilitate integrated and systematic work. The first is to improve the level of digitization at the grassroots level. The weak digital foundation in rural areas is a common problem that is difficult to change in rural governance. It is necessary to increase investment in digital resources in rural areas, increase policy preference, and introduce high-quality scientific and technological talents to help rural revitalization. At the same time, training activities should be actively organized to improve the ability of village cadres to use software and hardware information facilities and improve the digital quality of village cadres. Secondly, digital strategy is the development trend of all walks of life. Today, with the increasingly strong development of digital industry, it is necessary to empower the development of cultural industry with digitalization, so as to realize the renewal of cultural industry concept, function, integration and service, dig deep into the connotation and extension of rural culture, realize the deep integration of culture and tourism, and strengthen market publicity and promotion. To build rural digital cultural tourism brand, form brand effect, strengthen publicity and guidance, and promote the comprehensive revitalization of rural tourism. Finally, to establish an integrated information platform, the wisdom of rural governance needs to be combined with the actual needs of rural grass-roots governance under the background of national governance modernization, we should make full use of

the Internet, big data and other modern science and technology, innovate governance tools, change governance paradigms, and build a rural smart governance system.

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