

Analysis of Legal and Policy Factors to Enhance the Social Identity of College Students and "New Farmers" From the Perspective of Rural Revitalization

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Abstract

From the existing research, there is a lack of empirical research on the issues related to "new farmers", most scholars from the theoretical perspective combined with field research and data collection methods to explain the relevant issues. However, there are relatively few researches on how to improve college students' social identity of "new farmers". This paper empirically-tested the legal and policy factors influencing the social identity of college students "new farmers", designed a legal and policy system to enhance the social identity of college students "new farmers", gave more care to the group of new farmers, guided and supported their healthy growth with a developing perspective, an open mind and a relaxed environment, and helped the comprehensive revitalization of rural areas.

Keywords

"New Farmers", Law and Policy, Rural Revitalization.

1. Domestic and international research background

At the Central Talent Work Conference, General Secretary Xi Jinping pointed out: "The development of the country depends on talents, and the revitalization of the nation depends on talents. We must enhance our sense of danger, pay more attention to the independent cultivation of talents, and accelerate the establishment of competitive advantages in human resources. "On September 5, 2019, General Secretary Xi Jinping's reply letter to the secretaries, presidents and expert representatives of agriculture-related colleges and universities across the country pointed out the direction for the cultivation and education of agricultural talents, and the cultivation of agriculture-related talents in China is increasingly showing a new atmosphere, and a group of knowledgeable and energetic young people have taken root in the vast countryside with the "three rural dreams" of the new era. A few days ago, the central government vigorously implemented the "in-depth implementation of the strategy of strengthening the country with talents in the new era", further allowing more teachers and students of agriculture-related colleges and universities to show their skills in the "field of hope", apply what they have learned, and make every effort to inject new strength into the comprehensive revitalization of rural areas.

The concept of new farmers first appeared around 2013 (Zhang Xinlei and Liu Fujun, 2019), and many scholars have given different definitions of the definition of new farmers. In a narrow sense, new farmers refer to people who use the Internet as a tool to engage in agricultural production, circulation and service, and its core is "agriculture + Internet". New farmers in a broad sense refer to people with Internet thinking and serving the field of three rural areas, and its core is "three rural areas + Internet" (Li Guoying, 2015). New farmers in a broad sense mainly refer to people or groups who are good at using the Internet to serve the "three rural

areas", have new concepts, new thinking and new technologies, and engage in the production, processing, circulation of agricultural products, or provide publicity, promotion, guidance, consultation and other services for agriculture (Ali Research Institute, 2015). New farmers in a narrow sense mainly refer to agricultural producers and operators who uphold the concept of ecological agriculture and use Internet thinking to provide safe agricultural products and increase agricultural value (Zhang Hongyu, 2016).

Compared with traditional agricultural practitioners, new farmers have a higher scientific culture. At the Central Talent Work Conference, General Secretary Xi Jinping pointed out: "National development depends on talents, and national revitalization depends on talents." We must enhance our sense of danger, pay more attention to the independent cultivation of talents, and accelerate the establishment of competitive advantages in human resources. "On September 5, 2019, General Secretary Xi Jinping's reply letter to the secretaries, presidents and expert representatives of agriculture-related colleges and universities across the country pointed out the direction for the cultivation and education of agricultural talents, and the cultivation of agriculture-related talents in China is increasingly showing a new atmosphere, and a group of knowledgeable and energetic young people have taken root in the vast countryside with the "three rural dreams" of the new era. A few days ago, the central government vigorously implemented the "in-depth implementation of the strategy of strengthening the country with talents in the new era", further allowing more teachers and students of agriculture-related colleges and universities to show their skills in the "field of hope", apply what they have learned, and make every effort to inject new strength into the comprehensive revitalization of rural areas.

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Literacy and innovative awareness have brought new energy and vitality to agricultural and rural development, leading and driving a new round of knowledge youth to the countryside. With the in-depth advancement of agricultural supply-side structural reform, "Internet +", "mass entrepreneurship and innovation", the agricultural and rural entrepreneurial environment will be further optimized, the scale of new farmers will continue to expand, and the role and influence will be more prominent. At the same time, due to the uneven quality of new farmers, they will gradually differentiate in layers in the fierce market competition, and experience a process of big waves and survival of the fittest. Some who underestimate difficulties, are not fully prepared, are blindly optimistic, and lack the ability and strength to cope with challenges, may be short-lived and forced to choose to withdraw; Some people with firm aspirations, long-term planning, diligent study, and good at seizing opportunities will go more steadily and longer, and gradually grow into a new force for promoting agricultural modernization. This paper mainly analyzes the influencing factors of its laws and policies to give more care to the group of new farmers, and guide and support their healthy growth with a development vision, open mind and relaxed environment.

2. Influencing factors

2.1. There is a gap between the good expectations of subjective will and the real life character object

There is a certain gap between the good expectations in the subjective will of the characters and the self-perception of the characters in real life. College students have returned from the city to the countryside, from industrial civilization to agricultural civilization, and the living environment has undergone great changes, and their lifestyles, interpersonal relationships, and values have also changed. On the one hand, college students' "new farmers" adjust the pace of life and change their lifestyles to adapt to rural life; on the other hand, the value concept of college students' "new farmers" is also influencing rural culture and injecting new connotations into rural culture. The difficulties or problems faced after work make college students realize that the reality is not completely consistent with self-expectations, and social expectations and self-expectations are difficult to fully match. The setting of the identity of college students "new farmers" to a large extent labeled with the times, containing the value orientation of society, college students "new farmers" and other groups of society for the role expectations of this identity is the logical starting point for the existence and confirmation of the identity of "new farmers", and as a career choice and ideal pursuit, college students "new farmers" can not be separated from the interest orientation in market competition, nor can they avoid the natural law of "survival of the fittest" in the economic field. Under this difference, it is difficult to match good expectations and self-identification, and it is difficult for the subject to have confidence and self-identification with the role it plays.

2.2. Encouraging policies are the support of behaviors and phenomena that promote positive social development

Encouraging policies are the support of behaviors and phenomena that promote positive social development. It contains incentives and means to direct public efforts in the direction advocated by public institutions. For the "new farmers", the encouraging policy has increased their confidence and passion for agriculture, and also let the public see the important position of "new farmers" in the process of agricultural development. Supportive policies refer to policies and measures taken by the state or local governments to promote the priority and rapid development of certain industries or sectors through priority preference and preferential support. While promoting the vigorous development of their industries, such policies also made them feel the common pulse of the "new farmers" and had a positive impact on shaping their sense of community belonging. The government's guarantee-type policy also contributes to the social identity of college students as "new farmers". Since college students "new farmers" play the dual roles of entrepreneurs and agricultural producers, the state's security policies for college students "new farmers" mainly include entrepreneurship security policies and agricultural insurance policies. The promotion role of the entrepreneurship guarantee policy is mainly reflected in tax exemptions, administrative fee reductions, living subsidies after business failure, loan extension and interest exemption. The role of agricultural insurance policy is mainly reflected in the fact that when entrepreneurs suffer major economic losses due to force majeure, the government will give corresponding subsidies. At present, the guarantee policy for college students "new farmers" innovation and entrepreneurship still has problems such as insufficient subsidy landing and weak policy sustainability, which is difficult to effectively solve the risk and instability of college new farmers "to solve the problem of returning to their hometown to start a business." Therefore, college students "new farmers" call for more systematic protection laws and policies.

2.3. The system lacks digestion capacity, the implementation is not strong, and the degree of pragmatism is not high

In the process of improving the social identity of college students' "new farmers", there is still a lack of institutional digestion ability, weak implementation, and low pragmatism. The three policies of encouragement, support and guarantee cooperate with each other and become an important link in the construction of social identity of "new farmers". However, in the specific implementation process of the policy, due to the insufficient implementation and implementation of the policy, the degree of pragmatism is not high, and the function is not clear, the social recognition of college students "new farmers" is not high. On the one hand, the implementation of policies is not strong enough, and the degree of implementation is insufficient. The implementation of the policy has a certain encouraging effect on encouraging young people to help rural revitalization, but the implementation is not enough, the policy strength is not strong enough, and the tilt of the policy to benefit farmers is not enough. On the other hand, the overall planning is not pragmatic and the policy function is not clear. The overall government planning is not pragmatic, and the policy function is not clear. The state and governments at all levels lack assistance in policies and management systems for entrepreneurial "new farmers", which is not conducive to enhancing the social identity of this group, and the government has not formed a scientific and perfect concept of political performance, failed to base itself on the production needs of "new farmers", the development thinking of supporting the strong but not the weak still exists, and the conditions for constructing a good environment for innovation and entrepreneurship are not mature.

2.4. The propaganda and reporting have affected the public's identification with college students as "new farmers"

The current media has begun to pay attention to the group of college students "new farmers", and publicize and report on them on the screen, Internet, newspapers and periodicals, which has played an important role in strengthening the social identity of college students "new farmers". However, from the analysis of the interviews, the current media coverage of college students' "new farmers" is slightly narrow, which is specifically manifested in two aspects. On the one hand, due to the large number and scattered distribution of college student "new farmers", it is difficult to fully carry out reporting, most mainstream media only stay at the level of repeated reporting of some typical representatives, and the reporting time is often after the target has achieved certain results, which is bound to lead to a lack of objective and comprehensive understanding of college students' "new farmers" in society. On the other hand, the publicity reports on college students' "new farmers" also mainly focus on their identity attributes, while ignoring the innovation and entrepreneurship experience of college students' "new farmers", the situation of joint farming and farming, and the positive and enterprising, hard-working, tenacious fighting spirit displayed and deduced by college students' "new farmers" in the process of entrepreneurship, which is bound to affect the public's identification with college students' "new farmers".

2.5. The bondage of land and homesteads

The constraints of land and homesteads are another major obstacle to strengthening the social identity of college students as "new farmers". Only with young people can agriculture be vibrant and future-oriented. After professional training, the agricultural production of young people will no longer be the traditional sense of fragmented and small-scale planting, but the intensive and large-scale operation formed by mechanized production. Deepen the reform of the rural land and homestead system, innovate the right to use land and homestead, explore the reform of the "separation of powers" of homesteads, steadily promote the mechanism for paid withdrawal of land and homesteads from members of rural collective economic organizations,

and stabilize the right to use land and homesteads for young people. Relevant departments need to find out the use of farmland and homesteads, learn from Japan's "land banks" and "residential banks" to effectively integrate resources, achieve information sharing, establish a scientific and perfect land and homestead circulation price formation mechanism, and give subsidies and loan preferences to young people who return to rural farming after acquiring or leasing agricultural land and housing. Legal policies can break down barriers through land reform, training subsidies, start-up funds, and interest-free or low-interest loans, smooth the flow of factors and clear the way for young people to enter agriculture. The government uses two "banks" to share resources and break down the information barriers between the supply side and the demand side of idle land and agricultural housing. In addition to solving the hard constraints on young people returning to rural areas and engaging in agriculture such as funds and land, agricultural professional training is a soft obstacle that plagues young people to engage in agricultural production, based on this, the government has set up multi-level training courses in agricultural professional training to enhance young people's agricultural knowledge and meet the needs of different types of new entrants through flexible learning.

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