

# Analysis on the Formation Mechanism and Cultivation Countermeasures of Farmers' Public Spirit under the Background of Rural Revitalization

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## Abstract

Since the reform and opening up, with the acceleration of rural urbanization and the development of rural social economy, the spiritual outlook of farmers has changed greatly. However, with the development of market economy and the decline of rural collective undertakings, there are many problems in farmers' moral construction, one of which is the lack of farmers' public spirit. The lack of farmers' public spirit has brought severe challenges to rural society. In rural areas, the public infrastructure of villages is damaged, and villagers are indifferent to each other. The phenomenon of "everyone sweeps the snow in front of his door, never mind the frost on others' tiles" is common. The root causes of these problems in rural society lie in the mobility and dispersion of rural society, the decline of rural collective economy, the reduction of farmers' public activity space, the lagging development of rural non-governmental organizations and the deepening of rural marketization. Therefore, in the context of rural revitalization, it is necessary to reshape the public spirit of farmers for consolidating the ideological basis of Rural Revitalization.

## Keywords

Public spirit, Rural revitalization, Farmers.

## 1. Public spirit and the connotation of Rural Revitalization

In order to accurately grasp the cultivation of farmers' public spirit under the background of rural revitalization. It is necessary to summarize the related theories of public spirit and rural revitalization. By understanding what public spirit is, we can grasp the concept of farmers' public spirit more accurately. If we understand the rural revitalization, we can better grasp the background of rural revitalization.

### 1.1. The connotation of public spirit

#### 1.1.1. The meaning of public spirit

Generally speaking, the public spirit refers to that citizens with independent personality take publicity as the principle in public life, take the maintenance of public interests as the basis, care about and actively participate in public affairs, and have a sense of responsibility for the community. Cultivating public spirit is not only the requirement of the times, but also the need to improve the quality of citizens [3]. Public spirit is composed of the consciousness of public morality and social responsibility, public participation, love and dedication, democracy, equality and independent personality. This makes us more aware of the importance of public spirit in our life.

Public spirit is the recognition and maintenance of public interests. There are four basic characteristics of public spirit: publicity, participation, permeability and openness. Fully

understanding the characteristics of public spirit is conducive to our comprehensive understanding and grasp of public spirit.

First, publicity. Publicity is a prominent feature of public spirit, which is opposite to private nature and takes place in the public domain, with citizens as equal subjects. We should jointly safeguard public interests, undertake corresponding social responsibilities, and have common goals and pursuits.

Second, participation. Participation is the essential feature of public spirit. Citizens participate in public life spontaneously, voluntarily and actively, rather than being forced and forced by external forces. It reflects the freedom and rationality of citizens, and makes citizens have a positive sense of responsibility and responsibility.

Third, permeability. Permeability is the potential characteristic of public spirit, which exists in the interior of public spirit and has concealment. Through public activities, citizens are indirectly affected, and they are affected imperceptibly.

Fourth, openness. Openness is an important feature of public spirit, opposite to closeness. The public space is open to all people, and citizens have equal access to it, providing a space for citizens to communicate and think.

## **1.2. The connotation of Rural Revitalization**

Rural Revitalization is a new national strategy put forward by the 19th CPC National Congress. It is necessary for us to clarify the reasons and specific requirements of this strategy. This will help us to understand the significance of the implementation of Rural Revitalization Strategy. By expounding this part, we can better understand the background of rural revitalization and better explore the cultivation of farmers' public spirit under this background.

### **1.2.1. Background of Rural Revitalization Strategy**

The 19th National Congress of the Communist Party of China put forward "the strategy of rural revitalization", which is a new strategic plan put forward by the CPC Central Committee with Xi Jinping as the core to build a well-off society in an all-round way, and is of great significance to solve the problems concerning agriculture, rural areas and farmers. Implementing the rural revitalization strategy, as an independent subject, the countryside can exert its initiative and stimulate its endogenous motivation, which is conducive to coordinating urban and rural development and promoting urban-rural integration. Since the 21st century, China's economy and society have entered a period of accelerated transformation, with the continuous advancement of urban modernization, but the rural development is relatively lagging behind, which leads to the widening gap between urban and rural areas [4]. The implementation of Rural Revitalization Strategy is to adhere to the people-oriented, to let farmers share the fruits of economic development, so that farmers can develop in an all-round way and achieve common prosperity.

### **1.2.2. Specific requirements for implementing the strategy of Rural Revitalization**

The 19th National Congress of the Communist Party of China put forward that to implement the rural revitalization strategy, we must promote the rural economic, political, cultural, social, ecological and organizational construction in accordance with the requirements of prosperous industry, livable ecology, civilized rural customs, effective governance and affluent life.

First, the industry is booming. Prosperity of industry is the focus of rural revitalization. The development of industry helps to promote the development of rural economy, thus promoting the realization of rural revitalization.

Second, ecological livability. A good ecological environment is the prerequisite for beautiful countryside, so we should do a good job in green development and make the rural ecology and economy develop in harmony.

Third, rural civilization. Rural civilization is the guarantee of rural revitalization, so we should pay attention to the construction of rural civilization. It is necessary not only to carry out civilized activities in rural areas, but also to strengthen the construction of rural public culture.

Fourth, effective governance. Effective governance is the core of good rural governance, and the rural governance system in Constantly improve is conducive to the implementation of rural strategy.

Fifth, living well. Living well is the goal of rural revitalization. We should not only encourage farmers to make full use of favorable conditions to improve their quality of life, but also implement precise poverty alleviation so that farmers can truly embark on the road of common prosperity.

## **2. The internal relationship between Rural Revitalization and the cultivation of farmers' public spirit**

With the acceleration of urbanization, great changes have taken place in rural social economy, but there are many problems in farmers' moral construction, one of which is the lack of farmers' public spirit. The lack of farmers' public spirit has brought challenges to rural society. The proposal of rural revitalization is to revitalize the countryside in an all-round way. Rural revitalization includes not only the development of rural economy, but also the construction of farmers' spiritual morality. Therefore, it is particularly important to clarify the relationship between rural revitalization and farmers' public spirit.

### **2.1. The natural demand of Rural Revitalization for farmers' public spirit**

What kind of public spirit does rural revitalization need farmers to have? In view of the understanding of Rural Revitalization and public spirit, this paper makes an in-depth discussion on this issue. Rural revitalization needs to cultivate the public spirit that farmers love and maintain the village community, care for and participate in public affairs, identify and safeguard public interests, care for others and Being dedicated to giving of themselves, and cooperate and help each other.

#### **2.1.1. Rural Revitalization needs to cultivate the public spirit that farmers love and maintain the village community**

Since the rural reform, farmers' thoughts have changed greatly and they are no longer willing to cultivate. They work in cities to earn money for their own benefit, so that children and old people stay at home, and the old people don't care about other things in the village. This situation is not conducive to rural revitalization. Rural revitalization needs farmers to work hard together, and it needs farmers' love and maintenance. We should improve the enthusiasm of farmers, let them participate in village construction, and give full play to their value. So that every farmer is willing to participate in the public affairs of the village, fulfill his responsibilities and obligations, and safeguard the construction of the village community!

#### **2.1.2. Rural Revitalization needs to cultivate the public spirit of farmers' concern and participation in village public affairs**

Since the reform and opening up, affected by various things, farmers no longer care about and participate in village public affairs, but pay more attention to things that are beneficial to themselves, and lack of public responsibility consciousness. The construction of rural revitalization is to change this situation, actively carry out village public affairs, attract farmers to participate, let farmers actively and equally express their views, make public decision-making transparent, and let farmers get feedback and respond, so as to improve farmers' participation and public responsibility awareness.

### **2.1.3. Rural Revitalization needs to cultivate the public spirit of farmers' identification and protection of village public interests**

In recent years, due to the development of market economy, there has been diversification of interests. Farmers pay more attention to things that have interests with themselves and seldom consider the public interests of villages. Such as the destruction and loss of public facilities, these problems often occur. Rural revitalization is to change this phenomenon, develop more entertainment-oriented, life-oriented non-governmental organizations, and meet the different interests of farmers, so as to identify and safeguard the public interests of villages.

### **2.1.4. Rural Revitalization needs to cultivate the public spirit of caring for others and willing to contribute**

In modern society, with the development of economy, rural marketization is constantly changing. Farmers pay attention to their own interests, pay little attention to others, only want to ask for something but don't want to give it, and lack compassion and dedication. Therefore, we need to guide farmers to care for others and cultivate their spirit of caring for others, so as to help the villagers realize their public interests.

### **2.1.5. Rural Revitalization needs to cultivate the public spirit of cooperation and mutual responsibility of farmers**

In the current life of farmers, farmers, as independent individuals, lack of communication and cooperation, and lack of mutual help consciousness. To realize rural revitalization, we must change this situation, guide the establishment of non-governmental organizations, let everyone have the opportunity to exchange and cooperate, and promote the relationship between farmers. When encountering problems in life, we should help each other and enhance farmers' sense of cooperation. As the saying goes, "unity is strength". We should be responsible farmers in the new era and contribute to the revitalization of rural areas!

## **2.2. The practical significance of Cultivating Farmers' public spirit for Rural Revitalization**

Cultivating farmers' public spirit is an important foundation for safeguarding rural public interests, an important guarantee for mutual respect among members of the rural community, an important driving force for promoting rural social development, and of great significance for rural revitalization. Cultivating farmers' public spirit is not only the requirement of the times, but also the need of rural revitalization.

### **2.2.1. The cultivation of farmers' public spirit is conducive to the optimization of farmers' values and comprehensive quality**

With the development of urban-rural integration, the old values of farmers have been impacted, and the traditional closed and conservative ideas have gradually changed to open ideas. However, in order to maximize the interests of farmers, there are some problems such as weak collective consciousness. As the main body of rural revitalization, farmers' own values and comprehensive qualities influence the process of rural revitalization, and cultivating farmers' public spirit is conducive to optimizing farmers' values and comprehensive qualities.

### **2.2.2. Cultivating Farmers' public spirit is beneficial to the development of rural public utilities**

With the advancement of new rural construction, rural life has been greatly improved, but public utilities such as rural education, medical level and social security still lag behind cities. The proposal of Rural Revitalization Strategy is to narrow the gap between urban and rural areas and promote the development of rural public utilities.

### **2.2.3. Cultivating Farmers' public spirit is conducive to the realization of ecological livability**

Realizing ecological livability is the key to rural revitalization. Farmers should improve their sense of responsibility and participation, participate in village construction together, and make suggestions for rural construction, so as to improve the ecological environment, improve the quality of life of farmers and promote rural development.

### **2.2.4. Cultivating Farmers' public spirit is conducive to promoting rural civilization**

Rural civilization is the cultural guarantee and moral foundation of rural revitalization. In the development of rural society, without the support of rural civilization, rural society will have problems such as disorderly decline, contradiction stimulation, rising crime rate, tense relationship between farmers and so on. Therefore, the stability and order of rural society and the safety and happiness of farmers are inseparable from the support of rural civilization. The cultivation of farmers' public spirit is conducive to the promotion of civilized rural ethos.

### **2.2.5. Cultivating Farmers' public spirit is conducive to improving rural governance**

Improving rural governance is the need of rural revitalization, and cultivating farmers' public spirit is conducive to the effective realization of rural governance. The lack of farmers' public spirit will affect the rural governance system, such as bribery and fraud in villagers' elections. Therefore, cultivating farmers' public spirit is conducive to improving rural governance, thus promoting the development of rural revitalization.

## **3. The lack of farmers' public spirit and its causes**

With the acceleration of urbanization and the development of modern science and technology, the rural society has made continuous progress, and the living standard has gradually improved, prompting the rural society to enter a transitional period. The traditional social structure of acquaintances has been broken, and farmers' ideas have changed, from paying attention to the maintenance of interpersonal relationships to paying attention to the maintenance of interests. Farmers' awareness of public participation is fading, and they lack concern for village communities. All these require us to study deeply the public spirit of farmers.

### **3.1. The concrete manifestation of the lack of the public spirit of the peasants at present**

In recent years, farmers' public spirit has been paid more and more attention. Under the new background of rural revitalization, it is necessary to study the cultivation of farmers' public spirit. At present, farmers' public spirit needs to be improved, and there is a lack of it. The villagers do not take good care of public goods, public facilities are damaged, no one cares about them, agricultural products abuse drugs, and their safety is threatened. The specific performance is as follows:

#### **3.1.1. Farmers' sense of identity and belonging to the village declined**

In the traditional rural society, it is a village community composed of acquaintances. At this time, farmers have a strong sense of village identity and belonging, and naturally they are willing to participate in public affairs and public life in the countryside, and are willing to pay to maintain the Common interests of the village. In modern society, influenced by economic development, people in closed villages gradually go out to work in cities to make money, and strangers invest in villages, which makes villages become semi-acquaintances or even strangers. Villagers are not as familiar and trusted as before, but only pay attention to their own interests. They have less contact with each other and lack of communication and exchange with each other. Natural farmers' sense of identity and belonging to the village declines.

### **3.1.2. The weakening of rural moral public opinion**

Rural moral public opinion is farmers' attitude and viewpoint on events or problems in rural public life, an open evaluation, and an external manifestation of farmers' public spirit. Rural moral public opinion plays an important role in village community, which regulates farmers' moral life, helps to maintain village public order and promotes the harmonious development of village community. In traditional rural society, it is a village community composed of acquaintances, farmers pay more attention to their own behaviors, and the effect of rural moral public opinion is obvious. In modern society, farmers go out to work, the main body of rural moral public opinion is reduced, and with the popularity of the Internet in rural areas, farmers have more private space and prefer private exchanges. The space of rural moral public opinion is reduced, which weakens rural moral public opinion.

### **3.1.3. Farmers' awareness of public participation is weak, and they are lack of concern for rural public affairs**

In an ideal rural society, farmers have a strong sense of public participation and are active in public affairs. This is conducive to the effective governance of rural society and promotes the prosperity and development of rural communities. However, in the current rural society, farmers pay more attention to private interests and are unwilling to devote their time and energy to public affairs. Farmers turn a blind eye to public affairs, let alone care about them. Farmers lack love and dedication, distorted values, lack of communication between neighbors, lack of trust with each other, and passively participate in village public affairs [9]. As Aristotle said: "All public affairs belonging to the largest number of people are often those taken care of by the least number of people. People care about their own possessions and ignore public affairs."

### **3.1.4. Farmers' awareness of social responsibility is not strong, lack of recognition and maintenance of public interests**

Farmers' sense of social responsibility is formed by farmers in social practice, which refers to the responsibility to the country, society and others, which is different from the legal constraint, belongs to the moral constraint, and is the rational consciousness of farmers in social practice. With the development of market economy, in order to meet their own needs, farmers are excessively pursuing material enjoyment and not paying enough attention to public interests. Due to the diversification of farmers' needs, farmers' collective consciousness is poor, and they show individualism. They think that the public interest is a national matter, which has nothing to do with themselves. They pay more attention to personal interests and lack the recognition and maintenance of public interests.

## **3.2. Analysis of the reasons for the lack of public spirit of farmers**

The lack of farmers' public spirit leads to the lack of trust between farmers, weak sense of participation and responsibility, and lack of attention to public affairs and public interests, resulting in disharmony in rural society. This not only affects the development of village community, but also is not conducive to the development of the whole society. Therefore, it is the only way to find the specific countermeasures to cultivate farmers' public spirit under the background of rural revitalization to analyze the reasons for the lack of farmers' public spirit.

### **3.2.1. Mobility and dispersion of rural society**

With the acceleration of urbanization, great changes have taken place in rural society, resulting in large-scale mobility of rural society. The massive outflow of farmers has made the originally enriched countryside hollow and discrete. Most young people are reluctant to farm, and their parents are at home, which causes serious aging in the countryside and few people take part in public affairs. There are no successors in rural construction, resulting in the lack of farmers' public spirit cultivation subject. At the same time, since the reform and opening up, affected by

the market economy, farmers like to deal with various relationships from their own interests, and they are separated from the overall structure, becoming increasingly atomized and alienated. The rural social structure is developing discretely, which leads to the weakening of rural social publicity and the lack of farmers' public spirit.

### **3.2.2. The decline of rural collective economy**

Rural collective economy, that is, "rural collective ownership economy", refers to an economic organization form in which a village collective economic organization obtains income by developing the primary, secondary and tertiary industries, and the income obtained is shared by all members of the collective economic organization. The cultivation of farmers' public spirit and rural collective economy have mutual influence. The decline of rural collective economy is one of the important reasons for the lack of farmers' public spirit, which is mainly manifested as follows: First, the foundation is weak. The source of village collective economy is weak, lacking public resources, and farmers' collective concept is weakened. Second, the industry lags behind [11]. In the vast majority of rural areas, traditional agricultural cultivation is dominant, farmers' income is unitary, and they lack the sense of cooperation. Third, there is a shortage of talents. Many rural cooperatives have no professionals, lack of understanding of the market situation and modern agricultural knowledge, and can not put forward countermeasures according to local conditions, which makes the development of rural collective economy slow and lacks leaders, which is not conducive to the cultivation of farmers' public spirit.

### **3.2.3. The public activity space of farmers is reduced**

Farmers' public activity space is public, which is a free and open activity place in the village, where farmers have equal exchanges, help each other, conduct public exchanges and participate in public activities. The reduction of farmers' public activity space directly affects the cultivation of farmers' public spirit, which is manifested as follows: First, rural public land is requisitioned and public activity places are reduced. In order to meet the needs of urban planning and construction, many villages have carried out overall planning, and the traditional villages no longer exist, but are replaced by new rural communities. This change has reduced farmers' space for public activities. Second, the rural public cultural space is less, and the supporting facilities for rural public cultural services are relatively lacking, which is not conducive to the cultivation of farmers' public spirit. Third, there is a large outflow of farmers, lacking the main body of public activities. Farmers seldom participate in village collective activities, which is not conducive to the construction of farmers' public space. With the decrease of farmers' public activity space, the interaction between farmers becomes less, and the relationship between farmers gradually alienates and tends to be more private. Villages are semi-acquaintance society, and even the village society becomes unfamiliar, which is not conducive to the cultivation of farmers' public spirit.

### **3.2.4. The development of rural nongovernmental organizations lags behind**

Rural non-governmental organizations are farmers' spontaneous organizations, or organizations established under the impetus of the government to improve farmers' economic benefits, safeguard farmers' interests, guarantee rural social welfare and enrich rural cultural life. Although the number of non-governmental organizations in China is increasing, the development of rural non-governmental organizations is restricted by many problems, such as lack of relevant institutional norms, low government support, financial Fund shortage, weak farmers' consciousness and so on. This reflects the imbalance of organizational types. Then the development of rural non-governmental organizations lags behind and hinders the cultivation of farmers' public spirit.

### **3.2.5. The deepening of Rural Marketization**

With the development of market economy, rural and urban economies have developed. However, the entry of market economy into rural areas has had a great impact on rural life, and

the marketization of rural areas has deepened. First, it is influenced by market trading principles. On the one hand, individualism is prominent, farmers pay more attention to their own interests, rarely or even pay no attention to the interests of others and villages, and lack due sense of responsibility, which affects the cultivation of farmers' public spirit. On the other hand, the principle of market transaction permeates into rural politics, and when some village cadres change their posts, there is a phenomenon of bribery, which affects rural democratic governance and is not conducive to the cultivation of farmers' spirit of democracy and equality. Second, it is influenced by consumerism. With the popularization of television, mobile phone and internet, farmers are separated from the collective and prefer private space. Their participation in collective activities and life is obviously reduced, and the communication between farmers is reduced accordingly. Third, influenced by the principle of profit maximization, money worship prevails, and farmers pay more attention to money. For the sake of economic profit, some farmers violate the bottom line of morality, destroy the market order, make fakes and sell fakes, and even add prohibited items, which is harmful to the cultivation of farmers' public spirit.

#### **4. The specific countermeasures of cultivating the public spirit of farmers under the background of Rural Revitalization**

Cultivating farmers' public spirit is of great significance to optimize farmers' comprehensive quality, promote the development of public utilities and enhance farmers' sense of social responsibility. Through the above analysis of the lack of farmers' public spirit and its causes, combined with the actual situation, this paper explores the specific countermeasures to cultivate farmers' public spirit under the background of rural revitalization, mainly from the following aspects.

##### **4.1. Guide farmers to flow reasonably and enhance the cohesion of rural society**

Rural revitalization needs people. If there is no stable population in rural areas, rural revitalization is impossible. Guiding farmers to flow rationally plays an important role in solving the problems of rural population loss and unreasonable structure in the process of urbanization. Returning outstanding talents is an urgent need to enhance rural strength and enhance public awareness. These outstanding talents not only have experienced higher education, but also have sufficient theoretical knowledge to enhance rural strength. Taking these excellent people as examples can lead us to common prosperity and enhance our cohesion and public awareness. Reducing the loss of rural personnel can accelerate the development of rural economy. Farmers are the theme of rural development, but with the rapid development of cities, the loss of rural personnel is getting faster and faster. Therefore, in order to ensure the development of rural economy, we should control the loss of personnel, develop agriculture, provide more employment opportunities for farmers, and encourage rural individual and private economy to solve the big problem of farmers' employment, so as to realize real villagers' autonomy. Farmers have the right to make decisions on some issues in life, such as democratic decision-making, financial final accounts and other major village affairs, and promote rural cohesion through democratic supervision.

##### **4.2. Prosperity of rural culture and new atmosphere of rural civilization**

Rural civilization is one of the specific requirements of rural revitalization. The prosperity of rural culture is conducive to the realization of rural civilization, thus contributing to the realization of rural revitalization. Rural excellent traditional culture originated in rural areas, which is the product of historical development and the foundation of the development of advanced culture. Develop Xinxiang xian culture. Xiangxian culture has been an integral part of

rural traditional culture since ancient times, and has the function of educating villages. Xinxiangxian includes retired cadres and teachers who return home, and grassroots cadres who lead farmers to get rid of poverty and become rich. They have the noble spirit of honesty, trustworthiness, fairness and justice, which can have a positive impact on farmers, and through these can be conducive to the internalization of farmers' public spirit. Carry forward the excellent family style. Tell your younger generation to be a person who contributes to society. It is also necessary to establish public facilities and share network resources so that everyone can participate in them, publicize and educate everyone, emancipate their minds, guide farmers to establish correct cultural concepts, promote equal exchanges among farmers, and improve farmers' spirit of democracy and equality. Inheriting good national culture is conducive to enhancing farmers' sense of identity and strengthening national culture. For example, yangko dancing and dragon boat racing during festivals are conducive to mobilizing farmers' enthusiasm, promoting the sense of cooperation among farmers, prospering national culture and rejuvenating local civilization.

#### **4.3. Develop and strengthen the rural collective economy and cultivate the spirit of peasant collectivism**

With the deepening of marketization, the rural social economy has been impacted, the development of rural collective economy is weak, and farmers' collective consciousness is weak, which affects the cultivation of farmers' public spirit. Rural collective economy is of great significance to rural economic development, public utilities and social security. Developing and strengthening the rural collective economy is conducive to the cultivation of farmers' collectivism spirit and the cultivation of farmers' public spirit. First of all, we should give full play to the leading role of rural talented people, and let them pass on some methods and experiences to everyone through their own experience and ability according to the situation in the village. Rural capable people have also played a leading role. The villagers learn from them the good qualities of dedication, cooperation, honesty and trustworthiness, lead farmers to participate in rural public affairs, and cultivate farmers' collectivism. Secondly, we should strengthen the construction of rural grass-roots party organizations. Strengthening the construction of rural grass-roots party organizations will make rural governance more effective and rural collective economy can develop better. The key to the development of the countryside and the prosperity of the peasants lies in the branch. Party members and cadres lead by example, help farmers get rid of poverty and become rich, and lead farmers to develop rural collective economy, which can provide material guarantee for the cultivation of farmers' public spirit. Finally, we should strengthen propaganda, strengthen the education of peasant collectivism spirit, create a good atmosphere and carry out propaganda activities. For example, through the village radio, television and other publicity, lectures, distributed information to farmers. You can also hold sports meetings in the village, and hold selection activities such as selecting good in-laws and good daughters-in-law. Through the power of setting an example, the collectivism spirit of farmers can be enhanced, which is conducive to the cultivation of farmers' public spirit.

#### **4.4. Developing rural non-governmental organizations and Cultivating Farmers' public awareness and civic awareness**

Rural non-governmental organizations are an important carrier of Cultivating Farmers' public spirit. In this process, farmers express their views and attitudes, and communicate with others on an equal basis, which can transform farmers from isolated individuals to interconnected communities. Farmers can exercise their rights to cultivate public awareness, participate in public welfare or recreational activities, so that we can have more contact and contact, shorten the distance between farmers and the people, and promote the cultivation of farmers' public spirit. Rural non-governmental organizations can organize public activities and care about the

rural community, so as to form the public spirit of friendship, mutual assistance, respect, trust and cooperation. Through national policies and rural support, we can build rural economic cooperation organizations and public welfare organizations, and expand the construction of rural public facilities. Leading high intelligent talents to provide them with a platform for rural construction and development and make a contribution to rural development. In the implementation of decision-making, let everyone participate in it to enhance the public awareness and civic awareness of farmers. We should endow everyone with the right to carry out self-management, self-education and self-supervision, and protect the legitimate rights and interests of farmers themselves. Farmers should also enhance their civic awareness, make it clear that they are members of society and their hometown, and help those who need help, participate in public welfare activities to enhance their sense of social identity and self-responsibility, embody their own values, experience happiness in dedication, and enhance farmers' sense of mission, moral responsibility and public spirit.

#### **4.5. Speed up the development of rural public utilities and expand the public activity space of farmers**

Farmers' public activity space is the place where farmers participate in public life. In China, the development of rural public utilities is slow, the public living space of farmers is reduced, and the rural infrastructure construction is insufficient, so the enthusiasm of farmers is not high. The government should give funds to promote the construction of rural public facilities, provide public infrastructure for farmers, narrow the difference between urban and rural infrastructure, provide basic public services for farmers, and promote the development of rural public utilities. At that time, from the individual association to the collective concern is not only their own interests, but the overall development and progress of rural areas. Most of farmers' thoughts can't keep up with the speed of social development, and they are not active in participating in public affairs when they are vague about the Internet. Open network teaching enables farmers to get in touch with external information faster and keep up with the times. Ideologically, it is necessary to change farmers' traditional ideas, actively participate in public affairs, and contribute to rural revitalization.

#### **4.6. Ensure the healthy development of rural market economy and enhance farmers' sense of social responsibility**

The healthy development of rural market economy can promote the growth of farmers' sociality and publicity, and make farmers pay more attention to public life. Everyone should be able to think and judge public affairs rationally, have a high sense of public responsibility, and be able to actively participate in public affairs. Public rationality can enhance our sense of value and make us more responsible to the society and shoulder our responsibility. We should strengthen our self-discipline and public rationality, publicize the excellent quality, and let more people join the ranks. For example, publicity and education through TV news, online media, etc., reflect public qualities such as kindness, love and justice. We should also guide farmers to internalize public rationality, improve farmers' sense of responsibility and cultivate farmers' public spirit. The government should be honest and trustworthy, implement the national policy of benefiting the people, protect farmers' interests, and help farmers develop their honesty. Farmers should cultivate an independent, fair and just state of mind, make them turn the outside into the inside, restrain their words and deeds, have inner freedom, and naturally show their compliance with the rules, thus contributing to the harmony and stability of rural society.

## 5. Conclusions

Under the background of rural revitalization, the cultivation of farmers' public spirit is very important. Cultivating farmers' public spirit can not only promote the implementation of rural revitalization strategy, but also lay a foundation for the realization of rural revitalization. Cultivating farmers' public spirit is of great significance for optimizing farmers' values and comprehensive qualities, promoting the development of rural public utilities, realizing ecological livability, promoting rural civilization and improving rural governance.

Based on the rural revitalization, this paper analyzes the cultivation of farmers' public spirit, discusses the relationship between farmers' public spirit and rural revitalization, and finds out the internal relationship between them. In the process of modernization, due to the impact of market economy, the current farmers' public spirit is missing. In this paper, the concrete manifestation of its deficiency is expounded, the reasons of its deficiency are deeply discussed, and the concrete countermeasures of cultivating farmers' public spirit under the background of rural revitalization are obtained. Nevertheless, this paper only summarizes the related theories of public spirit and rural revitalization from the existing research. The research on the internal relationship between rural revitalization and cultivation of farmers' public spirit is not deep enough, and the research on the current situation and reasons of the lack of public spirit is not perfect, which need to be further improved.

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