

# The Logic, Path and Countermeasures of Improving Rural Governance Capacity under the Background of Rural Revitalization

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**Abstract:** Rural areas serve as the foundational support for the modernization of national governance, and their modernization is a fundamental prerequisite for the overall modernization of the country. Currently, rural revitalization imposes new demands on rural governance, which essentially represents an operational attempt at modernizing policies related to national governance at the grassroots level. This paper follows the main logical thread of reality-focused issues-analysis of causes-identification of solutions, using the actual problems faced by rural governance as a basic reference. It emphasizes enhancing rural governance capabilities as a crucial foundation for the connotation of rural revitalization, focusing on optimizing governance mechanism design, strengthening the application of new technologies, innovating governance approaches, and deepening changes in governance methods as key points for breakthroughs. This provides targeted strategies and recommendations to ensure the effective implementation of the rural revitalization strategy.

**Keywords:** Rural revitalization; Top-level design; Grass-roots governance; Path and countermeasures

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## 1. Introduction

Rural governance is the foundation of national governance and a prerequisite for high-quality economic and social development. If rural governance tasks cannot be effectively completed, comprehensive revitalization of the countryside will not be achieved. What complex challenges does current rural governance face? What are the motivations and goals of rural governance? How can we innovate in the concepts and approaches of rural governance? These have become important issues in today's rural revitalization. By studying modern rural governance ideas and developing and innovating them, we can better understand the logical connections between rural governance and social governance. This helps us grasp from a broader perspective why governance issues are emphasized in rural revitalization, as well as further elucidate why social governance is an essential part of national governance. Therefore, whether it is theoretical innovation at the macro level or specific measures at the micro level, both have significant practical and theoretical value.

## 2. The Realistic Background of Rural Governance under the Background of Rural Revitalization

Against the backdrop of building a moderately prosperous society in all respects and moving towards a well-off life for all people, it is crucial to accurately grasp the historic shift in the focus of "agriculture, rural areas, and farmers" work, which centers on the key factors of stable development of rural society, modernization of the rural governance system and capabilities, and the detailed implementation of the rural revitalization strategy. At this stage, China's rural governance tasks are both arduous and complex, intertwining with urban governance, social governance, environmental governance, and influencing each other. In the long process of urbanization, traditional rural communities have suffered damage, leading to an interweaving of industrialization, agrarian culture, and modernization in their social structure. This has caused a split in the political, economic, and cultural ecological environment of rural areas, necessitating

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reconstruction. As a result, a series of complex social issues have emerged in rural China, presenting numerous challenges to current rural governance.

Carrying out rural governance work is grounded in the context of our times, with its own prerequisites and implicit assumptions. The modernization of rural governance is a concrete approach that reflects the states overall planning and strategy. It signifies a significant breakthrough in the rationality of national cognition regarding governance issues and represents an elevation of Chinas modernization strategy on a new level. The proposal of the Rural Revitalization Strategy indicates that Chinas rural social governance is gradually moving away from the past "problem-oriented thinking" towards a more "rights-oriented thinking." This means shifting focus to ensuring and realizing farmers rights to pursue a better life, guiding future path choices accordingly<sup>[1]</sup>. The current situation shows that rural governance in our country is indeed a weak point and shortcoming at the grassroots level. Many contradictions and problems in rural areas, such as lagging changes in governance philosophy, the dilution and distortion of governance power, low levels of governance quality and capability, and an incomplete mechanism for advancing the governance team, all stem from the lack of effective rural governance. If we cannot establish a complete and effective system for rural governance, achieving national modernization and improving peoples livelihoods will remain difficult goals. Therefore, at this stage, rural governance in our country must be grounded in the new era, further enhancing the modernization level of the governance system and capabilities. This is crucial to actively and effectively addressing major issues and practical challenges in the operation of rural society.

### **3. Problems and Challenges Facing the Modernization of Rural Governance**

#### **(1) The transformation of governance concept lags behind and it is difficult to form a joint force of governance**

With the accelerated advancement of modernization, the social structure of rural areas is also changing rapidly, which puts enormous governance pressure on rural communities. Rural society as a whole exhibits phenomena such as "atomization," "hollowing out," and "marginalization." New issues have emerged in rural areas, including a reduction in elites, homogenization of interests, and social atomization<sup>[2]</sup>. Traditional rural values have been influenced by diverse perspectives, leading to questions about the core spirit of governance and presenting numerous challenges for rural cultural development. Due to the slow pace of changing governance concepts, these emerging issues and conflicts cannot be properly addressed, instead having a negative impact on the healthy development of rural socio-economy. Compared to the rapid advancement in urban governance towards refinement, technologization, and openness, rural governance remains stuck in the primitive model of notification-mobilization-punishment from the planned economy era. This has resulted in low initiative and agency among some villagers regarding rural governance. On the other hand, the loss of tech talent has left rural areas lacking essential intellectual support, leading to inadequate understanding of the latest national policies and concepts, as well as an inability to apply new technologies and methods. The design of the governance system is either misaligned or even outdated, creating real-world challenges that force the development of rural governance to advance.

#### **(2) The governance mechanism is not perfect, and the multi-participation mechanism is not perfect**

A sound system and mechanism are the foundation and guarantee for achieving governance goals. Establishing an efficient governance mechanism can harness the combined power of diverse governance methods and further promote high-quality development of rural socio-economy. Currently, rural social relations face a dilemma where they cannot revert to the past state of "building trust through understanding" nor can they achieve the modernized state of "gaining trust through agreements." Although practical explorations of self-governance in rural areas are actively advancing, farmers awareness and cognitive models remain vague, and their power is hollowed out. This has led to a gradual weakening of organizational participation effectiveness and institutional rule capabilities, which in turn limits the release of vitality for rural autonomy. The main issues at present include insufficient leadership strength at the grassroots level,

weak local political system construction, low efficiency in village-level self-governance operations, and poor smooth transitions between new and old governance personnel, as well as outdated and weakened governance mechanisms. Existing governance mechanisms and measures lack effective supervision and support measures, making them no longer suitable for the needs of the new situation.

### **(3) The governance mode is backward, and the governance capacity tends to weaken**

The effectiveness of governance in energy efficiency requires advanced governance methods to complement it, and the construction of governance capabilities is a crucial vehicle for achieving governance efficiency. Currently, the support from technology in rural governance is clearly insufficient; the shortage of IT personnel and incomplete internet infrastructure hinder comprehensive informatization and grid-based coverage. This has led to rural governance methods, models, and systems remaining unchanged or failing to be effectively transformed into practical outcomes. Moreover, due to outdated governance methods, their implementation capacity is also quite limited, resulting in low professional standards of governance measures and weakened governance efficiency.<sup>[3]</sup> Therefore, in daily life, "deviant" use of public power and "disorderly" protection of farmers' rights often occur. There is neither a smooth channel for public opinion expression nor an effective acceptance of villagers' wishes, leading to low satisfaction among villagers with the grassroots level, and rural governance remains at a low level.

## **4. Unlocking the Key to the Modernization of Rural Governance System**

According to the problem-driven strategy, clarify our policy objectives from a cognitive perspective, focus on them, and gradually expand. In terms of policy measures, deepen reforms and improve management systems to enhance the Party's guidance in rural work and the synergistic effects of government organizations. Implement the mass line and guidelines, consolidate the political foundation, establish order through law, boost vitality with self-governance, promote positive energy through moral power, and combine political, legal, self-management, and moral approaches to strengthen all safeguard mechanisms. First, it is necessary to understand the ultimate goal and implementation path of rural governance, thoroughly research and analyze the urgent needs of current rural governance, establish effective institutional frameworks, and use rigorous governance structures and logic to optimize and update governance mechanisms.

Secondly, in the process of implementing policies, it is necessary to clearly define the responsibilities of government and party institutions to activate the power of rural community members and promote social participation. Establishing a sound governance system, reasonably allocating resources, enhancing governance levels, and addressing major issues and practical difficulties in rural social management in an organized and efficient manner are essential. Improving the internal structure of the three self-governance models is the foundation for building a functional rural governance system<sup>[4]</sup>. To properly handle the relationships among elements within various governance models, based on the principles of collaborative governance, three major pathways can be established: social, political, and cultural. These include social contract cooperation and social capital cultivation, institutional assumptions and action construction, as well as value integration and value recognition. These pathways can generate an autonomous structure for multi-party joint governance, forming a systematic approach to governance during the implementation of policies.

Finally, it is necessary to develop an economic development model suited to local conditions based on available resources and natural assets. Encourage regions to leverage their unique resources to build diverse agricultural chains, clearly defining the responsibilities and development strategies at the county, township, and village levels. Further deepen the Rural Innovation and Entrepreneurship Leader Training Program to lead farmers toward prosperity, reinforcing the concept of a shared community. Only by solidifying the economic foundation can we make resource allocation in rural governance more scientifically sound and rational, enabling better control over various related resources. This will effectively alleviate unfair distribution between urban and rural areas, reduce the risk of talent outflow and material loss, and provide a continuous source of strength for rural revitalization.

## **5. Countermeasures to Improve the level of Rural Governance and Innovative Development**

### **(1) Optimize the top-level design of modernization of rural governance**

The deep-seated reasons hindering rural governance capabilities in our country lie in insufficient support and supply of human capital, economic foundations, and public resources. Therefore, it is imperative to formulate relevant policies to increase investment in these areas, enhancing their effectiveness and feasibility to meet national strategic needs and social expectations. First, we need to strengthen policy support for the flow of talent to rural grassroots levels. The key to rural governance and development lies in ensuring that talents can "go down and stay," thus implementing more robust incentive mechanisms to encourage outstanding individuals to engage in agricultural production, thereby increasing farmers income levels and improving their quality of life. Second, we need to enhance the layout of industries at the rural grassroots level. To address the issue of land scarcity for rural industries, we should promote active participation from various enterprises in the economic development of agriculture and rural areas. At the same time, we must tilt public resource allocation towards the rural grassroots level. Further optimize the fiscal expenditure structure, focusing on livelihood sectors, and according to the requirements of the Rural Revitalization Promotion Law, strengthen the configuration of educational, medical, and cultural facilities in rural areas, solving the pressing issues of difficult access to healthcare and education, ensuring the protection of local residents interests.

### **(2) Innovate the mechanism design of modernizing rural governance**

The key to building a rural governance system lies in its governance institutions and mechanisms. Given that rural society is currently undergoing a transformation period, complex spatiotemporal conditions limit the expansion of rural governance systems, thereby stimulating frontline governance scenarios. Frontline governance is a problem-oriented and practice-focused approach that directly addresses issues and responds to the public, forming an elastic and diverse governance framework. Following the thread of party-crowd relations, frontline governance not only transcends village-level governance units but also penetrates into the rural governance system, becoming a practical foundation for reforming and improving governance mechanisms. Based on the hierarchical differences in the system, it has political integration characteristics. In the process of modernizing rural governance, frontline governance fills the gaps in the bureaucratic system, promotes the coordinated interaction between political and administrative logics, and maintains the efficiency and legitimacy of the rural governance structure. Therefore, it is necessary to leverage the institutional advantages of the government and party organizations, adhere to the principle of maintaining institutional stability while changing mechanisms, uphold the dialectical unity of institutional stability and mechanism flexibility, and steadily advance the modernization of rural governance.

### **(3) Strengthening the role of science and technology to accelerate rural revitalization**

To achieve the goal of precise governance methods, it is essential to leverage the role of technology. We must continue to strengthen technological empowerment and promote in-depth applications of modern technology across all aspects of rural governance. By utilizing major sectors such as digital economy, digital governance, and technology outreach to rural areas, we can enhance the empowering effect of technology on rural governance. For example, we should utilize the supporting role of informatization to explore the establishment of an "Internet + grid management" service model, improving the intelligence, precision, and professionalism of rural governance. At the same time, we need to strengthen the sharing and connection of information resources in rural areas, optimize the workflow and collaborative mechanisms for information collection, processing, and feedback, thereby further enhancing governance efficiency and providing strong support for rural revitalization. Promoting the construction of digital governance in rural areas, attracting young intellectuals back to their hometowns, and leveraging the form of technology + digital + countryside, we should strive to uncover new forms of rural economic development.

### **(4) Building and optimizing the governance mechanism for common prosperity**

Rural governance aims to achieve shared prosperity. First, it involves improving the rural collective property rights

system, optimizing land ownership structures, and continuing to develop new models of rural collective economy. Second, it entails establishing mechanisms for promoting shared prosperity through interest distribution, creating new models that facilitate universal benefit sharing, and increasing the proportion of asset income for villagers. Third, it involves intensifying institutional designs that encourage capital investment in rural areas with a focus on mutual benefits, incentivizing funds to flow into villages so that people can benefit, revitalizing dormant rural resources, and continuously raising the income levels of villagers. Fourth, it includes building and improving social security systems and basic public service systems in rural areas, strengthening support for welfare and basic services in rural regions, ensuring the quality of life for low-income groups, and shaping a new, efficient modern rural social governance framework in China, thereby enhancing the sense of fulfillment, happiness, and security among farmers.

### **(5) Promoting the integration of the three types of rural governance**

In practice, the governance concept of "integration and symbiosis", the governance goal of "human development", the governance structure of "interlocking and interconstruction" and the governance process of "integrated innovation" should be implemented[5]. This innovative approach to rural governance provides value choices, prerequisites, internal support, and path dependence for the modernization of rural areas. It demonstrates its systemic characteristics in promoting the modernization of China's rural governance, encompassing both instrumental rationality and value rationality. Within this framework, self-governance is the foundation, rule of law is the core, and moral governance is the vanguard. The organic combination and close connection of these three elements form a complete system of rural governance, which is crucial for ensuring the vitality and harmonious order of rural society. This also lays the social foundation for the long-term development of rural governance.

## **6. Conclusion**

The meaning of modernization not only lies in the material modernization but also includes the modernization of "people" and rural governance capabilities. Rural areas are a weak link in China's high-quality economic and social development. Only through effective rural governance can we lay a solid foundation for rural modernization. Under the broad context of rural revitalization, enhancing the level of rural governance and unleashing the spatial potential for rural development is paramount. We must clearly assess the nature, content, and boundaries of current issues in rural governance, continuously innovate governance thinking, and adhere to the integration of self-governance, moral governance, and legal governance in rural areas. We should optimize the governance system and update it, strengthen technological empowerment and market-driven approaches, promote orderly progress in rural governance, and ensure that rural revitalization proceeds smoothly.

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