

# Research on the Path of Ethnic Minority Social Governance Construction under the Background of Rural Revitalization

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**Abstract:** *Based on the strategic goal of rural revitalization, the policy goal of building a social governance community has become the guide of current scientific action. Ethnic minority villages need to combine their own regional characteristics, focus on social governance community, implement policy spirit, solve grassroots governance problems, and realize the choice of modern national governance system and governance capacity. We should improve the effectiveness of social governance, complete the integration of economic, cultural, ecological and environmental aspects, create beautiful and harmonious ethnic villages. During the epidemic, social entities such as enterprises, social organizations, and public welfare organizations other than the government also actively participated in the battle against the epidemic. When some traditional public service systems such as medical care, transportation, and distribution of living materials are forced to shut down or supply reduction due to the needs of epidemic prevention and control, various mobile Internet platforms give full play to their technological and business model advantages, autonomously allocate social resources, and coordinated with government departments, using online service platforms to ensure that residents start a new lifestyle of "no gathering and less contact". For example, Five major Internet medical service platforms includes Tencent United Medical Union, Penguin Almond, WeDoctor, Good Doctor Online and Dingxiang Doctor provide online free consultation, disease monitoring, intelligent hardware indicator collection and testing, out-of-hospital electronic prescription and medication guidance, drug delivery, etc. Provided medical services "without leaving home" for the general public and patients with mild illnesses for home isolation observation.*

**Keywords:** Rural Revitalization; Ethnic Minority Villages; Community Of Social Governance.

## 1. INTRODUCTION

It is pointed out in the report of the 19th National Congress of the CPC that "building a social governance pattern of joint contribution, joint governance and shared benefits" and the general requirements of "thriving industries, livable ecology, civilized local customs, effective governance and prosperous life" are deployed [1]. To improve the rural governance system in the new era, it is necessary to base on reality, increase infrastructure construction, build social governance community of ethnic minority villages, and solve practical problems. Pushing the focus of social governance to the grass-roots level fully embodies the scientific concept of the Party's social governance in the new era. Get through the "last kilometer" of grassroots governance, improve the quality of community culture, establish the basic framework of collaborative governance of multiple subjects, and provide effective services for rural society [2]. Didi Taxi, a Chinese taxi hailing APP, has strengthened driver protection and safety, and has established medical support fleets and community support fleets in many cities across the country to alleviate transportation needs during the epidemic. Ele.me, a Chinese food ordering APP, has established hundreds of fresh food convenience service stations in Wuhan. After placing an order online, consumers can pick up food at home according to their own time and provide residents with fresh food self-pickup services. (Wang Bin, Liu Leixin, 2020). NetEase Youdao, Inc. and the Higher Education Press developed MOOC.com and the Chaoxing Erya general education platform developed by Chaoxing Group to provide online teaching platforms and resources for students in universities, middle and primary schools across the country. Alibaba's office application DingTalk and Tencent's office application Tencent Conference launched a new online office model to facilitate the resumption of work and production and economic reconstruction.

The outbreak of epidemic coincided with the Spring Festival. In the vast rural areas, the customs of migrant workers returning to their hometowns and visiting relatives and friends were followed, coupled with the weak medical service foundation and other factors, posing challenges to rural epidemic prevention and control. Tencent's "Tencent for the Village" was quickly launched some sections such as emergency message notifications and "we are in action" to deliver authoritative epidemic information to villagers, guiding villagers to pay attention to the epidemic, pay attention to protection, and giving positive guidance to village road closures, intimidation and other excessive behaviors. In addition, "Tencent for the village" has also upgraded its auxiliary functions to a new

level. Huidong County in Sichuan Province used "Tencent for the village" to provide convenience services to 59,373 registered villagers. The county's human resources and social security, medical insurance, civil affairs and other 13 government departments timely Settled in the online government service hall to provide real- time online services such as employment and legal consultation. At the same time, taking advantage of the "mall for the village" to provide online services such as phone bill recharge, water and electricity payment, and agricultural product sales to facilitate villagers.(Zuo Weina,2020).

## **2. THE PATH OF BUILDING A COMMUNITY OF SOCIAL GOVERNANCE IN ETHNIC MINORITY VILLAGES IN THE CONTEXT OF RURAL REVITALIZATION**

### **2.1 Promote industry, together towards the road of well- off ethnic villages in an all-round way**

In the context of rural revitalization, there is no precedent for governance to follow, so we need to adapt measures to local conditions and explore and innovate. Ethnic minority villages have their own characteristics, in order to better promote the economic development of villages, it is necessary to improve the support of funds under the guidance of the Party's policies. Change the traditional industrial development mode, on the basis of "company+farmer+market", implement the development of breeding farmers, strengthen the effective transfer of land. On the basis of modern agriculture, reasonable implementation of industrialization adjustment, improve the economic benefits of crops, give play to the advantages of ethnic villages. In addition, local people need to be motivated, traditional thinking needs to be changed, local rural revitalization strategies need to be implemented, and high-quality development needs to be maintained. Complete industrial upgrading, increase farmers' income, innovate production methods, and develop toward modernization and automation.

### **2.2 Focus on governance and build a community structure for ethnic village governance**

As socialism without country characteristics enters a new era, social governance has become an important aspect of national governance, posing new requirements and challenges to social governance. In the course of the development of our country's construction of social governance community, we need to clarify the specific path, based on effective governance, to build a social governance community to provide a solid guarantee. Establish multi-party linkage combat mechanism, improve the participation of the public, and improve the party's ideological guidance [3]. the construction of the rule of law is regarded as the guarantee of the governance of ethnic villages, with the rule of virtue as the main line, improve the cultural deposits of villagers, strengthen the spirit of patriotism and love the Party of villagers. Strengthen management and cultivate the people's ability to get rich. Reasonable combination of reality, the implementation of training system, maintain the advancement of thought. the use of distance education, the establishment of interactive platform, improve the overall quality of local people, increase the regional income, take its essence to remove its dross, continuous output and drive everyone to common prosperity.

### **2.3 Clean up the local customs and build a cultural inheritance front in ethnic villages**

The culture formed by the soil society after thousands of years of accumulation is deeply rooted and luxuriant, which is an important historical and cultural resource for ethnic minorities. the more grass-roots, the closer to the people, the more it has the characteristics of emotional community. Under the influence of the long-term cultural atmosphere, to pay attention to the people's livelihood and serve the community as the goal, not only can obtain the recognition of the people, but also can obtain the recognition of the organization. the development of cultural education, medical and health care in ethnic villages also needs reasonable overall planning, increasing infrastructure construction, deepening the implementation of civic moral construction, and deeply digging traditional moral education resources. Activities such as civilized villages and towns, star-rated civilized households and civilized families are carried out, and solidarity organizations such as folk art teams, basketball teams and care and service teams are implemented to carry forward folk culture and create cultural inheritance fronts in ethnic villages [4]. Use local resources wisely to provide a foundation for post-rain development.

## **3. ATTRACTING TALENTS AND BUILDING A DIVERSE DEVELOPMENT TEAM IN ETHNIC VILLAGES**

Focusing on the ideological essence of Marxist ideological theory of classical writers, the economic foundation

and superstructure interact with each other, and the contradictory movement between them promotes the social development. "The mode of production of material life restricts the whole process of social life, political life and spiritual life. It is not people's consciousness that determines people's existence, on the contrary, it is people's social existence that determines people's consciousness." [9] However, people's consciousness as superstructure is not only in a weak state of being conscious and determined. On the contrary, social consciousness has an active reaction to social existence, which can be a positive role in promoting social development and economic growth, or a negative role in hindering social development. In the process of one belt, one road construction and economic development, we should also pay attention to the development of ideological culture, keep the mainstream position of Marx doctrine and enhance the confidence of Chinese culture. "We should have a profound understanding of the decisive role of the economic foundation on the superstructure and the reaction of the superstructure to the economic foundation. We should have both hard power and soft power. We should not neglect ideological work because of the central work, nor should we dissociate ideological work from the central work." [10] "One belt, one road" should serve ideological work in the central task of economic construction, and at the same time, we must grasp the dialectical relationship principle of the two party, avoid ideological ideologies, and avoid universal ideology. Based on the realistic context and relying on the background of the times, facing the social situation of accelerating globalization, deepening reform, and complicated ideological consciousness, general secretary Xi Jinping highlighted the value implication of ideological work from the theoretical height, the width of historical process and the breadth of reality. To do a good job in the construction of ideological position is a matter of great importance to national unity, national rejuvenation and social harmony. As the guiding ideology of our country, the truth and scientificity of Marxism is an important quality presented through the baptism of historical years and an important theoretical cornerstone of our party's governance of the country. In the different stages of social and historical development, our party adheres to the combination of Marxism with China's specific national conditions, tackles difficulties and solves theoretical and practical problems in China's development process. One belt, one road to China, is to strengthen the ideological position and consolidate the line of defense of Marx thought. It is an important means to effectively counter all kinds of politically incorrect misrepresentations in the "one belt and one road" construction, such as the "China Threat Theory" and "China collapse theory". It is to strengthen the party spirit of the leading cadres, rekindle enthusiasm for the classic works of Marxism Leninist, enhance their ideological level and avoid ideal and belief. At the same time, it is of great significance for people to purify their thoughts, condense their souls, and promote national unity and social development.

### **3.1 Setting organizational goals is only the first step to build a community, which needs to mobilize all members of the organization to give play to their subjective initiative.**

Both party committees and governments, as well as organization personnel and the general public, need to give full play to their responsibilities and obligations to build the foundation of social governance community. On the basis of big data, cloud computing, blockchain, artificial intelligence and other contents, the value of social governance community is presented. the presentation of these contents are inseparable from the support of talents. In the course of construction, the pluralistic development team of ethnic villages should adhere to the dominant position of villagers and obtain ideological change. In the process of local talent development, we continue to attract foreign talents to contribute their own strength. In the diversified employment channels with ethnic village characteristics, talent training and cooperation should be strengthened to give more impetus to the development of ethnic village development. That is to say, on the basis of attracting, retaining and growing, it is necessary to make reasonable overall planning, integrate the talent structure, develop diversified teams and pool the joint efforts of everyone according to the regional characteristics, so as to provide effective basic conditions for the construction of rural revitalization in the next step. "One belt, one road" provides a platform for the world to learn from excellent cultural exchanges. This is an important turning point in the history of human civilization development, which transcends "civilization conflict theory", connecting dialogue with different cultures of ethnic groups, deepening friendship among different nationalities, reconstructing the new order of world civilization, and promoting the development and progress of human culture. It is the only way to enhance China's cultural soft power and cultural self - confidence to enhance China's international communication and influence, and to strengthen the discourse and expression of Chinese culture. Cultural discourse power and expressive power represent the influence of culture, which is the ability to interpret one's own ideas through discourse carriers, so as to make others accept, recognize and influence their behaviors. The power of cultural discourse and the strength of discourse system determine the trend of public opinion, and also have the function of influencing the direction of social development, which is an important symbol of the soft power of Chinese culture. We will strengthen the construction of a foreign discourse system, First, it is necessary to establish self - confidence in the expression of foreign propaganda discourse, "discourse can carry different ideological connotations, even be imprinted with ideology, and become the carrier and symbol to express the interests, requirements and values of a certain class." [11]

### 3.2 Protect the ecological environment and share the green and harmonious development of ethnic villages

In the economic development of ethnic villages, we should not pay attention to economic growth and neglect the construction of ecological culture. Implement the "five packages" in front of the door, do a good job of livestock enclosure. Combined with the reality, the need for pragmatic foundation, not clutter, not disorderly construction, not burning straw waste. We will optimize the ecological environment of ethnic villages and maximize the quality of life of villagers. Take the local government as the leading, establish local environmental protection mechanism, form a common direction of efforts, and do a good job in the actual role positioning. Clarify the functions of the government in ecological environment construction, and constantly improve the villagers' thinking of green agriculture. Use a variety of communication channels, do a good job of promoting green agriculture, and invite local experts to explain. On the basis of refinement, change the traditional extensive mode of economic development and guide the villagers to develop green agriculture. It is the wide application of digital technology to meet the needs of residents and the construction of ecological environment. To establish discourse confidence, we should take the initiative to participate in the ideological battlefield. Through the expression of self - confidence, we should confront with various anti - Marxist values, find out the reasons and ways of criticizing the socialist core values, and give a positive response. We should take the initiative to have a dialogue with the multi value system, convey the profound connotation of socialist values in the self - confident discourse expression, enhance the guiding and centripetal force of core values in the multi value system, guide people to establish a correct world outlook, outlook on life and values, so as to get out of the negative value system of greedy interests and luxury and return to the correct development Path. Second, we should innovate the way of thinking and culture. The innovation of traditional ideological and cultural voice way is mainly reflected in the innovation of expression language and expression form. From the innovation of expression language, the network language has the characteristics of visualization, innovation, vividness and clear expression. It pursues the fast - paced renewal speed and the expression mode with strong sense of presence, which provides space for the arbitrary expression of network language, and the phrases or sentences formed are full of contradictions with traditional grammar. With the advent of the era of big data network, people's language expression and way of thinking are deeply influenced by network language. Combined with the expression characteristics of network language, the expression mode of values is also closer to life, reality and the masses. According to the education level, age change and understanding ability of different audiences, the traditional way is changed to be simple and easy to understand relaxed and lively. With the characteristics of network writing style change. Third, we should enrich the content of socialist core values. The content of expression is the core element, which determines the value bias and ideological carrier of the expression subject. "People's ideas, views and concepts, in a word, people's consciousness, change with the changes in people's living conditions, their social relations and their social existence." [12]As Marx said, people's objective life has changed, and the corresponding thinking concept will also change. The social ideological trend of pluralistic value orientation impacts on the status of the mainstream core value system. The expression content of socialist core values should also be adjusted according to the characteristics of the network era to meet the changes of the objective environment and the needs of the network subject. Enriching the content expression of socialist core values is based on the comprehensive understanding of the two environments at home and abroad. The expression content of core values is integrated with people's daily life and behavior activities by traditional theoretical preaching and knowledge structure. Representative, special and influential hot issues are selected as an important part of the expression content, and people are selected They learn, entertainment, health care, travel and other aspects of life experience and life tips closely related to the content of the expression. In one belt, one road is to balance the innovation of values, form a dynamic balance, give full play to the leading role of socialist core values, and actively respond to challenges of enhancing cultural confidence and enhance the soft power of Chinese culture under the "one belt and one road" initiative.

### 3.3 Enhance the Construction of Ideological and Cultural Front on the Internet

The construction of online ideological front is an important way to enhance the cultural confidence of socialism with Chinese characteristics. With the advent of the era of big data and Internet, cyberspace has increasingly become the second space coexisting with people's real life and a new field of people's life and production. Network culture is the extension of social culture in cyberspace. Network culture not only has the characteristics of standardization, cognition and utensil of traditional culture, but also has its own unique characteristics because of its virtuality and technicality. With the continuous expansion of the number of Internet users, cyberspace is becoming more and more a new space for people to study, work and live, and a new platform to obtain public services. New business forms and new models of digital lifestyle such as online shopping, electronic payment and

online reading are booming. The development of big data era informatization has created a new driving force and leading force for many production fields. It has become an important place for people to carry out cultural life and cultural exchange. "The rapid development of the Internet has profoundly changed the way public opinion is generated and transmitted, and has brought unprecedented influence to the exchange and exchange of different cultures and values." [13] In the Internet age, we can use the Internet to make Chinese voice and show the charm of China. With the popularization of Internet technology, more and more people begin to join cyberspace. The audience of network culture has gradually expanded from urban netizens, middle-aged and young netizens to rural netizens and middle-aged and elderly netizens. The number and scope of network culture are increasing, and it has become one of the most influential cultural forms. We should build an ideological and cultural front on the Internet, instill the broad and profound excellent traditional culture, the unique and vigorous revolutionary culture, and the advanced socialist culture that inherits the past and ushers in the future into the cyberspace. With the help of the fast and convenient network platform that transcends the differences in time and space, the seeds of socialist culture with Chinese characteristics are sown to all parts of the country and all over the world. With the charm and vitality of socialism with Chinese characteristics, we should use the socialist culture with Chinese characteristics to resist the vulgar network culture, build a powerful network culture country, and effectively improve China's cultural confidence.

Under the initiative of one belt, one road, we should enhance cultural confidence and give full play to the important force of the Internet. We should establish a management mechanism for building an ideological and cultural position on the Internet. One is to speed up the establishment of sound network management rules and regulations, so that the network virtual society is in the legal track of healthy operation. According to the existing problems in cyberspace, legislators should formulate effective system norms, strengthen the management and supervision of the content of Internet information dissemination, protect key information and punish harmful information, and ensure that the development of network virtual society management work has a basis to follow and a reasonable basis to build a legal network ideological position. The second is to enhance the party and state leaders' awareness of network ideological security and mission, and build a modern network management team. The leading cadres of the party and the state should timely update the management methods, improve the management level, and learn to use big data to serve the management work. Build a standardized and integrated information supervision platform. The third is to carry out the important mission. We must strengthen the ideological guidance and the role of public opinion guided by the party media and the mainstream media. The general secretary Xi Jinping pointed out that we should give play to the role of network ethics, network ethics and network civilization, and purify the cyberspace ecological environment through cultural nourishment, education and guidance. Party media and mainstream media should keep up with the development and changes of new media in a timely manner, adapt to the requirements of the times and audience groups in terms of work concept and working methods, innovate expression methods, enrich communication content, and use advanced communication technology to give full play to the leading and leading role of party media. It is necessary to strengthen the construction of organizational mechanism, standardize the work scope and responsibilities of relevant institutions, and form a comprehensive management mechanism from system to technology, from technology to content, from daily management to cracking down on network crimes, so as to ensure the healthy operation and safe development of the network society.

#### 4. CONCLUSION

In the context of rural revitalization, the community construction of ethnic village governance needs to take faith construction as the basis and establish the value concept of building social governance community. Take the lead in poverty alleviation, prosperity, and building a beautiful and livable countryside. Maintain unity and stability, and keep the front and rear of the house and home clean and tidy. Listen to the Party and follow the Party, care for the environment, unity and friendship, work hard to get rich. In the framework of "idea-management-technology" analysis, it is urgent to clarify and find the specific path of construction by insisting on the participation of multiple parties. We will consolidate our achievements in poverty alleviation and the foundation for rural revitalization, build beautiful and harmonious ethnic villages, maintain the direction of modernization, protect the ecological environment, inherit local culture, and open a new chapter in rural governance.

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