

# Research on Social Work's Participation in Rural Governance Under the Background of Rural revitalization

Yueying Liu<sup>a</sup>, Tingjian Li<sup>b</sup> \*

{<sup>a</sup>1124735794@qq.com, <sup>b</sup>3242345579@qq.com\*}

Yunnan Nationalities University, Kunming, China, Yunnan Nationalities University, Kunming, China

**Abstract.** The goal and task of the rural revitalization strategy is to effectively solve the deep-seated problems that persist in rural areas, such as lagging economic development, inefficient grassroots governance, and deterioration of the ecological environment, through the implementation of rural revitalization, in order to achieve rural modernization. To assist rural revitalization, social work should take the goals and tasks of rural revitalization as the embedding point, combine its own professional characteristics and advantages, and play its role as resource linker, policy influencer, and organizer in rural revitalization from the macro, mesocosm, and micro levels. Functions with advocates and service providers with supporters. Guided by "functional positioning" and based on the triple perspectives of social work professional space, community resources, and institutional environment in rural areas, we conduct an in-depth analysis of the practical dilemmas of social work's participation in rural revitalization. Based on this, we will increase policy support for social work and adopt measures tailored to local conditions. Localized practice methods of social work, mutual construction of the relationship between social work and the government with the concept of integration, and exploration of development paths for social work to assist rural revitalization.

**Keywords:** rural revitalization; social work; Functional positioning; Practical strategies

## 1 Introduction

The contradiction between the people's growing needs for a better life and unbalanced and inadequate development has become the main contradiction in our society. "The biggest imbalance in development in our society is the imbalance between urban and rural development; the biggest inadequate development is in rural areas. insufficient development"[1]. In order to solve this problem, optimize the rural development environment, tap rural development potential, and promote the process of urban-rural integration, the report of the 19th National Congress of the Communist Party of China proposed a rural revitalization strategy and clearly pointed out that we must adhere to the priority development of agriculture and rural areas and follow the principles of industrial prosperity and ecological To meet the general requirements of livability, civilized rural customs, effective governance, and affluent life, establish and improve the institutional mechanisms and policy systems for integrated urban and rural development, and accelerate the modernization of agriculture and rural areas. [2]The report of the 20th National Congress of the Communist Party of China further pointed out that we must comprehensively promote rural revitalization, adhere to the priority development of agriculture

and rural areas, and emphasize that Chinese-style modernization will lead rural revitalization to achieve common prosperity for all people[3].

Social work has participated in a series of rural development projects such as new rural construction and targeted poverty alleviation, and has accumulated rich rural practical experience. However, rural revitalization is different from previous rural construction. It is a major strategy proposed in the context of insufficient rural development and unbalanced urban-rural development in the new era. It is a fundamental measure to solve my country's "agriculture, rural areas and farmers" issues in the new era and is an important step in realizing socialism. The only way to modernize and move towards common prosperity. Whether it is strategic considerations or practical depth and breadth, rural revitalization will surpass previous rural construction in all aspects. Therefore, compared with previous rural construction, what role should social work play in rural revitalization? What practical strategies should social work adopt to effectively serve the rural revitalization strategy? At the same time, the academic community has also launched a series of studies on "social work participation in rural revitalization". By combing through relevant literature, it is found that scholars mainly conduct research from the professional fit, intervention mode and role positioning of social work's participation in rural revitalization.

The first is the level of professional fit. Professional fit is the basic prerequisite for social work to intervene in rural revitalization. The professional values, work methods and knowledge of social work are highly consistent with the rural revitalization strategy[3], so social work and the rural revitalization strategy have a high degree of coupling and the possibility of mutual construction. At the same time, the professional ability of social work can also help build rural community communities and promote the integrated development of urban and rural areas. [4]As an applied discipline that responds to social problems and helps people to help themselves, the development goals of social work are highly consistent with the rural revitalization strategy in terms of people's livelihood and well-being, capacity building and social change[5].

The second is the level of intervention mode. An appropriate intervention model is a necessary condition for social work to effectively perform its functions in rural revitalization. Through case studies of social work intervention in rural revitalization, Chen Tao and Xu Qilong proposed an intervention model of "social workers leading the village, decision-making by the two committees, and active participation of villagers". In the context of rural revitalization, social work should achieve the development of "embedding" from two levels: "deep institutional embeddedness and service core embeddedness"[6]. At the same time, it should not be limited to the individual treatment level, but should promote the development of the social environment. change. In addition to mobilizing internal rural resources, social workers should also actively link external resources to help rural revitalization.

The third is the role positioning level. Reasonable role positioning can help social work exert its professional advantages in rural revitalization. Social work should be embedded within the system as a repairer, advocate rural development as an enlighten, change the underlying factors of rural decay as a revolutionary, and create rural unity as an interpreter. [7]Social workers must also clarify their roles as collaborators and boosters, collaborate with the government to stimulate the development potential within rural areas, and promote rural social development. In addition, social work should also be committed to the construction of rural social relations

and spiritual culture[8]and play an active and innovative role in the construction and reproduction of rural social capital[9].

Existing research has provided a certain theoretical basis and path guidance for this article, but in general, there are few studies on social work's participation in rural revitalization[10], and there is room for further expansion. First, existing research has recognized the professional advantages of social work's involvement in rural revitalization and the highly coupled correlation characteristics[11]. However, there is a lack of systematic and refined positioning on what functions social work's involvement in rural revitalization should play. The second is to focus on the discussion of intervention models, but there is a lack of thinking about the constraints that social work may face when participating in rural revitalization[12]. Third, the strategy of social work intervention in rural revitalization is mainly discussed from a theoretical level, lacking practical considerations. The above three aspects are all issues that social work needs to respond to effectively in assisting rural revitalization. This article will take this as a breakthrough point, based on the practical needs of the rural revitalization strategy, and combined with the professional advantages of social work's involvement in rural revitalization, to explore the functional positioning of social work's participation in rural revitalization. On this basis, from the three dimensions of organizational development, community environment, and institutional environment[13], the practical dilemma of social work intervention in rural revitalization is analyzed, and practical strategies for social work to effectively assist rural revitalization are explored.

## **2 The functional positioning of social work's participation in rural revitalization**

The functional positioning of social work's participation in rural revitalization is to accurately define the role and value that social work should play in rural revitalization. An accurate understanding of the rural revitalization strategy is a necessary prerequisite for functional positioning, and an accurate grasp of the professional advantages of social work is a necessary condition for functional positioning. Therefore, only by accurately understanding the goals of the rural revitalization strategy and the professional advantages of social work's involvement in rural revitalization can we fully interpret the function of social work's participation in rural revitalization.

### **2.1 The significance of implementing rural revitalization**

Rural revitalization refers to strategic measures to promote economic prosperity, social progress and ecological environment improvement in rural areas through comprehensive economic, social and ecological development measures. It is of great significance to a country or region. The following are the important aspects:

Promote balanced economic development. The rural revitalization strategy can achieve positive interaction and coordinated development of urban and rural economies. Traditional agricultural industries and rural resources have huge potential. By developing rural industries such as modern agriculture, rural tourism, and agricultural product processing, we can increase farmers' income levels, promote the development of the rural economy, and achieve balanced development of the urban and rural economies.

Promote employment and increase income for farmers. The rural revitalization strategy can create more job opportunities, attract farmers to find jobs and start businesses in rural areas, and reduce the pressure on farmers to migrate to cities. Through the development of rural industries and service industries, we will provide rural employment opportunities, improve farmers' income status, and improve farmers' living standards.

Achieve sustainable development of rural society. The rural revitalization strategy focuses on the development of rural social undertakings, including education, medical care, culture, and elderly care. Sustainable development of rural society can be achieved by improving rural education conditions and raising farmers' educational level; strengthening the construction of rural medical and health systems to improve farmers' health; protecting and inheriting rural culture and enhancing farmers' sense of cultural identity.

Protect the ecological environment and traditional culture: The rural revitalization strategy focuses on ecological environment protection and the inheritance of traditional culture. By promoting rural ecological agriculture, eco-tourism and other sustainable development models, we will protect the rural ecological environment and improve farmers' understanding of the ecological environment and awareness of protection. At the same time, we should pay attention to the inheritance and promotion of traditional culture, protect rural historical and cultural heritage, and enhance farmers' cultural self-confidence.

## **2.2 The mechanism of social work intervention in rural revitalization**

Social work plays an important role in rural revitalization, mainly through the following mechanisms:

Community engagement and the activation of social capital. Social work can promote participation in rural communities and activate social capital. Social workers can organize residents to participate in community planning, project implementation, and decision-making to stimulate residents' autonomy and creativity. Through community participation, social work can help residents discover and utilize local resources and potential, form a cooperative mechanism for community co-governance and sharing, and promote the sustainable development of rural revitalization.

Matching social service provision and demand. Social work can provide a variety of social services to meet the diverse needs of rural residents. Social workers can provide the medical, educational, cultural, elderly care and other services that rural residents need by developing community service centers, community health stations, and rural education support. At the same time, social work can ensure the precise delivery and optimal allocation of services through demand assessment and resource integration, and improve the effectiveness and accessibility of social services.

Social innovation and entrepreneurship support. Social work can promote the development of social innovation and entrepreneurship in rural revitalization. Social workers can provide entrepreneurship training, innovation project application and other support to help rural residents develop emerging industries such as agricultural product processing, rural tourism, and rural e-commerce, and promote the transformation and upgrading of the rural economy. At the same time, social work can also promote the rise and development of social enterprises and

social organizations, introduce social investment and social resources, and promote the diversified and sustainable development of rural revitalization.

### **3 Realistic dilemmas of social work intervention in rural revitalization**

The Ministry of Civil Affairs and many provinces and cities across the country have made many useful attempts to promote social work to enter the rural field, such as Jiangxi's "Wanzai Model" and Guangdong's "Green Farming Model". These attempts provide multiple opportunities for social work to participate in rural revitalization. experience. However, the development of social work in rural areas still faces many difficulties. Specifically, "the tension between the institutional environment, social foundation and organizational development is a fundamental issue in the current development of social work in China", and it is also an urgent challenge that social work must address to effectively serve rural revitalization.

#### **3.1 Insufficient professional capabilities constrain social work from participating in rural revitalization**

Social work professional ability refers to the service ability formed based on social work's own service resources, professional talents, professional technology, management mechanisms and other factors. It is the basic foothold for social work to serve rural revitalization. The arduous and long-term nature of rural revitalization has placed higher demands on the professional capabilities of social work , and the professional capabilities of social work in the rural field obviously cannot meet the needs of rural revitalization.

Lack of professional knowledge and skills. Social work requires mastering certain professional knowledge and skills, including social work theory, social policy, social work methods and techniques, etc. If social workers lack relevant professional knowledge and skills, they may not be able to effectively analyze and solve problems in rural revitalization and provide high-quality social services. For example, in community participation, there is a lack of organizational and coordination capabilities to effectively mobilize community residents to participate in rural revitalization projects.

Lack of interdisciplinary comprehensive capabilities. Rural revitalization is a complex systems project that requires comprehensive interdisciplinary capabilities to deal with diverse problems and challenges. Social work requires cooperation and exchanges with multiple disciplines such as economics, agriculture, environmental science, and policy science. If social workers lack interdisciplinary comprehensive capabilities, they may not be able to deeply understand the overall situation of rural revitalization and cannot effectively collaborate with other professionals, limiting the overall effect of rural revitalization work.

Lack of practical experience and case accumulation. Rural revitalization is a specific and complex task that requires practices tailored to local conditions based on the actual conditions of different regions. If social workers lack practical experience and case accumulation, they may not be able to accurately grasp the needs and challenges of rural revitalization and provide specific and effective solutions. In addition, rural revitalization work often requires long-term

continuous intervention, and social workers who lack practical experience and case accumulation may not be able to effectively track and evaluate the effects of the work.

Lack of resources and institutional constraints. Social work's participation in rural revitalization requires sufficient resource support, including human, material and financial resources. If social work organizations face a lack of resources, they may not be able to carry out their work effectively, limiting their ability to participate in rural revitalization. In addition, the participation of social work is also restricted by relevant systems and policies. If the policy environment is unfavorable or the system is imperfect, it may limit the development and role of social work.

### **3.2 Different community environments between urban and rural areas restrict social work's participation in localized practical services for rural revitalization**

Social work is a professional activity with strong practicality. On the one hand, practicality and applicability are its essential characteristics. The social work knowledge system is derived from practical experience rather than theoretical technical operations. Only by adhering to practice as the basis can we avoid the misleading of abstract idealization and ideological construction. On the other hand, as an external social work agency or social worker, "localization" is also a prerequisite for social work to serve rural revitalization. "'Localization' of social work refers to the process by which foreign professional social workers and the services they provide can be accepted and continuously developed by regions with specific cultures or languages within a certain period of time after entering a specific region. Its recipients mainly include local residents, local governments, local grassroots autonomous organizations or other rural organizations." Therefore, "localization" is closely connected with spatiality and is deeply affected by the regional social environment. Rural revitalization is a comprehensive and thorough transformation of rural society to achieve common prosperity under the modernization of agriculture and rural areas and the deep integration of urban and rural areas. Therefore, rural revitalization will be long-term and arduous. This inevitably requires social work to go deep into rural society and ensure that social work plays its due role in rural revitalization through localized long-term practical services.

Cultural differences and different values. Urban and rural communities often have different cultural backgrounds and values. Rural areas usually focus more on traditional culture, family relationships and community cohesion, while urban communities focus more on individual rights, personality development and multiculturalism. Social work needs to flexibly adjust service strategies and methods according to different cultural differences and values. If social workers do not understand the characteristics and cultural background of rural communities, they may not be able to establish trust and consensus with local residents, which will affect the effectiveness of localized practical services.

Differences in socioeconomic development. There are obvious differences in the level of socioeconomic development between cities and rural areas. Cities usually have more resources and opportunities, while rural areas face problems such as lack of resources and a single industrial structure. Social work's participation in rural revitalization requires understanding the development needs and challenges of rural areas and providing targeted support and services. If social workers do not understand the economic status and development needs of rural areas,

they may not be able to provide effective support, which restricts the implementation of localized practical services.

Differences in social networks and organizational structures . Urban communities often have more complete and complex social networks and organizational institutions, including community organizations, non-profit organizations, government agencies, etc. These organizations and agencies play an important role in the practice of social work, providing support, resources and opportunities for collaboration. In contrast, social networks and organizational structures in rural areas are relatively weak, and social work participation faces greater difficulties. Localized practical services require social workers to actively cooperate with local community organizations and institutions. However, if rural areas lack such organizational and institutional support, social work participation and service implementation will be restricted.

Differences in professional talent mobility . Urban communities usually attract a large number of professionals, including social workers, educators, medical personnel, etc. The active participation of these professionals promotes the development and service quality of urban communities. In contrast, professional talents in rural areas have poor mobility and lack sufficient social work talents and related professionals. This results in a relatively weak social work force in rural areas and is unable to meet the service needs for rural revitalization.

## **4 Practical strategies for social work intervention in rural revitalization**

### **4.1 Increase policy support and enhance the professional ability of social work to serve rural revitalization**

Government support is a prerequisite for social work to effectively serve rural revitalization. Therefore, the government should increase policy support, build a comprehensive support system for social work institutions and social workers involved in rural revitalization, and help improve the professional capabilities of social work in serving rural revitalization.

First, formulate special policies. The government can formulate special policies to clearly support and promote the role and role of social work in rural revitalization. These policies can include specific measures in terms of financial support, training opportunities, policy preferences, etc., to improve the professional ability of social work to serve rural revitalization.

Second, provide financial support. The government can increase financial support for social work in rural revitalization, including setting up special funds and providing project allocations. This will provide social workers with more resources and funding to support their professional services and innovative practices.

Third, strengthen training and education. The government can increase investment in the training and education of social workers to improve their professional capabilities and knowledge in the field of rural revitalization. Training can include content on rural revitalization policies, social work skills, social work ethics, etc., to help social workers better respond to the needs of rural revitalization work.

Fourth, establish a cooperation mechanism. The government can establish a close cooperation mechanism with social work institutions, academia and social workers to jointly promote rural revitalization. We can promote the integration of policy and practice and improve the professional capabilities and service levels of social work by establishing joint working groups, carrying out cooperative projects, and establishing expert advisory committees.

Fifth, strengthen supervision and evaluation. The government can establish a supervision and evaluation mechanism to monitor and evaluate the professional capabilities of social work in serving rural revitalization. Through regular evaluation and feedback, the government can understand the actual situation of social work, adjust policies and measures in a timely manner, and improve the quality and effect of rural revitalization work.

Sixth, establish a communication platform. The government can create communication platforms to promote communication and learning among social workers. Professional seminars, experience sharing sessions and other activities can be organized to provide social workers with opportunities to learn from each other and cooperate, and jointly improve professional capabilities and service levels.

Social work institutions and social workers involved in rural revitalization must also further strengthen their own capacity building and enhance their ability to serve rural revitalization. Social work institutions should build a professional capacity building system oriented towards rural revitalization, use party building to lead organizational construction, and enhance the centripetal force of social work institution members in serving rural revitalization; promote the standardization of projects and enhance the operational capabilities of social work institutions in serving rural revitalization; Strengthen the institutionalization of personnel management and financial operations, and improve the management capabilities of social work institutions in serving rural revitalization. Social workers should be based on the actual needs of rural revitalization, update their knowledge reserves, strengthen the application ability training of theoretical knowledge and practical skills, and enhance their sense of responsibility and mission in serving rural revitalization, so as to enhance the professional ability of social workers in serving rural revitalization.

#### **4.2 Adopt local practice methods adapted to local conditions to enhance the adaptability of social work in serving rural revitalization**

When social work enters the rural field to participate in rural revitalization, it should adopt a localized practice method that is "adapted to local conditions" in terms of professional methods, professional knowledge and service concepts and other social work service elements based on the current situation of the local community environment, and build a system that adapts to the local environment. Social work service system to enhance the adaptability of social work in serving rural revitalization.

Get a deeper understanding of local conditions. Social work agencies and practitioners should develop a deep understanding of the characteristics, needs, resources, and issues of the rural areas they serve. You can conduct on-site inspections, conduct research, and conduct extensive communications with local residents and relevant stakeholders. This results in more accurate information and data, providing a basis for developing adaptive practice strategies.



Work with local residents. Social work should establish close working relationships with local residents and fully respect their opinions and needs. Through community meetings, symposiums, group discussions, etc., residents can be promoted to participate in the decision-making process and jointly formulate goals and plans for rural revitalization. This ensures that the social work projects implemented are consistent with local realities and enhances adaptability and sustainability.

Introduce local resources and culture. Social work should make full use of local resources and cultural characteristics in rural areas to promote local economic and social development. Local residents can be encouraged to develop specialty industries, protect traditional culture, and improve the self-development capabilities of rural areas. Social work agencies and practitioners can provide relevant support and guidance to help local residents give full play to their own advantages and promote rural revitalization.

Develop differentiated service strategies. For different rural areas, social work agencies and practitioners can develop differentiated service strategies. Service projects and programs need to be tailored based on local economic, cultural, social background and other factors. Activities such as vocational training, entrepreneurship support, and community development can be carried out to meet the specific needs of local residents and improve adaptability and the effectiveness of social work.

#### **4.3 Coordinate the relationship with the government with the concept of integration and strengthen the action ability of social work to serve rural revitalization**

Build partnerships. Social work agencies and practitioners can develop active partnerships with government. Both parties can jointly formulate rural revitalization plans and policies, share resources and information, and create synergy. The government can provide support and resources, while social work agencies and practitioners provide professional knowledge and practical experience to jointly promote rural revitalization efforts.

Participate in the decision-making process. Social work agencies and practitioners should actively participate in the rural revitalization decision-making process and provide professional opinions and suggestions. Close communication and cooperation with the government can be achieved by participating in meetings, working groups, advisory committees, etc. This can ensure that the voice of social work is fully heard, policies and plans are closer to actual needs, and the ability of social work to act is improved.

Promote information sharing and collaborative action. Governments and social work agencies can establish information sharing mechanisms to promote coordinated actions by both parties. The government can provide relevant policy, data and resource information to social work agencies to help them better understand the needs and priority areas of rural revitalization work. At the same time, social work agencies can also provide the government with information such as field surveys, professional analysis, and feedback on community needs to provide strong support for government decision-making.

Strengthen professional capabilities in social work. Social work institutions and practitioners should continuously improve their professional capabilities to better serve rural revitalization. Through continuous training and learning, you can learn about the latest rural revitalization policies and practical experience, and improve the professional knowledge and skills of social

work. This can enhance the action capabilities of social work, better coordinate and cooperate with the government, and promote rural revitalization.

Establish a community participation mechanism. Social work agencies and practitioners can establish community participation mechanisms to promote the active participation and cooperation of rural residents. By organizing community meetings, symposiums, volunteer activities, etc., we communicate in depth with residents to understand their needs and opinions. This can ensure that rural revitalization work is closer to the actual situation and enhance the pertinence and sustainability of actions.

## 5 Conclusion

There is great potential for social work to participate in rural revitalization. As a practical applied discipline, social work should be based on the actual needs of rural revitalization, actively and proactively penetrate into the practical field of rural revitalization, and give full play to its own professional advantages and professional value. Of course, from social work's involvement in rural revitalization to social work's effective performance of its functions, it also faces many practical challenges. First, insufficient professional capabilities limit the depth and breadth of social work's involvement in rural revitalization; second, the theoretical system and practical experience of social work originated and were constructed in urban community environments, which will inevitably increase the localized practice of social work's participation in rural revitalization. Difficulty; third, the institutional environment at the rural grassroots level that emphasizes control but neglects cultivation has restricted social work's independent decision-making in participating in rural revitalization.

The times have given China's social work a new mission, and social work needs to explore strategies that suit its own development in the context of historical evolution. Rural revitalization is not only an opportunity for the development of social work, but also a challenge that social work must face urgently. This article attempts to outline an effective path for social work to intervene in rural revitalization from the practical background of rural revitalization. It should also be noted that the refinement of experience is the basis for the sustainable development of social work. Therefore, further research on practical cases of social work participation in rural revitalization, continuous adjustment and improvement of practical strategies, enhancement of practical wisdom, and condensation of relevant theories, thereby continuously enhancing the practical ability of society to participate in rural revitalization, are areas that need to be continuously explored by the academic community.

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