

Introspection and Reshaping of Rural Vocational Education Mission Serving Rural Revitalization Strategy

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Abstract: Under the background of the strategic development of rural revitalization, rural vocational education has been endowed with a new historical mission and spiritual core. In order to accomplish the strategic task of rural revitalization, an important prerequisite for rural vocational education is to introspect and reshape the mission of rural vocational education from the overall perspective of rural revitalization, and to discuss the proper positioning of rural vocational education according to the specific demands of rural revitalization and development for vocational education, on which basis, focuses on the healthy development of rural residents and rural society to establish the value orientation of rural vocational education.

1. Introduction

Rural vocational education, as a special education system rooted in the economic and social development of rural areas, links the industrial demand and labor supply in rural areas, and plays an irreplaceable role in promoting the adjustment of rural industrial structure, promoting the training of rural talents, and improving the comprehensive quality of farmers. It is essential and inevitable to recognize the mission of rural vocational education correctly, stand dynamically and pluralistically in the strategic height of rural revitalization, introspect and reshape the value orientation of rural vocational education according to the specific demands of rural revitalization for vocational education, and promote the reform of rural vocational education and serve rural revitalization¹.

2. The Inner Logic of Rural Vocational Education and Rural Revitalization Strategy

Rural vocational education, due to its intrinsic educational attributes and special regional characteristics, should actively respond to the requirements of the rural revitalization strategy and shoulder the historical responsibilities entrusted by the strategy. Rural vocational education, as an education oriented to 'agriculture, rural areas and farmers', has a close endogenous logical relationship with rural economic and social development. Rural vocational education should not only protect and develop rural civilization and give play to the function of cultural inheritance, also dynamically adjust specialties to continuously provide the local areas with new professional rural talents with knowledge, thoughts and feelings. The implementation of the rural revitalization strategy not only brings new opportunity for determining the orientation of rural vocational education, adjusting the professional structure, clarifying the personnel training and serving the regional economy, but also drive the talents training in vocational colleges entering the track of virtuous circle. Therefore, there is a reciprocal relationship between the rural revitalization strategy and the rural vocational education. It is of great significance to recognize the internal relationship between the two in promoting the healthy development of rural vocational education and the smooth implementation of the rural revitalization strategy.

3. Introspecting of Rural Vocational Education Mission Serving the Rural Revitalization Strategy

3.1 The Value Orientation of Current Rural Vocational Education

The mission and value orientation of rural vocational education are related to the development of rural vocational education, which provides the practical reason and direction for rural vocational education. At present, the value orientation of vocational education in rural areas has the ideological orientation of ‘developing for rural areas’ and ‘developing for individual farmer’ on the theoretical level. ‘For rural development’ advocates that the development of rural vocational education must be based on the industrial structure, to train modern technical and skilled talents for rural social and economic development, besides, rural vocational education must return to the countryside and cannot be separated from the rural society, which value orientation starts from the perspective of rural development and highlights the development of rural society, but puts undue prominence to the the social orientation and ignores the self-needs and value demonstration of different rural groups. ‘For rural individual development’ advocates that rural vocational education should provide rural scholars with technical skills to enter the city and non-agricultural fields, and then attract them back to the countryside through preferential policies, so as to nourish the countryside. Rural vocational education should adhere to the value of ‘students-oriented education’ as the core and the concept positioning of rural revitalization should be accurate so that to guarantee the ‘efficiency’ of rural revitalization measure. The value orientation of ‘developing for rural individuals’ takes into account the individual interests of farmers, but it will have a delayed impact on the sustainable development of rural society and the prosperity of the industry. Rural vocational education should not only meet the needs of individual rural development, but also serve the rural economic and social development. On the basis of cultural revitalization, vocational education in rural areas should always adhere to the goal of rural revitalization to form a virtuous circle of ‘promoting wisdom through education’, ‘promoting aspiration through wisdom’ and ‘promoting ethos through aspiration’, furthermore, achieve the rural revitalization by focusing on the educational mission of ‘revitalizing industry’, ‘revitalizing ambition’, ‘revitalizing talents’ and ‘rejuvenating culture’.

3.2 Introspection of Rural Vocational Education Mission Serving Rural Revitalization Strategy

At present, urban education has brought a serious impact on rural vocational education, which is not only physical impact, but also spiritual impact, that is, on the one hand, people blindly pursue urban education; on the other hand, people are not confident and confused about vocational education, especially rural vocational education. The city-oriented education selection mechanism makes local knowledge, folk customs, historical inheritance and production technology fade away from the rural vocational education system. The production and construction of local knowledge that students have experienced, felt and enjoyed, and the due transformation of knowledge brought by their own education are not connected with the related things that they love. The profound historical accumulation and rich cultural resources of rural society lose their original essence.

Countryside has its own characteristics, which is the accumulation of rural labor, customs and traditions with nature as the background that brings people the manifestation of natural life, the inheritance of historical culture and the experience of ecological culture, which is beyond the reach and supply of urban education. As the agriculture-closed education, rural vocational education must explore rural characteristics and closely combine with social customs, cultural inheritance and talent demand in rural areas, furthermore, its vision, mission and value pursuit cannot get rid of the strategic purpose of rural revitalization. Rural vocational education bears the heavy responsibility of personnel training and rural revitalization, so it is necessary to define its existing reasons from the perspective of development and dynamically adjust its development thinking. The spirit of rural vocational education is the rural nature-approaching at the first beginning, which highlights the inherent natural feelings, besides, the reform of rural vocational education must return to the field of rural life. Rural revitalization needs individuals who can take root in rural society, have local

feelings and take responsibility for innovation, therefore, vocational education in rural areas must be based on the revitalization of rural areas and maintain the harmony of human and society. The fundamental driving force of how to maintain the harmonious development of human and society lies in the construction of rural culture, the grounding of local feelings and the cultivation of innovative ideas.

4. The Core of Rural Vocational Education Mission Serving the Rural Revitalization

Rural revitalization is the cultural and spiritual revitalization. Only with the ideological consciousness² of rural revitalization and local feelings can we truly shoulder the mission of rural revitalization. Rural society is a special, specific region with certain characteristics of its own, taking into account the historical precipitation of natural civilization and the cultural inheritance of humanistic quality and is a cultural ecosystem full of local flavor and with plain and mellow features. In the history of rural development, it not only has the space environment with its own characteristics and suitable for rural production and life, but also has bred the culture with regional characteristics, such as folk customs and rural customs, which is full of the wisdom of human survival and development. Cultural and spiritual revitalization emphasizes not only the inheritance and promotion of agricultural civilization, but also the inheritance, innovation and development of traditional culture, besides, pays more attention to the integration and modernization of people's ideas and ideologies, and emphasizes the integration of humanistic spirit and moral norms into the construction of rural civilization.

Education itself is the cultural education, and the development of rural vocational education must have cultural consciousness and cultural confidence, so rural vocational education should be based on local culture and memory, reconstruct farmers' yearning for a better life, and strengthen cultural inheritance, so that vocational education can be integrated into the local atmosphere. Chinese traditional culture is not only derived from, but also rooted in profound local culture. These values and lifestyles gradually accumulated in daily life and production over thousands of years deeply express farmers' longing for life and pursuit of value¹, and affect people's thoughts and behaviors. Homeland feeling is a kind of regional identity and life belonging from the heart. The value of vocational education in rural areas should pay attention to the cultivation of learners' homeland feelings. The educated people must be rooted in the countryside deeply to give full play to their maximum value and realize the local employment and entrepreneurship.

5. Reshaping of Rural Vocational Education Mission Serving Rural Revitalization Strategy

To accomplish the important task of rural revitalization, an important prerequisite is to reshape the mission of rural vocational education, closely centering on the main line of 'cultural construction and spiritual stimulation', gives full play to its own functional characteristics and take the five-in-one service as its future development orientation in accordance with the general requirements of 'prosperous industry, livable ecology, civilized township style, effective governance and rich life'².

5.1 Revitalize the Rural Culture to Inherit the Fine Rural Culture and Form New Trend of Rural Customs Revitalization

Excellent rural culture is the inner spiritual power to promote rural revitalization and sustainable social development, and plays a role of promoting, infecting and educating rural social development. Rural vocational education, as the most closely rooted education pattern in rural social and economic development, is not only the carrier of rural culture inheritance and development, but also the innovator of the integration of rural culture and modern market economy culture, playing a positive role in promoting the construction of modern rural culture. Rural vocational education should integrate excellent rural folk customs and artisan spirit into vocational education to consolidate good rural customs, establish harmonious folk customs and cultivate happy family customs, furthermore promote the prosperity of rural culture, enrich the spiritual life of farmers and

enhance the attraction of rural areas. At present, the rural society is undergoing profound changes, which is bound to affect the life concept and value orientation of villagers. In the collision and integration of traditional ideas and values with the new-trend value orientation of modern society, the rural masses are prone to fall into the value-losing and life-confusing situation. Strengthening vocational education in rural areas can effectively infiltrate the core values into the fine links of the new rural construction, help to shape the rural civilization in the new era, and cultivate the new rural fashion that keeps pace with the Times.

5.2 Revitalize farmers' Aspiration, Cultivate Local Feelings through Vocational Education, Arouse the Interest and Ambition of Rural Revitalization

Rural revitalization needs precise 'aspiration revitalization' and deeply-cultivated local feelings. Rural vocational education should strengthen the pursuit and desire of modern life, and make farmers and rural students have the lofty ideal and ambition of rural revitalization as far as possible, besides, the focus should be on training farmers and educated groups to have a sense of social mission and responsibility to aspire to the rural area, develop a beautiful countryside and build a beautiful homeland so that to give full play to their ability. Make their interests and aspiration of rural revitalization internalize in the ideal and belief of villagers and externalize in voluntary actions, let the educated group take root in the countryside voluntarily, strengthen the educational thought and consciousness of 'keeping in the rural area' and 'going to the rural area', and arouse the interests and aspiration of rural revitalization based on the beautiful vision of rural revitalization.

5.3 Revitalizing Rural Talents: Promote the Educational Level of Rural Residents with Vocational Education, Cultivate New Farmers

It is the historic mission and important task of vocational education serving the rural revitalization that to train a large number of new farmers with modern technology and innovative thinking and transform the huge number of human resources in rural areas into powerful human resources. In the process of implementing the rural revitalization strategy, due to the lack and low level of vocational education in rural areas, the situation lacking comprehensive, on-the-spot, practical and innovative talents in rural areas is going on, which not only makes it difficult to upgrade the rural industrial structure, develop new industries and popularize new technologies, but also leads to the lack of bridges between advanced cultural technologies and farmers' quality improvement as well as the production income increase. Therefore, strengthening rural vocational education and promoting the improvement of the education level will effectively realize the regional hematopoietic function of vocational education, and to a certain extent, make up the gap of rural talents demand and the shortage of talents.

5.4 Revitalize Rural Industry: Expand Agricultural Aspects and Extend Agricultural Chain with Vocational Education to Revitalize Rural Industry

In order to serve the revitalization and development of rural areas, vocational education in rural areas firstly should take 'supporting industry' as its value orientation. Only when the industry gets prosperity and the rural society shows one atmosphere of industrial development and promising future, are the educate willing to take foot in the rural area. At present, Heilongjiang province vigorously develops green agriculture and ecological agriculture, adhering to the concept of sustainable agricultural development and keeping in mind that 'Lucid waters and lush mountains are invaluable assets', besides, extends the agricultural industrial chain, further accelerates the integrated development of agriculture and secondary and tertiary industries, and vigorously develops new industries such as leisure agriculture and rural tourism. Therefore, horizontally speaking, the development of rural industry should be based on the 'strong agriculture', broaden the integration of agricultural industry and other industries and open up new development space of agricultural industry. Vertically speaking, deepen the production, processing and marketing of modern agricultural industry, expand the industrial chain, and solve the problems in sustainable development of rural economy. Therefore, it is necessary to set up specialties based on the modern agricultural industry chain and carry out order-oriented training and practice-oriented training

through the integration of industry and education, so as to realize the regional and industrial characteristics of vocational education and improve the competitiveness of employment and entrepreneurship in rural areas. Rural revitalization cannot be separated from the 'industry-supporting' mission of rural vocational education, which can realize the social service function of rural vocational education and point out the practical way and direction for the development of rural vocational education.

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