

Transition and Guiding Strategies of Farmers' Values in Earthquake-Stricken Area under the Background of Rural Revitalization

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Abstract: The study of farmers' values has been the focus of experts, scholars, government officials and the media all the time, which has always been in progress. After Wenchuan earthquake, the values of farmers there have changed a lot. It is an urge problem demanding prompt solution and also a very important part of post-disaster reconstruction. The study and analysis of the core socialist values of the farmers in the earthquake-stricken areas can not only develop the theory further, but also provide reference for the future rural revitalization. This paper analyzes the topic from the following three aspects: the main characteristics, the influencing factors and the guiding strategies of the changes of values.

Keywords: Rural Revitalization; Earthquake-Stricken Areas; Farmers' Values

More than 10 years has passed since the devastating Wenchuan earthquake on May 12, 2008. With the help of the Communist Party, the China' government and the society, the rural reconstruction of the earthquake-stricken area has been completed in all respects and the farmers now have returned to normal life. However, the sudden and cruel natural disaster left them indelible psychological scars, and profound changes in their ideological consciousness, social concept, value orientation, code of conduct, etc.^[1] In addition, according to the reconstruction experience of other countries, the psychological and spiritual damage effects would last for more than 10 years. At the same time, especially since the 19th CPC National Congress, the economy and society of the stricken areas has been developing fast. In 2017, the gross domestic product (GDP) of 39 counties (cities and districts) in Sichuan was 3.2 times higher than that before the earthquake, and the disposable income of urban and rural residents reached 2.8 times and 3.7 times respectively, which also made the farmers in stricken areas re-examine their values pursuit, judgment and choice.

1. The main characteristics and conflicts of the changes of the farmers' values in the ten years after Wenchuan earthquake

Beichuan is the only Qiang nationality autonomous county in China, and also the worst hit area in the Wenchuan earthquake. First-hand research materials were obtained through a field survey of three villages in Beichuan county, combined with field observation, open interview and structured interview. Through the analysis of various phenomena of village life, this paper will interpret the values orientation of farmers in the "double process" of post-earthquake reconstruction and rural revitalization, seek the track of the changes of farmers' values, and then find the effective way to cultivate positive values in rural areas.

1.1 The main characteristics of the changes of farmers' values

The post-earthquake reconstruction has brought remarkable changes to the material life of farmers in the poor villages in the earthquake-stricken areas. The improvement of living environment, the adjustment of community structure and the substantial improvement of living standard have made them have higher requirements on the quality of

spiritual and cultural life, which presents new changes and new characteristics.

The changes of the values of the farmers in the quake-stricken areas partly reflect the impact of the Wenchuan earthquake on their life. Along with the development and change of the rural economic and social structure in different stages of post-earthquake reconstruction, a special change track of values has formed. In terms of the value structure, the changes of the farmers' values are characterized by the co-existence and co-influence of the pre-earthquake traditional values and the post-earthquake modern values^[2]. In terms of value system, it has changed from closed to open. In more than 10 years of post-quake reconstruction, with the implementation of new urbanization and rural revitalization strategies, the values of farmers are in a constant process of change.

As a special social consciousness, values have a close relationship with the change and development of society. In general, the change trend of farmers' values is positive and healthy. In the past ten years since the Wenchuan earthquake, the profound transformation of the rural society and economy and the changes of farmers' values in the stricken areas present the following characteristics: duality in values structure, openness in values system, profit trending in values orientation and diversity in values concept^[3].

1.2 The conflict of farmers' values in the quake-stricken areas

1.2.1 Fading of the idea of thrift under the impact of consumerism

In the post-earthquake reconstruction process, people, take the initiative to improve their living conditions and living standard on the basis of the development of production and increasing their income. They pursue not only the satisfaction of basic life but also the enjoyment and entertainment with gradual improvement of their material and cultural life level. This is a kind of positive values^[4]. However, their psychology of consumption changed after the earthquake, leading them to spend money as much as possible with the thought of *carpe diem*. Under the domination of this value, the prevalence of consumerism and the traditional vanity of Chinese find a perfect point of convergence, resulting in the lack of necessary ethical review of the use of wealth. Thus, they start to consume out of comparison, showing off, following the trend blindly.

1.2.2 The fierce conflicts between traditional idea of contentment and modern ideas of innovation and competition

From the regional perspective, first of all, Sichuan is a comfortable province. Sichuan people are easily satisfied, especially farmers. "Drinking tea, play Mahjong and eating hot pot" form a vivid picture of their life. They just want a mediocre, quite and harmony life, which is very demoralizing. In the post-quake reconstruction process, some local officials assisted the construction of economically developed areas such as Zhejiang and Guangdong. In the past decade or so, many grassroots cadres and even farmers have dealt with them and their "modern economic consciousness" impressed the locals. During the survey, some of the farmers reflected: compared with others we used to be too comfortable. We should learn more from others. In this sense, before the quake, small-scale agricultural economy seriously hindered the development of local economy and restricted the prosperity and development of rural economy. In the current rural revitalization, farmers are required to have an opener vision and be a new type of professional farmers with constant innovation.

2. The influencing factors of the changes of the farmers' values in the quake-stricken area

2.1 The impact of urban culture on rural culture in the post-quake reconstruction

In the process of earthquake reconstruction and rural revitalization, a "quake-stricken areas culture" has formed, which is reflected in the following three aspects. First, in order to adapt to the requirements of reconstruction, revitalization of rural area, urbanization and new rural development, the new rural community culture also develops rapidly, which contains certain modern innovative consciousness and overall embodies the pursuit of innovation and reform spirit. Second, the special culture of the quake-stricken area is obviously democratic and legal. The farmers rebuilt the construction together and started share the communal facilities after reconstruction. The awareness of using law to protect their rights has been gradually strengthened. Third, the entertainment effect of the popular culture of

the quake-stricken areas is stronger than before because it can ease the psychological tension and inner anxiety caused by the earthquake. However, there are also some defects in the mass culture formed after the earthquake. Its secular function and commercial consciousness lead to the opposition and confrontation between tradition and modernity, and result in the split between interest, morality, pleasure desire and value rationality. Such negative effects require more attention and prevention^[5].

2.2 The stratification of farmers' social ability

Post-earthquake reconstruction has promoted the generation of new professions, and demanded higher education level and practical ability of farmers. The higher the education level is, the more they earn. Due to the low level of education, some farmers are unable to adapt to the sharp social change, while other farmers with high quality and strong ability become the riches.

2.3 The increasing impact of the rural revitalization strategy on farmers' values

The unprecedented reform of the rural revitalization strategy has led to the integration and allocation of resources and the adjustment of policy system. Development goals are refocused and a series of policies to support and benefit farmers have an agglomeration effect. In the process of reconstruction, the demand of rural market is stronger and the professional quality of farmers is constantly improved.^[6] The integrative actions result in constant improvement of farmers' adaptive capacity to take prompt measures in the face of difficulties and risks. At the same time, during the post-earthquake reconstruction process, the capacity and space of the floating population has been expanded, which rapidly extends the social circle of the farmers. It also provides the conditions for the horizontal comparison between different villages and provinces, so as to produce a more positive values orientation invisibly.

3. The main ways to guide the farmers in earthquake-stricken areas to establish correct values

3.1 The focus on the stereo vision of real "individuals" in values reconstruction

More attention should be paid to the individuals in earthquake-stricken areas reconstruction, especially in the minority areas. After all, the progress and development of rural society in the quake-stricken areas are based on the comprehensive development of farmers. The Wenchuan earthquake intensified the differentiation of the values of the farmers in the quake-stricken areas, and produced a typical anomic phenomenon. Therefore, the reconstruction process of the national earthquake-stricken areas must be combined with the implementation of the rural revitalization strategies and focus on the needs of local farmers to constantly improve their material and cultural living standards and quality and cultivate healthy physical and psychological conditions for them. For self improvement, good quality education is the main way to make everyone's personality fully displayed. For motivation, it is necessary to make the farmers in the earthquake-stricken areas actively and creatively participate in the reconstruction of the stricken areas. Only in this way, can the inner potential of the spirit and courage of the people in the quake-stricken areas be actually expressed in the face of the disaster. Instead of focusing on the "typical examples", society and the media should pay more attention on all the people in the quake-stricken areas who are in urgent need of help^[7].

3.2 Promote the popularization of the socialist core value system and lead the formation of farmers' values

The farmers' values in the earth-stricken areas after the earthquake show a trend of diversification, contradiction and instability compared with that before the earthquake. As the leading body of values, the country and society must use the socialist core value system to educate and guide the farmers in the earthquake-stricken areas. It is the core of post-quake reconstruction and one of the main tasks of rural revitalization to construct the farmers' values that can adapt to the form of post-earthquake reconstruction and the actual rural economic and social development^[8], which is also one of the main tasks of the current rural revitalization. In order to guide the farmers in the earthquake-stricken areas to establish the correct values dominated by the socialist core values, it is necessary to retain the value model of excellent traditional culture and constantly adjust the interest motive of farmers and advocate a rational and vital attitude towards life.

3.3 Attach importance to the cultivation and introduction of rural talents and promote the development of rural environment

Based on the local situation, earth-stricken areas strengthen the construction of rural environment for talents through various forms and channels to precisely train talents and new professional farmers, in order to solve the difficulties in the process of rural revitalization and form a professional sustainable development model to attract and keep those talents. In addition, the improvement of local professional talents is also a factor that cannot be ignored. There is a necessary to carry out various forms of training activities and local talent research activities to establish local talents database and realize talent database sharing^[9].

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