



A Study on Bridging the Policy Depravity of Farmhouse Books in the Context of Rural Revitalization

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Abstract: To the policy audience group, the implementation of farmhouse policy is the goal of realizing the freedom of rural residents to read books and meeting the basic needs of rural residents for public cultural services; to the policy implementation body, it is the goal of developing the rural publishing market and pursuing the policy construction performance. However, in the practice of rural revitalization, the implementation of rural bookstore policy does suffer from the phenomenon of policy degradation, which is manifested in the simplicity of policy formulation, homogeneity of policy implementation and lack of policy feedback. Finally, in order to bridge the gap between the policies of rural bookstores, we should promote open-door decision-making to increase the adaptability of policies, increase the number of participating subjects to promote the accuracy of policy implementation, and improve policy evaluation to enhance the enthusiasm of policy feedback, so as to maximize the policy effects of rural bookstores and bridge the gap between the policies.

Keywords: rural revitalization, farmhouse, policy degradation

From the policy perspective, the implementation of rural revitalization strategy is a sublimation of the experience summary of previous rural development policies, which is highly systematic and greatly inclusive of policies [1]. At the same time, rural culture serves as the spiritual leadership of rural areas, and without a prosperous rural culture, the implementation of rural revitalization strategy will lose its foundation [2]. The official implementation of the rural house policy began in 2005, and as a major project for the benefit of the people, it has played an irreplaceable role in enriching the spiritual and cultural life of rural residents. However, during the actual implementation of the policy, many problems such as "formalization" and "invalidation" have been gradually exposed, which are actually the concrete manifestations of the defects in the process of policy formulation, implementation and feedback [3]. Therefore, this paper re-examines the implementation of farmhouse policy from the perspectives of policy subjects and policy processes, which not only innovates the research perspective but also contributes to the better implementation of farmhouse policy.

1. Policy based on the policy subject of farmhouse policy

There are numerous methods of policy analysis and numerous criteria that can be divided. In the policy analysis, the division based on policy subjects is an important form of examining whether the policy objectives are achieved or not. The different divisions of policy audience groups and policy implementation subjects of farmhouse policy imply their respective goals to be achieved.

1.1 For the policy audience: to realize the freedom to read books and meet people's demand for basic public cultural services

The initial goal of the policy is to increase the supply of books in rural areas to achieve the goal of rural residents' freedom to read books, so as to meet the basic needs of rural residents for public cultural services. However, according to the relevant studies and surveys, there is a serious problem of mismatch between supply and demand and supply and demand mismatch in many rural areas. The content of books and other materials in rural houses is outdated and lags behind the requirements of local agricultural development, and there are even jokes such as "sugar cane in the north and sugar beets in the south", which are seriously out of line with local production practices and can hardly meet the needs of rural residents for knowledge, skills and development [4].

1.2 For the main body of policy implementation: the need to develop the rural publishing market and pursue the policy construction performance

The policy of rural bookstores is to realize the goal of rural residents' freedom to read books by supplying books to rural areas, so from the perspective of the main body of policy implementation, the implementation of the policy of rural bookstores

also reflects the intention to develop the rural publishing market. Under the influence of the General Administration of Press and Publication, the main leading administrative department of the rural bookstore policy, which is bent on increasing book publishing and distribution, the actual demand of rural residents for books and other materials is ignored, ultimately resulting in a supply mismatch. At the same time, the traditional cultural administrative system further leads to the hollowing out and formalization of the rural bookstore policy, emphasizing explicit indicators such as the number and coverage rate of completed rural bookstores, and blindly pursuing the need for policy construction performance, which eventually leads to the waste of resources such as unused bookstores.

2. The policy of farmhouse

2.1 The policy of farmhouse and its formation

The American sociologist Ogborn first put forward the theory of "cultural distance". He defined it as the phenomenon that "the change of non-material culture in social change is always later than the change of material culture" [5]. At present, on the basis of cultural distance, domestic scholars have carried out research on institutional distance, governmental function distance and law enforcement distance. Summarizing the existing theories and views, we arrive at the definition of farmhouse policy degradation distance in this paper: the gap between the actual state of farmhouse policy and the state required by the rural revitalization strategy for it.

From the perspective of the generation mechanism, the multiple goals of farmhouse policy and the long-term influence of the cultural administrative system are the important reasons for the policy degradation. The multiple goals of the policy are influenced by the interest factor: the government's interests will encroach on the interests of rural residents, which will make the goals of the main body of rural bookstore policy implementation overshadow the goals of the policy audience group, leading to overemphasis on developing the rural publishing market and pursuing policy construction achievements, ignoring the actual needs of farmers, thus leading to the generation of policy degradation distance. At the same time, due to the influence of the traditional cultural administrative system, the implementation of the rural bookstore policy is still characterized by obvious administrative power-led and task-driven, which leads to the formalization and hollowing out of the implementation of the rural bookstore policy, resulting in the waste of resources and making it difficult to meet the needs of the rural revitalization strategy, thus resulting in policy degradation.

2.2 Symptoms of policy degradation of farmhouse

2.2.1 Simplification of policy formulation

Based on the requirements of rural revitalization strategy, the policy results of farmhouse are not only the explicit construction of bookhouses and book materials, but also the satisfaction of rural residents' needs for knowledge, skills and development, and help the realization of rural revitalization strategy through reading books, cultural exchanges and the promotion of rural customs.

However, there are abortive distances in the actual policy formulation of farmhouse books. On the one hand, the simplicity of policy formulation is reflected in the simple and uniform way of policy formulation, which ignores the actual situation of the countryside in order to achieve the adjustment and reconstruction of rural cultural order at the lowest cost; on the other hand, it is reflected in the single body of policy formulation, which is basically formulated by the high-level administrative departments directly, lacking the understanding of the real needs of farmers and ignoring the main position of farmers.

2.2.2 Homogenization of policy implementation

The rural revitalization strategy clearly requires that on the basis of following the general requirements, the differences among localities should be respected, and the flexibility of the implementation of farmhouse policies should be realized according to local conditions.

There is also obvious depravity in the actual implementation of farmhouse policies. Since the policy of rural bookstores is unifiedly deployed and arranged by the administrative department of publishing, the "one-size-fits-all" policy implementation makes the policy effect of rural bookstores appear "one-sided" in a thousand villages, resulting in a mismatch between supply and demand, which makes it difficult to meet the real cultural needs of rural residents.

2.2.3 Lack of Policy Feedback

In addition to policy formulation and policy implementation, policy feedback is important for continuous improvement and optimization of the policy of rural bookstores.

The lack of policy feedback also causes the policy degradation of farmhouse. Since the assessment of the effect of farmhouse policy is also the policy administration department, which acts as both an athlete and a referee, the lack of timely

and effective feedback on policy formulation, implementation and results leads to the deviation of the final effect from the policy goal, resulting in the generation of policy degradation.

3. The path of bridging the abortion distance of farmhouse policy

3.1 Implement open-door policy-making and increase the applicability of policy formulation

In the process of policy formulation, firstly, the collection of cultural needs of rural residents should be increased, and the content of the collection of rural residents should replace the opinions of cultural administration departments as the basic basis for policy formulation, so as to improve the democratic nature of the policy. Secondly, the specific requirements of the rural revitalization strategy are taken as the target, and the actual needs of rural residents are combined to implement detailed decision-making. Finally, the scientific nature of the policy is improved by soliciting proposals and opinions on the policy of rural house for farmers and for policy consulting agencies.

3.2 Increase the number of participating subjects and promote the accuracy of policy implementation

In the aspect of policy implementation, firstly, the grassroots government should announce the policy standards before policy implementation and the progress of policy implementation during policy implementation, so that rural residents and other organizations can monitor the implementation subjects. Secondly, the main position of farmers should be guaranteed, and farmers should be invited to give advice on the management of farm houses, and even manage them together, etc. Finally, social forces and social resources should be involved in the implementation of the policy of rural bookstores, and the multi-body policy implementation body should better promote the diversification and precision of the policy implementation of rural bookstores.

3.3 Improve the policy evaluation and enhance the enthusiasm of policy feedback

In policy evaluation, on the one hand, the government should establish the correct assessment concept of not taking performance as the only assessment standard. The assessment indexes include not only explicit quantitative indicators, but also qualitative indicators such as rural residents' satisfaction with the policy of farmhouse books should be added. On the other hand, when evaluating the policies of rural bookstores, third-party evaluation agencies should also be introduced to make scientific and objective evaluations of rural bookstore policies through professional and independent evaluations by third-party evaluation agencies, so as to circumvent the shortcomings of government self-evaluation. Through the evaluation of the whole process of policy formulation, implementation and policy effect, the policy abortion gap will be continuously bridged, and the role of rural bookstore policy in the rural revitalization strategy will be better played.

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