

# Research on Empowering Rural Revitalization with Ideological and Political Education

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## Abstract

**Ideological and political education is closely aligned with the most pressing spiritual needs of the people and major national strategies during the same period. Over the past 40 years of reform and opening up, the rural landscape has undergone earth shaking changes. However, in the new era, the problem of "imbalance and inadequacy" in rural development in China remains serious, and the demand for ideological and political education to serve the socio-economic and cultural development of rural areas is even more urgent. This article aims to explore how ideological and political education can empower rural revitalization. By analyzing the internal connection and mechanism between ideological and political education and rural revitalization, corresponding strategies and suggestions are proposed.**

## Keywords

**Ideological and political education, rural revitalization, mechanism.**

## 1. Introduction

The No. 1 central document of the Central Committee of the CPC in 2022 pointed out that the key work of rural development, rural construction and rural governance should be done in a down-to-earth and orderly manner. If the nation wants to revive, the countryside must be revitalized. It requires improving the urban-rural integration development mechanism, implementing rural construction actions, and promoting rural revitalization to make new progress. The 20th National Congress of the Communist Party of China has made a systematic deployment to comprehensively promote rural revitalization. The report of the 20th National Congress of the Communist Party of China pointed out that the most arduous and arduous task of comprehensively building a socialist modernized country still lies in rural areas. Adhere to the priority development of agriculture and rural areas, adhere to the integration of urban and rural development, and facilitate the flow of urban and rural factors. Accelerate the construction of an agricultural powerhouse and solidly promote the revitalization of rural industries, talents, culture, ecology, and organizations. This means that rural revitalization work will become the top priority of China's overall economic and social development.

Faced with unprecedented changes in a century, the Party and the country's various undertakings, especially the comprehensive revitalization of rural areas, urgently require the support of higher education more than ever. Rural revitalization is a major plan for the country and the people, which is related to the overall, historical, and strategic tasks of the Party and the country. Whether based on the continuation of historical missions or the guidance of the task of building a strong country, the promotion of rural revitalization will never stop at poverty alleviation. In the comprehensive promotion of rural revitalization, ideological and political education, with its integrated advantages of human nature, sociality, and comprehensiveness,

has become an important lever for promoting rural revitalization. Since the reform and opening up, the practice of socialist modernization has injected new vitality into ideological and political education. The content and forms of ideological and political education have become increasingly rich and diverse, gradually becoming a comprehensive system. Among them, universities are important places for the development of ideological and political education, as well as the actors for optimizing ideological and political education. The intersection of ideological and political education in universities and the implementation of rural revitalization strategy is not only necessary for the times, but also forced by the situation.

The Sixth Plenary Session of the 19th Central Committee of the Communist Party of China emphasized that "the Party has always made solving the issues related to agriculture, rural areas, and farmers a top priority in its work, implemented the strategy of rural revitalization, and accelerated the modernization of agriculture and rural areas.". Ideological and political education is an important component of ideological and political education in universities, with the aim of cultivating students' ideological and moral qualities and promoting their comprehensive development. Rural revitalization is an important strategy in China, aimed at promoting rural economic development and improving the living standards of farmers. Empowering ideological and political education in rural revitalization can fully leverage the advantages of ideological and political education and provide strong support for rural revitalization..

## **2. The Inner Connection between Ideological and Political Education and Rural Revitalization**

here is a close connection between ideological and political education and rural revitalization. Firstly, ideological and political education can provide ideological support for rural revitalization. In the process of rural revitalization, it is necessary to adhere to correct values and development concepts, which need to be guided and strengthened through ideological and political education. As the unique advantage of the CPC, ideological and political education shoulders the mission of improving people's ideological and moral level and mobilizing people's enthusiasm to participate in modernization. Fully leveraging the important role of ideological and political education in rural revitalization can help comprehensively enhance the cultural literacy of farmers, guide them to pursue a better spiritual life, and provide strong spiritual impetus for rural revitalization. Ideological and political education is an endogenous driving force for stimulating rural revitalization. Carrying out ideological and political education in rural areas, using "down-to-earth" language and forms that farmers enjoy, and doing targeted work to help farmers understand the importance of rural revitalization and the central government's implementation of the rural revitalization strategy, cultivating their sense of responsibility and responsibility, is beneficial for forming a consensus among the rural population that "rural revitalization is indispensable", and inspiring the main consciousness of farmers to participate in rural revitalization. Ideological and political education can cultivate farmers' democracy, rule of law, and moral consciousness. Guiding farmers to form healthy democratic concepts, good legal awareness, and high moral literacy is not only a basic element for achieving rural revitalization and development, but also an important manifestation of modernizing rural governance capacity and level. Secondly, ideological and political education can provide talent support for rural revitalization. Rural revitalization requires a large number of high-quality talents, including agricultural technology talents, management talents, etc., and the cultivation of these talents cannot be separated from the support and cultivation of ideological and political education. The rural revitalization strategy involves economic, cultural, ecological and other aspects, and is committed to achieving the prosperity of rural industries, livable ecology, civilized rural culture, effective governance, and a prosperous life. The

implementation of the rural revitalization strategy naturally relies on highly skilled, highly skilled, and high-quality professional talents. As an important battlefield for talent cultivation, universities should make good use of their educational resources, talent resources, and scientific research achievements to cultivate more professional talents for promoting rural revitalization. Among them, the cultivation of practical and hands-on abilities among college students is particularly important. Therefore, universities should adapt to the development of the times and meet the needs of implementing the rural revitalization strategy, actively carry out practical education activities, and reform and innovate the practical education model of universities. Finally, ideological and political education can provide cultural support for rural revitalization. Rural culture is one of the important resources for rural revitalization. By strengthening ideological and political education, the cultural literacy and confidence of villagers can be improved, and the inheritance and innovation of rural culture can be promoted. Ideological and political education can provide cultural support for rural revitalization. Serving rural revitalization can further enrich the connotation of ideological and political education in universities. By integrating rural revitalization related practices into the education process, on the basis of innovative educational forms, it can enhance the pertinence and affinity of ideological and political education, stimulate students' interest in participation, and comprehensively strengthen the effectiveness of education. In addition, the implementation of the rural revitalization strategy cannot be separated from the support of ideological and political education in local universities. Rural cultural revitalization is an important part of achieving rural revitalization, and ideological and political education in local universities plays a role in guiding the direction of rural cultural development, providing intellectual support and talent guarantee for rural cultural development. Therefore, ideological and political education in local universities should be based on the inherent needs of rural revitalization, actively promote the construction and development of rural culture, and use cultural power to promote rural revitalization.

### **3. The Mechanism of Empowering Rural Revitalization with Ideological and Political Education**

#### **3.1. Promoting the cultivation of new talents**

Firstly, enhance the ideological and moral qualities of farmers. By carrying out ideological and political education, it can help farmers establish a correct worldview, outlook on life, and values, and improve their ideological and moral qualities. This helps them better understand and implement national policies, enhance their sense of social responsibility and collectivism, and thus better adapt to market competition and social development. Secondly, cultivate new types of farmers. Ideological and political education plays an important role in cultivating new types of farmers. Through ideological and political education, farmers can be guided to establish a correct worldview, outlook on life, and values, improve their political consciousness and ideological and moral qualities, and cultivate their innovative consciousness and entrepreneurial spirit. This helps farmers better adapt to the needs of modern agricultural development, improve agricultural production efficiency and quality, and promote agricultural modernization. Finally, enhance the quality of rural talent teams. Ideological and political education plays an important role in improving the quality of rural talent teams. Through ideological and political education, the leadership and execution abilities of rural cadres can be improved, and their spirit of taking on responsibilities and entrepreneurship can be cultivated. At the same time, ideological and political education helps to cultivate rural technical talents and innovative and entrepreneurial talents, providing strong talent support for rural revitalization.

### **3.2. Promote industrial revitalization**

Firstly, improving agricultural production efficiency and quality through ideological and political education can help farmers master advanced agricultural technology and management knowledge, and improve agricultural production efficiency and product quality. Through learning and practice, farmers can plant and manage crops more scientifically, reduce production costs, increase sources of income, and protect the ecological environment. Secondly, promote the upgrading and innovation of rural industries. Ideological and political education plays an important role in promoting the upgrading and innovation of rural industries. Through ideological and political education, guide farmers to understand market demand and industrial development trends, and improve their market awareness and business capabilities. At the same time, ideological and political education helps to promote the integration and development of agriculture and the secondary and tertiary industries, cultivate new industries, formats, and models in rural areas, and enhance the competitiveness and sustainable development capacity of rural industries. Finally, optimize the rural resource environment. Ideological and political education plays an important role in optimizing rural resources and environment. Through ideological and political education, farmers can enhance their environmental awareness and ecological concepts, and guide them to make reasonable use of and protect natural resources. At the same time, ideological and political education helps to promote green development in rural areas and the sustainable development of agriculture. This helps to protect the ecological environment of rural areas and achieve harmonious coexistence between humans and nature.

### **3.3. Strengthen rural cultural construction**

Firstly, ideological and political education can promote the inheritance and innovation of rural culture. By strengthening the protection and development of traditional villages, promoting excellent traditional culture, organizing various folk activities and festival celebrations, and creating a strong rural cultural atmosphere. At the same time, encourage villagers to actively participate in cultural creation and cultural exchange activities, enrich the cultural connotation and spiritual life of rural areas. Secondly, promote the construction of rural civilization. Ideological and political education plays an irreplaceable role in the construction of rural civilization. Through ideological and political education, guide farmers to inherit and promote excellent traditional Chinese culture, abandon outdated rules and customs, and establish a new civilized atmosphere. At the same time, ideological and political education helps to promote rural cultural innovation, enrich the spiritual and cultural life of farmers, and improve their cultural literacy and aesthetic level. This helps to form a good village and folk culture, and enhance the overall level of civilization in the countryside. Finally, stimulate the endogenous development momentum in rural areas. Ideological and political education can stimulate the endogenous development momentum of rural areas. Through ideological and political education, guide farmers to recognize their main role in rural revitalization, and stimulate their enthusiasm for self-development and self-innovation. At the same time, ideological and political education helps to promote rural social innovation, encourage farmers to explore new models and paths suitable for their own development, and enhance the endogenous driving force of rural development.

### **3.4. Promoting urban-rural integration and development**

Firstly, ideological and political education can promote the integrated development of urban and rural areas. Ideological and political education plays an important role in promoting the integrated development of urban and rural areas. Through ideological and political education, guide farmers to understand the inherent connections and interdependence between urban and rural development, and promote the rational flow and optimized allocation of urban and rural factors. At the same time, ideological and political education helps to promote the

equalization of basic public services between urban and rural areas, narrow the development gap between urban and rural areas, and promote the integration of urban and rural development. Secondly, strengthen rural social governance. Ideological and political education plays a positive role in strengthening rural social governance. Through ideological and political education, it is possible to enhance the legal awareness and concept of the rule of law among farmers, and promote the legalization and standardization of rural governance. At the same time, ideological and political education helps to cultivate the civic awareness and social responsibility of farmers, promote their active participation in rural governance, and form a social governance pattern of co construction, co governance, and sharing. Finally, strengthen the construction of rural infrastructure. Ideological and political education plays a positive role in strengthening rural infrastructure construction. Through ideological and political education, farmers can enhance their awareness of the importance of infrastructure and enhance their enthusiasm and initiative in participating in infrastructure construction. At the same time, ideological and political education helps to promote the scientific and standardized construction of infrastructure, ensuring project quality and utilization efficiency. This helps to improve the production and living conditions of farmers and enhance the level of public services in rural areas.

#### **4. Specific measures and suggestions for empowering rural revitalization through ideological and political education**

##### **4.1. Expand the main body of ideological and political education**

The target audience of ideological and political education in universities is students, but when the practical field is transferred to rural areas, the main body of ideological and political education should be expanded to explain to farmers, making them the core of rural ideological and political education. On the one hand, we must adhere to the service of ideological and political education for agriculture. College ideological and political education should shift from emphasizing theoretical education to practical education, focusing on cultivating students' awareness of caring for farmers and agriculture, strengthening content teaching related to rural areas, and offering courses related to rural issues and farmers' rights. On the other hand, we must adhere to ideological and political education and encourage the participation of the people. Various farmer representatives and rural residents should be organized to participate in the design, implementation, and evaluation of ideological and political education in universities. Through organizing farmer representative meetings, symposiums, and other forms, they should fully listen to the suggestions, needs, and opinions of farmers on ideological and political education.

##### **4.2. Enriching the content of ideological and political education**

At the spiritual and cultural level, we need to activate the psychological capital of rural revitalization. Rural revitalization is a long-term project and a lasting cause that requires perseverance and courage to face difficulties. Inspiration and clear mindedness are the basic prerequisites for empowering rural revitalization through ideological and political education in universities. Therefore, in the design of ideological and political education content, college ideological and political teachers should actively mobilize knowledge in psychology and other fields, provide psychological counseling and encouragement support to rural residents through ideological propaganda and psychological assistance, continuously enrich and enrich their spiritual world, reduce their dependence on the path of national support, and enhance their beliefs and determination in self struggle and self progress. At the level of knowledge and ability, we need to enhance the intellectual capital of rural revitalization. We need to support both our aspirations and our intelligence. To be rich in our pockets, we must first be rich in our minds.

College ideological and political education should establish rural revitalization think tanks or collaborate with rural revitalization research institutions, gather scholars and experts in relevant fields, conduct targeted on-site research and interviews, and provide theoretical basis and policy support for the adjustment of ideological and political education content. At the same time, ideological and political education in universities should strengthen the learning of agricultural planting, rural e-commerce and other knowledge, as well as the application of digital technology, information processing and other abilities, so that knowledge is "sufficient, usable" and abilities are "useful, practical", and cultivate practical and practical talents and new professional farmers.

### **4.3. Update ideological and political education methods**

Experiential teaching should focus on practical education. Organize students to go to rural areas for on-site inspections, gain a deep understanding of local rural revitalization practices, understand the situation, problems, and needs of rural areas, and cultivate their sense of responsibility and practical skills; Organize joint projects between universities and government agencies, enterprises, or non-profit organizations related to rural revitalization, allowing students to participate in rural revitalization projects. Through participation in planning, research, implementation, and other work, apply the knowledge and skills learned to practice and improve problem-solving abilities. Through teaching should focus on collaborative innovation. Through teaching refers to the collaboration between ideological and political courses and other courses, achieving a leap from ideological and political courses to curriculum ideological and political education. We need to integrate the teaching staff, that is, integrate the construction of ideological and political teachers, general education teachers, and professional teacher teams, cooperate in pairs and help each other, jointly explore the synergy between ideological and political education in universities and rural curriculum, take ideological and political education as the driving force, and at the connection point of the village revitalization strategy that retains general education elements and professional characteristics; At the same time, it is necessary to promote collaborative innovation in teaching content to promote the ideological and political education of college students, and enhance the ideological and political background of the curriculum.

### **4.4. Improve the mechanism of ideological and political education**

On the one hand, improve the investment incentive mechanism. Efforts should be made to promote ideological and political education as a regular task, and long-term investment plans should be made. It is important to avoid "scraping and expanding channels, and building a funding mechanism for social capital participation. The government should also engage in sports activities in a timely manner.". In terms of funding, national financial support should be the core, and multiple measures should be taken to moderately increase financial investment in ideological and political education in universities, providing more economic and resources to support universities in carrying out ideological and political education work with rural revitalization characteristics; Enterprises should invest their experience, technology, and funds in ideological and political education projects related to rural revitalization, establish a special fund, and promote the implementation of rural revitalization work through cooperative research and development, technology transfer, direct investment, and other means. On the other hand, improve the assessment feedback mechanism. We should first broaden the content of assessment and evaluation. In addition to traditional paper-based exams, the assessment and evaluation of ideological and political education in universities should pay more attention to the comprehensive quality of students, which can be assessed through forms such as extended writing questions, group discussions, speeches, etc., to test students' thinking ability, communication ability, and leadership ability. Secondly, practical assessment elements should be integrated. The assessment and evaluation of ideological and political education in

universities should start from the perspective of practical application, taking into account the participation of students in rural development planning, village construction, and other aspects. Once again, it is important to establish a long-term optimization mechanism. Universities can establish professional committees for ideological and political education to incorporate practical activities into the assessment system, comprehensively assess students' understanding of ideological and political knowledge, and be responsible for planning, textbook development, teacher training and supervision, and student evaluation of ideological and political education, ensuring the effectiveness and timeliness of ideological and political education. Finally, it is important to establish communication and feedback channels. In addition to regular and proactive research, universities should regularly establish opinions, establish specialized telephone or online feedback channels, facilitate students and rural residents to provide feedback on the progress and actual effects of ideological and political education in universities, and continuously improve the work of ideological and political education in universities.

#### **4.5. Strengthen the construction of ideological and political courses**

Universities should focus on strengthening the construction of ideological and political courses, improving the professional level and teaching ability of teachers. At the same time, it is necessary to actively explore diverse teaching methods and approaches, such as case analysis, group discussions, on-site investigations, etc., to stimulate students' enthusiasm and interest in learning. In addition, experts, scholars, and business professionals can be invited to serve as guest lecturers or hold lectures to provide students with more diverse extracurricular learning opportunities and practical experiences. Adhere to the direction of socialist university education and implement the fundamental task of cultivating morality and talent in the new era. The country has clear requirements for what kind of education universities should provide and how to do well in the new era: the design of Chinese universities is led by the Party, all of which are socialist in nature, and should adhere to the correct political direction. Efforts should be made to increase the implementation of the goal of moral education, continuously cultivate high-quality talents that are in line with historical processes and mainstream social thinking, and serve the great rejuvenation of the Chinese nation. Guide college students in their thinking, so that they can grow into composite talents who meet the requirements of socialism and can contribute to the development of the country. Guide students to form values in the process of acquiring knowledge and cultivating abilities, enabling them to form correct values unconsciously and demonstrating the proper meaning of talent cultivation. Strengthening the construction of ideological and political courses can enrich the ideological and political education system in universities, ensuring the construction of a comprehensive and all-round education pattern for all staff. In summary, strengthening the construction of ideological and political courses is of great significance for universities to implement the fundamental task of moral education, guide students to establish correct ideological concepts, and build a sound ideological and political education system.

#### **4.6. Innovative practical teaching forms**

Universities can organize students to participate in volunteer services, social practice activities, and other means to deepen their understanding of social reality and try to apply their knowledge and skills to solve problems and make contributions to society. At the same time, they can also help students exercise their organizational and coordination abilities, team spirit, and other comprehensive qualities in practice, laying a solid foundation for their future career development. Firstly, classroom teaching and social practice have fully explained the reasons and significance of rural revitalization, stimulating the enthusiasm of college students to engage in rural development. The issues related to agriculture, rural areas, and farmers are of paramount importance in the work of the Party and the state, and the rural revitalization

strategy is an inevitable requirement for achieving China's two centenary goals. By understanding and accepting the historical, political, and practical logic of implementing the rural revitalization strategy, students can delve into rural areas and become "teaching assistants" in rural ideological and political education through practical research. At the same time, the dual structure of urban and rural areas in China has long led to a huge gap between urban and rural areas. Rural development urgently requires the support of advanced thinking and technology. Ideological and political education has enabled college students to deeply understand the mission and responsibility they shoulder, and to spontaneously participate in rural construction, creating more development opportunities for rural development. Secondly, ideological and political education helps to expand the strength of grassroots party organizations. The current situation of rural ideological and political work is characterized by heavy tasks, high difficulty, and limited personnel. Faced with the new changes in farmers and rural areas, rural ideological and political work lacks specificity. Therefore, a large number of outstanding talents with high political literacy are needed at the grassroots level to drive economic development and improve the political awareness of rural residents. College ideological and political education cultivates students to analyze and solve problems with the important theoretical achievements of Marxism Sinicization, planting the seeds of engagement in rural construction in the minds of students, and is an important supplement to the rural talent team. Finally, provide suggestions and suggestions for rural development through social practice. The social practice carried out by universities has effectively understood the real state of rural development through on-site visits and field investigations, and conducted scientific research on the regional characteristics and shortcomings of rural areas. From multiple aspects, countermeasures have been proposed to assist rural revitalization, providing useful information for the sustainable development of rural areas.

#### **4.7. Establish a diversified assessment and evaluation system**

The rural revitalization strategy is an important part of China's modernization construction, and ideological and political education plays a crucial empowering role in this process. In order to comprehensively and objectively evaluate the actual effectiveness of ideological and political education in rural revitalization, we need to build a diversified assessment and evaluation system. Schools should establish a diversified assessment and evaluation system, which should not be limited to exam scores but also focus on the performance of students in the learning process and their ability to solve problems. Only in this way can comprehensive evaluation truly reflect the comprehensive quality and ability level of students, and better guide their comprehensive development and healthy growth. The importance of constructing an evaluation system for the implementation of the rural revitalization strategy is to build a highly adaptable, scientifically simple, and functionally sound evaluation system for the implementation of the rural revitalization strategy. This is beneficial for governments at all levels to promote the implementation process of rural revitalization and adopt targeted policies, and to fully tap into the enthusiasm, initiative, and creativity of cadres and the masses. Concretize goals and requirements. The target of rural revitalization strategy is rural areas. Rural areas, as an organic whole, are an extremely complex mega system that contains rich content in ecology, economy, society, and other aspects. This requires the concretization and operability of the overall requirements of the Party Central Committee and the State Council's rural revitalization strategy, which are "prosperous industries, livable ecology, civilized rural culture, effective governance, and prosperous living". Building an evaluation system for implementing the rural revitalization strategy is conducive to providing a visual description of the dynamics of rural revitalization construction, drawing a blueprint for the future vision of rural revitalization, clarifying the efforts and goals of decision-makers and builders of rural revitalization, and improving their forward-looking understanding of the rural revitalization strategy. Monitoring and correction. Which aspects are progressing relatively slowly, etc.

Classification guidance. To ensure the expected results of the rural revitalization strategy, it is necessary to start from the actual situation in various regions and promote it according to local conditions and classifications.

## 5. Conclusion

Rural revitalization is a great project, and ideological and political education is a great cause. To better empower rural revitalization with ideological and political education in universities, we need to understand the historical logic of empowering rural revitalization with ideological and political education in universities, fully understand the practical opportunities of empowering rural revitalization with ideological and political education in universities, and find the right practical path for empowering rural revitalization with ideological and political education in universities. In the process of implementing the rural revitalization strategy, only by taking ideological and political education in universities as the "leader" and "propaganda team", strengthening the comprehensive development of moral education, labor education, and aesthetic education, can we help students "understand their homesickness" while "learning", cultivate a patriotic sentiment of loving our hometown and serving the motherland, and inject a continuous and powerful force into the implementation of the rural revitalization strategy.

## Acknowledgements

The article was supported by the 2023 Wenzhou Philosophy and Social Science Planning Annual Project: Research on the Path of Higher Vocational Ideological and Political Education to Assist Rural Talent Revitalization - Taking Wenzhou as an Example (23WSK171YBM)

The article was also supported by the Wenzhou Polytechnic College 2022-2023 Academic Year Teaching Construction and Teaching Reform Research Project: Research on the Mixed Teaching Model of "Ideology, Morality and Rule of Law" Course Based on the "Superstar" Platform (WZYB202332)

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