

Research on the Modernization of New Rural Community Governance from the Perspective of Social Capital

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Abstract: The power of rural community governance comes from two aspects, one is the leadership of the government, the other is the power of community development. In the academic research and the actual management of municipal communities, the role of the community itself has been ignored. We should pay attention to the development speed of rural communities and build social capital in rural community management. Social capital is the basis of the modernization of rural community management. This paper uses the theory of social capital to analyze the problems and causes of social capital in the development of rural communities, and puts forward corresponding policies and measures for rural community governance cooperatives.

Keywords: Social Capital; Rural Communities; Community Governance

1. Introduction

In order to solve the urban problems and constantly promote the construction of a new socialist countryside to achieve urban-rural integration, we need to study rural communities to promote the development of rural industrialization, informatization and urbanization.

2. Relevant theories and values

2.1 Social Capital Theory

The theory of social capital was put forward by Bourdieu, a French sociologist. He believes that social capital refers to the social relations or qualifications of individuals belonging to a certain social group and social network. Putnam has the greatest influence on the definition of social capital. He believes that social capital refers to some characteristics of social organizations, such as trust, norms and networks, which can improve social efficiency by encouraging cooperative action. Sociology defines social capital in the sense of research as material capital and human capital. As an invisible resource, it carries trust, norms and social relations, and improves social efficiency and social goals through interpersonal communication and collaboration. This mutually beneficial relationship is formed in the long-term interaction between social subjects in a community. That is to say, social capital has the following characteristics: First, it is renewable. The expenditure of social capital is positively related to the total amount, and the more it is used, the greater the reserves. Second, it is not transferable, and the ownership of social capital is limited. Third, reciprocity. Social capital can realize collective interests. Fourth, public goods.

2.2 Rural community governance

The term "community" was first proposed in Tunnis' Community and Society and was deeply analyzed. Community refers to the social life area composed of people who live together and have interactive relations in a certain area. Tunnis uses the cross method to analyze the social structure and distinguish between "community" and "society". It defines "community" as a community with similar value orientation and a common belief in the homogeneity of the population. This community is based on family, geography, culture and religion, mainly referring to traditional communities. According to the specific requirements of creating communities, a distinctive

rural community is defined as: breaking the original territory of the village, planning and rebuilding new settlements with two or more administrative villages or natural villages as the geographical area. This new type of village community is the core of new village construction and the foundation of social construction. It has important practical significance and helps to achieve the goal of building a new socialist countryside.

3. Current situation of rural community capital

3.1 Community norms

In fact, there are two kinds of social norms in rural areas. One is the mandatory social norms stipulated by the state or laws, which contain recognized values, and the other is non binding social norms such as moral customs. Social norms play an important role in regulating traditional village society. However, with the social transformation and economic development, such non binding social norms are under attack. Research shows that non binding social norms are still deep-rooted as villagers' value guides or inner needs, and guide people's daily behaviors and actions. Because the cost of rural social interaction is high. If deviation occurs, it will be blamed by personal conscience, acquaintances, public opinion, and punished by social aspects, which is the most important impact of non binding social norms. However, rural communities have changed from closed to open development, non binding social norms have begun to decline or fail, and mandatory social norms need to be strengthened and improved. Social norms are standards that meet the material and moral needs of individuals, allowing everyone to establish normal relations with others, and maintaining social stability.

3.2 Community integration

Social integration generally refers to the process or result of social independence and certain internal relationship elements arranged or aligned according to certain rules or norms in order to unify. The degree of integration of rural communities mainly refers to the closeness, familiarity and communication between different rural participants. The survey results show that the familiarity of rural community residents is higher than that of urban communities. However, the degree of familiarity with traditional rural communities has declined. With the expansion of rural land, population growth and population mobility, it is more and more common that people living in the same village do not know each other. The study found that villagers' social circles in rural areas began to spread to distant places and even cities, in addition to their regular contact with their families and neighbors. It can be seen that although the current rural family network still exists, it has had an impact and weakened. In the traditional society, those who had helped each other began to shake and weaken the relationship of mutual help.

3.3 Community Network

The social network of official and informal organizations in the community is the basis of rural community management. Social networks among people in the village are mostly built between relatives and neighbors based on the social capital accumulated slowly. In the management of rural communities, people's interaction, interdependence and mutual influence play an important role. Max Weber's bureaucratic theory believes that a formal organization should have clear responsibilities, reasonable division of labor and specific functions. In rural areas, such a formal organization can provide professional and guaranteed services for the community, mainly in providing shops, schools, community hospitals and other benefits for all residents of the village community to meet people's living needs. They form a natural network based on the common structure or hobby exchanges to organize activities and form a community to provide things that they cannot obtain independently, which plays a key role in rural community governance.

3.4 Community development

In recent years, rural social organizations have gradually developed. Some of them are orders from the village committee, some are spontaneous organizational activities of villagers, and some cooperate with the village committee. This clearly reflects the development process of public organizations. They were created to perform their service functions. The spontaneous cooperation of farmers also began to show a trend of monetization and economization. For example, the two parties may exchange labor during the busy farming season, which is the traditional form of mutual assistance in rural areas. But when one party needs technical services, it is impossible to meet the technical needs simply by changing jobs. At this time, a certain amount of money needs to be paid to the other

party. In the case of labor shortage during the busy farming season, villagers have to go to the labor market to hire. With the development of the times, market factors such as credit and contracts have gradually begun to have a strong impact.

4. Analysis of the current situation and causes of social capital in rural community governance

4.1 Low trust among community residents

The traditional rural society is based on the pattern of differential order. The acquaintance society is characterized by industry, geography and blood relationship. High trust comes from the geographical location of the village, economic backwardness, cultural and educational level, etc. However, with the change of the times, the rapid development of industrialization and urbanization, the continuous development of science and technology and the change of traffic conditions, the population mobility of rural communities is greater. At the same time, some rules of traditional villages in the past, such as village rules and regulations, are gradually disappearing and are no longer observed by people. In today's diversified society, people become "economic people" and no longer follow the old etiquette and morality, while new moral rules have not been formed, which makes it difficult to establish social trust and become "fragmented".

4.2 Poor work efficiency of community organizations

The overall quality of staff in key organizations still needs to be improved. Although the central government has implemented a number of reforms and disciplinary measures in recent years, which have higher requirements on the style of managers, it is difficult for rural mechanisms to play a role. The age and knowledge structure of key personnel are seriously unbalanced. On the one hand, senior employees feel that promotion and transfer are hopeless, they are slack in their work, and do not meet the needs of villagers. On the other hand, older workers have limited theoretical knowledge and understanding ability, and their acceptance of new things and ideas is low. The lack of promotion mechanism and welfare treatment at the grass-roots level in rural areas is difficult to attract young people to work at the grass-roots level, which leads to the dilemma of management.

4.3 Lagging community participation network

The bond connecting norms and trust is the effective participation of community residents and the basis and premise for the development of community governance. The effective promotion of the government can make the governance of rural communities develop rapidly in a short time, but the general retention and stamina are obviously insufficient. In addition, the slow development of community organizations is another factor behind community social participation. As a highly trusted social capital, the trust of private organizations is much higher than that of individuals. As the pillar of the social participation network, private organizations are currently faced with three major problems: first, there are few types and scales; second, they start late with low specialization; third, there is a lack of relevant policies; fourth, there is a shortage of funds, brain drain and insufficient citizen participation due to population mobility. All these make it difficult for non-governmental organizations to operate, and even more difficult to form a scale, which inhibits the development of non-governmental organizations.

4.4 Matthew Effect and Unequal Use of Community Services

Due to the division of the urban-rural dual system in China, there are great differences in the management logic between rural communities and urban communities. In urban communities, it is often the governance logic of law, reason and emotion first, and the public prefers emotion, reason and law as its governance logic. In other words, social capital is very important in rural communities. As the number of social capital in rural communities is constantly changing, rural development is further polarized. Villagers with more social capital can obtain more discourse power, such as village cadres, while villagers with less social capital have less discourse power, which is difficult to effectively protect the villagers' personal interests. Rural community services include not only public goods, but also a certain number of private high-quality community services. The former, such as the ecological environment and product sales of rural communities in China.

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