



Investigation and Analysis of Present Situation and Educational Countermeasures and Cultural Needs of Farmers

LI Xueyin^{[a],*}; DU Sha^[b]; ZHOU Mingming^[c]

^[a]PhD., Lecturer, School of Education, Southwest University, Chongqing, China.

^[b]Associate Professor, College of Marxism, Southwest University, Chongqing, China.

^[c]Deputy Director, Lu Zuofu Research Center in Southwest University, Chongqing, China.

*Corresponding author.

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Abstract

The samples, from 21 provinces, municipalities directly under the central government, 107 villages, 30 towns, are altogether 3,577. The survey found, the cultural demand of farmers is generally healthy and positive. What they need most are cultural knowledge of computer technology, disease prevention knowledge, legal knowledge to deal with disputes, migrant workers rights of women and children protection law, recreational activities are singing and dancing, favorite sports activities the first three are the small ball (table tennis badminton), major sports (basketball and volleyball football) and the short or long runs. And there are some differences in age, gender, and cultural degree of life state between these demands. Investigation and analysis reflect that, some activities already undertaken can't meet the need, and some farmers on the surface needn't culture, but actually reflect the lag of cultural spiritual pursuit. By contrast with sports, entertainment is more short of physical activity. Farmers' favorite access to cultural knowledge is face-to-face teaching. However, the “information price ratio” of “three rural areas” activities are lower than others. According to the problems, we put forward some strategic suggestions on software and hardware.

Key words: Peasant; Countryside; Cultural demand; Cultural construction; Construct

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INTRODUCTION

“Culture is the nation’s blood, is the people’s spiritual home.”¹ In the early 1940s, Mao Zedong had a brilliant expositions on the relationship between culture and superstructure, he said, “Certain cultural (as ideology, culture) is a reflection of certain social political and economic, but also give great influence on them.” (Mao, 1991) Cultural construction, political construction and economic development constitute the important parts of China’s socialist construction. Especially in the present era, culture is increasingly becoming an important source of national creativity, becoming the soft power of the competition of comprehensive national strength, becoming the important supporting and growing point of economic and social development, becoming the people’s spiritual home. Building a moderately prosperous society, should not only have a prosperous economy, should also have a thriving cultural. Cultural construction can provide powerful spiritual motivation, cultural support and intellectual support for China’s socialist modernization. Thus, with the great achievements on China’s economic construction, the degree of cultural construction will directly determine the extent of China’s socialist construction, determine the level of China’s cultural soft power and comprehensive national strength.

Rural culture plays a fundamental role in the cultural

¹ The Communist Party of China on deepening culture system reform and promoting Socialist cultural development and prosperity of culture decided on several major issues of Retrieved 2011, October 18 from <http://theory.people.com.cn/GB/16018030.html>

development of our country. Because of the importance of rural China's geographic size, population and other factors, in the rural culture occupies an important position in the cultural construction of our country. Rural cultural construction they might, it would not cultural development of the country. Rural cultural construction, is the inherent requirement of building a moderately prosperous society, is the important part of implementing the scientific concept of development and building a socialist harmonious society, also is the effective way of building a new socialist countryside, meeting the multi-level multi-faceted spiritual and cultural needs of the broad peasants. Rural Cultural Construction has great significance for improving the Party's governing capacity and consolidating the party's base, promoting rural economic development and social progress, attaining the harmonious development of rural material civilization, political civilization and spiritual civilization.

In order to make a scientific evaluation of the contemporary farmers' cultural needs, to provide an objective scientific basis for rural cultural development, the research group of "the cultural centers building by school and local", organized student volunteers had started a questionnaire survey about the farmers' cultural needs and the actual circumstances of the construction of the rural cultural center, when they returned home for winter vacation. This article is part of the reports of the farmers' cultural needs.

1. SURVEY OVERVIEW

1.1 The Compendium of Culture Demand

Generalized culture refers to the sum of all the material and spiritual wealth which human created. Relative to political and economic, it is the human's spiritual activities and products. It not only includes the portion of the ideological field, such as world-view, life and values, but also includes the portion of non-ideological field, such as natural sciences, technology, and language. And, it includes both ideological symbol record and the labor products. Also, it includes both the knowledge of technology, and the craftsmanship of it. In a word, the culture is a unique phenomenon in human society. The narrow sense of culture is the social accumulation of spiritual level, opposite to the material (Liu, 2010). It refers in particular to the spiritual wealth created by ideology, such as religion, belief, custom, morality, academic thoughts, literature, art, science and technology etc..

Table 1
The Basic Information of Age and Culture Degree

Age					Culture degree				
Juvenile	Youth	Manhood	Old	No diploma	Primary school	Junior high school	Secondary specialized school and Technical school	High school	Vocational training school or above
5.45	50.04	34.50	9.92	2.32	22.09	34.25	12.66	17.44	11.24

With respect to the narrow sense of culture, the cultural demand of its narrow sense refers to the spiritual wealth expectation created by the people's creation of mental, including the expectations of knowledge, literature, art, religion, morals, laws, customs and other aspects. Cultural needs of the farmers are that people living in the vast rural areas and has long engaged in agricultural production and labor need for knowledge, literature, art, religion, morals, laws, customs and other aspects. According to the personal value in cultural need is different. This study put the farmers' cultural demands into existence cultural needs and developmental cultural needs. The existence cultural need refers to the indispensable cultural needs as an individual farmer in modern society. In general, it refers to the knowledge and spiritual culture that is closely associated with the contemporary rural life, including the knowledge of science and technology, the knowledge of family and health. Today, mathematics education and other subjects of cultural education have been popular, the knowledge of science and technology, the knowledge of family and health is the necessary culture for peasant individual to exist. Scientific and technological knowledge for agricultural production are a must for a contemporary farmer. A good health is the foundation of individual progress. The developmental demands of culture for individual farmers particularly are the cultural needs of spiritual culture activities and the cultural needs of outside to meet demand for daily life. According to the needs of the farmers' reality, this article will divide the cultural developmental needs into legal knowledge, cultural and sports activities require.

1.2 Sample Basic

The samples from the nationwide 21 provinces, municipalities directly under the central government, and get along with encounter sampling. Self-administered questionnaires were distributed to 4135 copies, recovered 3577 valid questionnaires. The effective rate is 86.51%; interview-style questionnaires in the towns and villages were distributed 141 copies, recovered 137 valid questionnaires (30 towns and 107 villages). The effective rate is 97.16%. Accounted for the percent of the total self-administered questionnaire, males 51.18%, female 48.82%; Han Chinese 90.31%, ethnic minorities 9.69%; Previously had worked and now in rural areas is 21.46%, still in work is 35.58%, and 42.97% of never working. See Table 1 below for details of the basic information of age and culture degree.

1.3 Measurement and Analysis Tool

This study used self-made questionnaire as a measuring tool. The answer style is divided into scoring and polynomial terms. The investigation method for the farmers' basic qualities is Li kart five scales forms. "Very much in favor of" is 5 points. "Very disagree" is 1 point. On farmers' cultural needs, the study is in the polynomial answer way, and using percentages to describe and discuss the statistics. Analysis software is SPSS19.0. Compare the differences depending on the content analysis of single factor variance analysis, independent samples *t* test.

2. THE STATUS QUO OF RURAL CULTURAL NEEDS

2.1 Farmers' Existence Cultural Needs

Farmers' existence cultural needs are necessary cultural requirements for farmers to adapt to the everyday life

under contemporary conditions. In this paper, it will be divided into two aspects need, the need for scientific and technological knowledge, and of family and health knowledge.

2.1.1 Mastering Computer Information Technology, Is the Farmers' First Major Contemporary Scientific Knowledge Needs

As can be seen from Table 1, in terms of scientific and technological knowledge, farmers' demand for computer information is the most. Also, the requirement of technological knowledge suitable and commonly used in planting, aquaculture, and appliance repair are larger.

The farmer' fronts four of needed technical knowledge are computer information, planting technology, aquaculture technology, and appliance repair technology. This largely takes into account the current status of China's rural areas. First of all, compared with urban centers, China's rural areas are usually situated in a remote region, and IT development in there also can't

Table 2
Scientific Knowledge That Farmers Needed

Computer information	Aquaculture technology	Planting technology	Appliance repair technology	Food processing technology	Woodworking technology	Textile technology	Rattan technology	Other	No need
39.90	38.57	36.64	30.15	18.02	11.76	11.39	6.12	19.01	8.87

compare with the city. Now, the farmers have a clear idea that China has already entered the information era. Therefore, the demand for computer technology has become the farmers' first cultural needs. They desperately need to use a computer network in their life, contact the outside world, so that they can keep pace with the times and national development. Secondly, about 38.57% farmers need aquaculture technology, and 36.64% farmers need planting technology. Aquaculture and planting are the roots of farmers. They are two essential parts of agricultural production. If you still follow the traditional way of cultivation and aquaculture in the contemporary, relying on experience and habits to work, it will be difficult to bring significant economic growth to the farmers. Therefore, they require advanced knowledge of planting and aquaculture to change the outdated mode of production, embarked on the road of agriculture through science and technology. Thirdly, Appliance repair knowledge is also the farmer's need. With the development of rural economy, and implementation of the "home appliances to the countryside" project subsidies, televisions, electric cookers, washing machines, refrigerators, and other household appliances go into most rural households. It facilitates the farmers' life, but also improves their

life quality. At the same time, farmers also start to care about appliance repairs. They are eager to learn some of appliance repair technology, for a rainy day, or to be their new career. In addition, 18.02% farmers are in the needs of food processing technology. The farmers' traditional techniques, such as textile technology, rattan technology, woodworking technology, also have a small demand. The data in the table reflect the changes in the farmers' technology needs. Farmers still adhere to the basic contents of agricultural production, and start to the traditional technologies required turn to computers, appliance repair and food processing knowledge.

It is worth noting that 19.01% farmers chose additional technology needs, close to 20 percent, which indicates that in contemporary rural farmers have the tendencies of diversified needs of science and technology.

2.1.2 Disease Prevention, Children's Education, Family Relationships Are the First Three Life Knowledge Required by Contemporary Peasant Family

Survey shows that the knowledge of disease prevention, children's education, and family relationships, are the first three life knowledge required in contemporary peasant family.

Table 3
The Aspect of Family Life Knowledge That Farmers Want Most to Learn

Disease prevention	Children's education	Family relations	Marriage	Culinary arts	Health & Beauty	Child-rearing	Apparel production	Other	No need
49.21	40.45	39.46	27.20	22.07	17.59	17.9	8.03	9.89	5.78

Family is the cell of society; family life knowledge is an important part of shared cultural knowledge. In family life knowledge, farmers most want to learn knowledge of disease prevention. As the saying goes: "I would rather born at the wrong door, can not get the wrong disease." And, as "Prevention is the best approach to solve the crisis." to make himself to have a healthy body, he must prevent disease. In the current medical treatment is difficult and expensive to Chinese farmers, and the government hasn't completely solved the case. Under this circumstance, if a rural family has a diseased patient, the whole family will be tried for this. Some experts said that if a farmer uses 70% of his annual income in medical treatment, he would be impoverishment. While, poverty makes the disease difficult to cure, that the resulting in a vicious cycle. So the disease prevention has become the most farmers need to find out the knowledge of family life. In addition, the number of farmers who want to learn the knowledge of children's schooling accounted for the second. Family is an important base for the natural formation of children's moral culture, life outlook, values, and work habits. Family education is shouldering the education training of next generation culture, which is school education and social education irreplaceable. Farmers are eager science education methods to educate their children to thrive, and desire to teach their children through scientific methods. Correctly handle the family relations are the compulsory subject of modern people, which are both difficult and easy to deal. On the one hand, because of the relationship between family members belonging to the family relationship, even if members often occur contradictions and conflicts, this relationship is not broken. So it's easy to deal. On the other hand, "Every family has this difficult to read." "Honest and upright official hard to judge the chores." family relations are difficult to deal. Various relationships in the family, relationship between mother-in-law and daughter-in-law, sisters-in-law, husband and wife, parents and children, grandparents and grandchildren, brothers and sisters, all are social relations. They are particularly in need of emotion to maintain. So to build the harmonious family relationship, family members should give sympathetic consideration to each other and adjust all kinds of family relationships. Deal with family relationships requires knowledge and art, which are the necessary to achieve family harmony and happiness. This is the reason for why a large number of farmers choose family relations

knowledge. For families, harmonious marriage life, culinary arts, even Health & Beauty, child-rearing knowledge also plays an important role. Therefore, farmer's need of these knowledge also has a relatively high proportion.

It is worth noting that in the peasant family life knowledge Health & Beauty knowledge occupies a large corner, which is more concerned by young women. "It is only human to enjoy beauty." With the increase of farmers' income, farmers have more spare cash for beauty-care spending and dress increasingly fashionable. Therefore, in the investigation, 17.59% people have chosen Health & Beauty knowledge.

2.2 The Farmer's Developmental Culture Needs

Engels said, "People must first eat, drink, shelter and clothing, before it can pursue politics, science, art, religion and so on." That is, the economic base determines the superstructure. Farmers' cultural need is also consistent with the Marxism historical materialism. The general cultural developmental needs of rural culture are mainly manifested in the expectation and requirement of the legal, cultural and sports etc..

2.2.1 How to Protect His or Her Own Rights Is the Legal Knowledge That Farmer Most Want to Learn

As a kind of cultural phenomenon, in rural areas the law's most real value is to resolve disputes, it is the farmers' help means and technology. Meanwhile, the legal knowledge reflects the level of personal cultural value. Having certain legal knowledge, help farmers enrich their spiritual realm, broaden their horizons, understand current policies and systems, and lay the foundation to achieve greater self-worth. On the answer of "what aspects of legal knowledge do you want to learn", peasants are eager to learn some legal knowledge associated with their own interests, such as civil law, Migrant Workers Protection Act, Women and Children Protection Act (Table 3).

In rural areas, on the one hand, due to the lower educational level of farmers, lacking the awareness of safeguarding their own rights, the phenomena of damaging farmers rights and interests has often occurred, such as infringing upon the legitimate rights and interests of farmers' land, infringing upon the compensation benefits for demolition, wage arrears of migrant workers, migrant workers working long hours, poor safety conditions; lack of social security, more

Table 4
The Legal Knowledge of Farmers' Need

Civil law	Migrant workers protection act	Women and children protection act	Marriage and family planning	Five-guarantee households, and inheritance law	Other	No need
55.47	54.85	34.8	22.90	22.31	16.89	8.64

occupation disease and injury accident. On the other hand, housing and land dispute, debt dispute, marriage and inheritance dispute in rural areas are also more. Therefore, Farmers need to learn civil law and the laws of defending legal rights and interests. This shows that farmers are already out of the traditional dispute resolution, "tit for tat type of self-help", and turning to use legal means to protect their legitimate rights and interests. Therefore, farmers' choice of civil law and the laws of defending legal rights and interests was 55.47% and 54.85% respectively, much higher than other legal knowledge.

In the contemporary Chinese rural, women and children are still vulnerable groups. Although Society promotes equality between the sexes, rural women did not completely get the same equal position with men. In rural areas appears the "left-behind" children phenomenon, which has seriously affected the healthy growth of children. It needs to get attention of the whole society. So there are 34.8% farmers chose to pay attention to the protection of women and children's legal knowledge.

It is worth noting that 19.5% farmers want to study the knowledge of marriage and family planning law. In rural areas, it should be said that carrying out the family planning work was difficult. This data may indicate that, along with the raising level of education, the farmers' concepts of marriage and childbearing have gradually changed, "delayed marriage and childbearing, fewer and healthier" to be recognized by more and more farmers.

Property inheritance disputes occupy a great proportion in rural property disputes. Because of the large number of rural five-guarantee households, farmers pay more attention to such law.

In addition to concern the above law, farmers answer "other" option is still more. This shows the farmers' extensive in legal needs.

2.2.2 Singing Is the Farmers' Most Need Literary Activity Form

Farmers' favorite literary and art activities are singing, movies, dance and acrobatics, etc. (see Table 4) Among them, singing show is the farmer most favored, accounting for 53.6%, followed by the movies, accounting for 48.6%, then, the folk art performances and dance acrobatics. Liking folk performances are also nearly 30%.

From the activities that farmers want to participate (Table 5), we can see most farmers like singing, dancing, and chess activities. The reason is such activities do not need the participants have specific abilities.

Comprehensive Tables 4 and 5, it can be seen that the farmers' two most needed entertainments are singing and dancing. And, liking most in the programs of four are singing, movies, art, dance and acrobatics.

2.2.3 Exercise Intensity Is Small, Low-Tech, Easy to Carry Out Sports Activities Are Farmers' Favorite Sport Needs

Numerous studies show that participation in physical exercise can enhance physical fitness, improve the quality of life, harmonious interpersonal relationships, and reduce the social burden. Besides that, physical fitness is also the important aspects of the comprehensive quality

Table 5
The Programs What You Like

Singing	Movie	Folk art forms	Dance and acrobatics	Folk performances	Drama	Play musical instruments	Other	None
53.5	47.1	41.7	38.6	26.7	16.1	10.9	14.3	1.0

Table 6
Cultural Activities Farmers Want to Participate in

Singing	Dance	Chess	Play musical instruments and celebration	Traditional percussion instruments and waist drum and Yangge	Dragon and lion	Sing and act in a Chinese opera	Other	None
47.39	35.81	27.20	18.12	19.99	16.21	11.99	13.11	16.02

Table 7
Sports Activities Farmers Want to Participate in

Table tennis and badminton	Basketball and volleyball and soccer	Sprint or marathon type of activity	Traditional sports	Features fun sports activities	Leisure and fitness	Throwing	Other	None
41.54	35.95	23.85	13.98	21.08	18.79	5.26	10.18	22.70

of farmers. Physical development is inseparable from physical activity. That is so-called “civilization its spirit, savage the body”. Investigation on rural sports activities as listed in Table 6 below:

Due to the needs of corresponding equipment, a large area of the site and the guidance of specialized technical personnel in developing sports activities, the farmers’ favorite sports activities focused on small ball games, such as table tennis, badminton, for its equipment, the venue, and the technical requirements are not high, easy to carry out and less exercise intensity. In addition, Farmers in turn like big ball games, sprint or marathon type of activity, feature fun sports activities.

Less than 20% farmers choose leisure and fitness classes, traditional sports. Throwing needs at least. It is worth noting that, first, the farmers who want to participate in other activities reached 10.18%, which shows that the peasants’ sports activities need rich; second, the number of people who do not want to participate in sports activities reached more than 20%, a higher proportion, which is not a good news for the farmers’ physical and mental health.

3. RESULTS OF THE STUDY

(a) Overall, farmers’ basic moral and values is correct, and their cultural needs are healthy and positive.

(b) Farmers the first four in need knowledge of science and technology are computers, aquaculture, planting and appliance repair; the most needy life knowledge of the first three is disease prevention, children’s education, family relations knowledge; the first three most needed law knowledge is disputes, protecting Migrant Workers and women and Children protection Act; farmers’ favorite recreational activities are singing and dancing; favorite front three sports are small balls (Ping-Pong and badminton), large ball (basketball, volleyball and soccer) and the running.

(c) In rural, there is a great need for rural theatrical performances, “three rural” activities, and sports activities. Recreational and sports activities are in lack. Activities already undertaken cannot meet the farmers’ needs. Compared with recreational activities, more lack of physical activity.

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