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Issues of "Agriculture, Rural Areas and Farmers" from the Perspective of Economy and Ideological System: Based on the Background of All-round Well-off Society

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Abstract Based on CNKI core journals and CSSCI database, "agriculture, rural areas and farmers" were used as the key words to summarize 20 core articles and CSSCI articles with "agriculture, rural areas and farmers" as the key words from 2015 to 2020, so as to let more researchers have a deeper understanding and grasp of China's current problems of "agriculture, rural areas and farmers". Through the method of comparative analysis of studies, the problems that need to be solved in the work of "agriculture, rural areas and farmers" were discussed, so that other scholars can further clarify the research results and experience of "agriculture, rural areas and farmers", so as to deepen the reform of rural land system and steadily promote the work of "agriculture, rural areas and farmers" in the future. This study can provide thinking and reference for deepening the reform of rural land system and steadily promoting the work of "agriculture, rural areas and farmers".

Key words "Agriculture, rural areas and farmers", Rural areas, Farmers, Agriculture

1 Research background and significance

China's farmers account for the majority of the country's poor population, and most of the poor areas are distributed in rural areas. Only when the problem of poverty among farmers and rural areas is fundamentally solved, can the task of poverty alleviation be accomplished and the aspiration of poverty alleviation be realized. Compared with industry and service industry, agriculture, as a national basic industry, has a longer production cycle, lower value to be added, and higher requirements for natural conditions and ecological environment. The stage of production and life of the vast number of farmers is in rural areas, and the places where the vast number of farmers have physical and mental sustenance are rural areas. The environment and quality of life in rural areas are directly related to the survival of farmers and the security of agriculture. If the vast majority of farmers, as the masters of agriculture and rural areas, do not get the deserved sense of achievement after a long period of silent work, they cannot get rid of poverty and get rich, no matter how many feelings are talked about, it will be of no use. Hence, agriculture, rural areas and farmers should be regarded as a whole system. Only when agriculture becomes a powerful industry, rural areas become a land of great beauty, and farmers become rich, can China be strong, beautiful and rich. Therefore, in order to achieve a fundamental solution to the problems of "agriculture, rural areas and farmers", it is necessary to intensify efforts to promote the effective implementation of relevant measures.

2 Research ideas and methods

2.1 Research ideas In this paper, the current situation and solution to the issues of "agriculture, rural areas and farmers" un-

der the background of building a well-off society in an all-round way will be analyzed in five parts. In the first part, the background and significance of studying the issues of "agriculture, rural areas and farmers" are introduced. In the second part, the thinking and method of studying the issues of "agriculture, rural areas and farmers" are proposed. The third part is the main research content, in which the research status and results of solution to the issues of "agriculture, rural areas and farmers" in the new era are analyzed from the aspects of economy, ideology and system, so as to further solve the issues. The fourth part is conclusions, in which the practical issues of "agriculture, rural areas and farmers" and countermeasures are summarized under the background of all-round well-off society.

2.2 Research methods By referring to a large number of relevant studies and using CNKI core journals and CSSCI database, 20 core articles and CSSCI articles published from 2015 to 2020 were analyzed with the keywords of "agriculture, rural areas and farmers". At the same time, in order to enable other scholars to further clarify the relevant research results of "agriculture, rural areas and farmers" and gain relevant research experience, on the basis of the comparative analysis of previous studies, the current situation and countermeasures of the issues of "agriculture, rural areas and farmers" were summarized and reprocessed to better and more effectively solve the issues.

3 Main research contents

3.1 Analysis of "agriculture, rural areas and farmers" from an economic perspective China's economic development has been transformed from high-speed development to high-quality development, with economic growth slowing down and structural optimization and adjustment. In this new normal, the development of the secondary industry with industry as the main body lags behind. How to develop agriculture and increase the happiness of

farmers' life are the two major issues, and there are many challenges to solve these issues. The focus issues of "agriculture, rural areas and farmers" have experienced several stages, namely changing from the basic food and clothing problem in the early stage of reform and opening up, to the market economic system problem in the period of market economy operation, to the rural well-off problem in the period of industry nurturing agriculture, and finally to the problem of promoting agricultural modernization^[1]. The contradiction between urban and rural relations in different periods is one of the main reasons for the change in focus issues in various periods^[2-3]. Therefore, from the perspective of rural areas, providing services for rural revitalization from the aspects of science and technology, talent guidance, cultural input, ecological protection, environmental governance, *etc.* is the focus of future work to solve the issues of "agriculture, rural areas and farmers"^[4-6].

Meanwhile, with the continuous development of rural economy, rural economy needs innovation to be as a new engine drive under the new normal, and rural economy is facing structural transformation and upgrading. A basic prerequisite for the healthy and sustainable development of rural economy is the stable development of rural financial institutions. Therefore, rural finance is not only very important for the development of rural economy, but also for the transformation and upgrading of rural economy. In order to solve the financing problem of "agriculture, rural areas and farmers" and promote the healthy and sustainable development of "agriculture, rural areas and farmers", the rural financial model should be innovated. In the new era, the development of "agriculture, rural areas and farmers" requires rural finance to be a driving force. It is necessary to clarify development ideas, optimize the allocation of rural financial resources, continue to increase the total amount of rural financing, deepen the reform of rural financial system, and strengthen the construction and improvement of rural financial markets.

3.2 Analysis of "agriculture, rural areas and farmers" from the perspective of ideology and system Since 2020, China has achieved the great goal of a moderately prosperous society in all respects, which is inextricably linked to the steady and sustained progress of the work concerning "agriculture, rural areas and farmers". At this stage, the government should mainly explore the challenges and optimization paths in the fields of "agriculture, rural areas and farmers" under the circumstances of a moderately prosperous society in all respects, re-examine the priorities of the work concerning "agriculture, rural areas and farmers" over the years, draw experience from the achievements obtained in the work concerning "agriculture, rural areas and farmers" at the present stage, and make timely and appropriate risk responses and solutions to the new risks and challenges that have emerged in recent years.

A large number of studies have confirmed that China has made remarkable achievements in the battle against poverty in recent years. For instance, China's rural industrial structure is improving, and the quantity and quality of agricultural products are steadily improving; farmers' happiness of life is increasing, and the rural ecological environment has been significantly improved; various institutional reforms for rural areas have been gradually

deepened. However, China's targeted poverty alleviation work still faces some challenges. The continuous supply of agricultural products is under pressure, which makes it difficult for farmers to continuously increase their incomes. Meanwhile, some rural institutional reforms need to be further optimized, and infrastructure construction plans need to be improved; difficulties in public services need to be solved^[7-9]. Therefore, in order to improve the quality of farmers' life, future work should focus on the following points. First, it is needed to continue to deepen the supply-side structural reform of agriculture; secondly, the channels for farmers to increase income should be expanded, and the existing poverty alleviation achievements should be consolidated; thirdly, it is necessary to optimize reform plans in rural areas, actively promote infrastructure construction, and raise the quality of rural public services to a higher level.

In addition, some studies believe that China's lagging urbanization leads to the issues of "agriculture, rural areas and farmers", and the current rural land property rights system and household registration system need to be optimized and adjusted according to the actual situation of urban and rural areas, which is also the main reason for China's lagging urbanization. Hence, letting surplus farmers go to cities is a necessary means to solve the issues of "agriculture, rural areas and farmers", and will help improve the efficiency of agricultural production, expand the scale of agricultural operations, provide sufficient labor force for the manufacturing industry, develop the tertiary industry in cities and boost China's domestic demand. In addition to expanding agricultural investment, the fundamental solution to the issues of "agriculture, rural areas and farmers" lies in empowering farmers and forming agricultural economic entities. From the perspective of system, to solve the issues of "agriculture, rural areas and farmers", a change in the system should be formed, rather than just a change in ideas. China's rural development has been restricted from beginning to end by the separation of urban and rural development, and the development of China's primary industry is based on the limited access order. Therefore, the central government proposes to establish and improve the system and mechanism of urban-rural integrated development to try to break this barrier, and transform from the limited access order to the open access order.

4 Conclusions

At present, many Chinese scholars have expanded the ways to effectively solve the issues of "agriculture, rural areas and farmers" from the microeconomic perspective, analyzed the internal logic behind such changes from the perspective of national economic strength and the evolution of urban-rural relations, and discussed the focus of future research on China's issues of "agriculture, rural areas and farmers". Rural finance plays a very important role in the development of rural economy. Innovating rural finance model is the way to solve the financing problem of "agriculture, rural areas and farmers" and promote the healthy and sustainable development of "agriculture, rural areas and farmers". If the issues of "agriculture, rural areas and farmers" are analyzed from the perspective of "agriculture, rural areas and farmers", the method is highly executable and efficient, but the perspective is

relatively single, and it is better to analyze the issues combining with multiple disciplines and fields.

Besides, many scholars, starting from the development thought and spirit of "agriculture, rural areas and farmers" put forward by General Secretary Xi Jinping, have interpreted the issues of "agriculture, rural areas and farmers" horizontally and vertically by accelerating the strategy of new urbanization and rural revitalization, giving priority to the development of agriculture and rural areas, realizing the modernization of agriculture and rural areas, and establishing and improving the system and mechanism for integrated development of urban and rural areas^[2,10], thereby enriching the spiritual core and ideological essence of developing "agriculture, rural areas and farmers". Viewing the issues of "agriculture, rural areas and farmers" from this perspective has strong theory, and the issues involved are discussed in a wide and comprehensive scope. However, in this macro perspective, it is necessary to put forward a clear micro perspective to explore more specific practical methods.

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5.1.2 Exposure to wine can improve the quality of life. From the verification results, there was a significant positive correlation between contact with wine and quality of life, indicating that people agree that contact with wine can improve people's quality of life. Whether wine is an alcoholic drink with social function or an artistic drink, people can perceive the impact of the properties of wine on their material, social, physiological and psychological fields through contact.

5.1.3 Tasting wine can improve the quality of life. Tasting, as the most direct way to contact with wine, can best reflect the impact of wine on people's way of life. From the verification results, tasting wine had a significant positive correlation with the quality of life, indicating that people agree that tasting wine can improve people's quality of life.

5.2 Recommendation From the above analysis, we can see that wine culture has a positive impact on the quality of life. In order to further enhance the impact of wine culture on the quality of life, the following recommendation is put forward; the profound cultural value of wine needs to be further explored and publicized. This requires the government, enterprises, wine scholars and other forces to work together to raise public awareness of wine culture. With the help of the current popular social media or holding innovative activities, we can promote wine culture. Through a variety of ways, we can make more people aware of the impact of wine on life.

Consumer culture is a stable and lasting common consumption belief formed by long-term life interaction, which affects people's consumption mood, restricts and regulates people's con-

- sumption behavior. First of all, we need to expand the consumption group of wine, and we can reduce the cost of wine through price concessions, make the consumption behavior of wine more frequent, and really integrate wine into people's daily life so that people can also better understand, contact, taste wine and improve their quality of life.
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