

Subjects Study on Rural Eco-Soft Power Construction

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Abstract

To promote eco-soft power construction in the countryside, it is important to utilize the governmental macroeconomic regulations, governance function and the autonomy and heteronomy of enterprises. Attaching great importance to maximizing the advantages of the farmers' cooperative organizations which serve as the main subjects of rural eco-soft power is highly recommended. It is necessary to play its role in nurturing rural ecological culture, to improve farmers' ecological awareness, qualities and abilities, to organize the farmers to undertake ecological agriculture, to promote recycling economy, to feed villages with surplus engaging in environmental and public welfare, and to reinforce materials and spiritual achievements in construction of rural ecological soft power.

Key words: Rural ecological soft power; Farmers' cooperative organization; Environmental governance

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The enhancement of the eco-soft power has become the application and sublimation of fully implementing the Scientific Outlook on Development of Building a Harmonious Society. The countryside has been the base of China's economy and society, the whole society's eco-soft power can not exist without the rural ecological

soft power, and only when the rural eco-soft power of construction has accomplished substantiate effects can the whole society's eco-soft power to turn up a fundamental change as well as a qualitative breakthrough. As the main force of the rural eco-soft power construction, in addition to playing the government's role of macroeconomic regulation and governance function, corporate role of "self-discipline" and "law-regulation", attaching great importance to the ecological functions of the rapid development of farmers' cooperative organizations is highly needed that the concept of eco-soft power can be implemented among the rural businesses families and individuals.

INTRODUCTION

Eco-soft power is the sum of spiritual achievements that human beings follow the objective law of harmonious development of the human himself, nature, society, which will enable human society generating a fundamental shift. The eco-soft power construction does not only means abandoning the production of the materialism of the era and way of life in industrial civilization, stepping toward the sustainable development model of moderate consumption, but also means the transformation of ethical values, a transformation from only admitting mankind is the main force, human value and the total unification of humanity and ecology. Therefore, the connotation of the eco-soft power of the rural construction should include achieving rural production, lifestyle, especially the concept of ecological transition of farmers. Creating the model of sustainable development of coordination between rural economy and social resources and the environment; creating the village civilization that economic activities and ecological environment co-exist and humans the nature are compatible with each other. The rural eco-soft power should be a comprehensive achievement of civilization, based on the material

achievements obtained by improving and optimizing the agricultural production methods and the life style in rural areas. Such as improvements and optimization of rural health, rural roads and other infrastructure, scientific and reasonable arrangement of the rural cottage, improved agricultural production methods, and optimization, etc.; reflected spiritual achievements of the soft power of ecology, such as the production and enhance of farmer's ecological concepts and awareness, improvement and enhancement of farmer's mental outlook, the rural ecological and cultural formation and development in a degree. Therefore, the rural eco-soft power construction concerns every household in the village. And villagers should be the main force of soft power of the rural ecological development. It is unrealistic to discuss the construction of the rural eco-soft power without the farmer's active participation in it, the construction of the rural ecological soft power should adhere to the principle of democratization, playing farmers' cooperative efforts, mobilizing the enthusiasm of the masses into this construction.

THE PLIGHT OF THE GOVERNMENT WHICH AS THE MAIN FORCE OF THE RURAL ECO-SOFT POWER CONSTRUCTION

At present, the government plays a major role and carries out the most of responsibility in the construction of the rural eco-soft power, environmental policies, laws and regulations have been carried out, strengthening the rural development planning, achieving some goals in practice, and some improvements in the rural ecological environment. But, in overall, rural areas are still the weakest point in the chains of environmental protection in China, industrial pollution, ecological damage, range and extent continue to expand and deteriorate under the joint action of domestic pollution and agricultural pollution, and rural pollution accounted for half of the National Pollution as a total. The ecological state of the environment in rural areas remains a concern, in addition to objectives, a major reason lies in the government, as the main body of the rural ecological soft power construction, facing many difficulties and challenges in managing the behavior of the ecological environment, mainly displays in the following aspects.

Lack of Environmental Protection Organization: Due to lack of funding and personnel of the environmental protection department, country-level environmental agencies are the most basic level of environmental protection system in China, most of the local towns do not set up environmental protection agencies, environmental protection departments at the county level can not effectively manage the township environment under various conditions of constraints. Rural environment

technical support system is not perfect; towns become the weak link in rural ecological protection and where it is compulsory to have some improvement work.

Rural environmental regulations, systems are not perfect, and environmental regulation is weak. It is common to see the phenomenon of Lawless, practicing lawlessness, and law enforcement is lax. No legal basis for the performance consists of: no environmental planning standards what so ever, no conventional environmental management projects are being carried out, lacking of supervision, and the uncertainty of the responsible authorities. The law abandonment and lax enforcement as follows: sacrificing the overall interests of the environment and ecology to pursue the short-term interests, local place interests, law enforcement people quit supervision of interest and a shortage of funds, or because of the environmental "rent-seeking problems" interference, environmental economic policies are serious, in overall, the rural environment lacks appropriate financial support, finance, taxation, fines, subsidies, mortgage etc..

Environmental protection measures ignore the urban-rural dual structure; prefer reference to the environmental problems of cities and towns. The foreign mainstream environmental theory lack urban and rural sub-system basis in reality under the fact that the high degree of urban-rural dual mechanism in China. We also neglected this in practical use; the special natures of environmental issues in rural areas are not mentioned directly in many parts of environmental protection measures and planning. Especially in the understanding, that environmental problem in rural areas is from urbanization, industrialization, and solution of ideas confined to the market, industry vision. At the same time, rural areas lack the development of urban economic conditions and market rules, a large number of measures in cities may not be able to play the total actual use in rural areas, such as environmental protection industry development, green economy, trading pollution rights, and financial subsidies.

Neglecting farmers' role as a main force in the rural eco-soft power construction. Much emphasis was on the practice of rural ecological role of the government, associations, and other subjects in rural ecological practice, which has been neglected by the rural owners -farmers' impact on the environment. On the one hand, it leads to focus on the rural environment remain in agricultural production and the natural environment; on the other hand, it is easy to overlook the profound impact on rural environmental degradation and on rural residents. In fact, the protection of ecological environment in rural areas need perceived by the residents living environment, or will undermine the dominant position and the initiative of the migrant residents.

Because the deterioration of the environment in rural areas is not only because studies have shown that the industrialization, the urbanization influence, the more

profound reason is that rural residents, as the main body of the behavior, are not sensitive to the deterioration of the environmental problem, and they themselves also may be the participants of the deterioration of the environment, and it is quite hard to regulate, at the same time it also hard to find misconduct ways consistent with their own conditions and safeguard measures. Ignoring the real rural resident's subject status, it is more likely the rural environmental protection may take the "first pollution, after management" path.

Finally, the investment is not enough in the rural environmental protection. Environmental investment is a kind of compensation to the environment in essence; it is also an important guarantee for the improvement of environmental quality. Development experience in developed countries show that, the period of rapid economic growth must be accompanied with high investment on the environment, China's environmental protection funding is still at very limited, and under the binary system of urban and rural social structure which featured "divide and conquer", the limited funds were mainly channeled to the city, formed unreasonable situation in which the economy take preferences over the environment, cities take preferences over the rural, coupled with some past environmental governance and environmental facilities debts, which hamper the rural environmental protection work and eco-environmental quality improvement to some extent.

The role of government in the rural eco-soft power construction reflected through systems, policies and regulations to coordinate all aspects of environmental benefits, making long-term planning of the jurisdiction of local economic, social and ecological sustainable development, organization, implementation and monitoring of the macro-environmental protection, rather than directly to the distribution of environmental benefits. To address rural environmental protection and sustainable development in rural ecological soft power construction, and it is an important choice to play the role of farmers and farmers' cooperative organizations. Improve the villagers' autonomy, the real implementation of the ecological rights of the masses, the mass base for the soft power of the rural ecological construction, the development of rural cooperative organizations and micro-organizational guarantee for the soft power of the rural ecological construction.

THE ADVANTAGE OF THE FARMERS' COOPERATIVE ORGANIZATIONS AS THE MAIN FORCE OF RURAL ECO-SOFT POWER CONSTRUCTION

Farmer's cooperative organizations is established based on the main principle of voluntary, autonomous and

democratic management, and profiting, cooperation and mutual assistance is the goal; upholding the develop mechanism of "risk and profit sharing", forming the community of interests through altogether the dispersed farmers, shared use of new technologies, developing new markets and increasing productivity. As the main form of farmers' professional economic cooperation organization plays an increasingly important role in rural ecological soft power construction.

First of all, on the one hand, farmers' cooperative organizations can voluntarily organize the farmers in the ecological agriculture, recycling economy, on the other hand, surplus consciously nurture villages, engaged in environmental public welfare to reinforce the rural ecological soft power building essential material basis. Farmers "cooperative organizations can not only enhance farmers" economic alliances and joint labor, the formation of local-scale production, to improve agricultural productivity; can also provide more convenience for farmers in agricultural production technology services and is conducive to the promotion and application of new technologies, implementation of specialized production based on the geographical characteristics of resources, which to some extent, to promote agricultural and rural economic restructuring, promote the farmers to engage in ecological agriculture; the cause of the common use of the cooperative economic organizations can significantly reduce the cost of the use of large-scale production, the development cycle economy, and promoting agricultural mechanization, the upgrading of the level of modernization. The rural cooperative economic organizations of scale can lower transaction costs, improve farmers' production and operating income, help to improve farmers' income, improve farmers' lives, so there is spare capacity in the public welfare of the rural environment. More important things are the management of farmers' cooperative organizations provides a model of sustainable development than governmental investment. Governmental investments may only be able to create one or two typical of environmental management, but did not have sufficient financial resources to promote to all areas; self-management and self-development of village organizations, provide for the continued construction of the rural environment and environmental benefits of improved possibilities.

Secondly, farmers "cooperative organizations can promote the cultivation of rural ecological culture, and enhance farmers" ecological awareness, quality and capabilities, provide the mental elements of the soft power of the rural ecological construction. The farmers' cooperative organizations require providing education, training and information services for their members, providing ecology, culture, life, technology and other aspects of training through their own organizations, which can improve the farmers' ecological consciousness, so as to promote rural eco-soft strength of the construction

of development; meanwhile, farmers' cooperative organizations in accordance with its principles requirements which must meet the member's needs at the same time, so it can promote the sustainable development of communities. This requirement did not only for its own sustainable development to the accumulation of social capital, but also to bring social benefits to the community of farmers which can be described as win-win. Therefore, the development of farmer's cooperative organizations can improve the production and living conditions of the rural communities, and improve rural sanitation, and ultimately achieve ecological soft power which requires "building clean and tidy village".

Thirdly, farmers' cooperative organizations can boost farmer's participation and organization level in the construction of eco-soft power. Farmers' cooperative organization and management environment can achieve advantages of scale distributed pollution sources, whether it is livestock manure, farmers living pollution, medical waste or rural enterprises' industrial pollution; it is inefficient to deal with that separately, while the village as a unit to focus on governance can reduce costs. Therefore, through relative optimization of life resources and producing resources through the village integration, we can accomplish coordinated progress of economic development and environmental protection. Compared with the government administrative system, the concerns on the farmers of the villagers "autonomous organization exceed the government agencies" concern about the extent of managed objects, because of the environmental conditions in the village are more close to the villagers' interests and life quality, besides, the villagers' autonomy organization management reflects more flexibility and creativity than large-scale scientific layer. In addition, farmers' cooperative organizations can be integrated to mobilize various social resources into environmental protection and management. Farmers in the same geographic area with the internal convergence characteristics of the behavior, just as Durkheim called "individual differences in tolerance". Members of the same geographic areas can work together to build a whole network of environmentally-friendly construction, so that each member is under the close supervision of the network. It is easier for villagers to agree if environmental awareness become the common code of conduct. Farmers will transform from the environmental vandals and victims become the main promoter of environmental responsibility and supervisors.

CONCLUSION

All in all, as a form of farmer's voluntary organization, countryside's environments pollution treatment and ecological environments improvement has been conformed to the need of inherent survival and development, and they are duty-bound to take up the important task of the rural ecological the soft power of construction. As the manager of the rural environment, Farmers' Voluntary Cooperation Organization understanding most the environment that they get along with, and the solution of environmental problems can be more realistic, they can manage the natural resources in a way of sustainable development, enacting a variety of rules and regulations on the risk-minimizing of harnessing natural resources, making a right prescriptions for curing the abuse of domestic resources.

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