

Connotation, Mechanism and Significance of "Three Governance Integration" in Rural Governance in the New Period

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Abstract

China's rural areas account for more than 90% of China's total land area. The problems of rural reform and governance are relatively prominent. At present, there are still some problems in the process of rural governance, such as the lack of governance subject, the solidification of governance model and the bad habits of rural customs. The report of the 19th National Congress of the Communist Party of China puts forward the construction of "Three Governance Integration" rural governance system, which combines autonomy, rule of law and rule of virtue. It requires us to accurately grasp the relationship between "three governance" in governance, take autonomy as the basic project, and improve the construction of autonomous team through the leadership of the Party, so as to expand public participation and improve the efficiency of rural autonomy. Let the rule of law play a hard guarantee role and build a complete rule of law system by strengthening the legal concept in rural areas; Let the rule of virtue play a flexible supporting role to strengthen and consolidate the construction of moral civilization in rural areas. Finally, it can promote the overall reform of rural governance system and achieve the goal of rural integration and good governance. And take this as an opportunity to help rural revitalization and realize the modernization of national governance system and governance capacity.

Keywords

Rural governance, Integration of three governance, Rural governance system.

1. INTRODUCTION

Rural society is the basic component of national society. On the one hand, the level of rural governance reflects the development and stability of rural society, on the other hand, it reflects the overall governance level of our country, which determines the peace and stability of the country. At present, our country is in the key transformation period of rural modernization. The main contradiction changes pointed out in the report of the 19th National Congress of the Communist Party of China are more reflected in the rural residents, and the social contradictions and interest conflicts are more produced among the rural residents. To do a good job in rural governance, we must accurately grasp the typical characteristics of the transition period of rural grassroots governance in the new period and the new requirements arising from it. In the process of building an effective modern rural governance system, perfecting the rural governance system of "Three Governance Integration" with autonomy as the core, rule of law as the guarantee and rule of virtue as the support is the best system for strengthening rural basic infrastructure, speeding up the modernization transformation of agriculture and rural areas and building a harmonious and orderly rural society in the new era, an important way to enhance the overall national governance capacity and promote the modernization of the

national governance system, and a major theoretical innovation on the rural governance model formed in practice.

2. THE SIGNIFICANCE OF PROMOTING "THREE GOVERNANCE INTEGRATION" RURAL GOVERNANCE MODEL

The "Three Governance Integration" rural governance system has been successfully applied to various rural areas in China since it was put forward. It is a brand-new exploration to promote the overall reform of the rural governance system with the integration of "three governance". It uses various social norms, such as villagers' conventions, legal provisions, ethics, etc., to rebuild the order of modern rural areas and ensure the reform, development and stability of rural society. At the same time, it guarantees the implementation of rural revitalization strategy on the basis of improving governance efficiency, promotes the modernization process of socialist rural governance with Chinese characteristics, and is of great significance in promoting the modernization of the overall national governance system and governance capacity.

First, the construction of "Three Governance Integration" rural governance system can enhance the efficiency of villagers' autonomy and ensure the harmony and stability of rural order. The premise of the stable development of the overall situation of the country and the nation is to ensure the harmonious and orderly rural society, which is directly related to the happiness index of the peasants. In order to achieve harmonious and orderly rural society, it is necessary to arouse the villagers' awareness of rights and responsibilities, return the villagers' basic rights, and call on them to actively participate in public affairs governance and public service supply. Focusing on reality, the "Three Governance Integration" rural governance system is an effective method and an excellent system that can effectively punish violations of villagers' interests, timely deal with the reasonable demands of the masses, and stimulate villagers' awareness of autonomy. The implementation of this system is conducive to properly solving various contradictions and disputes and guarding against various risks and challenges, so as to ensure that the broad masses of peasants can live and work in a peaceful and stable rural society and increase villagers' satisfaction and happiness.

Second, the construction of the "Three Governance Integration" rural governance system is conducive to speeding up the implementation of the rural revitalization strategy and smoothly achieving the two centenary goals. The rural revitalization strategy is a guiding strategy for the "three rural" work and a new strategy for rural development in the new era. In the overall process of implementing the rural revitalization strategy, the most basic project is to build a complete governance system. Therefore, the construction of "Three Governance Integration" rural governance system is conducive to stabilizing the "ballast stone" of "agriculture, rural areas and farmers", helping farmers to get rid of poverty and become rich, leading the development of agriculture, promoting the harmony of rural society, realizing the revitalization of rural economy, politics, culture, ecology and other fields, and then building a modern village with strong agriculture, beautiful countryside and rich farmers.

Third, building a rural governance system of "Three Governance Integration" is an important way to modernize the national governance system and governance capacity. Rural governance is not only related to self-management and development in rural areas, but also related to the ruling foundation of the Party in rural areas and the steady development of rural democratic politics. The modernization of agriculture and rural areas is the basic project of national socialist modernization. The construction of "Three Governance Integration" rural governance system can strengthen the governance of rural areas, so that the socialist system with Chinese characteristics can be established and improved in rural areas. So as to gradually promote the implementation of the overall cause of the party and the country in rural areas, and drive the whole by region, and finally create a modern rural governance pattern of co-governance and

sharing, and realize the modernization of the national governance system and governance capacity.

3. PROMOTING "THREE GOVERNANCE INTEGRATION" RURAL GOVERNANCE MODEL IN THE NEW ERA

The grass-roots governance model of "Three Governance Integration" originated from Yuefeng Village, Gao Qiao Street, Tongxiang, Zhejiang. The village took the lead in launching the "Three Governance" pilot in 2013. After the continuous integration of the pilot, it finally formed a carrier of integration and innovation of the three governance with "one about two conferences and three regiments" as the core. The report of the 19th National Congress of the Communist Party of China clearly stated that this new governance model should be regarded as the new direction of rural governance and the new path of rural construction in China. In the new era, if we want to carry forward the "Three Governance Integration" rural governance system and better integrate it into rural governance practice, we must adjust measures to local conditions, step up the pace of innovation of the times, and deeply explore the profound connotation of the "Three Governance Integration" rural governance system endowed by the new era and the relationship between the "Three Governance" in the whole system. Generally speaking, the "Three Governance Integration" rural governance system is the systematization of governance subjects, governance rules and governance tools.

(1) Connotation of "Three Governance Integration" Rural Governance Model

Autonomy is the foundation of rural governance system. The focus of autonomy is to solve the problems of specific forms and subjects of governance. Villagers are the important subjects of rural governance and the leading force of rural economic activities. Therefore, autonomy means organizing and mobilizing villagers to participate in the governance of rural public affairs, electing leaders of rural grass-roots party organizations according to their own wishes, managing rural affairs well under the leadership of party organizations, improving the construction of grass-roots ruling teams, and more effectively implementing the Party's principles and policies at the grass-roots level. The ultimate goal of rural autonomy is to realize the people's autonomy at the grass-roots level, so that villagers have the ability of self-management. Therefore, we must adhere to the people-centered governance concept, return the governance rights to the villagers, make the villagers directly participate in the village level affairs management, fully respect the interests of the villagers, attach importance to their discourse rights, and truly realize the villagers' self-governance.

The rule of law is the guarantee of rural governance system and a key link in rural construction. The rule of law is to make a set of rules and regulations and laws and regulations, and then to restrain and standardize the behavior of governance subjects. Rural governance must be managed according to law, and the characteristics of mandatory law make it a sharp and effective measure. It can regulate the behavior of governance subjects within the relevant scope, realize rural governance by law, and effectively improve governance capacity, promote fairness and justice in rural affairs, and establish and improve rural socialist democracy and rule of law. Governing the countryside with laws and regulations embodies the governance idea of governing the country according to law. In other words, governing villages according to law is the basic project of governing the country according to law.

Rule by virtue has a flexible supporting role in the rural governance system. Rural governance focuses on coordinating the relationship between people in rural areas, and ethics plays an important role in guiding social atmosphere and rallying people's hearts. Emotions, dependence and trust between people all originate from beliefs and ethics that people follow in their hearts, and these emotions are precisely the foundation of a benign society. The moral governance in rural society starts from the cultural value level, and focuses on cultivating the quality and moral

cultivation in the ideological and spiritual level of the governance subject. This kind of "flexible governance" is based on ethical standards, integrates Chinese traditional culture and ideological and moral concepts, and combines individual self-cultivation, inner belief and public opinion, so that the behavior subject can achieve inner identity from the ideological and psychological level. The morality mentioned in The Analects of Confucius has the power to see Si Qi. In the process of governance, we should make full use of this strength advantage, publicize the moral stories of villagers and township sages around us, closely follow the guidance of socialist core values, guide people's behavior, and gradually embed the moral norms with the spirit of rule by virtue into the daily life of villagers, and externalize them into conscious actions, so as to enhance villagers' sense of identity with rural culture and turn the countryside into an ideal home with morality and connotation.

(2) The Relationship of "Three Governance" in "Three Governance Integration" Governance System

Autonomy is the core content of the "three governance" system, and it is the goal of rule by law and rule by virtue. The main body of rural governance is people. People, as social and active creatures, can adopt the two means of rule by law and rule by virtue in the process of governance. Both the rule of law and the rule of virtue need to be promoted through autonomy. The ultimate goal of implementing rule by law and rule by virtue is to realize villagers' autonomy. Only by doing well in rural autonomy can we give full play to people's subjective initiative, stimulate the enthusiasm of the broad masses of farmers, and make better use of law and morality to govern the countryside.

Rule by law is the guarantee of autonomy and rule by virtue. The rule of law regulates the subject's behavior, mediates the mutual relations, and stabilizes the rural order through specific thinking of the rule of law and necessary legal means. In the process of rural governance, the behavior and moral practice of governance subjects are inseparable from legal constraints. Therefore, the rule of law is an important constraint in the process of autonomy and rule by virtue. Rural governance must firmly grasp the rule of law, give full play to the normative role of law, build a legal system that can reflect the thinking of autonomy and rule of virtue, establish and improve the construction of rural public legal service system, and strengthen the role of the rule of law in promoting the construction of autonomy and rule of virtue.

Rule by virtue is the value guide of autonomy and rule by law. Virtue benefits the people. Throughout the ages, China has always regarded the rule of virtue as an important way of governing the country. As people's inner law, morality has the functions of regulating the behavior of autonomous subjects, cultivating the legal consciousness of subjects and maintaining social order. This kind of soft power is to solve contradictions, resolve risks and challenges by condensing a powerful spiritual force, and finally achieve the goal of good governance. In the actual process of governance, the rule of virtue can solve many governance problems, such as too strong means of rule of law and too soft means of education. It is the leading and supporting role of rule of virtue education that effectively promotes the practical application of the "Three Governance Integration" rural governance system. Therefore, it is necessary to realize the rule of virtue in rural areas, and put the subject of behavior, legal provisions and various public affairs in rural areas under the constraints of ethics, so that rural governance will be more conscious and self-disciplined.

Rule by law and rule by virtue, as two independent and integrated governance methods, have been studied for a long time. Ruling by law, regulating behavior, can punish the rule of virtue, but can't be admonished. Ruling the country by virtue and standardizing thoughts can touch beyond the rule of law, and they can play their own roles. But to some extent, the greatest common denominator of governance effect can be achieved by combining rule of law with rule of virtue. In the "Three Governance Integration" rural governance system, autonomy, rule of law

and rule of virtue are an organic whole, and their functions support and integrate with each other. Autonomy is the main body of the whole system, and rule by law and rule by virtue, as two wings of autonomy, provide guarantee and support for the realization of autonomy and the best effect of rural governance.

The rural governance model of "Three Governance Integration" embodies the governance idea of combining people-oriented, legal governance and moral governance. By handling the synergy between the "three governances", this model can play its respective roles, realize the benign interaction among the three, and promote the public opinion, law and morality to complement each other, forming a situation of mutual promotion and joint efforts to govern together, and finally achieve the goal of integrating good governance. At the same time, it also endows social organizations with corresponding management and coordination ability, changes the government's functions, makes the government's control ability, administrative ability, management ability combine with the various abilities of the society, connect and complement each other, and establish a new multi center governance operation mode, which is an effective way to innovate rural grass-roots social governance.

4. PROBLEMS IN MODERN RURAL GOVERNANCE SYSTEM

The 40-year reform and opening-up efforts have greatly changed the development environment and conditions of rural areas in China. Urbanization and urban-rural integration have promoted the modernization and integration of agriculture and rural areas in China, and also promoted the civilized transformation of the whole country from rural society to urban-rural society. Compared with the early stage of reform and opening up, farmers' awareness of democracy, rule of law, rights and supervision has been significantly enhanced, and rural governance capacity and efficiency have also been significantly improved. The basic demands of increasing income and living a rich life are far from meeting their pursuit of a better life. On the contrary, they are more demanding to participate in public affairs decision-making, carry out power supervision and safeguard their own rights and interests according to law. However, due to the solidification of the previous governance model, unable to keep up with the pace of the changes of the times, coupled with the impact of local culture and moral order, grass-roots governance is in chaos, and there are many contradictions and governance problems in rural society.

(1) Lack of rural governance subject

The need of urbanization and urban industrialization for labor not only promotes the flow of rural population and makes many farmers flock to cities, but also reduces farmers' dependence on rural life and agricultural production to a certain extent. In addition, due to the uneven distribution of national infrastructure resources and dislocation of productivity distribution, most qualified, capable and high-quality rural elites are more willing to seek high-level development, and the proportion of rural net outflow population has greatly increased, which has destroyed the balance of the original rural population structure. From the perspective of gender structure, most men go out to work, and most of the remaining population are women; In terms of age structure, the elderly and children account for the majority; From the quality structure, the education level of the surplus rural population is generally low [5]. In the traditional sense, rural public affairs are generally understood by the masses as the affairs of the government and village cadres. Among these left-behind people, the elderly and women are generally restricted by traditional thinking, have weak sense of autonomy, think that their ability to participate in governance is limited, and do not show high enthusiasm. All public affairs depend on grass-roots organizations and cadres. However, the existing grassroots party organizations and their party members and cadres in rural areas are aging seriously, organizational discipline is lax, and they lack enthusiasm in rural affairs governance. The lack

of governance subjects makes the burden of rural governance heavier. In most cases, rural public affairs appear such phenomena as "nobody is in charge" and "don't want to be in charge".

(2) The rural governance mode is solidified and the governance concept is chaotic

After the reform and opening-up, the model of "township government and village governance" has been applied in rural grass-roots governance. In a certain period and to a certain extent, this model has promoted the rise of China's township industry, promoted the development of China's industrialization, promoted the development of rural economy and guaranteed the stability of China's rural society. However, with the continuous reform of the rural economic system, this model has obviously exposed many drawbacks.

First, due to the administrative nature of both township and village governance, there is a cross of powers and responsibilities between them, which makes it impossible to clarify their responsibilities, resulting in infringement, ultra vires, and mutual prevarication when problems are found, resulting in the embarrassing situation that the township government can't manage the village committees, and the village committees can't manage the village affairs of their respective villages. As a result, the principles and policies implemented by the Party in grass-roots areas can not be well implemented in many cases. On the other hand, the long-term use of this model to govern villages will also lead to the concentration of power, forming a "single-center" organizational system and governance model, and major issues involving the vital interests of villagers are often decided by the village committees. This seriously violated the villagers' legal rights to a certain extent.

Second, the traditional agricultural production and rural life are formed by geographical ties and blood relations, and lack of a sound legal service system. In recent years, with the advancement of rural urbanization, villagers have caused many contradictions on some issues that touch interests, such as land compensation and house demolition. After these contradictions occurred, on the one hand, villagers lacked relevant legal knowledge, on the other hand, villagers did not have a formal organization to express their own interests, which also caused the infringement of villagers' own rights and interests.

(3) Old customs and bad local customs still exist

After the improvement of living conditions, some farmers have been morally corrupted accordingly. On the one hand, high-priced bride price and large-scale wedding have always been a chronic disease in rural areas, and it is not uncommon for many families to become poor due to marriage. It is another chronic disease that causes spiritual civilization in rural areas to lag behind. The economic pressure makes some farmers unwilling to do it, but the trend of comparison prevails, so they can't do it for the sake of their faces. These bad habits have gradually evolved into a distorted value in rural society, which not only makes the living conditions of many ordinary people more difficult, but also seriously lags behind the development of rural society, economy, politics and culture. Although the state has issued relevant policies to prohibit these behaviors explicitly, and some regions have taken a series of measures to resist these unhealthy practices, these stereotypes are characterized by complex sociality and obstinacy. These policies and measures are not practicable in rural areas, and their influence is weak and the effect is not obvious. In order to restore the rural society to a simple and civilized rural style, we must make necessary rational management in rural areas. On the other hand, in rural areas, the local culture, red traditional culture and good customs are not deeply excavated, and the construction of rural spiritual culture is not sound enough. Because villagers are not guided by correct values, they lack a sense of identity and belonging to rural culture, and the regulatory power of rural ethics is gradually weakened.

The above-mentioned problems and conflicts in China's rural areas not only seriously affect the harmony and stability of rural society, but also are one of the root causes of major social contradictions in China at the present stage, and are also an important factor that determines

China's basic national conditions. Innovating and applying the rural governance model of "Three Governance Integration" is the strategic support for resolving major social contradictions in the new era, helping rural revitalization, realizing the goal of "two hundred years" and the Chinese dream of great rejuvenation of the Chinese nation.

5. PROMOTE THE "THREE GOVERNANCE INTEGRATION" GOVERNANCE MECHANISM AND IMPROVE THE CONSTRUCTION OF RURAL GOVERNANCE SYSTEM

China's rural areas have different cultural history and regional characteristics. With the accelerated transformation of the society, rural society has been changing from closed to open, from single to pluralistic. Obviously, in the face of diversified and differentiated rural society, it is far from enough to rely on traditional means of governance [4]. In order to implement effective rural governance, we must grasp the actual situation of each village, proceed from reality, respect the true wishes of local villagers, mobilize the masses to carry out differentiated governance of "Three Governance Integration" in rural areas, and gradually improve the three-dimensional "Three Governance" system of each village, township and county level by increasing the management and service to the grassroots in each region.

(1) Give full play to the main role of rural governance and promote the construction of governance system autonomy

First of all, adhere to the leadership of Party building and Party Committee. In the east, west, north and south, The Party, government, army, people and students and the Party are leading everything. The leadership of the Party should occupy the position of The core of leadership in rural governance. Promoting the in-depth integration of Party building and rural development is an important magic weapon to effectively manage and develop rural areas. Therefore, we must strengthen the party's political construction in rural areas, rely on the advantages of party building work, achieve "two maintenance", ensure that the party's principles and policies can be implemented in rural areas, and ensure that Xi Jinping's new era of socialism with Chinese characteristics becomes the guiding ideology of rural governance, development and stability. First, we must ensure that the rural grass-roots party organizations are always in the position of The core of leadership, so that the grass-roots governance can advance in the right direction. Rural grass-roots party organizations and party members and cadres should play a leading role while clarifying their tasks, lead the vanguard and model to drive villagers' enthusiasm, improve the organizational strength of grass-roots teams, and ensure the implementation of various decision-making arrangements. Second, we should improve the working mechanism of Party building, effectively solve the problem of weakening party building at the grass-roots level, reshape the party organizations in the streets and villages and towns, and coordinate various affairs in rural areas, so as to reflect the will and needs of the party and the state. We should strengthen the construction of the contingent of Party members and cadres, regularly carry out ideological education and training, and effectively improve the quality of Party members and cadres. The third is to innovate the governance methods and methods, gradually realize the governance network, take the party organization as the core, survey the overall situation, broaden the governance carrier, attract all social forces to participate in rural governance, innovate governance methods, so as to deeply integrate the "three governance integration" governance and the provision of public services, enhance the governance power and improve the governance level.

Secondly, improve the ranks of village cadres. The natural population structure in rural areas has produced two groups with their own particularity: "middle peasants" and "old people with little burden". Middle peasants can find opportunities to generate income and maintain their family income and expenditure in their hometown. They know more about their hometown

than others, and their geographical relationship makes them willing to help the villagers. After reaching a certain economic level, these people urgently need to expand their political resources, so they are very willing to become village cadres. Contradictions between neighboring families are mostly trivial matters, and village cadres are very time-consuming and laborious to deal with. At this time, it is necessary to use the power of "the elderly who are not burdened". They have the most spare time, often get together to chat, have a good understanding of the situation of each household, and can achieve good results in mediating contradictions and disputes, and they can dominate public opinion and maintain rural order. Therefore, we should make good use of these two kinds of governance forces, support and encourage middle peasants to serve as village cadres, and let the "old people with little burden" set up an elderly association, which will be included in the ranks of village cadres, and be specially responsible for mediating rural disputes and resolving grassroots contradictions. In addition, we should also attract college graduates, institutions, enterprises and institutions, outstanding party members and cadres and other professionals to work in the village, and expand and improve the ranks of village cadres.

Thirdly, promote pluralistic governance. To achieve remarkable results in rural governance, it is necessary to realize a "diversified" governance pattern. To strengthen the construction of rural multi-level governance pattern, establish and improve a multi-governance system with township party committees and governments as the guide, village committees as the foundation, farmers as the main body and various social organizations as important components. While taking the party Committee organization as the leading factor, we should give full play to the diversified role of various governance subjects in village-level organizations, and strengthen the construction and cultivation of party organizations, villagers' self-governing organizations, market organizations and social organizations, so that they can participate in decision-making and common governance under the leadership of the party Committee, and build a governance pattern of common governance and sharing. Divide the power boundaries among the governance subjects, clarify the responsibilities, standardize the power operation system, let the power run under the sun, and ensure that each governance subject performs its own duties in governance, and can co-govern with the Party Committee and the government. So as to enhance the ability of good governance in rural areas, strengthen the villagers' ability of self-management and self-service, and make the villagers truly realize the role transformation from stage watching to stage singing.

Finally, expand public participation. Encourage the masses to participate in public affairs governance from all aspects, mobilize the enthusiasm of the masses by integrating various resources, give the villagers the decision-making power in rural affairs, enhance the villagers' awareness of rights protection and autonomy, and encourage the villagers to participate in public affairs consciously. In the process of participating in public affairs management, they will enhance their sense of responsibility, make them gradually become the providers of public services, participants in rural governance and regulators of related interests, and truly realize the transformation from "being the master for the people" to "being Be in charge by the people".

(2) Establish the concept of rule of law in rural governance and promote the construction of governance system by law

First, build a rural government ruled by law and a complete system ruled by law. Combined with the actual situation of rural development and governance, we should accurately grasp the key tasks of promoting and implementing the construction of rural government ruled by law, improve the village rules and regulations of villagers' autonomy, establish the concept of governance according to law, improve the public legal service system, and build the rural government into a government ruled by law. First, we should build a legal service platform for joint villages and households, provide free legal consultation services for villagers, resolve

various contradictions and disputes among villagers, safeguard their related rights and interests, cultivate villagers' legal awareness, and implement the awareness of the rule of law in all aspects of rural life. The second is to strengthen rural legal aid work, establish and improve grassroots organizations such as legal service centers that combine legal and service types, set up public legal service stations, and organize some specialized institutions or college students' legal service assistance. In this process, we can select some university student village officials majoring in law and optimize the construction of rural legal talents.

Second, strengthen the level of law enforcement and strengthen the supervision mechanism. Improve the construction of rural law enforcement team, take various forms to carry out regular training for law enforcement personnel, strengthen daily study on the basis of training, integrate team cohesion, intensify efforts in the process of law enforcement, ensure the implementation of the principles and policies implemented by the Party at the grass-roots level, prevent and resolve potential risks in the reform and development, and effectively improve the ability of rural law enforcement team. Establish and improve the supervision committee, strengthen villagers' supervision consciousness, strengthen law enforcement supervision, and strictly enforce law enforcement procedures, so that the government's decision-making can be carried out under the sun, and firmly hold the "bull nose" of village cadres' style construction with the deterrent power of supervision. So as to effectively improve the party spirit of law enforcement personnel, root the awareness of the rule of law and clean government in the heart, and eliminate the idea of corruption from the ideological root. Strict supervision, put all work under the supervision of all sectors of society, and constantly improve the quality and credibility of law enforcement.

Third, strengthen the villagers' concept and awareness of the rule of law. Strengthen the publicity and education activities of villagers' rule of law, invite professional legal persons to conduct legal lectures in rural areas, conduct regular legal study, organize villagers together, learn some positive and negative cases related to the rule of law in rural areas and discuss them with real examples, so as to integrate the awareness of the rule of law into villagers' words and deeds, enhance villagers' legal literacy, guide villagers to report the law in awe, and truly rely on and respect the law in front of facts.

(3) Improve the system of rural governance and promote the construction of governance system

First, carry forward the traditional culture and the local culture. Chinese traditional culture is the spiritual food of moral civilization, and its essence is the lifeblood of the nation. The biggest feature is to teach people to live in the world and cultivate themselves, which is the ultimate and inevitable destination of people. The rural sage culture is a kind of local culture formed with the customs and self-construction of a person's hometown. It attracts aspiring people from all sides to participate in the construction of his hometown and adds strength to the construction of rural culture. Strengthening the inheritance and development of excellent traditional culture and township culture can cultivate villagers' patriotic sentiment, Enhance confidence in culture; Enhance cultural confidence and build a harmonious countryside. First, we should actively mobilize the masses to organize various activities to create civilization, enrich the cultural heritage of the countryside, enhance the cultural vitality of the countryside, intensify the building of a clean government and the fight against corruption, and form a good custom village contract. Second, we should make good use of homesickness as a link to return home, and call on some retired officials to "return home after retirement", so that they can guide the villagers with a new cultural perspective and participate in rural governance. Then, the local rural civilization is used to attract some social elites with public interests to participate in the rural moral and cultural construction, so that they can give full play to their knowledge and experience, and combine traditional culture, rural culture and socialist core values to form a

new socialist rural cultural system. Guided by this system, it can promote the formation of a positive and healthy social atmosphere and spiritual outlook in the countryside.

Secondly, cultivate moral models and play the role of role models. Every moral model is a model to protect one's moral fertile soil. The establishment of public moral ethics requires the power of moral model, and putting those who have morality at the top of morality, which means respecting and affirming their behavior and morality, and making them a way forward and a yardstick of morality. Therefore, we should lead the masses to learn their moral spirit and gradually improve their moral accomplishment. Activities such as "model selection", "striving for excellence" and "quarterly model" are carried out in villages, and the masses are called upon to actively participate in these activities, so that they can reach a consensus on model models, including good deeds, through the process of cultural value analysis such as communication and appraisal. And make rational use of this cultural communication power, so that the masses, under the leadership of vanguard models and positive moral concepts, study hard and strive to be role models, form positive spirits and optimize the rural social atmosphere.

Finally, improve the rural landscape and build beautiful countryside. Nowadays, "greening" has penetrated into the process of production and life of rural farmers, and gradually formed a kind of ethos. Improving the ecological environment in rural areas to realize the "green" development of rural areas is related to the fundamental interests of the majority of villagers and the civilization and harmony of rural society. Therefore, rural governance should focus on improving the "dirty and messy" phenomenon in rural society, carry out special governance on garbage pollution, water pollution, land pollution and other issues according to local conditions, and increase the intensity of beautification, purification and greening in rural areas. According to the actual situation in various rural areas, we should establish and improve the long-term mechanism of rural Environmental governance, strengthen the education and publicity of environmental protection, carry out regular training on garbage classification, sewage treatment and other knowledge, attach importance to farmers' subjectivity and creative vitality, strengthen villagers' moral awareness and environmental awareness, and make improving and protecting the environment become villagers' conscious actions, and gradually restore the subjectivity of nature. So that the villagers and nature can truly achieve harmonious coexistence, promote the sustainable development of rural ecology, and build beautiful countryside.

6. CONCLUSIONS

To sum up, the "Three Governance Integration" rural governance system is the wisdom crystallization of the combination of theory and practice on rural governance under the leadership of the Communist Party of China in the new period. It is not only the advocacy of the CPC Central Committee on the concept of rural governance, but also an institutional mechanism that needs us to constantly explore and innovate in practice. In the actual governance process, we must accurately grasp the historical responsibility and historical mission on our shoulders. Under the leadership of the party, we should profoundly practice the governance concept of people-oriented, rule the country by law and rule the country by virtue, constantly endow the "Three Governance Integration" with a new connotation of the times, realize the organic connection of the three governance, focus on creating a "Three Governance Integration" governance model in the country, do a better job in all aspects, ensure the vigorous development, harmony and order of the rural society, realize the sound development of the rural governance system, and make contributions to the overall situation of the country.

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