

# The Practice Path of Social Work in Supporting the Construction of Harmonious and Beautiful Countryside

Min Su, Daichao Cheng

School of Law and Public Administration, Yibin, Sichuan, 644000, China

**Abstract:** Rural construction is an important part of the country's modernization process. With the official release of the No. 1 Central Document, rural development has entered a new stage, and the construction of livable, suitable for business, and beautiful rural areas has attracted widespread attention. The construction of harmonious and beautiful countryside requires both form and substance, and it is important to enrich both the internal and external aspects. Social work in China has always been closely associated with rural development. In the new stage of rural development, the role of social work in supporting the construction of harmonious and beautiful rural areas has practical significance. This article is based on the significance of social work in supporting the construction of harmonious and beautiful countryside and proposes practical paths from four aspects: livelihood, customs, housing, and ecology, in order to promote the high-quality development of harmonious and beautiful rural areas.

**Keywords:** Social Work; Harmonious and Beautiful Countryside; Practice Path.

## 1. INTRODUCTION

A strong countryside leads to a strong nation, and the countryside is the foundation of national development. With the official release of the No. 1 Central Document in 2023, rural development has entered a new stage. The construction of livable, suitable for business, and beautiful countryside has attracted widespread attention. The construction of harmonious and beautiful countryside is a necessary requirement for promoting the development of an agricultural powerhouse. It requires both external beauty and internal enrichment. The “appearance” and “substance” of rural construction are equally important. The construction of harmonious and beautiful countryside has rich connotations and embodies the value pursuit of the country for rural work. Social work in China has been closely associated with rural development, and it has a long history of participating in rural community governance and abundant practical experience in countryside, which can provide certain support for the construction of harmonious and beautiful countryside. Therefore, exploring the practice path of social work in supporting the construction of harmonious and beautiful countryside in the new stage of rural development is of great significance.

## 2. THE PRACTICAL SIGNIFICANCE OF SOCIAL WORK IN SUPPORTING THE CONSTRUCTION OF HARMONIOUS AND BEAUTIFUL COUNTRYSIDE

The essence of constructing livable, suitable for business, and beautiful countryside is to start from the needs of farmers and their preferences and adhere to the people-oriented concept. Therefore, the construction of harmonious and beautiful countryside should be analyzed and grasped from four aspects: improving farmers' lives, beautifying rural housing, fostering a positive rural culture, and promoting ecological harmony. Social work is a discipline that serves others and is compatible with the people-oriented concept at the core of the construction of harmonious and beautiful countryside. The new era presents new standards for rural construction, and the compatibility between social work and the essence of harmonious and beautiful countryside gives it practical significance in the process of providing support.

### 1) Ensuring the well-being of rural people and promoting common prosperity

Promoting the construction of livable, suitable for business, and beautiful countryside helps narrow the urban-rural gap and provides farmers with a sense of happiness and security. Social work, based on its disciplinary expertise, responds to the needs of different groups and explores institutional arrangements for positive social change. Social work combines individual challenges with public issues and is committed to the integration of individuals and society. Its values and professional advantages become a constructive force in the third distribution and the

realization of social common prosperity. Social work plays an important role in achieving social common prosperity. The key to the construction of harmonious and beautiful rural areas lies in achieving common prosperity. Social work can support the construction of harmonious and beautiful countryside by promoting the third distribution and achieving common prosperity.

The construction of livable, suitable for business, and beautiful countryside emphasizes the simultaneous advancement of material and spiritual development, achieving comprehensive improvement in both the “substance” and “appearance” of rural areas. The main beneficiaries of social work are vulnerable groups, who often face economic disadvantages. The professional methods and techniques of social work can effectively meet the needs of these groups, identify residents' difficulties in a timely and effective manner, and help them overcome their challenges. The resource-linking ability and policy advocacy role of social work ensure the welfare of villagers. Furthermore, the diverse roles of social work contribute to enhancing the spiritual outlook of farmers and inheriting excellent traditional rural culture, creating a favorable social atmosphere in rural areas and helping rural residents improve their well-being.

## 2) Inspiring rural people's motivation and promoting their participation and sharing

Farmers are the main body of the construction of harmonious and beautiful rural areas. The construction cannot be accomplished by one person alone. It requires the participation and collaborative governance of a large number of farmers to revitalize rural development. The basic principle of social work is to help people help themselves, and through social work assistance, service recipients become more independent. Social work supports rural development by utilizing professional skills to address the issues faced by farmers. During the problem-solving process, the professional principles of social work gradually permeate the service recipients, helping them tap into their potential and enhancing their capabilities. Additionally, social work facilitates the exploration of human resources during the service process, laying a solid human foundation for rural development. Moreover, in the process of supporting rural construction, social work respects the values of social workers, enabling them to genuinely respect the status of farmers and their wishes in rural activities. This fosters the active participation of farmers in rural governance and promotes their collective construction and sharing.

## 3. THE PRACTICAL PATHS OF SOCIAL WORK IN SUPPORTING THE CONSTRUCTION OF HARMONIOUS AND BEAUTIFUL COUNTRYSIDE

Social work has practical significance in supporting the construction of harmonious and beautiful countryside. In the process of realizing harmonious and beautiful countryside, social work connects individuals with families and the environment. When the community nurtures the environment, there is a close social and psychological connection between individuals and their environment. The community will present a pattern of livelihood development, mutual assistance among neighbors, public participation, and environmental friendliness. Only then can community residents lead a happy life and promote the development of the new countryside. This article focuses on four aspects of harmonious and beautiful countryside construction and proposes relevant practical paths based on the community as an action field.

### 1) Develop family-centered social work services to achieve a harmonious and beautiful life

According to the data from the seventh national census, the number of mobile populations in China is as high as 376 million. High-intensity population mobility will become a normal phenomenon. The large number of “left-behind” populations, including women, children, the elderly, disabled individuals staying in rural areas, and the vulnerability issues faced by the mobile population and their families traveling between urban and rural areas will be structural challenges that rural society inevitably faces. As an important medium of socialization, the family is one of the places where people's emotional needs are met and has the function of education and nurturing. The mobility of rural populations leads to the loss of family functions. Developing a family-centered social work service system can strengthen emotional connections among people and enhance the resilience of families against risks. Social work should rely on social work stations, focus on key families in rural areas, make the family the center of services, provide different professional services based on their needs, and pay attention to the implementation of basic public services and relevant social policies to ensure the well-being of the people. Social work plays an important role in the third distribution and should leverage rural advantages to cultivate and develop new types of agricultural entities, implement diverse marketing methods, increase the added value of products, enhance the capacity of farmers, encourage key populations to participate in rural vocational education, cultivate agricultural talents, promote farmers' income growth, reduce rural population mobility, and maximize the

construction of modern family capabilities. Stable families are the foundation of social stability. Only when families improve can rural residents achieve a harmonious and beautiful life.

2) Build a culture-centered social work service to achieve a harmonious and beautiful rural atmosphere

Rural areas have vast territories, and residential areas are often scattered. With the development of urbanization and industrialization, rural areas have become hollowed out. Loneliness and boredom have become the reality of rural life, and the existence of outdated customs and practices has led to a monotonous cultural environment and a lack of spiritual and cultural life, hindering the construction of a civilized rural atmosphere. Building a culture-centered social work system requires social work to be rooted in rural areas, integrating the “social work identity” into the rural context, adopting a local perspective, respecting the diverse rural culture during the work process, excavating excellent rural culture, actively promoting exemplary deeds, establishing role models, and fostering a positive rural atmosphere. At the same time, the role of the family should be actively utilized, and the promotion of family education and family values should be strengthened. In the process of cultural construction, social workers use their professional skills to carry out diverse cultural activities for rural residents, vigorously promote the core socialist values, broaden residents' cultural demands through the Internet, use the community as a platform, unite various forces to regulate rural people's behavior, establish coordination mechanisms for rural community organizations to address residents' issues, advocate for residents' participation in the construction of a harmonious and beautiful rural atmosphere, and leverage the subtle influence of culture to optimize the rural humanistic environment and create a harmonious rural atmosphere with simple and honest customs.

3) Strengthening social work services led by rural people's autonomy to achieve harmonious and beautiful countryside

The construction of harmonious and beautiful rural areas primarily relies on rural planning and construction, with farmers as the main actors who benefit from and contribute to the development. The construction and development of rural areas should involve the participation of all members, ensuring a shared sense of ownership and strong execution of the plans.

In the process of promoting the planning of harmonious and beautiful countryside, innovative platforms for rural people' deliberation should be established, such as setting up discussion groups and leveraging the exemplary role of Party members to mobilize and involve rural people. Social workers play the role of policy advocates, effectively communicating policies to the masses during the process of serving and connecting with them, helping rural people understand and resolve their concerns, and promoting their initiative and enthusiasm. Furthermore, social workers need to provide training on democratic consultation to rural people, ensuring that democratic consultation is not just a formality but a practical approach to address farmers' issues and enhance their capacity for self-governance. Through practical exercises based on the training content, farmers can shift from being passive participants to taking on leadership roles, strengthening their ability to engage in democratic consultations. Finally, through publicity and guidance, successful projects achieved through democratic consultation can be highlighted to encourage more farmers to participate actively, enhancing their sense of ownership and proactive engagement. Social work contributes to the autonomy of farmers, creating a win-win situation for rural areas, farmers, and the government, thereby promoting harmonious and beautiful rural development.

4) Advocating social work services based on multi-stakeholder governance to achieve ecological beauty

In 2021, the State Council of China issued the “Action Plan for Strengthening Agricultural and Rural Pollution Control to Promote Rural Ecological Revitalization,” which emphasizes the accelerated resolution of prominent environmental issues in agriculture and rural areas, the strengthening of rural ecological civilization construction, the promotion of comprehensive green transformation in agriculture, and the revitalization of rural ecology. Ecological civilization construction is an important part of China's socialist cause with Chinese characteristics. As the requirements of the times evolve, China has developed Xi Jinping's thought on ecological civilization for the new era. In 2022, Chen Cungen, the President of the China Association of Social Workers, proposed incorporating the concepts and practices of ecological civilization into social work to realize the localization of social work theory. Social work should be people-centered, promote green development, and encourage public participation as fundamental principles when engaging in ecological civilization construction. Ecological civilization construction cannot be accomplished by individual efforts alone; it requires the mobilization of people's initiative and enthusiasm, collective participation, and collaborative governance. The principles of green development should be followed throughout the process of promoting ecological civilization construction. Social workers play the roles of

advocates and educators, conducting effective ecological civilization promotion and education, guiding behavioral changes, establishing a harmonious relationship with the environment, and forming a community of shared moral responsibilities. Furthermore, social workers should apply various methods according to the characteristics of rural areas, cultivate a sense of public spirit in rural communities, foster collective awareness of environmental protection, and address conflicts arising from environmental issues based on local conditions, meeting the needs of rural residents. Finally, the exploration of rural resources and the promotion of multi-stakeholder participation should be advocated, forming a five-party linkage among the community, social organizations, social workers, social resources, and social self-governing organizations, stimulating the endogenous power of the community, and realizing the principles of people-centeredness and public participation.

In summary, harmonious and beautiful rural development is an important aspect of national modernization. Social work, as a key force in rural governance, provides practical significance and a path for achieving harmonious and beautiful rural development through its unique professionalism. However, the construction of harmonious and beautiful rural areas requires the participation of multiple stakeholders to transform “beautiful countryside” into “harmonious and beautiful countryside.”

## ACKNOWLEDGMENT

This work was supported by the Research Project of Yibin University, The Current Situation and Path of “Social Work's 'Effective Participation' in Grassroots Social Governance” (Project No. 2022PY12).

## REFERENCES

- [1] Mo Tengfei, Zeng Shouchui, Tang Li. Towards the third distribution: the role and mechanism of social work in promoting common prosperity [J]. *Xinjiang Social Sciences*, 2022(02):156-163+166.
- [2] Zhang Heqing. Exploration of core issues and practice models of community social work in China—community-based integrated social work practice [J]. *Southeast Academic*, 2016, (06): 58-67.
- [3] Jin Yutong. Rural social work in the context of rural revitalization: mobility impact and family-centered development path [J]. *Exploration*, 2022, (03): 143-153.
- [4] Wang Jinwen. Social work intervention in environmental issues: issue generation, practical logic and path selection [J]. *Journal of East China University of Science and Technology (Social Science Edition)*, 2021, 36(01): 60-75.
- [5] Zhang Heqing, Yan Honghong, Shang Jing. Exploration of community-based rural social work practice model—a review of domestic and foreign rural social work research literature [J]. *Xuehai*, 2019(02):79-86.
- [6] Li Linfeng, Yin Zhenni, Peng Hefen, etc. How social work participates in rural revitalization - Taking the "Micro Autonomy" project of X Village in Hangzhou as an example [J]. *China Public Policy Review*, 2022, 22(02): 34-50.
- [7] Shi Yucen. Green Dimension: Possible ways for Chinese social work to intervene in environmental issues [J/OL]. *Journal of Inner Mongolia Agricultural University (Social Science Edition)*, 2022(05):94-100.