

# The Practical Dilemma and Method Analysis of the Community Consultation and Communication Mechanism in Rural China in this New Era

Yizhe Wu\*

Northeast Normal University, China

\*Corresponding author: Yizhe Wu, 13944126095@163.com

---

**Abstract:** Based on the fact that construction of socialism with Chinese characteristics has entered a new era, ways to deal with the practical problems in the rural community governance practice since the new era, especially how to mediate the disputes and contradictions between the rural community subjects in the governance process, seems urgent. This article focuses on the low level of mass participation in the rural community consultation and communication mechanism in the new era, insufficient construction of consultation and communication platforms, unclear content of consultation and communication, and lack of supervision and feedback. In this new era, China's rural community consultation and communication mechanism has taken a more practical method.

**Keywords:** New era; Community consultation; Communication mechanism; China's rural areas; Practical method

---

**Publication date:** June 2021; **Online publication:** June 30, 2021

## 1. Introduction

### 1.1. The concept and development of China's rural community consultation and communication mechanism in this new era.

The consultation and communication mechanisms are the concepts of this new era. The primary goal of the rural community consultation and communication mechanism is to better understand how the rural community consultation and communication mechanism has developed in China at present.

### 1.2. New era

The new era is not only a historical time node concept, but also a key to the development of the Chinese Communist Party and national construction, as it is based on Marx's materialist epistemology and the actual circumstances of China's development. The cognition of a new stage of development is based on the summary of past experience and lessons, as well as the vision of future development goals. It is a brand-new concept that has a milestone significance for the development of socialism with Chinese characteristics.

### 1.3. Consultation and communication mechanism with rural community consultation and communication mechanism

Consultative communication mechanism is the product of the initial combination of consultation and communication. According to the Chinese scholar Chen Jiagang, "consultations is a form of face-to-face communication, which emphasizes rational views and persuasion, rather than manipulation, coercion and

deception.” Furthermore, communication is mainly through “the cooperation and coordination between different participants through communication, dialogue, and consultation, which is the psychological trend as well as cognition of seeking coexistence and mutually beneficial development,” such a structure is behavior-oriented. In fact, the consultation and communication mechanism mainly explains about the subject of participation. To communicate each other's wishes and opinions, interact with one another, and coordinate mediations through equitable and fair democratic consultations and the use of common language. Simultaneously, timely and effective communication content must be ensured in a stable relationship and structure, this provides a complete and institutionalized operating process. In a general sense, the rural community consultation and communication mechanism mainly refers to the rural community areas. In the rural community governance process, the parties involved in rural community affairs express the interests and practical concerns of all parties through the consultation and communication mechanism, thus achieving a maximization of rural community public interest.

#### **1.4. The development of rural community consultation and communication mechanisms in this new era**

China’s rural community governance has mainly experienced practice and exploration in the three phases of “village and community integration,” “government and community integration” and “township governance and village governance.” It has entered a new era and China’s rural community governance has officially welcomed it. The historical development opportunity of “the integration of the three governances of autonomy, the rule of law, and the rule of morality” has begun. As a product of the initial combination of theory and practice, it contains a people-oriented development concept behind it and demonstrates a positive and promising governance attitude. In general, the most obvious and intuitive direction of the development of China’s rural community consultation and communication mechanism since this new era is to vigorously mediate and resolve the actual contradictions and disputes faced by rural community governance, as well as help promote the modernization of rural community governance and improve rural community governance capabilities.

## **2. The Main Problems in the Operation of the Rural Community Consultation and Communication Mechanism in China in the New Era**

Based on the historical position of the new era of socialism with Chinese characteristics, with the in-depth development of China’s “three-government integration” rural governance system, China’s rural community consultation and communication mechanism has also produced some problems in the actual operation. It is mainly manifested in the following aspects: low level of participation of the masses; insufficient platform construction; lack of clear directions in content; lack of main links.

### **2.1. The level of participation in consultation and communication among rural community is not high**

The primary prerequisite for the reasonable operation of the rural community consultation and communication mechanism is the active participation of the main participants for consultation and communication, and all parties involved in the consultation and communication are required to have basic cognitive, understanding, and communication skills, so as to ensure that the consultation and communication activities can be carried out. It is currently foreseeable that the level of participation of the rural community in village level public affairs is low, and the awareness of participation is weak. At the same time, the rural community society is stuck with backward thinking, thus the enthusiasm of the rural community population has not been fully utilized. Due to various psychological reasons, they do not want to and dare not to speak. Therefore, it has reflected the low level of participation in consultation and communication of rural community people for a long time.

## **2.2. The construction of the rural community consultation and communication platform is not strong enough**

The necessary condition for the reasonable operation of the rural community consultation and communication mechanism is the establishment of a consultation and communication platform, which can provide objective conditions such as the location, channel, and method of consultation and communication. However, in practice, the construction of rural community consultation and communication platforms is obviously insufficient. The reason for saying this is that reasonable and effective platform construction and operation, as well as maintenance require corresponding time and labor costs, also a certain economic foundation is required to provide strong material support for it. The contradiction between the increase in cost and insufficient funds for rural construction can easily lead to the “involution” of rural community governance. Therefore, it is not difficult to find that the construction of a rural community consultation and communication platform has a long way to go.

## **2.3. The content of rural community consultation and communication is not clear enough**

The main content of the rational operation of the rural community consultation and communication mechanism is centered on the specific content of the consultation and communication or related topics. Therefore, it is necessary to be clear on “What needs to be negotiated and communicated” in order to set the tone for the subsequent consultation and communication. If this problem cannot be solved, there will be unclear directions, vague cognition, and unclear problems, which will lead to communication obstruction. There is a lack of scientific definition of what matters need to be consulted and communicated, and to what extent, in the real activity of the rural community society. At a thorough level, it is that the affairs and content of rural community consultation and communication are not clear.

## **2.4. Rural community consultation and communication lack of supervision and feedback links**

The main link in the rational operation of the rural community consultation and communication mechanism is supervision and feedback. Rural community consultation and communication should not only focus on the presentation, discussion and resolution of rural real problems and contradictions, but also focus on the construction of avoiding future predictability problems, that is, through strengthening the supervision and feedback link of consultation and communication. Similarly, promoting the consultation and communication mechanism for rural community governance forms a complete closed-loop process. However, many rural community governances one-sided pursuit of model development, lacked of scientific argumentation which was for “character” and “innovation.” In fact, formed a one-sided model, allowing to imitate and learn from, leading to the closure of innovation and the interruption of communication. For rural community consultation and communication, it is the lack of supervision and feedback.

## **3. The Practical Method to Promote the Sound Operation of the Rural Community’s Consultation and Communication Mechanism in China in this New Era**

According to the questions raised in the previously, if we want to truly promote the sound operation of the rural community’s consultation and communication mechanism in China in this new era, we must start with the system, procedure, technology, and ability to form methods that can be put into practice.

### **3.1. Improve rural community’s consultation and communication mechanisms**

Focus on the needs of the rural community’s consultation and communication mechanism in this new era, and work hard on the consultation, communication with a supervision and feedback mechanism.

#### **3.1.1. Improve rural community’s consultation, communication and supervision mechanisms**

Considering two aspects: one is to establish a special supervision agency within the consultation and

communication, which is responsible for collecting and sorting out opinions and suggestions of rural people in the later stages of the consultation and communication. As well as, analyze the categories and transfer the different opinions to the relevant person in charge and conduct inquiries. Simultaneously, organize various forms of exchange meetings to recommunicate the results of consultation and communication. Second, outside of consultation and communication, all parties involved in rural community governance are allowed to engage in democratic supervision, and its mass supervision and supervision of specialized institutions are effectively combined. Regarding the rules of consultation, communication and operation, the content and form, purpose and tasks, procedures and disciplines of supervision are clearly defined in black and white, thus creating a standardized, scientific and democratic environment.

### **3.1.2. Improve rural community consultation, communication and feedback mechanisms**

In general, any feedback can be broadly divided into positive feedback and negative feedback. However, in contrast, negative feedback is more important. Through negative feedback, the problem of insufficient consultation and communication caused by the general consultation and communication practice can be effectively avoided. The efficiency of consultation and communication is improved, which is for the people and the public. Value appeals to promote the scientific and standardized results of consultation and communication. Therefore, in the implementation process involving the feedback results of rural community affairs. It is necessary to strictly track the progress of the feedback results and understand the evaluation and views of the opinion providers also stakeholders on the results from various channels. Furthermore, conduct scientific evaluations based on the feedback information and make sure that it is unreasonable. Make adjustments to the decision-making process.

## **3.2 Improve rural community consultation and communication procedures**

Improving the rural community consultation and communication procedures can be started from two aspects.

### **3.2.1. Increase consultation, communication and supervision links**

Firstly, supervision is essential for the rural community's consultation and communication mechanism, which can have a positive counter-effect and boost in the system's operation and implementation. Secondly, through consultation, communication, and supervision, the supervision mechanism can be continuously improved, the supervision and correction and punishment measures can be improved, thus allowing the consultation and communication mechanism can operate accordingly. Finally, various voices and opinions may be aggregated through consultation, communication, and supervision, and decision-making can be made scientifically and democratically through equal discussion, consultation, and communication, promoting the development of consensus decisions. As a result, we can observe that the necessity to increase in consultation and communication link in the procedure is required.

### **3.2.2. Increasing a consultation, communication and feedback link**

The increase of a consultation, communication and feedback link to the operating procedures of the rural community consultation and communication mechanism can strictly track its progress results, and it can also force the relevant responsible persons to carry out rectification and accountability through the responsibility identification and responsibility review mechanism. Therefore, it will be able to promote the results of the consultation and communication forming. To this end, a dedicated platform (online + offline) for results notification can be established, and the decision after consultation and communication can be clearly written on the notification record, also the progress can be tracked in the start, middle and final phase. Additionally, the consultation and communication can be summarized and communicated. The feedback will be followed up again until the decision is completed.

### **3.3. Technology-driven Construction of a Consultation and Communication Network**

Technology determines the future; the construction of the rural community consultation and communication network also needs to keep pace with the times. To this end, we need to persist in internal development and external construction.

#### **3.3.1. Open up the internal network for consultation and communication at the rural community level**

Implementing grid management within the rural community society, including full grid coverage, series consultations, and internal network communication. In general, it is necessary to carry out preliminary grid management planning in accordance with local conditions, considering the village's geographic area, population, volume of residents, and people's production and living habits, and integrating these factors to establish a full coverage grid platform. Secondly, each grid has a corresponding grid length (main person in charge) to form a "1+multi" grid main body in charge of daily grid affairs; governance, environmental protection, and civil affairs departments are integrated and streamlined to form core categories such as government services, rural governance, and law enforcement and rectification. Finally, through the construction of a grid integrated management platform, the different needs of rural community social governance entities are accurately matched, and the relevant persons in charge are accurately matched.

#### **3.3.2. Straighten out the external network of rural community consultation and communication**

The construction of an external network for consultation and communication at the rural community level can promote the "achieving of the initial integration of "gridding" and "networking." To this end, it is necessary to actively explore the online rural community governance model. The first is to cultivate the internet as the main body of rural community consultation and communication. Rural community members of society need to become accustomed to the online style of thinking and accept it with an open and tolerant attitude in order to think. The second step is to continue to improve the online platform's structure. Third, speed up the construction of Internet infrastructure by utilizing Internet technology to establish relevant "three rural" Information interactive network platforms rely on public platforms such as "Weibo" and "WeChat," as well as relevant government service websites, to build a bridge of communication between the government and rural areas. Increase investment in online infrastructure, reduce the economic cost of farmers using the internet, so that every village can have the internet, and everyone can use the internet.

## **4. Enhance the Ability of Consultation and Communication Among the Rural Community Population**

The quality of operation of the rural community consultation and communication mechanism can only be improved by fundamentally enhancing the ability of the rural community population to negotiate and communicate.

### **4.1. Cultivate individual villagers' awareness of consultation and communication**

First, let the villagers deeply realize that they are direct participants and stakeholders in rural community affairs. The villagers will then be able to report the problem to the villagers, and they will be able to spontaneously and consciously negotiate as well as communicate when faced with conflicts and differences, promoting the villagers to subconsciously adopt a consultation and communication mechanism to solve problems and resolve conflicts through the establishment of an incentive mechanism. Cultivate individual villagers' awareness of consultation and communication. As Tocqueville said, "What methods can be used to make people develop the concept of rights, and make this concept to be remembered. It turns out that all people can only peacefully exercise certain rights."

#### **4.2. Strengthen the quality education of the villagers**

It helps the rural community raise awareness, helps villagers recognize, understand, and accept them personally, and promotes the mastery of consultation and communication knowledge by exploring the construction of a platform for consultation and communication and holding villagers' councils, village councils, and conferences in the form of consultation and communication. Carry out various related trainings to enhance the villagers' cognitive, understanding, discussion and communication skills, continuously improve their overall quality, and internalize the concept of consultation and communication, as well as externalize and act. Finally, starting from their own knowledge, individual villagers must recognize their own limitations and lacking's, thereby deepen their self-understanding, and make up for their limitations through continuous learning and education.

#### **Disclosure statement**

The author declares no conflict of interest.

#### **References**

- [1] Chen J, 2005, Deliberative Democracy: Concept, Elements and Value. *Journal of the Party School of Tianjin Municipal Committee of the Communist Party of China*, (03): 54-60.
- [2] Habermas J, 2004, *Communicative Action Theory* [M]. Shanghai: Shanghai People's Publishing House, Germany.
- [3] Min Z, 2016, Government Supply and Community Consultative Democracy Growth: A Survey Based on the Practice of the Three Regions, *Xuehai*, (02): 78-75.
- [4] Xi W, Fan K, et al., 2007, New Mode of Modern Urban Management: Overview of Urban Grid Management. *Human Geography*, (03): 116-119.
- [5] Shen C, Hou Y, 2020, Social Governance Innovation in Economic Development Towns: The Compound Model of "grid + network": Based on the Analysis of Town X in J City. *Journal of Jiangsu Administration Institute*, (05) : 101-110.
- [6] Jin J, 2019, Research on Rural Community Governance Innovation Based on 'Internet+'. *Journal of Shandong Agricultural Engineering Institute*, 36 (09): 13-17.
- [7] Tocqueville A, 1991, *On American Democracy* (Volume 1). Beijing: The Commercial Press, France, 272.