Research on the Path of Cultural Integration of Landless Farmers in Weifang City Based on New Urbanization

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Abstract. Based on the current situation that culture integration is difficult in the social integration of land-losing farmers, focusing on the improvement of culture, literacy and knowledge and skills of land-losing farmers, aiming at the problems such as the imbalance between cognitive level and modern development level, the great difference between urban and rural lifestyles, and the disconnection between knowledge and skills and the employment market demand, this paper takes the cultural adaptation in the city and the creative transformation and inheritance of rural culture as the foothold, deeply analyzes the cultural root of the cultural integration dilemma, and tries to provide a feasible path to solve the exploration and research on the cultural integration of land-losing farmers in Weifang based on new urbanization.

1. Introduction

Land-losing farmers are more likely to adapt to urban life in the short term in terms of living environment, eating habits, clothing and other material aspects in the process of urban-rural transformation after flowing into cities. However, the deeper values and psychological adaptability, living habits, interpersonal communication methods and so on are difficult to achieve consistency. Only when land-losing farmers have a deep sense of identity and internalization of urban culture and habits can they be regarded as truly integrating into urban life, realizing new urbanization and completing the citizenization of land-losing farmers. However, this is often the place that is most easily overlooked by the landless peasants themselves, all walks of life and the government.

2. Existing problems of land-losing farmers' cultural integration

In the process of new urbanization, land-losing farmers have broken the group living environment originally built on the basis of blood relationship and geography, split the familiar social circle, and let farmers change from the original open and warm acquaintance environment to the unfamiliar and separated private space. At the same time, at the beginning of entering the city, the landless farmers are often difficult to cope with the rapid pace of urban life, and retain some of their living habits, ways of thinking, interpersonal communication and other cultural patterns. It is difficult to realize the citizenization of the landless peasants in modern cities.
3. In the content of cultural integration, the knowledge and cultural structure of landless farmers should be built by integrating ideology and morality, civilization and professional culture

3.1. Pay attention to the ideological and moral integration of landless farmers and cultivate their cultural consciousness

The strengthening of the ideological and moral education of land-losing peasants lies in cultivating their cultural consciousness and instilling in them the cultural connotations necessary for urban life, such as urban culture, concepts, values, laws and civilized consciousness, step by step by adopting various methods. Make them internalize the adapted urban ideas, ideas and moral standards into a part of their own life. So as to effectively improve the process of citizenization of land-losing farmers, help farmers survive and develop better in cities, and accelerate their integration into urban society.

3.2. Enhance the integration of civilization literacy of landless farmers and improve their adaptability to urban culture

In the fierce competition in the city, if the landless peasants want to survive, it means that they should start with the transformation of the original values, and form an inclusive and open mind, a rational emotional view and an optimistic and enterprising mentality. Through community service stations, more comprehensive services are provided according to the characteristics of cultural and psychological structure of landless peasants, so as to cultivate their sense of belonging and identity to urban life and help them actively integrate into urban society and absorb urban civilization. The six types of ideology, ethics, rule of law, science, culture and health of land-lost farmers should be comprehensively improved, and civilized literacy should be naturally internalized into the cultural genes of land-losing farmers, so as to speed up the process of urban adaptation in terms of spiritual civilization.

3.3. Strengthen the integration of unemployed farmers' professional culture and skills, and internalize the culture they have learned to ensure their entrepreneurial and employability

Due to the long-term experience of farming life, most land-losing farmers lack the special technical expertise or professional culture to meet the needs of the city, and it is difficult to find employment after losing their land. We should take unemployed farmers as the main body, focus on vocational education and entrepreneurship education, take farmers' fundamental needs and knowledge base for occupation as the starting point, change from "knowledge-based" to "vocational technology-based", set up vocational skills training courses for land-losing farmers, make the course setting and talent training plan based on

![Figure 1. 3-1 the structure of cultural consciousness.](image-url)
market and post capacity requirements, update or supplement teaching contents in time with the changes of market demand for vocational posts, strengthen the integration of vocational culture and skills of unemployed farmers, and make the courses from reality.

4. In the form of cultural integration, the adaptability of urban culture and the creative transformation and inheritance of rural culture are realized by diversified ways

4.1. Correctly treat urban culture and traditional local culture, establish digital museum of rural culture, and enhance cultural consciousness

Establishing digital museum of rural culture. Taking the rural culture as the foundation, it forms the value concept which adapts to the modern society and has profound tradition. Giving full play to rural advantages, making landless farmers inherit folk intangible cultural heritage, improving family genealogy and family rules, participating in the compilation of local chronicles, and restoring their self-confidence is conducive to the return of self-worth and the realization of social value. Enhance the cultural consciousness ability and establish the cultural self-confidence of land lost farmers.

4.2. Create a new model of "four schools in one" to promote community education

Strengthen the standardized, scientific and refined system construction of community colleges, and strengthen the construction of full-time community educators by combining the educational model of "four schools in one" of community party schools, urban and rural community development and governance training colleges, urban and rural community citizen colleges and universities for the elderly, and pooling the strength of governance talents from party members, community committees, three workers and four talents. At the same time, we should select talents from universities, government,
enterprises, resident’s backbone and various talent pools to establish community education lecturer team, and set up community college teachers’ pool. Invite experts and professors and front-line social workers to accompany teaching, through small class teaching + personalized development of the accompanying growth course for landless farmers, integrate certain policy theory and scientific and cultural knowledge, deepen the professional skills training and practical training in the course, and teach by hand to accelerate the growth of land lost farmers, and solve the problem of cultural integration of land lost farmers.

4.3. Construct a multi-gradient, diversified, multi-channel and multi-level education and training network according to the needs of land-losing farmers

Follow the needs of unemployed farmers for vocational education and basic cultural knowledge, and build a number of vocational education and training bases that can meet the needs of regional economic development and pillar industry development. Establishing training with the cooperation of government, enterprises and public welfare organizations, taking the government as the leading factor, linking the manpower and education departments to enhance the training power of government training institutions, and stimulating the enthusiasm of private institutions to carry out vocational education for landless peasants, thus improving the training quality of vocational education. Establish a hierarchical training model in which community training, distance training and entrepreneurship training coexist, and carry out hierarchical training based on the individual differences of educators and the different job needs of employers. Establish a networked training system for land-lost farmers that applies micro-mobile learning model, educational virtual community, and integrated application of blended learning. Combining the characteristics of the group of land-losing farmers, the hybrid training model provides a continuation of time and space for remote training of land-losing farmers. Establish a multi-level network training system for land-lost farmers with existing teaching resources for land-lost farmers.

5. On the guarantee of cultural integration, improve the rural cultural mechanism and public social service platform, and enhance the ability of cultural co-governance

5.1. Promote multi-subject cooperation in rural cultural governance and create a cultural governance mechanism

Explore the linkage pattern among government departments, enterprises in the jurisdiction, universities, cultural autonomous organizations, various talent pool experts in residential communities and land-losing farmers, build a six-in-one strategic community of rural cultural governance, and participate in the management and development of rural culture collaboratively. We should establish the cultivation and long-term cooperation mechanism of multi subjects of rural cultural governance, and build a multicultural governance platform to enhance the cultural identity of landless farmers, and constantly improve the inclusiveness of rural culture to enhance the ability of cultural co-governance.

5.2. Build "four storehouses + one storehouse" for landless farmers and enrich the comprehensive information platform of public service

Through the construction, information database, land-losing farmers' book resource database and land-losing farmers' population database, the application database of cultural perception is set up innovatively, so as to realize the effective integration of urban cultural resources and big data, and break the original cultural information barrier with the support of platform big data. We should create an application library of cultural perception, perceive the basic needs of cultural skills of land-losing farmers, provide cultural services, and enhance the sense of cultural acquisition and happiness of land-losing farmers.

5.3. Strengthen the community construction of farmers’ concentrated residential areas and construct a new intelligent urban community

Attach importance to the construction of concentrated residential areas for farmers, set up community functions according to the characteristics of farmers' needs, construct new urban communities, and
promote the adaptability of land-losing farmers to live in new communities. Enhance community interaction, build ties, and enhance the sense of cultural integration of landless peasants. Through all kinds of sports and theme activities held by the community, we can build a bond and platform for urban and rural residents to be familiar with each other, enhance their sense of familiarity, eliminate barriers, realize the complementary advantages and resource sharing between urban and rural farmers, enhance mutual trust and identity, and help landless farmers establish "sense of hero".

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