

# Research on the path of vocational skills training of new professional farmers based on the mode of “government school enterprise linkage”

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**Abstract:** cultivating new professional farmers and improving the post skills and professional quality of local villagers are effective ways to solve the shortage of local talents for Rural Revitalization. This paper analyzes the current situation of the cultivation of new professional farmers in China from the three dimensions of the government, enterprises and higher vocational colleges. Combined with the Rural Revitalization Strategy and the policies related to the million enrollment expansion of higher vocational colleges, this paper organically combines the government, enterprises and higher vocational colleges in the process of the cultivation of new professional farmers, in the mode of “government, schools and enterprises”, Radiate Guangdong, put forward feasible paths for the skill training of new professional farmers in our province, effectively improve farmers’ professional skills and professionalism, and meet the needs of rural industries and enterprises for talents.

**Key words:** new occupation; Farmer training; Path talent training

## 1 Introduction

In September, 2018, the CPC Central Committee and the State Council issued the strategic plan for Rural Revitalization (2018-2022), which put forward the overall goal of “20 words” of the Rural Revitalization Strategy, which requires “prosperous industry, livable ecology, civilized rural style, effective governance and rich life”, It is proposed to “comprehensively establish the system of professional farmers, cultivate a new generation of professional farmers who love agriculture, understand technology and are good at management, and optimize the structure of agricultural practitioners”, which points out the direction for farmers’ training. Farmers’ training will no longer point to a single kind of quality training, production skills training, and management ability training. Instead, it should be based on local economic development, integrate the advantageous forces of the government, schools, industries (enterprises), and all sectors of society, adopt flexible and effective training methods that farmers like, establish a scientific evaluation system and long-term mechanism, and implement accurate measures, Cultivate a group of new professional farmers with “good comprehensive quality, strong production skills and high management level” for Rural Revitalization.

Based on the analysis of the existing cultivation mode of new professional farmers in China, this paper summarizes and analyzes the imperfections of the existing mode, and puts forward the “government school enterprise” ternary linkage, building a “government led, vocational colleges as the main body, local enterprises as the host” ternary subject collaborative participation cultivation system, and innovating the cultivation path and mode of new professional farmers.

## 2 Current situation of training new professional farmers in China

The research on the path of cultivating new professional farmers in China mainly includes the following modes:

### 1. industrial subject mode

“1+n” farmers’ training mode in Higher Vocational Colleges -- Centering on “1” local leading industry, vertically and horizontally expand “n” other related industry types, to achieve the farmers’ training mode of multi industry alliance, multi knowledge integration, multi way aggregation, multi teacher integration and multi subject participation, so as to promote the cross-border integration and precise assistance of farmers’ training system, Finally, it will help rural revitalization. Farmers’ training is no longer directed to a single kind of quality training, production skills training, and management ability training, but to establish a global view, to extend and expand the industrial chain, increase the added value of agriculture and industry as the goal, and to organize the training work with the concept of integrated development of three industries.

### 2. “specialty + industry” combination mode

According to this view, the key to the implementation of Rural Revitalization and development is to build industrial poverty alleviation. Through the “professional support + industrial poverty alleviation” mode, higher vocational colleges can closely combine the needs of poverty alleviation industry, set up specialties that are conducive to Rural Revitalization and close to regional industrial development, and use professional advantages to cultivate new professional farmers. For example, cultivate “planting”, “breeding”, “agricultural engineering”, “agricultural economic management” and other professional categories and directions conducive to rural revitalization, help the poor quickly master their skills, directly cultivate full-time graduates for the poor, and cultivate new professional farmers for Rural Revitalization.

### 3. the model of “government led and multi subject participation”

We will improve the training system for new professional farmers. That is, led by government departments, with vocational colleges

as the main body, supplemented by agricultural extension agencies and scientific and technological service institutions, and agricultural parks, agricultural enterprises, family farms, etc. as bases, to build a cultivation system with multiple subjects' collaborative participation. Among them, the government departments should give full play to their leading role in this process, increase the overall coordination of the cultivation process, and increase the supply and innovation of relevant systems and policies; Vocational colleges, agricultural science and technology extension and science and technology service institutions play the role of trainers; Agricultural enterprises are used as training bases. At the same time, according to the different role orientation of each subject, we should build a variety of new professional farmers' cultivation modes, including "... Government led Engineering (project) mode", "collaborative mode of linkage between the government and vocational colleges", "market-oriented mode of school enterprise cooperation" and "open long-distance cultivation mode".

Whether it is the industrial main body mode or the "specialty + industry" combination mode, this kind of industry as the main body, combined with diversified vocational training, can improve the farmers' post ability in terms of skills and produce value for enterprises, but it lacks government linkage, and there is a certain lag in the policy grasp and regional development decision-making.

Although the government plays a leading role in the cultivation of farmers in the mode of "government led and multi theme participation", the main tasks of implementation and promotion fall on higher vocational colleges, which can not play a role of mutual linkage. There will be some difficulties in the communication between Higher Vocational Colleges and rural areas without the linkage of the government; In addition, the farmers' Cultivation Mode under this mode ignores the needs of enterprises. As the main body of employment, how to effectively meet the job needs of enterprises is an issue that cannot be separated from enterprises and rely on Higher Vocational Colleges alone.

### 3 On the current training mode of new professional farmers

#### 1. the endogenous motivation of farmers' participation in training is insufficient

Although the local government has relevant enrollment expansion / vocational education support policies, farmers' interpretation of the policies is not comprehensive, and the implementation of the policies is difficult, which has not played a role in driving farmers' learning enthusiasm. On the one hand, many farmers think that their cultural quality is low and their foundation is weak, so they feel very difficult to participate in training and present a negative attitude; On the other hand, most farmers have their own agricultural affairs, which makes the farmers' willingness to education can not be fully stimulated when the government incentive policy can not be clearly interpreted.

In addition, most of the existing models for the cultivation of vocational skills of new professional farmers are in the form of "government led, multi subject participation". However, most of the farmers' enthusiasm to participate in vocational skills training is not high. With the support and encouragement of government policies, although many industry institutions carry out targeted training according to the requirements of various fields, the training contents and methods cannot be closely connected with the actual needs of farmers, and there is no effective feedback for the assessment of the contents, resulting in a lot of vocational training for farmers only completing the training task, They did not pay attention to the assessment effect, and could not "apply what they learned", which made many farmers who participated in the training think it was just a "passing through", indirectly affecting the enthusiasm of farmers for participating in vocational skills training. Therefore, stimulating farmers' educational willingness and enhancing the endogenous motivation of farmers' participation in training are the important basis for the formation of new professional farmers' training path.

#### 2. the training system is not perfect

With the encouragement of policies, most local enterprises or industry associations actively invite university teachers and experts to give "special" lectures to local farmers in large classes. However, this method lacks accurate cultivation and modern information means, and the training form is single and the training effect is poor. On the one hand, it also increases costs for enterprises, with little effect. For colleges and universities, although they also actively participate in the work of farmers' vocational skills training, the training effect often can not bring the improvement of work efficiency and quality to the trained farmers. The reason is that it is difficult for higher vocational colleges to grasp the pain point of farmers' education, and the existing professional settings and talent training programs are lack of pertinence, which is not suitable for the training of new professional farmers. Due to the different teaching objects, uneven levels, few quality courses for farmers' vocational skills training, and insufficient follow-up tracking of the training effect, it is also necessary to form a relatively complete talent training program to meet the training needs of new professional farmers.

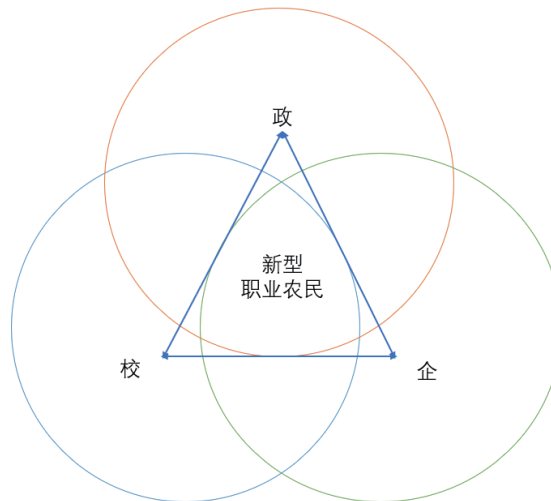
#### 3. there is no "linkage" training mode

In the current discussion on the vocational education of new professional farmers, the mode of "one subject and multiple elements" is advocated, that is, one of the government, colleges and universities or enterprises is the main promotion subject, and other institutions or organizations are assisted to implement it. However, with the encouragement of the "million enrollment expansion" and other policies, the enthusiasm and initiative of farmers' further education are still not high, and the policy support of the government alone can not completely stimulate the enthusiasm of farmers to accept vocational education from the root; In addition, although higher vocational colleges with high hopes have certain advantages in talent training, the current vocational education model lacks the pertinence of farmers' related skills and job training, the majority of rural farmers' vocational education institutions are not perfect, and there are also many problems in the management system, resulting in the ineffective development of farmers' vocational education; For enterprises, they are more like the role of "acceptor" to evaluate the education quality of new professional farmers. If enterprises take the lead, it is easy to lead to the contradiction between the input of enterprises and the output of farmers' skills, and it is difficult to promote farmers' participation in training only by the strength of

enterprises. Based on the above three points, this paper proposes to implement the vocational skills training of new professional farmers in the mode of “three linkage” based on the idea of “one main factor and multiple factors”.

#### 4 The path of skill training of new professional farmers under the mode of “government school enterprise linkage”

Under the background of Rural Revitalization Strategy, the cultivation of vocational skills of new professional farmers can not be achieved only by the government, enterprises or higher vocational colleges. It needs the organic linkage of government, schools and enterprises to form a positive force of “1 + 1 + 1 > 3”. The vocational education of new professional farmers has distinct regionality and uniqueness. Copying the fixed training mode will inevitably lead to acclimatization. The mode of “government school enterprise linkage” is dynamic rather than static. The three major fields are intertwined and assisted each other, so as to jointly build a vocational education mode that meets the regional characteristics and the unique needs of regional farmers. (as shown in Figure 1)



**Figure 1 government school enterprise linkage**

##### 1. build the information service platform of “government school enterprise”

To build the linkage of “government, school and enterprise” is not just to build a team, but also to test and practice the actual project, so as to truly explore its effect. In order to cultivate professional skills, innovative thinking and entrepreneurial quality, we must build a platform and ecological talent training system based on the integration of production and education platform, and operate the project on the basis of the platform.

According to the development trend and demand of the local rural industry, the government departments need to integrate the resources of various departments, cooperate with local leading enterprises, human resources platforms and higher vocational colleges, and jointly establish a “government school enterprise” recruitment information sharing platform and an employment information service platform for local villagers. One end of the platform connects with the local villagers, mainly through the interpretation of the encouraging policies of the science popularization country for new professional farmers, so as to stimulate the local villagers’ interest in further education; As well as the popularization of local industry knowledge and the demand and requirements of local enterprises for talents, so that local farmers can further understand their own advantages and disadvantages. In addition, local farmers can also feed back the training needs and evaluation through the information service platform. Through the construction of information service platform, we can break through the barriers between information and form a two-way communication, which not only helps to accurately target the training objects of new professional farmers, but also helps to form a dynamic adjustment mechanism for talent training, laying the foundation for the construction of a scientific and reasonable talent training system.

##### 2. improve the incentive mechanism of the “government school enterprise” platform

The proposal of the “government, school and enterprise” ternary linkage mode requires that each role should give full play to its corresponding role. The connotation construction of the platform covers many aspects, among which it is particularly important to improve the incentive mechanism and activate the motivation of farmers. First of all, the local government should actively implement and implement all kinds of Rural Revitalization policies, put financial funds in place, and set up special support funds and incentive policies for the “new professional farmer cultivation project”. For example, Doumen District, Zhuhai City, Guangdong Province, has issued a series of policies, notices and documents since 2018 in order to actively promote the training project of new professional farmers. The relevant announcements and notices that have been issued include: Doumen District new professional farmers’ evaluation and award Application guide Publicity on the list of high-quality farmers (new professional farmers) in Doumen District of Zhuhai in 2021 and the awarding of boxwood talents, etc; Among them, a series of policy awards for boxwood talents will be given to each student who has obtained a new type of professional farmer certificate of 2000 yuan, and will be publicized on the Doumen district government public information network.

Secondly, enterprises and universities also need to invest in the construction of platform and incentive mechanism of new professional farmer training project. In combination with the relevant incentive policies issued by the local government, such as the measures for the identification of new professional farmers, higher vocational colleges and local enterprises can carry out the skills training project of “new professional farmers” based on the “1+x” course certificate integration; Local enterprises are deeply involved in the demonstration of the “1+x” course certificate integration talent training mode in higher vocational colleges. At the same time, with the help of the local college vocational skill level certificate Certification Center, they carry out “X” certificate training and assessment services for local villagers, such as the vocational skill level certificates urgently needed by e-commerce, digital marketing, tourism services and other enterprises, and improve the proportion of local villagers working with certificates. The development of relevant vocational skill certificates is conducive to improving the job suitability of farmers involved in training. In addition, local enterprises can also encourage local farmers to “work with certificates” through the salary incentive system, give priority to local villagers in the selection of front-line service posts, and encourage local villagers to achieve self-development through local training projects through different forms of incentive policies.

### 3. Building a “demand oriented” training system

The general office of the Ministry of agriculture and rural areas and the general office of the Ministry of education have issued a number of documents to promote the implementation of the Rural Revitalization Strategy. Under the guidance of policies, we should grasp the pain points of “new professional farmers” according to local characteristics and carry out vocational skills training, which can not only meet the needs of local farmers’ self-improvement, but also according to the development trend and needs of rural industry, Relying on the real project and the “1+x” vocational skill level certification led by the enterprise industry, it will guide the higher vocational colleges to dynamically update the relevant professional settings and curriculum system, formulate and implement the cultivation scheme of skill improvement for local farmers, and build a scientific and reasonable dynamic adjustment mechanism for talent cultivation.

## 5 Conclusion

Because the actual situation of each region is different, it is necessary to “adjust measures to local conditions” in the development process of farmers’ Vocational Education in various regions, and all regions have developed a farmers’ vocational education system in line with their own actual situation. Under the mode of “government, school and enterprise” linkage, the dynamic training mode is implemented to realize the vocational education and training of high-quality new farmers. Its concept, content, means, methods and teaching mode are closely related to the needs of local industry and industry, emphasizing the creation of the environment and conditions for training and learning at any time, which is conducive to the realization of farmers’ lifelong learning and learning in practice, It also provides guarantee for the cultivation of new professional farmers and the supply of talents for Rural Revitalization.

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# Exploration on the teaching reform path of journalism and communication specialty in colleges and universities under the background of artificial intelligence

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**Abstract:** Under the background of artificial intelligence, profound changes have taken place in the field of journalism and communication. The cultivation of journalism and communication professionals in colleges and universities in China needs to meet the needs of society and the market. Based on the comprehensive analysis of the impact and influence of AI on the formation of journalism and communication profession, this paper expounds the problems and shortcomings in the current journalism and communication education in colleges and universities, and puts forward several feasible and effective reform paths on the current situation. It points out that it is necessary to integrate, innovate, transform and upgrade the discipline education and talent training mode, so as to meet the requirements of the news communication industry for talents in the era of artificial intelligence.

**Keywords:** artificial intelligence; Major in journalism and communication; reform in education

## Introduction

The global AI shows a rapid development trend, and all walks of life are affected by it. Facing the impact of AI technology, new education concepts and teaching models emerge in endlessly. College education needs to integrate and innovate closely around AI concepts and technologies to achieve the modernization and informatization of professional cultivation. In the context of AI, this is especially true in the field of news communication. AI has liberated the labor force and improved the work efficiency, but it also has a strong impact and change on the media industry. Based on this, media colleges and universities need to make use of their own characteristics, give full play to their own advantages, deeply interpret the relevant content of AI, and carry out innovative reform and practical exploration.

## 1. The professional impact of AI on the field of news communication

### 1.1 Occupational Impact in the Background of Artificial Intelligence

Artificial intelligence is mainly to study, understand and simulate human intelligence, intelligent behavior and its laws. Its main task is to establish intelligent information processing theory, and then design computing systems that can show some similar human intelligent behaviors. The extensive application of artificial intelligence technology has eliminated a large number of traditional jobs, and the manufacturing and machine industries based on industrial construction have made continuous progress and development. Artificial intelligence simulates human thinking and action to replace some professional posts, and even can provide high-quality services that surpass people in an all-round way, which will inevitably lead to the rapid swallowing of some highly repetitive and stylized posts. The further development of artificial intelligence technology can implant people's intelligence, imagination and creativity. It is bound to gobble up "mental work" posts in the long process of development, and then a large number of mental workers will face the risk of unemployment. This is not only a huge impact of artificial intelligence technology on the labor market, but also a huge challenge for colleges and universities that cultivate professional talents.

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