

# **An Analysis of the Relationship between English Educational Resources and the Development of Local Rural Economy**

**—Taking the Weinan Area of Shaanxi Province as an Example**

**Tang Lin**

Weinan Normal University, School of Foreign Studies, Weinan, Shaanxi, 714000

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**Abstract:** The development of local rural economy is affected by many factors. Taking Weinan city of Shaanxi Province as an example, this paper analyzes the influence of English education resources in Weinan on the development of rural economy. According to the constitution of English education resources in Weinan, it points out its relationship with the development of local rural economy. It is believed that the development of local rural economy needs the help of English, giving full play to the effectiveness of English resources, and promoting the development of local rural economy.

## **1. Introduction**

With the development of China's economic society and frequent exchanges with other countries, English has become an indispensable tool for communication, which has great significance and wide influence and makes the world attach importance to English education. China is a large agricultural country, Shaanxi province is a big agricultural province and Weinan is a region with agriculture as its main characteristic [1]. The importance of English education to improve the level and level of English is of great significance for promoting the development of local economy, publicizing local rural culture and improving the comprehensive quality of local rural talents.

## **2. The Development of Rural Economy in Weinan**

As the east gate of Shaanxi Province, Weinan has paid more attention to the relevant departments of the province in recent years to strengthen its own construction and promote the development of local economy. As a region based on agriculture, the rural economic development of Weinan has played an important role. In 2012, the economic development of rural areas in Weinan was stable, and the value of agricultural added value was 17 billion 999 million yuan for the whole year. According to comparable price, it increased by 6% over the same period. The following focuses on the analysis of the development of rural economy in Weinan [2].

### **2.1 The rapid development of animal husbandry and fishery industry**

The rapid development of animal husbandry and fishery industry, in 2012, Weinan in the modern agriculture is a major task of economic restructuring. Through various measures to transform the rural economy and vigorously develop the efficient agriculture, the development of the rural economy is stable on the whole. According to statistics, total gross output value reached 31 billion 800 million yuan, an increase of 6.1%, indicating the development of rural economy in Weinan area and the level of focus and direction of its development.

### **2.2 Safe and stable food production**

Weinan area is known as "Shaanxi granary", and its grain output has been in the forefront of Shaanxi province. The favorable natural conditions have made the Weinan region vigorously carry out the creation of high grain production and achieve a good harvest of grain for several years [3]. In 2012, the total grain output reached 2 million 243 thousand and 400 tons, up to 6.6% from the same period, and achieved a significant increase over the last year. This is another bright spot in the economic development of the Weinan region.

### **2.3 Rapid development of garden fruits and vegetables**

Weinan area garden fruit vegetable industry is also accelerating the development of rural areas in Weinan province at present, mainly by the white water apple, Fuping persimmon, Pucheng pear, Hancheng pepper, Tongguan pickles, such as industry has gradually formed the scale [4]. In 2012, a good situation of expanding planting area and yield per mu has been achieved. This will have an important influence on guiding fruit and vegetable producers to adjust and optimize industrial structure, strive to build demonstration parks and improve management level.

### **2.4 The establishment of animal husbandry demonstration area**

In the Weinan area, the establishment of modern animal husbandry teacher education has been focused on a number of modern animal husbandry demonstration counties, towns and villages with distinctive industrial characteristics, obvious competitive advantages and strong radiation. With pigs, cattle, sheep, poultry, dairy cows for the number of leading industry demonstration zone is increasing, the increasing size, promote the rural economic development in Weinan area.

### **2.5 More complete rural infrastructure**

With the rapid development of the rural economy in Weinan, its infrastructure is also tightened. Refurbishment channels and new repair of basic farmland, the village renovation completed oil and road construction, the implementation of road maintenance funds, investment guarantee relocation and resettlement and the strengthening of electric power, communication and cable TV popularity, in continuous improvement, and promote the harmonious rural development in Weinan [5].

### **2.6 The increasingly growing income of farmers**

The development of the rural economy of Weinan to the majority of farmers to achieve income growth: Weinan city's rural per capita net income reached 6602 yuan in 2012, an increase of 18.5% compared to 1031 yuan in 2011; the wage income 2806 yuan, an increase of 18.6%; the family business income 2990 yuan, an increase of 18.9%; property income 179 yuan, an increase of 23.4%; transfer income 627 yuan, an increase of 15%, reflects sustained growth of farmers' income in Weinan [6].

## **3. The Demand for English Resources in Weinan's Rural Economic Development**

The rapid development of the rural economy in Weinan has also put forward higher requirements for the superstructure. With the Guanzhong Tianshui Economic Zone and the Yellow River Golden Triangle Jin Shan Yu demonstration area to undertake the transfer of the advance, pay more attention to the development of rural economy in Weinan [7]. In order to expand the influence of Weinan's rural areas and stimulate the development of Weinan's rural economy, the demand for English is also expanding. The key is Weinan is an agricultural big city. The development of the rural characteristic economy and cultural industry needs the introduction and promotion of English.

### **3.1 The development of Weinan's characteristic agriculture needs English guidance.**

The Weinan area has a large number of agricultural resources, such as Linwei District, Qin concentrated red grape, red grape, Wei Letian Lotte in walnut, walnut, kiwi, Fusheng yuan to Qin Qing Wei Lotte cleaning, letinous edodes, apple, Long Yuan Xinmin early fruit and asparagus longevity; their vegetables, green pepper, Bi Sheng Tat muskmelon Tongguan; Wansheng Park sauce bamboo, bamboo shoots, sauce Xiao Wan Dong Ma walnut, east of Dahongpao; Dali's agency margin of jujube, peanut, rich rich plum plum lily, high stone crisp melon, Heyang apple, millet; true Chengcheng Jiashi red cherry, dragon fruit, temple town of dam lily; Pucheng green Ruian pear, white water vegetables, Xu Zheng million into Cherry Tomatoes, Kang home edible fungus and apple; Fuping Hancheng pepper, persimmon, jujube and so on, all these constitute the Weinan rural color agricultural resources [8]. Above all the urgent need to expand and strengthen the brand, enhance the influence with English signs.

### **3.2 The construction of rural culture in Weinan needs English propaganda.**

As the "root of China", Weinan has a profound culture. Most of the rural culture with local characteristics has formed the Huaxian Yutian industry, which in shadow, Iowa grain Tianxi calligraphy, embroidery, Heyang Qiachuan wetland in Pucheng and the Virgin Spring, cloth, pottery products in Fuping. These rural cultures are increasingly forming their own characteristic brand [9]. With the new rural construction and the needs of local rural economic development, Weinan's rural cultural construction also needs to develop the going global strategy under the influence of brand, so that more people can understand Weinan's rural culture. In the construction of rural culture, the introduction and publicity of English is also a necessary link. It should also be a part of cultural construction using English to publicize and introduce rural culture in Weinan, so as to achieve effective propaganda of culture on the basis of building local rural culture.

### **3.3 The folklore of Weinan needs to go to the world as soon as possible.**

The existing Weinan folk Hancheng yangko dance drama and rain temple, white water temple, Huayin, Heyang laoqiang doukan line cavity, Tongzhou Bangzi and rural cities and counties with the folk art performances, Zaojun festival. This folklore is an important component of Weinan's rural areas to a great extent [10]. But in the long term development, it has gradually dropped out of the line of sight. Many folk customs have not been formed due to the lack of attention and development, and their external attraction is not large. With the development of time, it will inevitably lose the meaning and value of its existence if it is not understood by the local or the outside world. In order to preserve these folk, to expand its influence, the folk custom as real big business opportunities, need to make international, English plays an important role in this process.

Through the accurate translation of English, it is not only an important means to publicize the characteristic agricultural resources, cultural components and folk brands of Weinan rural areas, but also an effective tool to promote the development of Weinan's rural economy. This fully illustrates the reality that the rural economic development of Weinan has a great need for English. So, what is the composition of the English education resources in Weinan? Through the investigation of the composition of English education resources in Weinan, it is believed that the resources of English education in Weinan are more scattered. Colleges and universities mainly focus on Weinan Teachers University, Weinan Vocational and Technical College and Shaanxi Railway Institute. However, the level of English education and research in vocational colleges is generally not high, and its guidance is not strong, which is relatively weak in guiding the development of rural economy. The resources of English education in middle school are mostly concentrated on Yu Ruiquan, Du Qiao and senior middle school, and the general English education resources in the middle and high schools are relatively weak. The English education in the three middle schools is concentrated in the higher education, and the foreign relations are relatively weak. These are all the bottlenecks in the economic development of Weinan's rural economy. If you can not achieve the integration of English education resources, implementation of the strategy of going out, it is difficult to say linked Weinan English education resources and the development of rural economy. Therefore, make full use of Weinan English education resources, serving the development of rural economy in Weinan has become an urgent task, need education and support of the government, but also need to have English education resources of the school to increase research efforts to achieve close integration of the organic combination of the two development of rural economy in Weinan.

## **4. Countermeasures to Promote the Development of Rural Economy in Weinan by Exerting English Educational Resources**

With the further development of new rural construction in Weinan, rural economic development and publicity and promotion need to make full use of local English education as soon as possible to achieve the rapid development of rural economy. At the same time, Weinan's English education resources should also be closely linked with the rural economic development as soon as possible, so as to achieve the goal of promoting the development of Weinan's rural economy by means of

English education resources [11].

#### **4.1 More efforts should be made to improve the hardware facilities of English education.**

In the process of promoting the development of rural economy by English education resources, the hardware facilities of English education are the basis. The hardware facilities mainly include three aspects. First, the organization is in place, which requires the leaders of the Weinan municipal government and the Education Bureau to attach great importance to it, and always regard English resources as an important project to serve the rural economic development. Through the establishment of the management group or the help agricultural English control group, fully play its role and promote the construction of hardware facilities in an all-round way. The two is the financial position. Leaders at all levels should provide the necessary financial funds, provide necessary guarantee for the development of this work, and the adequacy and support of financial funds can ensure the smooth development of the work. Three, the management supervision is in place, and the interrelated interaction mechanism should be carried out by the relevant departments of rural areas, English teachers and government. Set up supervision and inspection team, check in time, find problems and give timely solutions, ensure that English education resources are timely served in the effective development of rural economic development in Weinan.

#### **4.2 Construction of participation mechanism to ensure the orderly participation of farmers.**

The development of rural economy can not be separated from the participation of the farmers, and the application of English education resources to the development of rural economy in Weinan needs to be adapted to local conditions and close to the countryside. Simplifying and implementing English knowledge to farmers' daily education and ensuring their learning effect can ensure farmers' Orderly Participation and make it a goal of modern agricultural economy [12]. In order to contribute to the improvement of the local rural economic development, the participation mechanism needs the support of the government and the active cooperation of the farmers. Its orderly participation should not only enhance daily English learning, but also make full use of English education resources to stimulate local agricultural characteristics and promote local rural culture and folklore. Only with the extensive participation of farmers and the promotion of English knowledge, can English educational resources be truly applied to the local rural economy.

#### **4.3 Developing the platform of distance education to promote the construction of rural economy.**

Weinan's English education resources will be made into multimedia or publicity videos in a timely manner, and promoted to rural areas through distance education platform. All counties and counties can make full use of online resources learning and training, making them a new platform for serving rural areas and farmers. The advantages of the network can give full play to the characteristics of the local rural areas in English for a short time, for farmers and local leaders to learn and use. Use the network to local agricultural resources and cultural projects out, can also achieve publicity, improve the visibility of Weinan local rural culture and folk custom, to expand overseas market, and training of local farmers in a wide range of network conditions, so as the local rural human resources, play to their talent advantage to promote the development of the local rural economy.

#### **4.4 The service of English teachers to the countryside is widely carried out.**

In developing the "three countryside" activities, we should not only arouse the enthusiasm of English majors or top notch English students, but also make use of their summer social practice to further develop services in rural areas. Teachers should also actively participate in the activities of service and rural economic development as a guiding teacher, constantly enhance and enhance the awareness and ability of teachers and students to serve the development of rural economy, and closely link the relationship between schools, governments and rural areas. Under the leadership of teachers, teachers and students can set up English propaganda teams, or with the rural customs service, carry out a comprehensive English service work; of rural resources, culture and folk



customs of the English translation, translation network check and correction; assist farmers for printing and distributing English reader; help promote local rural adhere to the actual situation; send the knowledge and knowledge coexist principle, make the rural economy development.

## 5. Conclusion

In a word, there is a close relationship between the resources of English education and the development of the local rural economy. Local governments should play a leading role in encouraging local school English education resources to serve the economic development of local rural areas. The government should provide policies and mechanisms to ensure that schools should give full play to the comprehensive strength of the resources of English education. In the countryside, we should make full use of the English resources provided by local schools so as to realize the goal of the development of the local rural economy by the English education resources.

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