

# Research on the Current Situation and Optimization Strategies of Youth Volunteers Engaging in Law-Popularization Activities under the Construction of the Rule of Law in China

Pinxiao Guan\*, Yingqin Pan, Yuanrong Li, Yutian Zhang, Dongzhe Jiang,  
Ziao Wang

Department of Law, Hebei University of Economics and Business, Hebei, 050061, China

\*Corresponding author: 1320508450@qq.com

**Abstract:** Under the guidance of Xi Jinping's thought on the rule of law, this paper takes the "Youth Law Popularization Volunteers' Grassroots Tour of Rule of Law Culture" as a carrier to promote Xi Jinping's thought on the rule of law in youth volunteer law popularization activities. Thus, the theory and practice of socialist rule of law with Chinese characteristics has gained much popularity among Chinese residents, as seen in the improvement of the authority of the Constitution and law, more people respecting, learning, observing, and using the law in social governance. All of these play an important role in comprehensively promoting the rule of law in China and building a law-based China.

**Keywords:** the rule of law, youth, voluntary law popularization activities, optimization strategies.

## 1. Research Background

Since the 18th CPC, General Secretary Xi Jinping has attached great importance to strengthening the publicity and education on the rule of law, enhancing the public awareness of observing the law and strengthening the cultural development of socialist rule of law. He has made a series of statements including "insisting on the popularization of the law and compliance with the law for all people as a long-term basic work of the rule of law" and "keeping up with the times in the popularization of the law and making intensified efforts on the relevance and "effectiveness", which have clarified the basic position, major tasks and important practices in the publicity and education of law. After the Central Work Conference on the Comprehensive Rule of Law, the Central Committee of the Communist Party of China issued the "Rule of Law China Construction Plan (2020-2025)" and other documents [China Law Society announced the "report card" of rule of law construction in 2020 [N]. Qinghai Daily,2021-07-12(03).] The State Council has issued a new document, "Rule of Law Publicity and Education", which clearly points out that "young volunteers and entertainment groups for the popularization of law should be mobilized to carry out grass-roots activities to promote progress in law culture in basic units and to ensure such activities are well remembered by peoples." [ The Eighth Five-Year Plan of the Central Propaganda Department and the Ministry of Justice on the Publicity and Education on the Rule of Law (2021-2025), transmitted by the State Council of the CPC Central Committee [J]. Natural Resources Newsletter.]

## 2. Analysis of the current situation

### 2.1. The rigidity and formalism of law popularization model are chaotic

From the perspective of the main body of law popularization, the law popularization youth volunteers in universities, as the successors of the builders of socialist cause with Chinese characteristics in the new era, are blessed with enormous energy and vitality.

However, due to the lack of social experience and limited ability, it is difficult to meet the public demand for law popularization. At the same time, it is difficult to establish one-to-one trust relationship between the two sides due to the lack of social recognition of college youth groups. In terms of the form of law popularization, it is too single, focusing too much on the form. With one-

sided motivation and limited time, some of the volunteers ignore the social significance of law popularization activities. The form of legal literacy publicity is mainly based on legal knowledge pamphlets and law-based lectures. The content of law popularization simply lists some law articles, cases, and rough explanations, which fails to meet the actual needs of the public. With the advancement of law popularization in China and the improvement of public legal awareness, people have a basic knowledge of their rights and can judge whether their rights are infringed. However, given the stereotyped view of law, some people are reluctant to understand legal knowledge, regard legal procedures as complicated and difficult to operate, and refuse to seek legal help when their rights and interests are infringed.

## **2.2. The content of law popularization cannot be effectively matched with the demand**

The non-profit and strong autonomy of the law popularization activities cause that the law-popularization initiative among existing volunteers and potential volunteers fail to be fully mobilized. Besides, a small number of law popularization volunteers in colleges and universities cannot cope with a huge number of legal-help seekers. The two reasons above mentioned lead to the law popularization activities being carried out in the mode of maximizing benefits, such as law lectures, propaganda posters of law, and other non-targeted law popularization practices, which waste a large amount of law popularization resources and fails to achieve the desired effect. It's common knowledge that youth volunteers in universities should have strong professionalism, while there are not enough law professionals in promoting law, so the legal assistance can not be fully ensured. In practice, a large number of young people with professional law knowledge do not have relevant training or lack experience in law popularization so they cannot transform their professional knowledge into legal content relevant to life. Finally, in the process of voluntary activities to promote law, there is a general phenomenon that the popularized legal knowledge is not needed by its target, and the mismatch between supply and demand makes the voluntary law-popularization activities ineffective. Especially in rural areas, villagers have little legal awareness and are influenced by backward and conservative ideology, so they need long-term and stable voluntary law popularization activities to achieve the effect desired by the voluntary law popularization activities.

## **2.3. Costs cut down the enthusiasm of the main body of law popularization**

The main contradiction of voluntary law popularization activities is the inadequate financial demand and supply, which limits the development of voluntary law popularization activities. First of all, for the students in colleges and universities, the main purpose of participating in voluntary law popularization activities is to improve themselves and serve the society, and they do not ask for monetary returns. However, the expenses such as commuting fees and accommodation fees incurred in law popularization voluntary activities can only rely on the activity funds provided by colleges and universities, which however, cannot provide sufficient funds to help the regular development of voluntary law popularization activities. Secondly, due to the non-profit and public welfare nature of the voluntary law popularization activities, enterprises seldom invest and donate to them. Finally, because the law-popularization volunteers belong to spontaneous civil activity organizations. Thus, they lack independent organizational personality, which makes it impossible for government departments to include them in the law-popularization budget, and to set the corresponding special funding mechanism standards. Therefore, volunteers fail to apply for special funds provided by the government. The shortage of sustainable and stable funding frustrates the enthusiasm of volunteers, thus limiting the expansion of volunteer teams, making it difficult for volunteer organizations to carry out their activities effectively, and making it impossible to plan for the medium- and long-term goal of normalizing the law-popularization work.

## **2.4. Insufficient manpower of youth volunteers for law popularization**

There are rich sources of youth volunteer activities for the popularization of law, such as major universities and grassroots work departments. However, while universities have plenty of well-

educated activities, the number of youths who really participate in voluntary law popularization activities is still scarce, which greatly affects the youth voluntary law popularization activities in China. First, the source of manpower for youth voluntary law popularization activities is unstable. At present, there is a scarcity of platforms for young volunteers to participate in law popularization activities, and the platform for such volunteer activities has not been upgraded to a practical policy, which directly lead to the inability of college students and grassroots workers to sign up for volunteer activities without a platform with high visibility and stability. Secondly, legal volunteer youth organizations are public welfare organizations with a high degree of freedom. At present, there is still a great shortage of institutional protection for this organization in China, and there are deficiencies and loopholes in the supply of funds, publicity activities and stable forms. Therefore, the manpower source of China's voluntary law popularization youth organizations mainly depends on the personal will of young volunteers. Under such circumstances, the willingness of youth volunteers to participate in such organization is more dependent on the encouragement of the system and the support of policies.

### **3. Optimization strategies**

#### **3.1. Improve the mechanism of youth volunteer law popularization activities in colleges and universities, and innovate the form and content of law popularization**

First of all, the establishment of a multi-party cooperation communication platform is the basis for the effective development of voluntary law popularization activities. The existing law popularization volunteer organizations are mostly small organizations with limited influence, which can hardly meet the current demand of law popularization. Therefore, it is necessary to cooperate with the law popularization volunteer organizations of colleges and universities within a certain area so as to further establish contact with the people in the community.

Secondly, a reasonable and efficient operation method is a prerequisite for the successful implementation of the popularization of law. The universal implementation of voluntary law popularization activities requires the guarantee of a reasonable system and the establishment of a systematic and rational volunteer management mechanism to ensure the implementation of voluntary law popularization activities. Volunteers, as the main body of voluntary law popularization activities, need to have strong legal literacy and sufficient practical knowledge. A reasonable selection mechanism can improve the efficiency of the voluntary law popularization activities. A proper reward and punishment system can mobilize the law popularization volunteers to actively participate in the law popularization activities. Excellent volunteer team cannot be separated from standardized management. Long-term law popularization goals and detailed and specific plans can make volunteer activities orderly and efficient.

Finally, the form and content of the popularization of law is the most important factor affecting the effectiveness of the popularization of law volunteer activities. This requires volunteers to make reasonable innovations according to the different situations of audiences, to be familiar with the needs of the public in advance, to understand the legal blind spots of different audiences, to change the single mode of previous law popularization activities, and to disseminate targeted legal knowledge in a pleasing form to expand its acceptance. At the same time, changes should be made to overcome the influence caused by the solidified concept, to ensure that the people have the courage to defend their rights, are willing to defend their rights, and will defend their rights.

#### **3.2. Combine the content of law popularization with the actual practice of law popularization to realize the equivalence of supply and demand**

For all the problems in the voluntary law popularization activities, the youth volunteers in colleges and universities and the competent departments of voluntary organizations should make targeted efforts to popularize laws by establishing various law popularization modes and integrating the legal contents really needed by law popularization targets. First of all, in the face of different social groups,

college youth volunteers should carry out voluntary law popularization activities according to local conditions. For example, in rural areas, they can carry out voluntary law popularization activities by means of cultural programs, legal consultation and assistance, focusing on rural debts, neighboring rights and land contracting and management rights. In urban areas, law popularization activities can be launched through sitcoms and distribution of manuals focusing on issues such as throwing objects from height, domestic violence, and labor disputes in the community. In campuses, law popularization activities can be launched through sitcoms, legal clinics, rule of law music and other forms, with the focus on compulsory education, school violence, student crimes and other issues in the campus. Secondly, all voluntary authorities should actively promote the whole process of voluntary law popularization activities so that these activities can truly meet the needs of society and achieve the desired practical effects. Before the launch of each law popularization activity, designated members should fully investigate the needs of society and understand the needs of relevant targets, so that the youth law popularization volunteers in colleges and universities can achieve the target. Thus, the human and material resources invested can get the maximum effective benefit, and finally achieve the purpose of the construction of China's rule of law - all people knowing the law, understanding the law, abiding by the law and using the law.

### **3.3. Find stable funding sources and provide necessary financial guarantee**

Insufficient funding is an important factor limiting the development of voluntary law-popularization activities, therefore, stable funding sources, guaranteeing necessary funding support, broadening funding preparation channels and developing diversified fundraising mechanisms are important ways to ensure the development of voluntary law-popularization activities. First of all, the government, as the main bearer of social public welfare services, should take administrative means to improve the financial support for the project of venue, equipment and funds for voluntary law popularization activities, such as setting up special funds for special subsidies, and government-led social fundraising to increase the source of funds.

Secondly, the volunteers can gain the trust of enterprises through reasonable and effective planning and publicity so as to get financial support. In addition, the government can also learn from the guidance methods of the United States and other developed countries for volunteer services, such as by providing tax benefits to enterprises that make donations, so as to encourage the enterprises to actively participate in volunteer activities.

Finally, colleges and universities should also strengthen their sense of social responsibility, assume social responsibility, increase the subsidies for law popularization volunteers, and provide channels for volunteers to establish connections with social welfare organizations and individuals, such as various public welfare foundations, alumni associations, enterprises and institutions.

### **3.4. Improve the recruitment channels of law-popularization volunteers and establish a volunteer resource base**

As for the problem of insufficient manpower of youth volunteers for law popularization, a two-pronged approach of volunteer recruitment and publicity and volunteer security measures should be implemented, and the system and policies should be well formulated and guaranteed. The most important publicity work of voluntary law popularization activities is the recruitment of unified organizations. Whether the recruitment work can establish a sound and complete selection and publicity mechanism directly affects the source of the main body of voluntary law popularization activities. In the recruitment of law popularization volunteers, we should publicize recruitment information in a diversified and complete manner, and adopt more specific and vivid recruitment methods. A complete volunteer resource base should be established with the reliance on relevant policies so as to ensure the digitalized information. The volunteer resource base can further address the problems in the voluntary law-popularization activities based on the current service effect and rating data of the voluntary law-popularization activities, and provide more high-quality, efficient and sustainable voluntary law-popularization activities.

#### 4. Conclusion

In retrospect, the activities to popularize the law in primary units by the youth volunteers have been held for 14 years in a row. Today, in the centenary of the founding of the Party, the opening year of the 14th Five-Year Plan and the starting year of the implementation of the 8th Five-Year Plan, China is facing a new situation and a new task. Therefore, we need to constantly improve our political judgment, comprehension and execution ability, constantly enhance our sense of responsibility and mission, implement the new development philosophy, build a new pattern of development, promote high-quality development, continuously promote Xi Jinping's thought of the rule of law to take roots in people's hearts, and better play the role of the rule of law to strengthen the fundamentals, stabilize expectations and achieve long-term benefits.

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