

# The way for Ecological Public Culture's Promotion

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**Abstract.** Over-modernization has stimulated the problem of weak ecological consciousness. Therefore, we need strength the value guidance of ecological civilization consciousness and enhance the spirit of ecological public culture. This paper interprets the spiritual intention of ecological public culture with the concept of modern social development, explains the correct value orientation connotation of the spiritual promotion of ecological public culture. Addition to this, this paper also aim to point out the path choice of the spiritual promotion of public culture under the weak ecological concept.

## 1. Introduction

For a long time, there was a wrong opinion that nature is only the object of conquest and control, not the partner to protect and live in harmony with human. This idea shows not only the lack of ecological concept of anthropocentrism, but also the deviation of ecological value under the guidance of technology and capital. However, the inevitable fact is that the global ecology has been destroy excessively and the living environment of human beings has deteriorated rapidly. Therefore, people have to calm down and reflect on the shortcomings of the production and lifestyle of human society in the past.

When we look back in the history, we cannot failed to find that in the process of human development, excessive demand from nature has broken the harmonious unity of human and nature coexistence. If nature declares war on human beings, the coming ecological disaster will be a huge disaster. Natural ecological resources have no ability to support the current excessive consumption forever. If we do not change our behaviors, human's result is the survival dilemma caused by the tension between man and nature. To solve this dilemma, we need to adhere to the correct ecological public cultural spiritual value orientation, as a guide to embark on a sustainable development road of harmonious coexistence between human and nature.

## 2. Literature review

### 2.1 Public culture

Public culture can resort to the thought and behavior, which is the most precious and indispensable elements in the production and life of human society. Paul Hope, a famous scholar believes that the spirit of public culture is the individual's recognition of others. Under the guidance of the spirit of public culture, individuals can take more initiative to participate in social community activities, which can help to recognize the value of social community, and gain common interests in the social sphere rather than their own gains and losses.

Popularly speaking, the spirit of public culture is the choice of pursuing public interest and converting to public value, which based on the essence of human life and is the behavioral paradigm and value support for the continuous multiplication. Meanwhile, it is the development and progress of human society.

## **2.2 Ecological public culture**

In modern society, The growing desire of human production and life makes the overexploitation of resources and the excessive destruction of ecology, which has endangered the space we lived. More and more attention has paid to the global ecological problemst for the common interests of human. This requires human beings to consider, design and practice the path choice of the survival and development of human communities based on a more profound thinking concept.

We cannot deny the fact that China is experiencing profound changes with both modern and post-modern characteristics. The market-oriented economy is becoming more mature and the orientation of political democratization is becoming increasingly prominent. In the information age, people's lifestyle has aggravated the interweaving of multiple ideological trends and the entanglement of complex interests.

How to respond positively to the call of the times and better respond to the public interests is a big question. The demands of ecological environment protection and social sustainable development, effective integration and resolution of various contradictions and conflicts are key point to decide whether Chinese society can keep up with the pace of the times and whether it can ultimately achieve the grand strategic blueprint of the great rejuvenation of the China.

The ecological problem concerns the present and the future. For this reason, the spirit of public culture provides the key to solve this problem with its tolerance and justice orientation of condensing the common values of human destiny. From the perspective of ecological public culture, ecological environment is the largest convention of human. Addition to this, the protection of ecological environment is the public interest orientation with the most priority of human beings. Human and nature are belong to the category of community of destiny, which should be sheltered under the care of ecological public cultural spirit.

## **3. Research question**

What is the way for ecological public culture's promotion?

## **4. Methodology**

In order to find answers to the research question, I collected some secondary data to make better understanding of ecological public culture. Addition to this, I also made a quantitative analysis of some basic elements, such as the elements of ecology characteristics, which provides different weights to guide the promotion of public culture.

## **5. Conclusion**

To solve the problem of weak ecological consciousness and enhance the spirit of ecological public culture, it is necessary to practice the self-reflection, spontaneity and self-discipline of ecological public cultural spirit among various subjects of social production and life by carrying out national education, building and expanding the field of practice and tamping the high wall of the system.

### **5.1 Developing national education to cultivate the ecological rationality of whole society**

Nationals are the main body of social production and life, as well as the origin and support of ecological concept and public culture. It is also play a significant role to carry out education and cultivate the ecological rationality of the whole society.

We should instill the concept of sustainable development into the citizens, organize and carry out activities rationally on the premise of respecting the value of natural environment and resources, which help to promote the transformation and upgrading of economic and social development patterns. In order to change people's shortsighted thinking patterns, we need transmit the concept of ecological public value to the citizens, and enhance the awareness of national environmental protection rather than only pursuing immediate benefits.

Addition to this, we should learn to deal with the trade-off between immediate interests and long-term interests. We need learn to maximize the value of natural environment and ecological resources, in order to establish and strengthen the spirit of ecological public culture in the whole society. To create a good environment, to add more vitality and security, and to realize the long-term sustainable development of the existing social production and life.

### **5.2 Strengthen the organization construction**

Compared with the spontaneity of national education, organizational participation is an important carrier to enhance the spirit of ecological public culture, and a channel to divert the spirit of ecological public culture from theoretical maturity to practical leap. On the global issue of ecology, individual power is weak and scattered, while organized power convergence can open a wide road to victory for the public interest.

Strengthening the organization construction can help to agglomerate, integrate and integrate the weak and dispersed individual strength, which can expand the field scope of ecological public culture in a more practical way. Meanwhile, the organization can strengthen the individual power and function in the organization, further stimulate and extend the ecological spiritual ability of individual citizens, in order to take care of the wider construction of ecological civilization in the public sphere.

### **5.3 Building the standard ecological public culture system of spiritual self-discipline**

The government should actively integrate itself into the trend of vigorous development of ecological civilization by building an effective external supervision and management mechanism rather than rely on individual education and organizational work. Addition to this, government should promote the height and intensity of shaping the spirit of ecological public culture with the attitude of state machinery. It also should do a good job in top-level design, consolidate the institutional basis and strategic deployment, which will help to bring ecological civilization into the institutional track.

Lack of consummate legal system or inadequate punishment, low cost of lawbreaking, will easily lead to moral hazard, which will prompt some people to take risks to infringe public rights and interests for selfish desires and shortsighted interests. In order to fully implement the concept of sustainable development. The construction and improvement of laws and regulations should build to provide legal basis for the government, which will help to carry out the functions of ecological environment protection. Addition to this, it will help us to safeguard social public interest and ecological rights, which can protect the interests of the main bodies of society. Therefore, we must strengthen the construction of system norms.

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