

On the Innovation of Social and Cultural System With Socialist Core Value System

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ABSTRACT

The innovation of social and cultural system is the spiritual level of an innovative society and the key to leading the innovation of social management in the transitional period. This paper analyzes the guidance of socialist core value system to the innovation of social and cultural system from the specific operation level.

Keywords: Socialist core value system Social and cultural system innovate

1. INTRODUCTION

Culture comes from practice and guides practice. With the changes of different stages of socialist practice, different requirements are put forward for the mission of culture. In the current period of social transformation, the complex social environment requires the establishment of a new model of cultural development in the new era. [1] This innovation of cultural system reflects the new direction and new power of the reform and development of national cultural system in the new era.

The innovation research of social and cultural system embodies the new requirements of social development and represents the new model of cultural system reform and development in China in the new era. This is inextricably linked with the current social core value system: to grasp the new direction of social and cultural system innovation, it must be controlled by the social core value system; the innovation of social and cultural system is conducive to the consolidation and implementation of the social core value system.

2. BUILDING A PUBLIC CULTURAL SERVICE SYSTEM TO ENSURE PEOPLE'S LIVELIHOOD

2.1. From the perspective of the concept of public cultural service system, people's livelihood should be given priority

Strengthening public cultural services is the main way to realize people's basic cultural rights and interests. We should take public finance as the support, public cultural units as the backbone, the whole people as the service objects, and the basic cultural rights and interests of the people, such as watching TV, listening to radio, reading newspapers, appreciating public culture and participating in public cultural activities, as the main content to improve

the public cultural service system covering urban and rural areas, with reasonable structure, sound functions and practical efficiency. [2] Major public cultural products and services and public cultural activities shall be included in the regular expenditure budget of public finance. Government procurement, project subsidies, targeted funding, loan discount, tax relief and other policy measures are adopted to encourage all kinds of cultural enterprises to participate in public cultural services. The state is encouraged to invest in, subsidize or have copyrighted cultural products for free use in public cultural services. We will strengthen the construction of public cultural service facilities such as cultural museums, museums, libraries, art galleries, science and technology museums, memorial halls, workers' cultural palaces, youth palaces, and patriotism education demonstration bases, improve services that are free of charge to the community, encourage other state-owned cultural units, educational institutions, and other public cultural activities, and facilitate mass cultural activities in various public places. [3] Overall planning and construction of grass-roots public cultural service facilities shall be carried out, and equal attention shall be paid to project construction and operation management to realize resource integration, co construction and sharing. We will strengthen the construction of community public cultural facilities, incorporate the construction of community cultural centers into urban and rural planning and design, and expand investment channels. We will improve public cultural service facilities for women, minors, the elderly and the disabled. Guide and encourage social forces to participate in public cultural services in the form of setting up entities, supporting projects, sponsoring activities, providing facilities, etc. We will promote the establishment of demonstration areas for the national public cultural service system. Formulate the index system and performance appraisal method of public cultural services.

2.2. From the perspective of public cultural service system, we should pay attention to humanistic care

With the guidance of the goal, the construction of the service system needs certain ways and means to truly become "public culture" and "mass culture". In order to promote the public cultural service industry, we should use the way of spiritual dialogue and perceptual conversation to penetrate the relevant content in a colorful life and arouse the resonance of the masses.

3. DEVELOP CULTURAL INDUSTRY TO PROMOTE THE OVERALL DEVELOPMENT OF SOCIETY

3.1. Drive the development of other industries

3.1.1. Cultural industry leads the development of other industries.

Cultural development is an important engine of social development, and cultural development is the ideological source of the development of other industries. Innovative cultural system can realize the positive interaction between cultural soft power and technological hard power. Socialist core values provide spiritual power, ideological guarantee and public opinion support for the development of the whole society. Culture requires people's creativity to develop and promote economic development with creativity. To promote the adjustment of economic structure and change the mode of economic development with the development of culture.

3.1.2 The promotion of cultural industry to the value of other industrial products

The promotion of cultural content plays an important role in increasing the added value of other industrial products, that is, "cultural industry". Cultural industry with its unique advantages to promote the integration of other related industries and form a mutually beneficial and high-quality industrial chain has become inevitable.

3.2. Promote coordinated development among regions

3.2.1. Coordination between the East and the West.

From the perspective of the layout of cultural industry, although there are objective economic imbalances in the

East, the middle and the West due to natural and social reasons, there are advantages in the aspect of cultural resources, with the same excellent foundation for the development of cultural industry. According to the research results of cultural and creative industry research center of Renmin University of China released in November 2011, most of the top ten provinces in terms of growth rate are western provinces and northeast old industrial provinces. The cultural industry in these areas has great potential and full potential for development.

3.2.2. Coordination between big cities and small cities

The city is the cultural center of a region. In the process of cultural prosperity, because of the advantages of region and policy, big cities are better at grasping opportunities, mining resources and shaping images. At present, what is more needed is to give full play to the demonstration role of "cultural highland" of big cities, promote advanced experience and scientific mode to small cities, and play a positive role in the cultural construction of small cities.[4]

3.2.3. Coordination between rural and urban areas

At present, the important problem to be solved is how to realize the prosperity and development of rural culture on the premise of meeting the urban domestic demand. On the one hand, we must fully explore the potential of rural culture, on the other hand, we must dialectically draw lessons from the advanced ideas and practices of cultural developed cities, innovate the contents and forms that can meet the requirements of the times and the spiritual and cultural needs of the rural masses, so that the cultural industry can provide competitive cultural products and services, and constantly expand the influence of rural culture in the national cultural market.

4. CULTURAL MANAGEMENT CONCEPT OF ANALYZING THE DYNAMIC CHANGE OF PEOPLE'S CULTURAL NEEDS

4.1. Meet the people's spiritual needs of diversity, variety and diversity.

According to the characteristics and laws of cultural development, and in line with the basic requirements of the market economy, cultural innovation products will be greatly enriched and diversified cultural products will be provided to meet the spiritual needs of the masses. [5] By strengthening the input of intelligence, talents and technology in the field of culture, and analyzing the objective spiritual needs of the people with the socialist

core value system, we can enhance cultural vitality, promote the prosperity and development of culture, and enhance the power of cultural innovation.

4.2. To guide the concept of cultural management with dynamic socialist core values.

The innovation of social and cultural system should carry out the socialistic core value system which is popular and living, that is to say, the socialistic core value system which expresses the theory in the way of popular, popular and easy to accept.

5. CULTURAL SYSTEM CONSTRUCTION OF "PEOPLE ORIENTED"

5.1. Grasp the cultural mode requirements of "people".

Adhere to the spirit of innovation to explore a variety of forms of expression, a variety of ways of communication, rich media carriers, in order to maximize the appeal, cohesion and attraction of culture in people, so that culture becomes a spontaneous force close to the masses.

5.1.1. it is more innovative in terms of the processing mode of cultural products.

5.1.2 more diversified in terms of the media of cultural products.

From the perspective of cultural communication channels, with the emergence of new technologies, the cultural industry composed of traditional publishing and distribution, film and television production, advertising exhibition, entertainment and other industries has undergone revolutionary changes. Animation, online games, digital publishing and other emerging formats continue to emerge.

5.1.3. it is faster in terms of cultural transmission speed.

5.1.4. from the perspective of cultural communication, it is more extensive.

5.1.5. from the perspective of cultural consumption experience, it is more vivid and lifelike.

5.2. Grasp the cultural content requirements of "people".

5.2.1. Diversified demand.

We should firmly grasp the cultural needs of the nation, history and the vast majority of the people. Cultural industry practitioners should also produce more cultural products and diversified cultural services in accordance with social needs, and innovate new models of cultural development. Adhere to the direction of serving the people and socialism and the policy of letting a hundred flowers blossom and a hundred schools of thought contend, carry forward the creative spirit of the people and cultural workers, promote the emergence of a large number of excellent cultural products, and enrich the people's spiritual and cultural life.

5.2.2. The balance between mainstream ideology and non-mainstream ideology.

In the period of social ideological diversification and ideological diversification, these contradictions and puzzles are highlighted, which causes some people to shake Marxism, and poses a severe challenge to the guiding position of Marxism and the direction of socialist development. Whether we can adhere to the socialist channel development is the most dominant issue in the cultural field during the transformation period. With its advanced and scientific guidance, the socialist core value system will inevitably lead the innovation of social and cultural system. In the process of social and cultural communication, the socialist core value system consciously grasps other non-mainstream ideologies with its superiority. The forms and tools of culture not only spread the mainstream ideology advocated by the society, but also spread other non-mainstream social ideologies through this platform. [6] How to spread the positive socialist core value system, and at the same time take into account the needs of the masses for non-mainstream ideology will be a problem that must be properly solved for a long time at present and in the future.

6. CONCLUSION

The innovation research of social and cultural system embodies the new requirements of social development and represents the new mode of reform and development of China's cultural system in the new period. This is closely related to the current social core value system: to grasp the

new direction of social and cultural system innovation, it must be controlled by the social core value system; the innovation of social and cultural system is conducive to the consolidation and implementation of social core value system.

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