

Difficulties and Countermeasures of Public Culture Construction in Rural Area

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Abstract. In recent years, the problem of insufficient public culture construction in rural area becomes more and more prominent, thus we shall be aware of importance and urgency of public culture construction in rural area. However, the public culture construction in rural area faces concept difficulty, difficulty in supply mechanism, and difficulty in demand subject. The ways to break through those difficulties is to coordinate public cultural construction and economic and social development as well as keep suitable foresight. The urban-rural integration and the equalization of rural public service are important measures of Chinese new rural construction; since the “11th Five-Year Plan”, the Communist Party of China (CPC) and government at all levels have invested large quantity of financial resources and material resources, and the rural face is also greatly improved; the “12th Five-Year Plan” further proposes to enhance rural public service. However, compared with the rural demand on public service, the current scope and depth of public service can far meet the requirements of rural economic and social development, and the gap of supply and demand of public culture products and service is especially prominent. The messy rural cultural concepts, shortage of cultural products, and loss of culture direction are becoming the key problems which restrict shaping of new rural society and rural economic development.

I. Importance and urgency of public culture construction in rural area

(I) The rural cultural atmosphere plays an important role in shaping rural society.

The culture is a kind of social environment system shared by specific group, and the social structure is a kind of fixed expression of cultural concept. The culture answers the fundamental problems in the society related to value of life, life meaning, and ideal pursuit. As for Chinese rural society, the culture is mainly reflected at ethical ideas, social customs, and lifestyle. China has thousands of years of agricultural society; in this period, the rural social culture gradually becomes the orthodox of Chinese culture. The view of life, ethical view, moral outlook, and social outlook are all fully integrated with rural social structure in agriculture time. This is a kind of balance between culture and society; it can make people live and work in peace and contentment in a steady way. The confidence mentioned in “have a clear conscience” of Meng-tze Jin Xin (I) is just reflected under powerful cultural background.

(II) The rural cultural conflict in transition period is intensified.

The cultural environment has great influence on people. The culture is just like water, and people are like the fish living in the culture. While the fish lives in peaceful water, it is not aware of or it is unnecessary for it to be aware of existence of water; however, once the water is changed, the fish will feel uneasy and even choky. China’s rural area is just under transition period from traditional society to modern society, mainly involving two changes. One change is that most of peasants will change their identity from peasants to urban peasants, or from agricultural workers to urban or industrial laborers; another change is from traditional agriculture to modern agriculture. The transition of rural society is a deep reform and adjustment period of economic system, political system, and cultural system, and there exists mutual collision among traditional ethics, “capitalist ethics” generated by market rationality, and collectivist ethics remaining in the period of people’s commune. The social transition will certainly cause rural stratification, occupational differentiation, and urban and rural mobility, and then the social balance is broken, the cultural balance will lost, the right or wrong concept and ethics of rural society become fuzzy, and the public opinion becomes

increasingly silent. Then, the social structure and institutional system can't form a stable structure with culture, and the people of rural society becomes blundering and confused, and don't know what to do.

(III) The public culture construction in rural area still has a long way to go.

The loss of view of value, shortage of creativity, and collapse of cohesion cause a very adverse effect on construction of new rural society. The cultural crisis that the current rural area faces is not personal issue, but social public issue. The culture has internal publicity such as integrity, openness, public welfare, and consistency, and also external publicity such as group and sharing; it cultivates people's group consciousness and public idea, as well as group sense of identity and social sense of belonging in terms of view of cultural view. The transition process of rural society just starts and it will certainly continue a long period; the new cultural order will also undergo continuous evolution and development in this process. In this process, we shall not only make up the omission of previous cultural construction, but also provide suitable public cultural products and services according to development progress of economic society to guarantee harmonious transition of social transition; the public culture construction in rural area still has a long way to go.

II. Current difficulties in public culture construction in rural area

The purpose of rural public culture construction is to shape social identity so as to form normative stable view of value, form creativity which adapts to economic development, and also form the cohesion which promotes social development. The specific work involves popularization of scientific knowledge, mass media, public cultural facilities, cultural heritage, and healthy moral education, etc. As for public culture construction, the government faces three levels of problems about what to do, how to do, and how to do well; however, compared to other public products and services, it is hard to define and evaluate the direction, means, and effect of public culture construction, thus the public culture construction faces many difficulties, which are mainly reflected at following aspects:

(I) Concept difficulty

Except for studying and character recognition, the culture also involves cultivation of cultural environment. A good cultural environment shall be able to play a balancing and standardizing role. However, this ambient atmosphere is not a visible and tangible entity, and the joint feeling of people in the environment. While the government provides cultural products and services, there are many granted elements and projects which go through the motions or follow the general trend. It is shown according to some surveys that most of rural libraries, activity rooms, and other projects are left without anybody to care, and they play no function. The superficial reason is that the suppliers don't deeply research demanders' living state and psychology, and the mismatching supply and demand happens; the deep reason is that the government faces the concept difficulty of public culture construction. The transition of rural society is an unstable state; in this process, the change happen in relation between people and people, and relation between people and group, thus people's view of value and ethics evolve and develop in conflicts. The government shall firstly determine to provide which kind of cultural products and services and through which way the cultural products and services are provided. While the government provides public culture service, the first prominent wrong concept is "educating peasants", and the government thinks that the products and services it provides are correct and they are things the peasants most need; if peasants can't accept them, it is peasants' quality problem. The second concept is that peasants' collective activity can be regarded as cultural activity, thus it is required to go through the motions; no holding activity is not cultural construction. The wrong concept will cause serious problems; under current situation, it is unable to effectively provide cultural products, and it is to the disadvantage of shaping of new rural society; in the future, the cultural front may lose. Because current peasants' income is relatively low and peasants have weak power of cultural consumption, there is little intervention of commercial culture; however, the peasants have great cultural demand. With improvement of peasants' income level, the commercial culture will enter the front line of rural culture sooner or later. If the public culture can't lay a good foundation in shaping and cultivating peasants' cultural demand, the future culture

market may become a problematic market.

(II) Difficulty in government supply mechanism

1. Fiscal difficulty

As for many local governments, the fiscal difficulty is a fact, and there are many places in need of money, thus the local governments think that they shall firstly pay attention to economic construction even though they have sufficient funds, and place cultural construction at a secondary place. However, with delay again and again, more and more debts of public services are owed to peasants.

2. Efficiency difficulty

There commonly exists low efficiency problem in public culture construction, which can be reflected in degree of supplier-demander information communication, government's response speed, and the masses' degree of satisfaction. There are two reasons. The first reason is that the public culture construction has slow effect and can be difficultly evaluated, thus the government is not confident in public culture construction and only follows the trend; the second reason is that the rural population has low cluster degree, with low utilization rate of public facilities. Based on the index of quantity of public facilities owned per 1,000 people or per 100 people, it is possible that many peasants don't enjoy those products or services; the third reason is the bottleneck of infrastructure and media construction; the cable digital television and internet are not popular in rural area, and the information communication is unobstructed.

3. Talent difficulty

The cultural construction has rigid dependence on talents; the talents are carrier and flag of culture. According to survey, the culture stations with prosperous cultural activities all have a good station leader. However, the situation that the rural culture front can't reserve talents is also an undisputable fact.

4. Organization difficulty

The situation that the government provides public products with the help of non-profit organization is a general practice in the world; in recent years, China also has changed the low-efficiency practice of providing public articles via government monopoly and starts to introduce folk non-profit organization. However, as for service scope, quality standard, charging policy, and other specific problems of those organizations, the policies and regulations are imperfect, which results in a situation that some organizations become semi-official organizations and abuse the power; some organizations even take profits as purpose under disguise of public welfare. The organizations which truly devote to public welfare have small survival space and poor survival environment.

(III) Difficulty in demand subject

1. "Hollow village" phenomenon

The peasants are demand subject of public culture products and services, and the middle-aged and young peasants shall become the subject of cultural activity; however, the "hollow village" phenomenon results in the situation that the subject of cultural demand becomes old people and women. Most of middle-aged and young peasants go to cities to work and rarely stay at home, and they have no time to care the culture construction. There is great difference in the situation of "hollow village" in China, but this phenomenon commonly exists; if things go on like this, the rural culture construction will be unable to be implemented.

2. Large difference in demand level

China has a very unbalanced rural development, and it is possible that there exist very different demand subjects between region and region, between county and county, between village and village, and even between peasant and peasant in same village. As for supply of public culture products, it is required to consider the largest scope of benefit; as for different objects, the definition of intermediate level is also a problem.

III. Solving ways for public culture construction in rural area

The key of public culture construction in rural area is to shape cultural environment and

atmosphere, especially construction of people's spiritual home; after all, it is not as intuitive and direct as economic construction. We shall make general consideration and systematic analysis to explore solving ways in a dialectical thinking.

(I) Matching software and hardware construction

In terms of macroscopic level, it is to keep reasonable matching between economic society development level and culture construction level. In recent years, in some places with "upstarts", the economy is developed, but the cultural level is not obviously improved, which forms a joke of "foolish people and plenty money". Furthermore, the abnormal consumption results in bad social orientation. In terms of microcosmic level, while considering the investment on public culture construction, the government shall consider peasants' consumption level and accepting level; furthermore, the management and operation mechanism and talents matched with the hardware facilities shall go into operation. This requires that the suppliers of public culture products and services shall make full survey, and collect public opinion, and it will be better to invite experts to make sufficient demonstration; the disputable problems can be delivered to social media for public debate; on the basis of full communication of the masses, the government shall provide public products and services higher than peasants' requirements which the peasants want and which truly play a guiding role.

(II) Coordination between public culture construction and other construction works

Firstly, it is required to change the condition of "hollow village". Large quantity of middle-aged and young peasants go out to work in the city, and only old people, women, children, increasingly deserted rural community and desolate countryside are reserved in rural area; without the participation of main force of peasants, it is hard to master the direction of public culture construction. In order to change this situation, it is required to create employment environment in local rural area, optimize living environment of community, and attract peasants to return home to start a business. In this process, the cultural construction, economic construction, and social construction form mutual support and coordination. Secondly, it is required to quicken construction of rural infrastructure. The infrastructure such as traffic, communication, internet, and cable television is an important channel for cultural transmission and participation, and also the carrier for breeding and development of rural culture. Under the condition of fully ensuring infrastructure, the public culture construction can greatly reduce the cost, and the content and form of supplied products and services can be more diversified and close to the public. Thirdly, it is required to fully exert function of folk non-profit organization. On one hand, it is required to create social environment, and provide subsidies and policies for non-profit organization; on the other hand, it is required to perfect systems and regulations, financial review mechanism, and social supervision mechanism, and pay attention to organization cultivation and talent training to form a demonstrative effect.

(III) Unification of current orientation of cultural construction and future cultural development trend

The current rural society is under transition period; as for the direction of future rural culture, it is not suitable to make specific imagination and rules. However, there is clear principle that the culture which can adapt to productivity development, and provide spiritual impetus and intellectual support for social stability, income growth, spiritual pleasure, and knowledge innovation is advanced culture. The prosperity of future rural culture will appear after the peasants' income further increases; the peasants have great cultural demand, and the rural cultural market is an important growth point of future rural economy. Currently, one important function of public culture construction is to lay a good foundation for future culture market. Currently, the mahjong table in rural cultural activity room is a facility with highest utilization rate, which reflects that there is great improvement space for peasants' quality on one hand, and also reflects that the public culture construction doesn't get hold of the direction on the other hand. It is uncertain that the thing that the peasants demand at present is the best thing, but we still need to provide those things and provide better things to let peasants make judgment. If we lay a music appreciation basis for peasants, a large market of music industry will appear in the future. If we have no direction and have a

permissive management, we may see a market with gambling and pornographic culture flooding.

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