

Chinese Social Management Innovation under Perspective of Culture Ecology

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Abstract

This paper use the analysis method of cultural ecology, take the current Chinese social management as the life system of cultural ecological analysis, put forward the social management should take aspects of cultural ecology such as people's thought, value orientation, social psychology and behavior patterns as the breakthrough point, guide mass culture condense and social consensus actively, influence people' value idea to inherit and develop folk proto-culture and respect differences of individual to promote the innovation in social management.

Key words :social management, culture ecology, dilemma, innovation

1.Introduction

Social management mainly is a process which the social system, social life and social development are supervised to promote coordination of social system by government and social organizations. The western countries adjust and improve the way of social management constantly and have developed plenty of experience and relatively mature theory, such as "welfare state" theory and "the third road" theory focus on social policy, "new

public management" theory and "new public management" theory focus on the main part and the fashion of it and so on. The research of social management in china mainly concentrates in two aspects: Firstly, from perspective of the people's livelihood, social management should make clear the government's dominant status and responsibility, innovate not only system and mechanism but also ideas, adhere to the mass line, form and perfect the management pattern which many parties are participated in; Secondly, the dilemma and effective path in the innovation of social management should be researched under perspective of good governance. They think the core value orientation of social management is policies and laws are implemented in order to protect civil rights, pay attention to the cultivation and development of social organization. The research is still in the phases of descriptive and theoretical assumptions: there are a large number of case studies investigate what is social management innovation or not and some theoretical hypothesis is being formed on the basis of different disciplines at the same time although the research of social management innovation is intensifying constantly and it is endowed with more abundant connotation in recent years.

The cultural ecology is a category corresponding with natural ecology, means the way and the states which various cultural styles are interrelated, interaction and mutual checks in a certain historical period and social culture system. China's cultural ecology current mainly involves the perceptions of the people, value orientation, social psychology and patterns of behavior in social management. This paper use the analysis method of the cultural ecology in view of the profound relationship of cultural ecology and social management, we take the current Chinese social management as a life system of it, analysis the cultural ecology's predicament of Chinese social management current and promote China's social management innovation in a brand-new prospective.

2. The relationship of cultural ecology and social management

Cultural ecology itself embodies a dialogue and communication between subject and object- the cultural and people which the both blends and agrees with each other based on equality and harmony from a ecology standpoint. When subject and object lost coordinated and equal cultural exchange, various cultural elements in the system will be mismatched certainly and it will destroy the harmony of culture ecology and cause a vicious cycle if the dislocation is not corrected. Social management is to construct an equal and harmonious exchange mechanism between subjects and object; thus promoting the whole society develops to the optimization of the state.

It's no doubt that the culture is the lasting power to social management innovation, the culture ecology's construction can enrich the

spiritual home of people and improve civilization accomplishment, promote people's common sense of value when they share in the benefits of cultural development, study and improve by themselves. At the same time, it can model the honesty and ethics of citizen, guide the social members are good at self debugging, form a self-respecting, rational, peace and positive attitude, provide the enduring spirit power for the society management innovation and promote social stabilization.

The construction of well culture ecology is the important task of social management. Culture is a national symbol, is the characteristics different from other nations. If a nation's culture becomes assimilated even lost, the basis of existence will lost as well. Especially those non-renewable cultural heritages are carriers which convey the national spirit emotion, moral tradition, personality traits and cohesion of a nation, all are cultural wealth belong to these cultural groups who passed from generation to generation, are the cultural group's spirit resources and national foundation as well. Therefore, the social management must develop social consensus, construct the social members' common values and whether it's standard, safeguard national spirit, attach importance to the building of the culture ecology, and around the common ideals and goals and base on the respect and tolerance diversity.

3. the culture ecology dilemma of Chinese social management

On the whole, the current Chinese cultural ecology is in a change process of traditional cultural values transform into modern cultural

values. Since the reform and opening up, China's social concept transformation is a cultural development process which the political culture embodies the spearhead of the core value and the multiple-value, and the tendency of diversity and multiplication culture is irreversible. The culture ecology dilemma of Chinese social management is mainly for the following three aspects:

3.1 The mass culture expand in the extreme is the new challenge to social management innovation

Today, the Chinese culture ecology have formed objectively a structure that the dominant culture, elite culture and mass culture are in balance and check. Among them, the dominant culture take political discourse as the core and the party and government's will as the purpose, hold and advance the main ideological front, with a strong color of ideology; Elite culture take humanity discourse as the core, pay attention to the ultimate concern, value care and meaning appeal, enlighten the masses and perform the responsibilities of the spirit watchers; And the mass culture take the secular words as the core, use developed media network, engraft the "moral soliloquy" of pragmatism, hedonic consumption and materialism to people through colorful image. Although the culture which in balance and check has become a unique cultural landscape in china, but the elite culture's cultural coverage and influence are quite inadequate because of the historical and practical reasons. And because the elite culture's absent, commodity logic of stubborn penetration and cultural globalization contemporary, the mass culture has sprung up and become the "show" culture so that people's food, clothing, shelter and transportation are

all guided and controlled by the mass culture. The strength of the mass culture expansion leads to the cultural ecological environment unstable and imbalance and the discourse of mass culture, which has brought new challenges to Chinese social management innovation.

3.2 Conflicts in the foreign culture and native culture is new topic of social management innovation

According to the general rule of cultural development, every country and nation in the process of cultural development are often appears such a contradictory state: on one hand, it needs to maintain its own cultural characteristics in order to strengthen to its citizens and the nation's identity; On the other hand, it have to rely on foreign culture in order to deal with the rapidly changing external world. So, the culture conflict is inevitable. The Chinese native culture lags behind the western culture taking trans-corporation and emerging media as carrier with China open. Because the culture is the organic unity of human generality, nationality, class and region, it is multivariate coexist and develop together under the trend of global economic. Western foes try to spread the western values and lifestyle and preach cultural diversity and value diversity with its advantages in economic and scientific. Chinese ideal, faith and values may change. In addition, culture spread and exchange through certain channels and way, The internet plays an irreplaceable role in the dissemination of culture, which lead to culture communication rely on network lost reciprocity and correlation, became unidirectionally dominates, which made the western culture spread around the globe, influence people's thinking mode and the value

idea. Therefore, how to occupy the ideological and cultural position of social management innovation is the major task under the tendency of economic globalization.

3.3 City culture leading the country culture is the new field of social management innovation.

Urbanization what is not only a kind of new lifestyle, but also new cultural production and consumption patterns impact and influence long rural. Modern urban culture reconstruction and organize the aesthetic culture production and consumption patterns according to his own will and mode such as all kinds of advertisements, films ,television plays, novels, fashion magazines, academic research and so on, which become a trend of advocate urbanization and disdain the country life and culture. Country in "modernization", "urbanization" surrounded in urban culture edify, the peasants have to keep up with the value and consumption pattern of the citizens continuously through all kinds of aesthetic culture products implied ideological bias and have no other choice, which lead to they look down on their own lifestyle and far away from gradually and even discarded traditional rural aesthetic culture, such as the folk literature, legends, ballads, handicraft and so on. The result is that farmers lost the country cultural identity in physical and psychological. With the death of old actor ,Many folk skill and national art disappear; Local opera, rap art, posters, folk craft fade away in the damaged culture environment; Old dwellings and the culture attached them die away in the blind reconstruction of old city towns; Especially the valuable cultural heritages such as orals and intangible heritages have no chance to be recorded down and away from us quietly;

Some cultural heritages had been saved and carried over ,but were destroyed by people prematurely.

4. Optimize cultural ecological environment to promote social management innovation

As the dilemma of culture ecology is objective, we should not only have the new field of vision but also capture and analyze the accurate contradictions to obtain actual effect in the new period of social management.

Firstly, we have to seize special key point that the mass culture is pre-eminent expand, balance and guide the mass culture. The high and low culture are interdependent and interacts with each other affects. In the social management we should guide the mass culture to be balance, satisfy populace's spiritual consumption desire and improve their aesthetic realm at the same time, adapting to the public and leading the masses must be unified, refactor the main cultural and the elite culture actively, develop excellent, open and dynamic main cultural and elite culture, and condense, seek the social consensus actively, enhance the attraction and cohesion of the mainstream ideology and leading values for public, create a healthy and harmonious culture ecology environment, construct a reasonable cultural value system.

Secondly, we should be vigilant against that the foreign invasion cultural erodes countrymen's belief and values. The economic globalization asks the participant obey the rules of market economy from the economy aspect; from the culture aspect, because anything of value has its nationality and times, and its nationality is the largest national culture characteristics and advantages. Because our country is a developing country,

economy and culture are in a weak position, the economic globalization will bring huge impact on our ethnic culture, the ideal faith and values may change, so the social management should pay attention to the maintain the national culture, prevent to be eroded by foreign culture.

Thirdly, we should inherit and develop folk proto-culture. Since the reform and opening up, the rural have to accept the city's culture and values constantly through the mass media, and have no other choice. As agricultural country, China face the lack of the rural culture subject, the atrophy of public aesthetic space, the crisis of rural culture identity and so on. Therefore, the social management should make 900 million farmers in our country have their own culture, and pay attention to the cultivation of the commercial operation mode which is conducive to inherit and develop folk proto-culture. In addition, it's no doubt that the pure original ecological elements will obey the demand of the market in the mode of business capital, so whether the folk culture in a weak position could shake its body into urban mass culture and popular culture in the market operation is worthy of consideration in social management.

Fourth, the diversity trend needs social management workers respect the individual differences. The direct consequence of current social culture changes is that the independence, selects, variety and differences of people's thought are more and more, there is not the only correct lifestyle, value and culture, which requires social management workers change traditional way to reconstruct and integrate social values, and respect individual differences.

5 .Conclusion

The current Chinese culture ecology is in a change process of traditional cultural values transform into modern cultural values. There are so many culture ecology dilemmas of Chinese social management, such as the mass culture expand in the extreme, the conflict in the foreign culture and native culture, the city culture lead the country culture and so on. We should balance and guide the mass culture, maintain the national culture, influence people' value ideas to inherit and develop folk proto-culture, respect the individual differences in social management to achieve the goal of social harmony and the rapid development.

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