

Multidimensional Thinking of Community Culture Construction

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Keywords: Community; Cultural Construction; Multi-Dimension.

Abstract. At present, the development and construction of community culture in China is at an early stage, and there are still major defects in public services. Community activities are basically described by the words “small, narrow, and ambiguous”; the financial support of the government departments and communities is far from satisfying the growing cultural needs of the people in the community; at the same time, the forms of community cultural activities are monotonous. Single, high-level and high-level cultural activities cannot be realized and popularized. In addition, the community culture management level has also restricted the further development of community culture: the professional quality of personnel is not high, some community activities have not been institutionalized in actual actions, or focus on “image engineering” and neglect the quality of community culture construction. The omissions and shortcomings in the process of public service management hinder the development of community culture in the process of urban development. This study conducted a survey on the communities in Baoding, Hebei Province, and conducted investigations and investigations using investigation methods, field investigation methods, literature methods and other scientific methods, and proposed countermeasures and suggestions for “community culture construction”.

1. Introduction

The community culture construction constructs the modernized city and countryside the inevitably choice, is promotes the social harmonious development, the guarantee society long-term peace and good government foundation. In recent years, many scholars pay attention to the city community culture construction research, and they have formed one batch of very valuable research results. In China, we have made rapid progress in the urban community culture construction, but there are many problems in citizen's participation, establishment construction, education function, system mechanism and so on. Based on the investigation of Baoding community in Hebei Province, this paper investigates some scientific methods, such as investigation, field investigation and literature, and analyzes some problems facing the current community culture construction, and puts forward corresponding countermeasures and suggestions.

2. The Current Situation and Existing Problems of Community Construction

A total of 200 questionnaires were distributed to the residents of Baoding City, and 188 questionnaires were collected, of which 180 were valid questionnaires. Through the issuance of this questionnaire, some effective data have been obtained, especially the community residents have a better understanding of the organizational satisfaction of community culture construction, and the first-hand information on the community culture construction ideas and suggestions has been obtained. The questionnaire data are further analyzed in detail below.

2.1 Unreasonable allocation of community cultural resources

In the survey, we summarized the cultural facilities available to the surveyed communities. See figure 1.

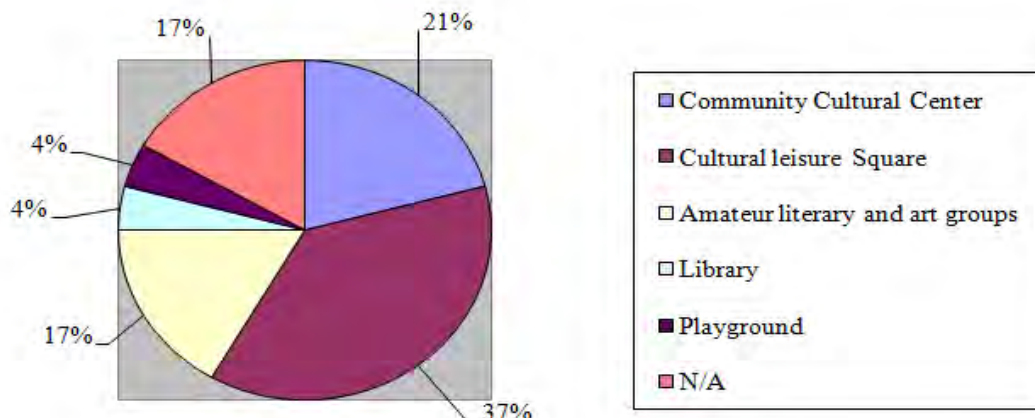


Figure 1. Cultural facilities in the community where residents live

From the chart, we can clearly see that residents believe that the most common cultural facilities in the community are cultural leisure plazas and institutional facilities, while libraries, sports fields, science knowledge boards, etc. are almost never installed. In the random interviews conducted by the questionnaire survey, many residents did not know what cultural sites and facilities they live in. It is clear that the infrastructure coverage of community cultural construction does not meet the basic needs of residents' daily community culture, which seriously restricts the material of community cultural construction.

At the same time, the development of various communities is inconsistent. As a result, the allocation of resources in various communities is very different. The level of attention to community cultural construction is also varied. Some community resources are idle, while others are scarce cultural resources, and communities and communities do not have good resource sharing mechanism and communication mechanism. The cultural resources of the community cannot be distributed and shared scientifically. As a result, cultural facilities that have spent a lot of money are not implemented. Community residents cannot obtain the right to share culture [1].

2.2 Low participation in community activities

The participation of residents' community activities is an important reference index for community cultural construction. In the investigation, this study conducted investigations and analysis on the frequency of participation in community activities of residents and the reasons for not participating in activities.

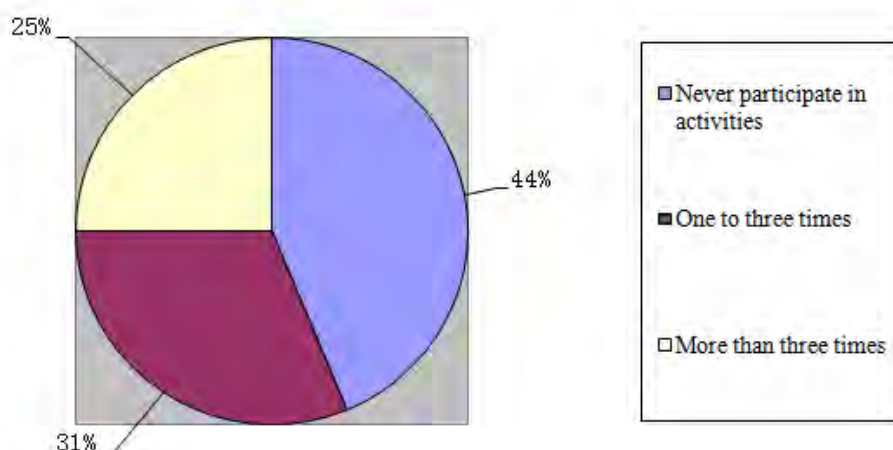


Figure 2. Residents participate in community activities monthly

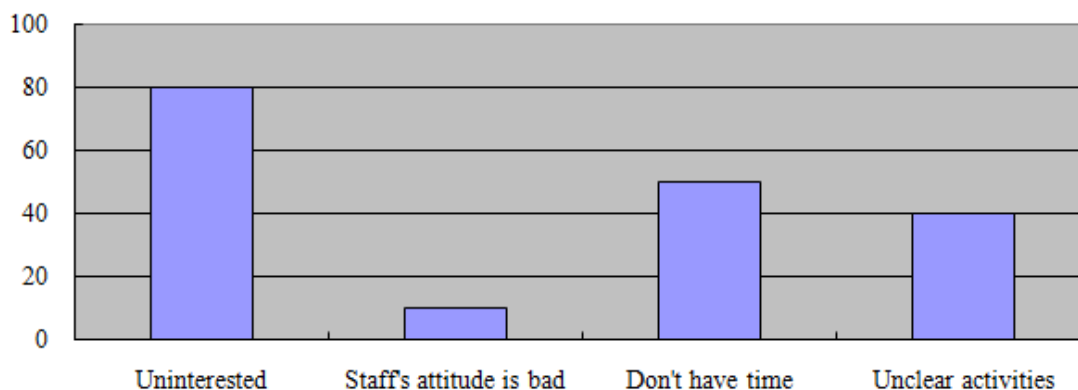


Figure 3. The main reason for not participating in community activities

From the above two figures, it can be seen that from the perspective of willingness, residents who have never participated in community cultural activities every month account for nearly half of the total number of residents, and the number of residents participating in many activities is very small. In some communities, community cultural activities have become “minority” cultural and recreational activities. Cultural construction ignores comprehensiveness and loses the active participation of the masses.

The first reason for this is that each resident has his/her own entertainment and entertainment scene, compared to their busy work and favorite activities, the ordinary activities of community organizations do not seem to be very attractive, especially for young and middle-aged people. Spare time is scarce, so participation in community cultural activities is generally low. In addition to keeping children at home, the elderly have the most leisure time, and their participation enthusiasm and participation rate are relatively high. The second reason is that the community cultural service system is still not perfect, and there is still a need to improve the service attitude of managers, the degree of innovation in cultural activities, and propaganda. As the leader of community culture construction, the community cultural management personnel must enhance their own management ability and quality from the objective reality, and develop community cultural construction in accordance with the times, adhere to the excellent traditional culture of the community, and create more attractive cultural activities for the residents.

2.3 Weak community cultural construction team

According to the survey data, 86% of the residents believe that the current professional level of community cultural workers is not high. Community culture needs sufficient talents. In theory, the community culture team should include a full-time and amateur team, but it is difficult for young people with high professional quality and professionalism to be rooted in the community. The main reason is that the income of community work is generally low, the treatment is difficult to change, the prospect of rising career development is not clear, etc. The busy community work makes the lack of effective communication between community managers and residents, which directly affects the residents' subjective understanding of community cultural activities.

2.4 The content of community cultural activities is single

In the questionnaire, we designed the following questions: “Which of the following community trainings/activities will you participate in?” and “What are the types of books and magazines you like in public facilities?” According to the feedback data, the types of activities that residents hope to hold in the community can be varied. From literature to art to sports to finance, etc., almost all aspects of life and skills are deeply loved by different residents. However, in real life, according to random interviews with residents, most residents have not heard or participated in a variety of fresh and interesting activities organized by the community. They are always modest and non-innovative in the content of community activities. There is no combination of the actual conditions of the development

of the community, so that the cultural construction that neglects the main role of community construction will inevitably lack the adaptability and vitality, and it is difficult to stimulate the enthusiasm and vitality of the residents.

3. Analysis of the Reasons for the Problems in Community Construction

3.1 Government level

The old community has poor basic conditions and basically does not have the conditions and space for carrying out cultural activities. Moreover, due to the lack of long-term planning ideas of the old builders at the time, many infrastructures have been difficult to compensate. Some community cultural infrastructure has also experienced a large number of repetitive constructions or abandoned facilities due to improper site selection. In addition, the implementation of the community management in China is “hierarchical management and block management”, resulting in the lack of effective integration of community resources, thus wasting a lot of resources [2].

3.2 Community level

3.2.1 The management mechanism of community management is not perfect and uncoordinated

At present, the pattern of community cultural work is mostly “government led, civil administration, and sector participation”. Thus, community work is still basically at the level of government behavior. Such a political mechanism has led to the administrative construction of community culture and the participation of residents in the passive status quo. In terms of management, there is a lack of sound and long-term mechanisms. Too much stress on problems leads to “hindrance” instead of “procrastination”. Too many “packages” rather than “let gossip to mobilize the masses” and excessive participation in “surprise inspections” rather than enhancing community residents' sense of identity and sense of belonging. In addition, the subject of responsibility is not clear. In the community work, trade union organizations, women's federation organizations, youth league committees, aging organizations, cultural bureaus, disabled associations, civil affairs bureaus, and sports bureaus have different requirements for community cultural construction, and whoever is responsible is formed. No one can afford it responsibility.

3.2.2 The cultural talents in the community are weak, and the talent management mechanism is not perfect

The construction of community culture team is the foundation for the development of community cultural activities. What kind of cultural talent team determines what kind of community culture. Community cultural workers in China are facing the most basic and complex social groups in the community. Interpersonal relationships are relatively complex. They cannot be dealt with by ordinary officials and administrative personnel. They must rely on certain qualified and professional personnel to deal with them. The reality is that the community's cultural team is incomplete, its professional strength is weak, and its management system is not perfect, resulting in the massive loss of cultural talents in the community. Many cultural talents in the community are irrelevant. Grass-roots community cultural construction personnel are mostly community retired cadres or some laid-off or part-time workers. These grass-roots cultural personnel are over-aged, have no professional learning and training, have no clear professional standards, low political and ideological qualities, and have low working and innovation abilities, which have greatly hindered the development of China's community culture.

3.2.3 Community culture construction activity is generally low

The community cultural activities should be oriented toward the residents of the community, truly meet the cultural needs of residents, and meet the cultural and entertainment needs. But in fact, many community cultures have, to a large extent, become the entertainment of a niche dweller. Participating in various community activities is basically an elderly group, and there are fewer activities for young

people and other residents. The activities are relatively simple, the forms and contents of cultural activities are moderate, and lack of public attraction.

3.2.4 Community cultural construction activities have poor publicity

Through interviews, it is obvious that the activities learned from the Community Residents Committee are rich and varied, but their managers also realize that the time and place of activities are not clear, and the promotion is not in place. Obviously, it does not really penetrate into the lives of residents, resulting in little understanding of the activities of community organizations. The inability to mobilize the enthusiasm of residents to participate in activities will not enhance the attractiveness of community cultural activities, and will not enable the community cultural construction to be truly implemented.

3.3 Resident level

The awareness of the people in the community is weak, and the sense of identity and belonging are low. Most of the community residents have been accustomed to passive participation in cultural activities because of the government's previous administrative guidance mode. They seldom take the initiative to participate in the cultural activities of their communities, and even regard such activities as unrelated to themselves. Moreover, due to the influence of traditional thinking, community residents are focusing on their own personal interests, and they are not consciously participating in activities and maintaining the image of the community. There are a large number of residents in the community. Although they live in the community, they do not realize that they should also perform their duties and responsibilities for community development. They even mistakenly believe that community building is entirely a government action. It is the government that invests in building communities, so that they can enjoy it themselves.

4. Countermeasures and Suggestions

In order to develop the construction of community culture in China, we must first actively change the traditional ideas and, emancipate our minds, so as to see the status quo and problems of our country's community cultural construction [3]. Then reforms and innovations are made in the management and operation mechanism to establish a new operation management mechanism that is suitable for the actual community cultural construction. Actively organizing and planning community cultural activities, giving full play to the active participation of community residents to meet the cultural needs of community residents. Thus initially establish community culture and education system and the function of community culture and education. At the same time, perfect community laws and regulations are needed to ensure the operation of all this.

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