

# The Development Course of Chinese Public Cultural Services

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**Abstract.** This paper reviews the historical process of public cultural service in China since 1978 from recovery, orderly development, in-depth development to prosperity and development, and analyses the development characteristics of public cultural service in various stages. Public cultural services are public cultural facilities, cultural products, cultural activities and other related services provided by the government and social forces to meet the basic cultural needs of citizens. As an important function of modern government, public cultural service is an important source of enhancing cultural soft power. In the past 40 years of reform and opening up, China's public cultural service industry has experienced a stage of recovery, orderly development and in-depth development. At present, it has gradually entered a stage of prosperity and development.

## 1. Recovery and development stage of public cultural services (1978-1992)

The Third Plenary Session of the Eleventh Central Committee was convened by the Communist Party of China in December 1978, marking the historical period of China's socialist modernization drive entering the reform and opening-up period. The conference declared that the focus of the Party's work had shifted from class struggle to economic construction. The public cultural service industry has entered a new exploration period with the opening of the economic system reform led by the state.,

### 1.1 The fundamental task of public cultural service is clearly defined

In September 1986, at the Sixth Plenary Session of the Twelfth Central Committee of the Communist Party of China, the Resolution of the Central Committee of the Communist Party of China on the Guidelines for the Construction of Socialist Spiritual Civilization was adopted. The fundamental task of socialist spiritual civilization construction is to meet the needs of socialist modernization construction, cultivate socialist citizens with ideals, morality, culture and discipline, and improve the ideological, moral and scientific and cultural qualities of the whole Chinese nation. This is the first time that the Party's plenary session has carried out a comprehensive layout of socialist spiritual civilization construction from the height of socialist cultural construction, and has also put forward the fundamental task for the cause of public cultural services.

### 1.2 Establish the basic cultural policy of "supplement with text"

Public cultural services need to be supported by certain economic foundations. In the 1980s, Chinese society just got rid of the serious shortage of materials. Economic construction is still the absolute center of the whole work. The Notice of Several Opinions on Strengthening the Cultural Work of Cities, Factories and Mines, issued in 1983, and the Interim Measures for Cultural Institutions to Carry out Compensated Services and Business Activities, issued in 1987, spontaneously point to the cultural policy of "supplementing the text". The basic meaning of this policy is that the central government allows cultural institutions to carry out paid cultural services and cultural business activities, and incorporates the economic income from cultural business into the budget management of the units, so as to subsidize the lack of funds for cultural business activities. Although the cultural policy of "supplement by writing" opened the prelude to the transformation of our cultural undertakings into market economy system, it is undeniable that under the restriction of the backward

social and economic level at that time, the material conditions for carrying out large-scale public cultural services were not available, and it was impossible to produce the concept of public cultural services, public culture. Service activities can only be spontaneous.

### **1.3 Through the reform of economic system, vigorously developing social productive forces has laid the material foundation for the recovery and development of public cultural services**

After the Third Plenary Session of the Eleventh Central Committee, the rural economic system reform, with the household contract responsibility system as the main content, quickly activated the quiet productive vitality of the countryside, and gradually alleviated the food shortage in New China for more than 30 years. The reform of urban economic system and the establishment of coastal special economic zones stimulated the productive capacity of the whole nation from a broader scope and a deeper level, greatly changing the mode of production of material goods and people's way of life in Chinese society at that time. The change of material means of production and people's way of life will inevitably lead to changes in the field of social culture and promote the development of relatively static social life into dynamic social life. The mobility of society is strengthened, the direction of career choice of social personnel is increased, and the boundaries of fixed belonging of class and stratum are broken. These new situations inevitably lead to the diversification of life and the complexity of ideas. In short, the changes in the material environment promoted by the reform and opening-up have provided sufficient material conditions for the subsequent changes in the social and cultural fields.

## **2. The orderly development stage of public cultural services (1992-2002)**

Reform and opening up formally entered the deep water area in the 1990s, and the reform of our socialist cultural system is also facing unprecedented opportunities and challenges. In the field of public cultural services, market mechanism is gradually introduced into cultural construction to promote the development of cultural undertakings in the direction of cultural industry. By promoting public welfare cultural undertakings to be included in the financial support plan, and gradually increasing the support for the construction of mass spiritual civilization. Actively promote the development of public cultural services in urban communities and rural areas through the layout of grass-roots cultural construction.

### **2.1 Attaching importance to the development of mass spiritual civilization construction**

The construction of mass spiritual civilization is an important part of China's socialist cultural construction and an important part of China's public cultural services. The Sixth Plenary Session of the 14th Central Committee of the CPC pointed out that we should actively cultivate and improve the cultural market, vigorously support healthy cultural products, advocate beneficial cultural entertainment activities suitable for the consumption level of the masses, and better activate and enrich cultural life. Since the 1990s, more and more cultural products, such as pop music, karaoke, singing and dancing entertainment, fashion, best-selling books, advertising, film and television, animation and so on, have been introduced. The huge cultural industry group has become an integral part of people's daily life in many forms, such as leisure, entertainment, tourism and sightseeing. In this context, "cultural industry" has been mentioned in the Fifth Plenary Session of the 15th Central Committee of the CPC, the Outline of the Fifteenth Five-Year Plan and the report of the 16th National Congress of the CPC, and has been systematically discussed.

### **2.2 Promoting the incorporation of public welfare cultural undertakings into the financial support plan**

The Sixth Plenary Session of the Fourteenth Central Committee of the CPC clearly pointed out that the construction of socialist spiritual civilization requires material guarantee. Without the necessary material guarantee, many tasks of the construction of spiritual civilization will be difficult to carry out.

We should proceed from the overall situation of socialist modernization, incorporate the construction of spiritual civilization into the overall plan of economic and social development, and ensure the necessary funds. Funds should be guaranteed to public welfare institutions such as libraries, museums, science and technology museums, cultural museums and revolutionary history memorials set up by the government. For spiritual products reflecting the academic and artistic level of the state and ethnic groups, art colleges, performing groups and key cultural relics protection units at the national level, and representative local and ethnic art groups, support should be strengthened. Accordingly, on September 5, 1996, the State Council promulgated "Some Provisions on Further Perfecting Cultural and Economic Policies". The collection, management and use of "cultural construction fees" are clearly stipulated. Through preferential fiscal and taxation policies, donations to cultural undertakings are encouraged, and investment in cultural undertakings in remote areas and ethnic minority areas is gradually increased by arranging special funds.

### **2.3 Layout grass-roots cultural construction**

In the 1990s, urban community construction and community public culture construction are new things in China. After more than ten years of efforts, by the beginning of the 21st century, urban community public culture service has made remarkable achievements. On the one hand, the number of public cultural service places in the community has generally increased, and sports activity rooms and libraries have been widely allocated. On the other hand, the community cultural service talent team has initially formed, and community art troupes have been established in all streets, which have become the backbone of community cultural and recreational activities, while actively supporting different types of amateur cultural organizations of the masses. At the same time, the content of public cultural services includes not only regular large-scale mass cultural and recreational activities, but also daily popular recreational and sports activities. A relatively perfect community public cultural service network has initially been formed.

## **3. The deep development stage of public cultural services (2002-2012)**

China's socialist cultural undertakings have entered the era of public welfare. The market-oriented development of cultural undertakings has begun. Cultural industrialization has begun to transform into a more scientific and sustainable direction. At the Fifth Plenary Session of the Sixteenth Central Committee held in October 2005, the "Public Cultural Service System" was put forward. The Outline of the Eleventh Five-Year Plan, adopted in September 2006, further clarifies the construction idea of the public cultural service system as an important part of the socialist cultural construction, and basically forms a relatively complete public cultural service system.

### **3.1 The significance, thought, aim and focus of the construction of public cultural service system**

Efforts should be made to build the production and supply of public cultural products, the network of facilities, the technical guarantee of capital and talents, and a public cultural service system covering the whole society, so as to ensure the basic cultural rights and interests of the people, such as watching TV, listening to radio, reading and reading newspapers, conducting public cultural appreciation and participating in mass cultural activities.

### **3.2 Put forward the concrete implementation plan of perfecting the public cultural service system**

In order to speed up the construction of public cultural service system in China, from 2006 to 2007, the relevant departments have promulgated the Eleventh Five-Year Plan of National Cultural Information Resources Sharing Project.

### 3.3 The construction of public cultural service system in China has achieved remarkable results

From the number of venues to the scale of venues, from investment to total collection, from service capacity to utilization efficiency, the rapid development of public libraries is a microcosm of the construction of public cultural service system in China.

### 4. The prosperity and development stage of public cultural services (2012- )

In 2012, the 18th National Congress of the Communist Party of China opened a new era of socialism with Chinese characteristics, and the cause of public cultural services entered a new stage of prosperity and development. The report of the Nineteenth National Congress redefines the main contradiction in the new era of socialism with Chinese characteristics, which is the contradiction between the people's growing need for a better life and the unbalanced and inadequate development. This means that contemporary China is going from "getting up", "getting rich" to "getting stronger". The implementation of a series of policies and measures in this period aims to narrow the gap between urban and rural areas in public cultural services, and to pay attention to the needs of the floating population and the vulnerable groups in society for public cultural services. In order to prosper socialist cultural undertakings and industries in the new era and accelerate the modernization of public cultural service system, we must persist in creative transformation and innovative development, and intensify the digital integration of public cultural resources.

### 5. Summary

In a word, since the reform and opening up, the development of public cultural service has been carried out closely around the basic national conditions, which has realized the historical leap from spontaneous state to conscious state of our public cultural service, laid a solid foundation for the further development of our socialist cultural construction, and accumulated valuable experience, which is worth my attention. We can draw lessons from them in our future work.

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