



# On the Cultural Construction of Community

Yuexin Zhao<sup>1</sup> and Wei Xu<sup>2</sup>(✉)

<sup>1</sup> School of Tourism and Hotel Management, Shaanxi Open University, Xi'an, Shaanxi, China

<sup>2</sup> Foundation Department, Engineering University of PAP, Xi'an, Shaanxi, China  
491811740@qq.com

**Abstract.** Community cultural construction should be based on the community, cultural activities as the carrier, to promote the party's line, principles, policies for the purpose, to maximize the improvement of community residents' political consciousness and cultural quality, to promote the harmony of the community, stability and development will play a vital role.

**Keywords:** Community cultural · conditions · case

## 1 Introduction

A community was established in December 2008. From Weiqing Road in the east, to Fengqing Road in the west, from Dongfeng Street to the south, to Chaoyang Street north.

There are 35 state organs, enterprises and residential areas in the community, including 9 state organs and offices, 9 state-owned enterprises, 8 private enterprises and 6 residential areas. There are 1842 urban households and 4684 residents in the whole community.

Since the establishment of the community, the cultural construction of the community in line with the principle of community harmony, stability and development, construction and development, has achieved very good results. This article combines the practice of the community cultural construction and related community cultural construction theory to discuss.

## 2 Basic Content of Community Cultural Construction

Community refers to a regional society, which has a certain population and building scale and can meet People's Daily cultural needs in a relatively independent region. Community can be divided into rural community, market town community and urban community. The community mentioned in this paper mainly refers to urban community, that is, in modern cities, people with certain common interests live together in the same area. It has distinct urban characteristics, such as regional independence becoming blurred, residents' demand for external transportation, communication and services have stronger dependence, population density adjustment is appropriate, age structure aging, community management institutions diversification, community members' sense

of belonging and participation, and so on. These characteristics require that urban community construction must give full play to its functions of service, integration, cohesion, stability and development [1].

Culture and community cannot be separated. Culture is generated in a certain space and time dimension. Community is the soil of culture, and the breeding and inheritance of culture exists in the social activities and life and work of the community.

The definition of community culture has many views due to the different extension of culture. According to Wu Wenzao, "The simple definition of culture can be said to be the way of life formed by living in a community... Or the sum total of a nation's response to its environment – physical, symbolic, social, and spiritual." [2].

According to Malinsky, culture is examined from the perspective of function, including eight aspects: economy, education, politics, law and order, knowledge, witchcraft, religion, art and entertainment. The extension of community culture discussed by Sanjas is smaller, including language and characters, public symbols, knowledge and belief, value system, as well as conventions, rules and specific ways in related behavior procedures [3].

We believe that community culture refers to the spiritual wealth and material form with community characteristics jointly created by community members in community social practice in a certain area and under certain social and historical conditions. It includes the following.

Environmental culture mainly includes community appearance, leisure and entertainment environment, cultural facilities, living environment, etc. It is the combination of natural environment and humanistic environment jointly created and maintained by community members, and is the concrete embodiment of materialization and objectification of community spirit. Through the community environment, we can perceive the ideals, values, spiritual outlook and other external images of community members.

Behavior culture, also known as activity culture, is the activity culture generated by community members in the process of communication, entertainment, life, learning, business and so on. Community culture usually refers to this kind of community cultural activities. These activities actually reflect the community customs, spiritual outlook, interpersonal relationship paradigm and other cultural characteristics of the community, which, like the "hand" of the community, dynamically outline the community spirit and ideal.

Institutional culture refers to the rules, regulations and organizations that are formed by community members in the process of life, entertainment, communication and study, and are compatible with community spirit, community values and community ideals. They have certain binding force and control to ensure the sustainable and healthy development of community culture. Spiritual culture, which is the core of community culture, is the unique ideology and cultural concept of community, including community spirit, community morality, values, community ideals, code of conduct and so on. This is the main way to generate community members' values and morality. Environmental culture, behavior culture and system culture all belong to the external embodiment of spiritual culture. The content of community culture construction is very rich and covers a wide range. Generally speaking, community cultural construction specifically

includes; Community public welfare culture construction; Community performance culture construction; Community group culture construction; Community popular science culture construction; Community thematic cultural construction; Community leisure culture construction; Community enterprise culture construction; Community concept and culture construction.

Due to different classification standards, the corresponding classification results are also different. From the form of expression, Community culture construction can be divided into community square culture construction, community building culture construction, community family culture construction, community enterprise culture construction, community village culture construction, community market town culture construction, community campus culture construction, community military culture construction, community folk culture construction, community leisure culture construction and so on. From the content of activities, community cultural construction can be divided into community culture and entertainment construction, community science popularization and publicity construction, community sports fitness construction, community learning and education construction, community health care construction, community family planning publicity construction and so on. From the perspective of participants, community cultural construction can be divided into the elderly as the main group of community cultural construction, women and children as the main group of community cultural construction, office workers as the main group of community cultural construction [4]. Different from the construction of enterprise culture and family culture, the construction of community culture has its own characteristics, which are embodied in three aspects: mass, regular and persistence. Community culture construction must adjust measures to local conditions and guide most several community residents are actively involved. To this end, the community set up a “bicycle riding team” to “rub Tangyuan”, “dumplings” competition; Community organized “bonsai display” activities, held cool party; Open air film screening, square fitness activities; Communities organize traditional fitness games such as rope skipping, tug of war, shuttlecock kicking, baht ring rolling, gyro playing, kite flying and so on. These very mass characteristic activities have attracted a large number of community residents to participate Regular. The construction of community culture should be regularized and gradually form norms and systems. This is a remarkable characteristic of community culture construction. To this end, some successful communities continue to accumulate experience and hold “community culture festival” and other activities. The community also actively organized “charm culture Exhibition month” activities, not only fully display the talent of participants, but also let the community residents as the audience to enjoy the achievements of community culture. Persistence. If the community culture construction wants to maintain the vigorous vitality, it must realize the lasting prosperity. To this end, cultural exchanges and research must be strengthened. In some places, organizations like “Community cultural Development Research Association” have been set up to adhere to the combination of cultural research and community development, identify the correct cultural orientation and reflect community characteristics. Facts have proved that the organic combination of research and practice gives fresh vitality to culture and promotes the continuous development of community culture construction [5].

### 3 Significance of Community Cultural Construction

The value of community culture construction is obvious, it promotes the unity and harmony of the community, improves the comprehensive quality and life quality of the community residents, enhances the “home” consciousness and “master” consciousness of the community residents, but also provides a new idea for community construction and development.

1. The development of community culture is conducive to the formation of a harmonious, harmonious and peaceful atmosphere. Good community human environment is set up in the same grade, the same social position of the harmonious community relationships, mutual care, love each other, the neighborhood health upward, thus modern people from the prevalence of depression and insecurity, the community culture construction work, help the formation of such a harmonious neighborhood relationship. For example, by organizing Taijiquan competitions, square dancing competitions, ball games, karaoke, billiards competitions, sports meetings and other forms in the community, the communication between community residents provides a channel for mutual emotion and information communication, which can create a harmonious and friendly atmosphere.
2. Community activities can help strengthen communication between users and management companies and resolve conflicts. At present, in the real estate complaint, a considerable part is from the property management of the complaint. On the one hand, there are certain problems in the management of individual property management companies; another very important reason is the lack of communication between management companies and users. Through setting up the publicity column and carrying out various community activities, it is beneficial to strengthen the communication between the Management Company and users, enhance mutual understanding, so that the property management work can be carried out smoothly.
3. The development of community work is conducive to arouse the sense of honor of all owners and create brand effect. The development of community culture plays a very important role in cultivating user loyalty. Good organization of community cultural activities often makes owners have a sense of pride. In the organization of major activities, they will call on their friends to participate. With pride comes loyalty. Through football team, tour group, concert, cultural and sports activities, on the one hand, it arouses the sense of participation of all owners and the sense of honor of winning glory for the community, on the other hand, it also improves the visibility of the community, and will bring better business effect for the community.
4. By carrying out community cultural construction, publicizing socialist legal system and spiritual civilization construction, the “safe civilization” of the community is guaranteed and the foundation for social stability and development is laid. With the acceleration of urbanization, urban community culture is booming. As an important aspect of urban culture construction in the new era, community culture plays an irreplaceable role in enriching people’s amateur cultural life, promoting community stability and unity, promoting community spiritual civilization construction and building community harmony. Strengthening the construction of community culture

and giving full play to the important role of community culture has become the inevitable requirement of building a harmonious society.

5. The organization of community cultural activities plays an important role in creating elegant cultural and artistic atmosphere in the community, improving the grade of the community and forming the style of the community. Birds of a feather flock together and people flock together. Only by forming a high-grade and high-style community atmosphere can it attract high-grade users. High-grade and high-grade groups are not only powerful potential consumer groups of the community, but also can improve the style of the community, complement each other and play a virtuous circle.

From the perspective of community practice, the value of community cultural construction is mainly reflected in the following four aspects:

Cultural facilities have been gradually improved. The community attaches great importance to the construction of community cultural facilities and positions, purchasing various cultural and entertainment facilities for the community, and building multi-functional activity rooms, libraries and cultural corridors. Cultural activities are colorful. The community insists on holding “Community cultural Festival”. Participating community residents wrote and performed various cultural programs and exhibited calligraphy, painting and photography works. Actively carry out the “film into the community” activities, regular organization of “neighborhood festival”, “building songs” and other activities. Cultural teams developed steadily. The community focuses on improving the quality of community cultural cadres, excavates and trains various literary and artistic backbones, and hires them as community cultural counselors. At the same time, various measures have been taken to train literary and art activists and standardize community cultural activities. Cultural development was deepened. The community has carried out the selection of “cultural advanced community”, named “cultural and sports demonstration household”, “cultural and sports center characteristic household”, “cultural and sports center basic household”, and created “cultural characteristics demonstration community” [6].

#### **4 Current Situation of Community Cultural Construction**

Along with the social management gradually to “small government, big society”, “unit person” to “social person”, step by step to make the community become the essences of various social organizations, gathering of various groups, all kinds of intersection of the interest relations community is playing an increasingly important role in social life, the role is more and more obvious, but in practice, There are still some problems to be solved in the construction of community culture.

1. Errors in ideological understanding. The main purpose of community cultural construction is to coordinate the interpersonal relationship of the community, to form common values, codes of conduct and moral standards, and to shape the community into a warm and harmonious spiritual home. However, many community cultural workers do not realize this point, and it is difficult to promote the healthy development of community cultural construction.

2. The number of participants is low. Without a considerable proportion of community residents' participation, it is impossible to achieve the ultimate goal of community cultural construction. However, many communities failed to effectively guide the majority of community residents to actively participate in the construction of community culture has become a decoration, an ornament, become a minority of community residents activities.
3. Activity space shortage. Due to the lack of the corresponding community cultural development planning and implementation plan, the community cultural construction work seriously lack of sites. Enterprises and institutions in the community have a considerable number of libraries, activity rooms, square green space, but most of them are not open to community residents.
4. Failure of management system. Over a long period of time, many communities have developed a fragmented management style. The root cause is that the community management system is not smooth, and then the construction and management of the community cultural talent team are despised.
5. Insufficient legal protection. At present, from the perspective of laws and regulations, there are no clear provisions on cultural content, organizational structure, staffing, funding sources, site facilities and other aspects, resulting in no clue to work, no basis for statistics, no standards for assessment, and non-standard management.
6. Lack of key talents. The construction of community culture must rely on professional cultural talents to solve the needs of a large number of personalities and commonalities. At present, most community work is still carried out in accordance with historical traditions and government plans, with few professionals to support it, and targeted spiritual, psychological and cultural services have not yet reached a large scale. [7]

## **5 Countermeasures to Strengthen Community Cultural Construction**

1. Optimization of the conditions for community Cultural Construction Residential landscape in the community should highlight the natural ecological characteristics and local cultural characteristics on the basis of facilitating the daily life of residents, so as to create a residential landscape environment with diversified functions. The first is to carry out greening construction, planting local plants suitable for local natural conditions, expand the new model of plant greening. On the premise of ensuring normal use, communities can skillfully use green plants as tools to beautify buildings, taking into account the aesthetics of art. The second is to add artificial water features. The design of artificial waterscape should consider the coordination between its specific location and space. Whether it is a small natural waterscape or a large artificial water body, the residential area can be divided into multiple levels of modules, or the scattered groups can be interconnected into a system. Waterscape construction should pay more attention to future maintenance, fully consider water cycle and other technical measures to avoid water pollution. The basic information of public service facilities in residential areas, such as allocation scale and distribution location, directly determines the convenience of daily use of residents and is

closely related to residents' quality of life. "Built on demand" is the main principle of public infrastructure layout in residential communities. We should not only consider the convenience and comfort of public infrastructure in use, but also organically combine it with the art landscape to show unique cultural flavor. The harmonious and beautiful landscape design in residential area is the necessary condition to construct harmonious community. Property management and community neighborhood committees, as organizations, should develop and utilize limited space as much as possible, combine residents' needs, and hold beneficial activities to enhance community cohesion. For the elderly, holding square dancing, calligraphy and painting, potted exhibitions are good choices; for children, some parent-child entertainment activities can be held to promote family and neighborhood interaction; Due to the limitation of working time, young and middle-aged groups seem to have the least demand for community activities, but in fact, they need collective activities to regulate themselves. In this regard, communities can hold folk culture publicity, fun games, etc., so that colorful community activities can drive the interaction between residents, so as to create a unique cultural community. In order to promote the long-term development of community cultural construction, we must achieve the "three in place" (organizational leadership in place, responsibility in place, network construction in place) and solve the "two problems" (site problems, funding problems). Leadership in place, can establish a street party branch departments, the community party branch, jurisdiction, jurisdiction of unit, retired a whole participation of multi-channel, multi-level community cultural organization leadership, formed to led street party working, host communities and jurisdictions unit in build in the construction of social culture, should strengthen the responsibility consciousness, implement the responsibility mechanism. Network construction in place: in the construction of community culture, we should enhance the sense of responsibility and implement the responsibility mechanism. Network construction in place: community cultural construction activity center, activity guidance or activity point should be actively prepared to guide the orderly development of community cultural construction. Site problems: the design department should improve the community cultural facilities; Strive to improve the utilization rate of cultural facilities, give full play to the role of open-air plazas, courtyards and overhead floors; The government should perfect the research and construction of laws and policies, so that there are laws and regulations to follow in community cultural work. Financial problems: the property management unit allocates part of the management funds; Enterprises and institutions support; Personal sponsorship; Contributions from beneficiaries or participants of community cultural construction activities; Income from cultural operations [8].

2. Create an atmosphere for community cultural construction, excavate community cultural resources, and take community construction as an important approach to community cultural construction. Community units may dispatch cultural talents to guide cultural work, and open sports venues, computer rooms, piano classrooms, libraries, reading rooms, playgrounds and auditoriums to community residents. Party member volunteers should be organized to set up a community "advocating science, breaking superstition" civilization lecture group, to provide popular science education services for community residents. We can establish community ideological and political education based on civic schools. Experts, scholars and veteran party

members can be invited to give lectures to spread advanced culture and improve the overall quality of community residents. In the content of lectures, adhere to socialism, patriotism and collectivism education as the main line, vigorously promote the theme; the “three virtues” education with family virtue and social morality as its content. In the way of education, through a variety of easy-to-understand and popular forms of residents, such as exhibitions, knowledge lectures, reports and reading and speech contests, to educate people with advanced culture, guide people.

3. Enrich the carrier of community cultural construction, fully meet the spiritual needs of residents, gradually improve the cultural quality of residents, and strive to build harmonious interpersonal relationship. From the point of practice, there are many carriers of community culture construction, such as “civilized unit”, “civilized building”, “civilized family”, “civilized residents” and “learning community”, “learning building group” and “learning residents”; Such as the selection of “community health home”, “community civilization home”, such as the holding of “community law training course”, “community sports training course”, “community health training course”; Such as organizing “community speech contest” and “community talent Contest”; Such as the establishment of “community outdoor film”, “community outdoor theater”, “community outdoor karaoke” and open “community library”, “community chess and card room”, “community gym”, “community chat room” and so on. The above carriers of community culture construction have different perspectives, expressions and characteristics. It is necessary to carry out necessary improvement and innovation based on the actual situation of the community.

## 6 Conclusion

Resent, the national many communities to positive, healthy and rich and colorful cultural activities, services, residents as the main content, to improve the network of community culture, community cultural facilities and creating an environment of community culture, community culture as the core, to foster high level and high quality community culture work cadres as an organization guarantee, in the community culture construction has made great progress, It shows a good momentum of development. But for most communities in China, community cultural construction is still a new thing. This requires community cultural workers to further correct their understanding, straighten out their ideas, integrate resources, expand channels, improve mechanisms, and innovate carriers, so that community cultural construction can develop forward on a healthy and fast track.

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