

Guarantee Mechanism of Government Support Funds for the Supply of Public Cultural Products

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Abstract. It is people's cultural rights to enjoy the government's provision of public cultural services, and it is the government's responsibility to provide public cultural services for the people. The construction of public cultural services system must be government-oriented, and rely on the investment of public finance. Non-profit cultural causes are the main ways to realize and guarantee the basic cultural rights of the people. However, for a long period, the cultural activities funds of grassroots cultural institutions have no public finance guarantee, which causes the poor grassroots culture and no guarantee of cultural rights of the people. In this paper, based on the author's learning and practical experience, we first analyzed the significance of the government support funds guarantee mechanism for the supply of public cultural products, and then analyzed the principles of the safeguard mechanism. Finally, the paths of perfecting the guarantee mechanism were put forward.

The Significance of the Guarantee Mechanism

The need to promote social harmony. The improvement of the guarantee mechanism of public cultural services, comprehensive implementation of the party's cultural policies, enhancement of the level of public cultural services and promotion of the population of the socialist advanced culture will help to guide all ethnic groups to strengthen the national sense of belonging and identity, enhance the trust of party and government, firm the confidence of the reform and opening up and modernization construction, create a healthy, harmonious, civilized and progressive social atmosphere, and maintain the stable development of the society. Guaranteeing the provision of positive, healthy and beneficial spiritual and cultural products and services by the public cultural institutions, and bringing the function of public culture of increasing cohesion, resolving contradictions, respecting for differences, balancing the psychology and rationalizing the emotion into full play contribute to activating and enriching people's spiritual and cultural life, guiding the people to form the correct values, improving ideology and morality of the people, resisting all kinds of evil, resolving various social contradictions, and form the harmonious social environment. Therefore, perfecting the public cultural services guarantee mechanism plays an important role in the prosperity and development of the socialist advanced culture, and the promotion of social harmony and stability.

The need to maintain the basic cultural rights of the people. The construction of China's public cultural services guarantee mechanism is not perfect. The people cannot fully and equally enjoy the basic cultural rights. The full realization of cultural rights also faces many difficulties. The fundamental purpose of public cultural services guarantee mechanism is to make the people share the fruits of cultural development, and effectively guarantee the people's basic cultural rights. Therefore, maintaining well, developing well and realizing well the cultural rights of the people need to establish not only a sound public cultural services system that covers the whole country, but also an efficient public cultural services guarantee system. The fruits of cultural development can be shared by all the people, people's growing spiritual and cultural needs can be satisfied, and people's basic cultural rights can be maintained through establishing effective public cultural services guarantee mechanism, actively creating conditions, increasing investment intensity, improving the supply of public culture, increasing the level of public cultural services, constantly innovating the patterns of public cultural services, and enriching the content of public cultural services.

The need to enhance the level of public cultural services. At present, the policies and regulations of public cultural services are not perfect, the capital investment is not sufficient, and the professional personnel is lacking, which lead to the lack of the supply of public cultural services products, low level of public cultural services, and the serious contradiction between people's demand for public cultural services and public cultural services capacity. Therefore, promoting the level of public cultural services needs to innovate the investment mode to form diversified funding mechanism with the guiding of government investment, the participation of all parties in society and the funding of the enterprises, needs to promote the reform of the personnel system, increase the introduction of high-level cultural talents, strengthen the education of grassroots cultural talents and improve public cultural talents construction guarantee mechanism, and needs to deepen the reform of public cultural management system, break the administrative barriers, clarify the responsibility of all levels of government, create policy environment which is conducive to the construction of public cultural services, standardize the construction of public cultural services system, and improve the policy guarantee mechanism. The establishment of a sound public cultural services guarantee mechanism from the aspects of policy, funds and talents is the important way to ensure the efficient operation of public cultural services institutions, enhance the ability of public cultural services personnel, increase the level of public cultural services, promote the development of public cultural services, and meet people's multi-layered various cultural requirements.

The principles of the guarantee mechanism

Legalization. Public cultural services is an important government function. The public cultural services guarantee mechanism also follows the principle of legalization, which requires that China's current basic public cultural services guarantee must be based on the relevant laws and policies and adhere to the law, some mature public cultural services practical experience should be summarized and fixed in the form of laws and regulations, public cultural services should be provided with carrier and funds through a series of institutional arrangements and safeguards, and the standardization and institutionalization of public cultural services should be promoted. The integration of public cultural services into the legal system has become an inevitable trend of the healthy development of public cultural services.

Normalization. Public cultural services are a long-term and sustainable work, and the realization of normalization of public cultural services guarantee mechanism is an important responsibility of the government. The implementation situation of public cultural services guarantee mechanism should be considered as an important assessment indicator, and brought into the assessment scope of annual inspection objectives of government public cultural services sectors. We should design a scientific and reasonable assessment processes and methods, carry out supervision and evaluation according to the system implementation situation of key areas, fields and steps, focus on the application of the results, timely solve the existing problems, and promote the continuous improvement of overall level of public cultural services.

Systematization. The establishment of public cultural services guarantee mechanism is a global and systematic work. The legalization and normalization of the public cultural services guarantee mechanism cannot be achieved without systematization. Public cultural services guarantee mechanism should adhere to the overall balance, pay attention to institutional soundness and functional support, and enhance the scientific level. The government should establish and improve the organizations, faithfully strengthen the organization and leadership, form a systematic working mechanism, strengthen the departmental coordination, and form a work resultant force. The specific implementation program of the public cultural guarantee mechanism should pay attention to the functional support, clarify the objective and direction of public cultural services guarantee, and put forward the focus and specific measures for strengthening the construction of public cultural services.

The Paths of Perfecting the Guarantee Mechanism

Establish a sound regulatory guarantee mechanism. The guarantee of the basic cultural rights of citizens, and promotion of the construction of public cultural services system need to strengthen the top design, formulate the public cultural services guarantee laws, promote the standardization and equalization of basic public cultural services, fix the various policies and measures of public cultural services guarantee in the form of laws, clarify the responsibilities of all levels of government and the basic functions, rights and obligations of various types of public cultural services for the development of public cultural services, formulate relevant working rules, working procedures and behavioral norms, clarify the rules and codes followed by the relevant various parties, form a series of relatively stable and effective policies and measures from the aspects of financial security, tax incentives, urban and rural co-ordination, social forces participation, operations management of public cultural services agencies and personnel training and bring them into the track of systematization and standardization, and realize that there are laws to abide by in the construction of public cultural services system. The standardization and legalization of public cultural services guarantee mechanism is the inevitable requirement for the rapid and healthy development of public cultural causes.

Create a diversified capital investment mechanism. Adhere to the orientation of government financial investment, and establish a diversified public cultural investment mechanism. First, we should clarify the main responsibility of the government in the construction of public cultural services to form a capital investment stable increase mechanism, promote dynamic balance between the total amount of public cultural investment and demand, clearly stipulates that the growth rate of public finance investment in public culture should be higher than that of fiscal recurrent income, enlarge the proportion of public cultural expenditure in financial expenditure, adhere to the principle of the match between finance and power, reasonably define the public cultural affairs and expenditure responsibilities of government at all levels, and reasonably determine the input and sharing proportion of government at all levels. Second, we should establish an effective and feasible financial transfer payment mechanism, increase the transfer payment intensity of the central to the local, and focus on the remote and poverty areas.

Implement an effective talent support mechanism. At present, the problems widely exist in the public cultural services personnel such as low levels, less total amount, structural imbalance, services which are not in place and imperfect management. This requires paying more attention to public cultural services talents, increasing the education and training of public cultural services personnel, strengthening the management, building up a sound personnel introduction, selection, training and utilization mechanism of public cultural services, establishing a talent team which can effectively serve the public cultural causes. First, we should innovate the talent introduction policies, build up the talent values of "not to do everything, but to use something", implement the flexible introduction policy, strengthen the introduction and training of public cultural services talents, especially the leading ones, increase the training intensity of grassroots public cultural services personnel, improve professional quality, optimize the talent structure, and promote the construction of qualified personnel. Second, we should develop and improve personnel management system, deepen the target management and performance appraisal system, and optimize the talent evaluation mechanism, which makes the public cultural talents have the opportunity to develop, have a platform to do things, and have guaranteed rights.

Develop a scientific performance evaluation mechanism. Scientific performance evaluation mechanism is a powerful lever to promote the continuous improvement of public cultural services. Performance evaluation mechanism should adhere to the principle of people's main status, multi-faceted comprehensive judgment, dynamic development and normal implementation, and pay attention to the unity of economy, efficiency, effect and fairness. First, we should improve the performance evaluation index system of public cultural services, clarify the working responsibilities, objectives and tasks of cultural services agencies at all levels, and establish the regular assessment

mechanism for the services items and contents, services quantity and quality, and citizens' satisfaction degree. The second one is the assessment action mechanism. We should promote the use of the assessment results, carry out the necessary intervention for the process of public cultural services, timely adjust the administrative resources, and thus improve the effect of cultural services. The assessment results should be linked to the subsidy and the annual assessment of the head of the department, and considered as an important basis for rewards and punishments of the staff. The role of assessment results should be brought into full play in the aspects of incentives, supervision and funding arrangement.

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