Public values' reconstruction of the change of governance concept, the realization of citizen's cultural rights and the cultural industry-- the field of urban community public cultural service in the national governance system

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Abstract

Presenting the field of urban community public cultural service practice in the national governance system truly is helpful to grasp the practice structure and operation mechanism of the system. Public cultural service is an effective carrier to transport public ideology at the national level, and it is also an important way to improve the quality of people's cultural life. The changes and evolution of the idea of national cultural governance have laid the institutional field of this practice. In the social civilization, the meaning of the citizen's cultural rights is embedded and the path of realization shapes its residential field. In the process of economic transformation, the lack of public value and spiritual remolding of cultural industry make up its cultural production field. In this multidimensional complex field of practice, different action subjects continue to interpret the dynamic multifaceted-strategy and action logic.

Key words: *national governance system; ideology; citizen's cultural rights; cultural industry; public spirit*

1 The Proposition of Problem and the Selection of Case

In the modern urban society that is mainly consist of strangers, China is facing the ultimate care of loss and the crisis of faith due to the lack of a consensus based culture, the residents of the community gradually lost their sense of identity and belonging. This forced the state governance system must pay attention to the residents of public cultural life, so as construct

the public cultural value system in the majority opinion as a symbol of the society by changing the cultural and spiritual life of urban residents. Although the practice of public cultural service in the process of national governance transformation is a government led institutional service, the focus of attention can't be confined to the government behavior itself. It should be placed in the shaping of cultural governance and public consciousness, in the respect and maintenance of the cultural rights of citizens, in the development of people's livelihood projects, in the construction of the system text and the formulation of the policy system. By realizing the cooperative participation of multiple subjects, the system text and daily practice of the service are advancing with the times.

The practice of public cultural services in urban communities is a complex project, involving governments at all levels, community residents from different walks of life and different types of cultural service organizations. It has been widely promoted in urban communities in recent years. Because of the short construction process and immature operation in some communities, the problems appearing in practice may not be universally representative and this will affect the normal judgment of researchers. Therefore, we need to select the urban communities where their public culture service operation is relatively mature and influential as cases, so as to ensure the repeated fragments (Episode) can be selected and connected "¹", so that the researchers could explain the understanding of its construction, participation in the main body of the meaning of action.

In view of this kind of cognition, in order to be able to present the public cultural service practice's actual situation more naturally, this article selects the national public cultural service demonstration area JY district in N city as the investigation place. The practice of community public cultural service in this area is not only carried out for a long time, but also has outstanding achievements. It is typical and representative. Its community cultural service construction involves practitioners and participants, not only the district, street, community and government departments at all levels, but also the art museums which is owned by districts and streets and the cultural services organizations which is in the ascendant in N city. Urban residents of different strata are more widely involved, so the new area is of type and hierarchy.

2 The meaning and function of public cultural service

Public cultural service refers to the public sector through the provision of public cultural products and services, to ensure the public cultural context and create the necessary

conditions for the healthy development of the society, to cultivate the citizen's mind and body pleasure and citizen sentiment, so as to maintain the national core values and protect citizens' basic cultural rights and a series of system and practice.

For the country, the public cultural service is an effective carrier of public culture (including public ideology). On the one hand, under the government's leadership, it aims to realize the high recognition of the socialist system by the public culture as the main political objective, and tries to inculcate the cultural values highly advocated by the state system in the cultural construction. On the other hand, it allows members of society to participate in a series of public cultural activities, so that members of the community have a sense of identity and a sense of belonging to this cultural context, and enhance the cultural cohesion of society.

For social citizens, public cultural service is a public system that absorbs public participation and is shared by the public. It intend to improve the quality of cultural life which members of society as the fundamental purpose, shaping the health of the public cultural life for people, making people realize self-identity, group identity and social identity, and identity of socialist core values.

3 The field of state system: the change and evolution of the idea of national cultural governance

The institutional change is the symbol of the modernization process, constantly highlighting the areas of autonomy or the so-called "rationality", also being swept forward the split of inherent modernity value. With China involved in the trend of modernization, the traditional social etiquette and civilized order are greatly shocked, and the old concepts of political governance and government management gradually fall out of favor in the modern democratic society. In the process of the constant differentiation of social structure, the publicity of culture also spreads or shrinks in different forms in the rising and declining of public consciousness. Therefore, the change of the concept and connotation of public cultural governance also shapes the system field of the government's practice of public cultural service. First of all, the public culture governance in the unit system is the main way of ideological indoctrination. Its construction is not only a helpless choice for our government to face the fact that the total amount of resources in society is insufficient, more importantly, since unit space is the platform for the collective identification of the Chinese nation, it maintains a high degree of conformity with the mainstream ideology². Under this system, the individual's approval of ideology first comes from the self-identity of the state of living condition, and the

state is gradually deduced from the political community in unit space and becomes the community of social consciousness.

In my opinion, the former units were better. At that time, although not rich, but everyone's life is similar, People in one unit are familiar with each other. They help each other, do not starve, and have clothes to wear, and they don't compare unrealistically, unlike now, show off with a little money. (Interviewee: JQ community, LH housing estate, Yang, 68 years old)

Secondly, the cultural management of the era of individual consciousness spreading is devoted to reconstructing the lost public consciousness. Since the reform and opening up, with the disintegration of the system of units and the rapid spread of individualism, the original living habits of urban residents also disappeared. Along with the economic China gradually integrated into the economic globalization tide, the government faces uncertainties in economic, political, cultural and social aspects of increasing³, modern social consciousness in all aspects in a certain degree of confusion and integration difficulties.

Given that globalization is a social and cultural change, it is possible to recognize the potential and necessity of re constructing political science in light of the new circumstances. This understanding will eventually expand into a democratic politics and the fundamental reappraisal of the national government⁴.

4 The field of resident: meaning embedding and implementation path of citizen's cultural rights in social civilization

At present, the proliferation and popularity of consumerism and hedonism ideology make individuals pursue the conspicuous consumption constantly. Generalized anxiety due to the emptiness of spiritual life. In today's industrial society when the public sphere, the private sphere and the daily sphere of life continuing to merge, how to realize the cultural rights of modern people is becoming the focus of social science research, government policy formulation and implementation, and cultural life construction in the transitional period of China.

First of all, the cultural right is a kind of institutional human rights. The realization of human rights is restricted by different ideologies, national sovereignty and national cultural boundaries. Therefore, in a long historical period, human rights was just the ideal configuration of scholars in theory, it existed only in the great banner called “give sovereignty to the hands of the people”⁵ held by the Athens revolution, wandering in Lessing's dream of

“the key that is satisfied with what is called human beings”. Its realization is accompanied by the rapid development of political civilization in modern countries. In the process of advancing towards a harmonious and democratic moral society, the meaning and rights of cultural rights are becoming more and more clear. The text of Chinese cultural system clearly stipulates the collinearity of cultural rights, although some clauses still reflect the vagueness of the connotation of specific cultural rights.

Secondly, the implementation of public cultural services is the main way to achieve the cultural rights of citizens. The cultural right of citizens shapes the value ideal of realizing the equality and freedom of the individual culture, and relies on the state to provide equal public cultural services for everyone. It has the public welfare in the interest orientation, the publicity of the service subject and the fairness of the service supply. However, the plight of the realization of China's cultural rights reflects the tense relationship between the cultural needs of Chinese people and the public rights of the state⁶.

The ultimate goal of the construction of public cultural system must be established on the basis of the theory of cultural rights. However, the benign operation mechanism of public cultural service is an important guarantee for the realization of individual cultural rights. Citizens enjoy full public cultural rights, which is an important symbol of modern social civilization. Therefore, a broad consensus has been reached to ensure that the full realization of this right is a natural responsibility and obligation of the government. The government should actively create conditions for providing high quality and fair public cultural services.

5 The field of cultural production: the lack of public values and spiritual remolding of cultural industries in economic transition

In the increasingly flourishing cultural, industrial and economic fields, the cultural industry is devoted to market and consumption, and is reduced to being dominated by the market. "It's made for the market and aimed at the market"⁷. The disorderly expansion of this economic dimension leads to the decline of the "cultural value" dimension.

The first thing a company is faced with is how to survive. SMEs like us, if we do not adapt to the market, the outcome is bankruptcy or bankruptcy. But how do we make the fastest possible profit? Modern society is a fast-food society, people's time is trivial, who has so much time to study the so-called cultural connotation of your product? Most of all, the attractive eye is important. Use cultural concept to pack, make the product more beautiful

and more flavor. People like such products and there are markets. (Interviewee: Wang, an animation enterprise plotter in N City)

At the same time, the concentration of media ownership, the rapid replication of emerging digital media models, and the promotional discourse in embedded advertising have also had an adverse impact on public culture. The decline of public culture has led the government to undertake the political responsibility for rebuilding public culture. The government needs to base itself on the logic of equality of each person's cultural rights and reconstruct the relationship between free production and national relations in cultural organizations. Therefore, in the moment when the ruling power and ideology are drifting away, the government has the responsibility and obligation to provide public cultural products for every citizen to create conditions for each individual actors, so as to reconstruct the theory of cultural industry in the current context of the consensus of cultural industry development.

6 Conclusions

In a word, the practice of urban community public cultural service system as a kind of embedded behavior, its action process is always double regulated by external norms and its own demands. For its operators and participants, within the framework of the constraints imposed upon him, actors make choices to take advantage of the opportunities that can be gained..... Behavior is often unforeseen; it is not determined; on the contrary, it always varies according to environmental conditions⁸. It is in this colorful and complex field of national cultural governance that the diverse actors with diverse faces are constantly interpreting the multifaceted strategies and action logic with situational adaptability.

Looking forward to the future, modern society is a democratic society, but also a society that embodies pluralistic orientation and individual life. In the cultural adjustment of the concept of governance in socialist china, at the same time, with the lack of public values in the areas of residents' life and cultural production in the economic transition, the realization of civil rights through the basic platform of public cultural service has become a key step in the construction of national culture. Today, the construction of public cultural service is interpreted by the original value concern of the government as a concrete practice of keeping pace with the real life. With the relevant service standards and policies, public cultural services' spiritual connotation also gradually from protection of the basic cultural rights of vulnerable groups extended to the national ideals that reshape the public spirit by meeting the diverse cultural needs of modern people.

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