

Construction of Public Culture from the Perspective of Public Management

Hamamoto NARISA*

EAST CHINA NORMAL University, Shanghai 200062, China

*Email: hmselina_02@163.com

ABSTRACT

The construction of public culture is one of the components of the public management system. The purpose of public culture construction is to realize the equal ownership of cultural rights, so it is a natural selection to combine it with public management. The article will elaborate on three aspects: the focus of integrating with public management, the current problems in public cultural construction, and how to optimize cultural construction.

KEYWORDS

Public Cultural Construction; Integration of Public Management; Problem; Optimization.

1. INTRODUCTION

Public culture is rooted in various cultural activities in society, emphasizing the mass and diversity enjoyed by culture, and is an important component of the country's modernization process. At present, China has issued corresponding opinions on promoting the construction of the public cultural system, indicating the importance of public cultural construction. Nevertheless, the problems that arise during the process of cultural construction cannot be underestimated. In modern society, the rapid development of cities has provided great convenience for people's production and life, and urban culture has also played an increasingly significant role in it. For urban construction, the construction of its internal culture is directly related to the development of the city itself, which is widely recognized by public managers and academia. For many developed countries abroad, they attach great importance to urban cultural construction and have summarized many innovative and advanced construction methods during the construction. In the early days of the founding of the People's Republic of China, there was not a sufficient understanding of the importance of urban cultural construction. Urban development was determined by its own cultural heritage, which also led to many cities being affected by their lack of cultural charm. Therefore, China must actively transform the cultural construction ideology in urban construction, truly pay attention to the cultural construction work of cities, and encourage more cities to develop their own culture. For urban culture, it has a significant impact on the economic, political, and even social development of cities[1]. However, currently, there are many shortcomings that need to be addressed in China's urban cultural construction work. In order to effectively address these shortcomings, it is necessary to familiarize and learn more cultural policies, and then combine the cultural development situation and related advantages of cities, Based on this, corresponding development strategies are formulated to effectively reduce the misunderstandings formed in China's urban cultural construction. In the construction of urban culture in China, it still has certain advantages. The relevant policies formulated in the construction of urban culture have accumulated a lot of practical experience and achieved many achievements, and the innovation speed of urban cultural concepts is also accelerating. However, for

urban residents, they do not have a comprehensive understanding of urban cultural construction, which has led to many detours in China's urban cultural construction. Therefore, for China, it is necessary to abandon the traditional and backward development model, continuously strengthen the awareness of urban cultural construction among urban residents, and enable them to actively participate in urban cultural construction work, in order to ensure the steady and orderly development of this work.

2. COMBINING PUBLIC MANAGEMENT WITH PUBLIC CULTURAL CONSTRUCTION

2.1. Ownership of Rights in Public Culture

One of the keys to public cultural construction is to achieve equal and fair sharing of cultural rights without discrimination. In every aspect of cultural governance, it is fully achieved to make the public feel the freedom and equality of pursuing culture. That is to say, public culture originates from the public, and rights should also be equally concentrated in the public.

2.2. Diversity of Cultural Participants

It must be recognized that the main object of participation in public culture is the public, and the construction of public culture cannot be separated from the people. If it is obtained from the people, it will ultimately benefit the people. The construction of public culture is rooted in the daily lives of the public, and based on practice, it is also important to note that there are multiple interactive and cooperative connections between various objects. Therefore, clarifying the true identity of the subject in the process of cultural construction is crucial for carrying out cultural construction. This involves the functional relationship positioning between the government, enterprises, and individuals, which also needs to be carried out in the form of cooperation.

2.3. Correctly Understanding the Main Theme and Fundamental Purpose of Cultural Construction

The main purpose of public cultural construction is to achieve collective sharing, fundamentally to pursue collective interests and achieve democratization. Therefore, in the process of cultural construction, it is necessary to always pay attention to its legitimacy, and the guarantee role of the legal system in it is indispensable.

3. THE NECESSITY OF PUBLIC CULTURAL CONSTRUCTION

3.1. The Service Awareness of Public Cultural Construction Personnel Being Weak

In order to effectively solve the problems in public cultural construction, it is necessary to deeply analyze the root causes of these problems. Firstly, for the government, it plays a leading role in the construction of urban public culture, but the planning of public culture construction by government personnel is not systematic enough, and the personnel responsible for the development and construction of public culture lack strong service awareness[2]. In addition, the government may have insufficient experience in the initial process of carrying out public culture construction, This also makes it difficult for the government to achieve high social satisfaction when making decisions related to public cultural construction. In addition, government management personnel have not provided corresponding training on topics and content related to public cultural construction, and their service awareness is relatively weak. This also leads to a certain impact on public cultural

construction in their management and decision-making process, which increases the difficulty of carrying out public cultural construction.

3.2. The Government's Unclear Positioning in Public Cultural Construction

In the construction of public culture, although the government plays an important role, its role positioning is not clear, which may lead to a series of mistakes in the government's work of public culture construction, which will have a significant impact on public culture construction. At the same time, it will also raise doubts among citizens that the government has insufficient capacity in management. In the long run, it will inevitably shake the government's core position in public cultural construction. Therefore, for the government, it is necessary to attach great importance to the construction of public culture, have a clear understanding of its role in the construction of public culture, clarify its role positioning, and continuously improve the professional level and job quality of government personnel, so that they can correct their attitude and ensure that they can effectively contribute to the construction of public culture.

3.3. The Participation Awareness of Urban Residents and Organizations Being Not Strong

At present, the development speed of modern cities in China is constantly accelerating, but the construction of public culture is relatively slow. The main reason for the shortcomings in public culture construction is that urban residents and organizations have not effectively participated in public culture construction work. Whether it is urban residents or various social organizations in the city, they rarely participate in it, which is directly related to their weak participation awareness. For urban residents, it is necessary to actively cooperate with the government's work and jointly carry out public cultural construction work. However, many urban residents and organizations do not have strong ethnic beliefs and do not fully recognize the importance of public cultural construction for the development of the entire city, making it difficult for them to link urban interests to their own interests. It is precisely this ideological influence that makes it difficult for urban residents and organizations to have a high level of enthusiasm to participate in the construction of urban public culture, thereby affecting the speed of public cultural construction[3].

4. CURRENT PROBLEMS IN PUBLIC CULTURAL CONSTRUCTION

4.1. Functional Positioning of the Government in Public Cultural Construction

Public culture is based on serving the public as the benchmark and ultimate goal, and the government's understanding and understanding of the concept of "dominance" in this process cannot exceed the concept of ensuring and controlling everything. If the government's positioning is not clear, it is easy for public culture to lose its own flexibility and diversity, and instead damage the process and quality of cultural construction. Therefore, the government must clarify the essential difference between ensuring and assuming responsibility, and must not make public culture lose a certain degree of flexibility.

4.2. Conflict between Mainstream Orientation and Personal Personalization Extension

The current economic and political environment conditions of the social collective determine the mainstream mindset. Such concepts can easily lead the public to form a common value orientation and pursuit. But the question is whether mainstream development can take on the correct responsibility for guiding education, and whether its impact on most individuals is positive and upward. At the same time, when there is a difference between mainstream orientation and personal

personalization, it is the suppression of individuals' pursuit of personalization, which clearly deprives public culture of the support and guiding function it should play in this process.

4.3. Unbalanced and Uncoordinated Development Level

The level of development here is commonly reflected between regions and among different age groups. The differences between regions are well-known, such as the imbalance between urban and rural areas, the imbalance between eastern and western regions, which is manifested in the large gap in the level of cultural service resources per capita in different regions, and the significant differences in the expenditure and use of public culture funds among different regions. The age groups are mainly reflected among children, young people, and the elderly, and the cultural resources possessed by different age groups are clearly imbalanced.

4.4. Interest Oriented Concept is Pressing the Entire Public Cultural Service System

China is currently vigorously promoting the process of marketization, but the construction of public culture itself has a strong public welfare nature. So in this process, how to accurately control the scale between marketization and the nature of public welfare services, and how can the government correctly assume its active "leading" function[4]. Public culture is not only a service, but also a service content that is oriented towards the public and meets their needs. How to avoid the fierce impact of interest oriented values on it, and how to increase openness while avoiding market interests, is inevitably a major challenge.

5. APPROACHES TO OPTIMIZING PUBLIC CULTURE CONSTRUCTION FROM THE PERSPECTIVE OF PUBLIC MANAGEMENT

In order to achieve better development and construction of public culture, and to effectively permeate the entire city, it is necessary to continuously improve the various participating entities in the construction of public culture, so that their potential can be fully tapped and unleashed, and they can play a greater role in the construction of public culture. As a participating entity, it is necessary to continuously discover business opportunities in the market and comprehensively collect potential public cultural resources within the city. For some sites and resources with important public cultural significance and symbols, timely protection should be carried out to ensure that they can become resource support for public cultural construction. In addition, when carrying out public cultural construction work, the government needs to take urban residents as their main work subjects, cultivate their overall perspective correctly, enable them to actively participate in public cultural construction work, and make them realize that there is a direct connection between public cultural construction and every citizen, so that they can develop a strong sense of ownership in public cultural construction, This will further accelerate the process of public cultural construction.

5.1. Innovation of Public Cultural Construction Methods

The development of modern society makes it urgent for China to innovate more means of public cultural construction. Firstly, it is necessary to efficiently integrate the public cultural service system within cities, so that public culture can be more conveniently reformed and innovated. Secondly, it is necessary to deeply explore and develop various public cultural resources within the city. While ensuring the effective sorting and utilization of these public cultural resources, they can form a tourism effect, enabling people to understand the public cultural resources within the city and further promoting the rapid development of urban tourism.

5.2. Improvement of the Utilization Rate of Human Resources in Public Cultural Construction

The full utilization of human resources in public cultural construction will directly affect the success or failure of public cultural construction work. Therefore, urban managers must attach great importance to the utilization of human resources in public cultural construction, so as to continuously improve the efficiency of human resource utilization. Only in this way can public cultural construction work be completed better and faster. For the government, on the one hand, it is necessary to fully carry out talent cultivation work and provide space and platforms for talent development, so that they can fully play their own value in public cultural construction. On the other hand, it is necessary to increase the promotion of public culture, so that knowledge related to public culture can penetrate into the hearts of every urban resident, and effectively mobilize the participation enthusiasm of urban residents in public cultural construction[5]. Finally, in addition to playing their due role in the construction of public culture, various functional departments of the government also need to ensure the good functioning of the market through efficient market supervision.

5.3. Effectively Remembering the Service Purpose of Being Public Demand-oriented

As mentioned earlier, public cultural construction focuses on the public's cultural needs and serves as the core of service provision. Therefore, the article believes that improving the supply mode of cultural services is a good strategy. Public culture itself has an all-encompassing characteristic, and diversity is advocated in cultural construction to stimulate the vigorous development of public culture by increasing competitive management mechanisms.

5.4. Repositioning the Function of the Government in Cultural Construction

For the "dominance" of the government in the regulatory process, clear boundaries should be drawn and excessive intervention should not be carried out. On the other hand, because public culture originates from people's daily practical activities, strengthening the participation of the public in cultural construction and cultural services, and actively encouraging the active participation of multiple parties is beneficial but not harmful for the efficient construction of public culture.

5.5. Reforming the Internal Regulatory Operation Mechanism of the Management Department

Not only is the functional positioning of the government changing, but the internal supervision and management mechanism of the government also needs to be reformed in a timely manner. Among them, the performance evaluation mechanism is quite prominent. For the construction of public cultural services, how to conduct effective evaluation and management of internal regulatory personnel, a complete and unified standard is currently very important. It is necessary to propose scientific and reasonable quantitative indicators, quantify various dimensions, and ensure that the evaluation has evidence to rely on.

6. CONCLUSION

Until now, China's public cultural infrastructure is not complete, and the level of utilization and maintenance is also relatively low. One of the reasons is that there is a lack of clear understanding of the level of cultural construction in the region, so it is extremely important to go to the grassroots level and effectively implement the reform starting point. At the same time, the shortage of talent teams in many regions is also one of the key factors. Establishing and cultivating suitable professional teams and improving the professional quality of service personnel can help deepen public cultural services.

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