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## Basic Public Cultural Services Problems and Countermeasure Analysis in Rural

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### Abstract

Overall balanced development of urban and rural culture is an important part of the current public cultural service system, it is one of the basic means of promoting social development. This article from the perspective of the outstanding problems of the rural public cultural service, analyses the basic reasons which restrict the development of the rural public culture, then proposed to strengthen and improve the countermeasure thinking of rural public cultural services.

**Key words:** Rural; Public cultural service; Problems and countermeasure analysis

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### INTRODUCTION

The Third Plenary Session of the party's eighteen proposed that improve the system of the integration of urban and rural development mechanism, to achieve the balanced allocation of public resources between urban and

rural areas, promote the cultural system and mechanism innovation, build the modern system of public cultural services. The Central Leading Group of comprehensively deepen reforms emphasis on overall urban and rural areas and the balanced development of regional culture ,*accelerate the formation of urban and rural, convenient and efficient, the basic security, and promote fair modern public cultural service system* in “*Opinions on Accelerating the construction of modern public cultural service system*” in December 2014. Therefor, in the process of urban-rural dual structure heterogeneous to homogeneous unitary structure transformed in the process of integration of urban and rural cultural development, optimizing the rational allocation of rural basic public culture, and to ensure that rural cultural development and equal protection of the rural residents to enjoy basic cultural rights and interests of the public is to build an important part of modern public cultural service system.

## 1. THE CURRENT PROMINENT PROBLEMS EXISTING IN RURAL PUBLIC CULTURAL SERVICE

### 1.1 Form of Public Cultural Services Is More Important Than Content

In urban and rural public service equalization development strategy to guide urban and rural public cultural services has become an important task. To this end, local governments in order to promote the development of public cultural services in rural areas, narrowing the gap between urban and rural public cultural services have done a lot of work, we have implemented the movies countryside activities, events and television coverage, every village library activities, to improve the cultural life of rural residents, improve the quality of life of rural residents to play an active role. However, with the development of rural economy and improve

the living conditions of rural residents, especially to increase understanding of the outside world, their culture demands not only on quantitative, but also to improve quality. In this demand environment, between the actual supply and demand for rural residents of the existing rural public cultural services is a big gap, or even a "supply disconnect" phenomenon. The so-called "supply disconnect" means in rural areas, some configurations cultural infrastructure lags behind the actual cultural needs of rural residents, and light weight in the form of effective, so that basic public cultural services empty and boring content, resulting in some of the cultural resources "invalid." Although Movies countryside activities on a regular basis, but the film is to bring old films, old films, the content of the old, unattractive, there are often only a few people to watch a movie phenomenon; although some rural library was established, but the books old or out of rural life, and lack of readability in the actual production, cannot satisfy the rural masses of the reading needs of the development of diverse culture, the new culture; and television coverage works already produced significant results, but many rural viewing channel is limited, seriously affecting the social effects of that; in the network communications, although some villages have established a network service, but limited signal coverage, coupled with lack of maintenance service, resulting in network and mobile phone signals sometimes no, seriously affecting the cultural life of the villagers. Currently the construction of rural public cultural presence of these problems, the urgent need to attract attention, and improve rural public cultural service quality.

### **1.2 Lack of Organization of Public Cultural Services**

Rural public cultural services lag far behind in the city, in addition to hardware conditions vary, the most important thing is the lack of effective organization, make a lot of public cultural services or activities can not be effectively carried out. First, the lack of effective organization. Under normal circumstances, the presence of the township and village cultural institutions in the cultural sector out of line management and organizational, cultural sector is difficult to take into account the township village of cultural institutions, the superior can not effectively guide the work of subordinates, so many rural cultural activities because there was no organization in a state of disorder; second, the lack of effective organizer. On the one hand a little township cultural workers, due to their quality and capacity constraints, it is difficult to organize the villagers to unite to carry out public cultural activities and cultural forms of innovation activities difficult, difficult to update cultural activities, so rural cultural activities unattractive and cohesion. On the other hand, the operation of village-level public cultural institutions primarily responsible for the village, but the village committee members both busy village affairs, and doing farm work, so that the operation

of the rural cultural institutions flawless weakness into account, resulting in a public cultural service can not be easy used efficiently for the masses; third is the lack of adequate financial support. Current national investment funds for rural public cultural services are still very weak, single source approach, limited social donations, rural public cultural facilities required part financed by the villagers assessed resolved. In rural areas, villagers first solve the problem of food and clothing, so the villagers aware of cultural consumption are weak, to force the construction of public cultural deficiencies, undertake active public cultural facilities requirements are not high. Based on the above, running a variety of cultural projects that benefit rural unsustainable, carry out various cultural activities is also difficult to maintain.

### **1.3 Public Cultural Service Pertinence Is Not Strong**

Under the influence of long-term urban-rural dual structure formed by large background, about three-quarters of the young in rural areas to select migrant workers, the remaining left-behind children, left-behind women and left-behind elderly, formed a typical "386199" phenomena. Firstly, the vast majority of migrant workers due to their own level of economic limitations, cultural consumption conservatism and lack of humane care employers and other reasons can not enjoy the cultural achievements of the urban population with the same cultural treatment and urban development brought about. Because, during the migrant workers return home return, the rural public cultural institutions can not provide the agricultural science and technology and pest control and other services. Secondly, the middle-aged women, although plenty of time and a strong desire for a job at home, but the township and village-level public cultural institutions do not specifically for middle-aged women at home to carry out cultural activities, such people suffer from nowhere to get skills training opportunities; again, basic public cultural facilities for children in rural areas with few, therefore, in addition to school-age children in school time, they can not enjoy basic public cultural services for children undertaken not understand basic public cultural services the fun, the direct impact on the overall development of the child's good behavior and habits. Finally, in places like rural areas, elderly activity center is yet to come, stay for the elderly free time were drinking tea, chatting, watching TV and care spent grandchildren, single cultural lifestyle, spiritual and cultural life is monotonous, lonely.

### **1.4 The Public Culture in Short Supply**

Public cultural services are a complete system, but also a systematic project, which involves not only the hardware condition of cultural services, software also related to the condition of cultural services. Supply in urban and rural public cultural services, libraries, cultural centers,

museums, major cinemas, electronic reading room and other modern public cultural services is far from covering the countryside, the modern concept of public cultural services, management personnel of public cultural services, organization of public cultural services, are still far away from the vast rural areas, a lot of popularity in urban communities and fitness squares and facilities are rarely appears in the country. Therefore, the overall mission to promote urban and rural public cultural service is also very heavy, as heavy and long road.

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## **2. THE EXISTING PROBLEMS OF RURAL PUBLIC CULTURAL SERVICES**

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### **2.1 Lack of Understanding of the Importance of Rural Cultural Service**

Construction of rural public cultural service system is an important in the course of the construction of new socialist countryside, is an important aspect of building a harmonious socialist society, is the only way to realize China Dream. But because of long time, the relevant government departments often only pay attention to the economic development of rural areas, but neglected the rural public culture construction. Among them, one important reason is the relevant government departments lack of understanding of the importance of the rural public cultural services. This is mainly embodied in: (a) The change of rural public cultural service of the important role of the rural landscape as a lack of knowledge. In the construction of public cultural services in the process of integration of urban and rural areas, the lack of culture is the concept of productive forces and the neglect of rural public cultural service to protect the farmers and Cultural Rights, to enhance the overall quality of farmers, to promote the importance of rural civilization has seriously affected the farmers' public cultural to meet the demand, hampering the spiritual and cultural level of farmers, and restricts the development of rural productivity. (b) The supply of rural public culture the pertinence, effectiveness of insufficient understanding. In recent years, countries have issued a series of rural public cultural service policies and the cultural construction of the rural public spend a lot of money, however, in the aspect of rural public culture supply, many places have not seriously consider around the practical and local characteristics, a one-size-fits-all approach to provide public cultural services, often lead to cultural services, but the lack of service object or without strong demand and corresponding service, make public cultural service is difficult to play their functions.

### **2.2 Lack of Specialized Public Cultural Services and Special Funds**

Professional public cultural service personnel and specialized cultural institutions and adequate funding is earmarked to improve the rural public cultural service

system a sufficient condition, but the current system of rural public cultural service reform faces dilemma-though some township management culture institutions and staff, but most did not set up special public cultural service institutions and personnel, but there is no specific budget. First, for a long time, the dominant position of the rural public cultural services has not been clearly defined laws, permanent staff and hiring staff mix, duties unknown, the lower part of the staff quality, the ability to accept new things is weak. Because, cultural services at the grassroots level, the development of space smaller, lower benefits, inability to attract outstanding personnel. Second, some of the functions of township government is nominally literate management, but non-existent, and there is no place to set up this type of cultural services for the villagers access to public cultural services for the region; the third is, in the vast rural areas, based on agricultural development the need for financial funds for economic development and cultural development to more funding for rural public cultural service funding severe shortage appears unable to protect the basic cultural business activities and investment in basic cultural facilities, will severely restrict the countryside service level of public culture.

### **2.3 The Development Gap Between Urban and Rural Economic and Social**

The level of development of culture is directly subject to economic and social development, in particular the level of their quality and level of public cultural services development directly influenced by the level of economic development. In the process of development in the urban and rural economic structure, with the continuous progress of urban and rural social and economic development strategy, the gap of urban-rural dual structure has been significantly improved, so that the economic and cultural gap between urban and rural areas showed a gradual narrowing trend. However, cultural development and rural economic development and cultural development of the city's economic development supported by the support is significantly different, this gap has led to the presence of relatively aspects of urban and rural public cultural services funding, staffing and hardware, software and cultural environment big gap. This is the rural public cultural services lag fundamental reasons.

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## **3. THE SUGGESTIONS FOR STRENGTHEN AND IMPROVE RURAL PUBLIC CULTURAL SERVICE**

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### **3.1 Further Improve the Recognition of the Importance of Construction of Rural Public Cultural Services**

To strengthen and improve the rural public cultural service focus is to improve the construction of the government department heads to the understanding of

the rural public cultural service system. First, towns regularly organize cultural departments to carry out cultural seminar for the cultural sector to participate, in order to strengthen the leadership cadres of the level of awareness of cultural construction and establish a correct ideological and cultural development, cultural development and deepening of the concept of development; second, in advance of trial to make typical, made after the demonstration, universal. Select a considerable economic conditions for the development of rural areas pilot, rational layout priority public cultural service architecture to produce individual drive global demonstration effect, make the gap between rural areas and consciously recognize cultural development, stimulate the desire to learn a model, generating construction and dynamic development of rural cultural development in the region, and then translated into practical action, plunge into the wave of cultural construction in rural areas to go; third, the establishment of new scientific and reasonable performance evaluation system, the introduction of appropriate evaluation of rural public cultural services. It may be appropriate to consider the cultural construction of the use of funds, facilities, personnel, activities and folk culture protection, etc., by the township government directly to the cultural construction of rural cadres performance evaluation, examination results and rural civilization, rural landscape and cultural construction phase results hook up.

### **3.2 Enhance the Effect of Rural Public Cultural Service**

In view of the weak link in the rural public cultural service, suit the remedy to the case, enhance the efficiency of the rural public cultural services. First, actively integrating public culture of public cultural repository, distribution and diverse classification. The face of middle-aged women in rural areas, organizational culture skills training, broaden employment channels effectively, enhance the employ ability of middle-aged women; the use of village-level personnel to carry out cultural positions timely organization of training activities for children unique culture, rich extracurricular youth culture life and promote their full development; for the older age groups, regularly push theatrical activities in rural areas and carry out theatrical performances, using the existing arrangement of cultural venues such as chess room, a newspaper house, a dance studio and crafts studio, or set up a special place for the local heritage excellent traditional culture; the use of modern network technology and field sites to carry out agricultural knowledge outreach activities, to the return of migrant workers to provide services. The second is related to the grassroots cultural sector should expand research in rural areas, functional design for the real-time demands of the villagers, for coverage of the network signals such as incomplete, TV ratings are not high, and

cultural activities in the countryside outdated, obsolete infrastructure and other villagers individuals can not solve the problem in a timely manner to provide feedback, to develop a practical framework for public cultural services in line with the needs of the villagers, more focus on rural cultural diversity of the supply of content, functionality, effectiveness and categorical.

### **3.3 Constantly Improve the Rural Public Cultural Service Hardware Environment**

The targeted to build the hardware environment of rural public cultural services, and actively explore effective cultural facilities, maintenance and use, efforts to strengthen the radio and television “villages”, Farm House, movies countryside and cultural plaza and a series of benefits the implementation of public works, public cultural service facilities in rural areas make more applicability and functionality, so that township and village cultural activities and its internal hardware facilities to achieve a combination of volume and value. In addition, the development of appropriate systems enhancing the protection of equipment and facilities, the establishment of a workbook and hardware maintenance from time to time of its construction, maintenance and repair. By strengthening cultural facilities management, innovative hardware operation mode of public cultural services, optimize the hardware environment of rural public cultural services, so few are happy, strong director, women have to learn, to enjoy old age.

### **3.4 Strengthen the Rural Public Cultural Service Organization**

First, in accordance with the requirements of the national cultural policy, according to the regional development of rural culture, improve public cultural services spending in the proportion of total expenditure, the establishment of facilities for maintenance, cultural activities and the construction of special funds and other aspects of remuneration, timely to public cultural development of rural areas less inclined to narrow the gap between the public and cultural development of rural areas. At the same time, the establishment of an open and transparent system of cultural funds, the process of budget and final accounts of public cultural funding strictly regulates the establishment of monitoring mechanisms to maximize the effectiveness of incentive finance. Second, break the government is the single provider of public cultural situation, and guide social forces to participate in the construction of rural public culture, to form a government based, social, supplemented by public cultural supply model to encourage and support social forces contribution of rural public cultural construction projects, to incentives such as lower taxes, material and spiritual incentives to guide all companies or individuals involved in cultural sponsorship, and gradually expand the power of social welfare. Finally, strengthen the construction of



public cultural talents countryside, on the one hand, it is appropriate to expand the amount of public cultural institutions in the series, increasing the number of staff, in preparing the implementation of management, institutional and policy advantages to attract professionals to participate in the building and to the grass-roots culture, avoid multi-staff post, several roles, so that someone special, to cultivate a group of professional, high level and good quality cultural manager. On the other hand, efforts to explore the outstanding local cultural resources, broaden access barriers and cultural institutions, to attract outstanding cultural heirs into the team, guidance and support outstanding folk art team.

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