

Research on the Upgrade Path of Rural Public Cultural Service in Ji'an City from the Perspective of Rural Revitalization

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Abstract: Ji'an City is in the process of in-depth implementation of the national rural revitalization and development strategy, and it is imminent to accelerate the construction, upgrading, and optimization of the rural cultural service system. In recent years, Ji'an City has vigorously accelerated the reform of the supply-side structure of my country's rural grassroots public cultural services, and used public cultural innovation to lighten the rural culture to revitalize the Ji'an dream. However, it still faces many practical difficulties, mainly focusing on the difficulty of supplying content to fully meet demand. The utilization rate of facilities is low, the talent team is in short supply, the supply supervision is not in place, and the digital construction is lagging behind. Therefore, all relevant departments of Ji'an City should take innovative measures to continuously improve the construction quality and service quality of the rural public cultural service system, and give full play to the cohesive role of public culture in rural revitalization.

1. Introduction

The work report of the 19th National Congress in China clearly proposed to accelerate the implementation of the development strategy of rural economic revitalization, and particularly emphasized that accelerating the construction of rural civilization, it is one of the general principles and requirements for promoting rural economic revitalization. The subsequent meeting of the Central Rural Working Group clearly emphasized that the implementation of the national rural revitalization and development strategy must adhere to a path of rural cultural industry revitalization [1]. The No. 1 document of the central government in 2021 pointed out the establishment of a balanced allocation mechanism of urban and rural public resources, strengthening the overall planning of rural basic public service supply, counties and villages, and gradually achieving standard unification and system integration. Rural public cultural services, as an important work to promote the revitalization of rural public cultural undertakings, whether its main functional attributes are implemented in place affects the actual process of the revitalization of rural public cultural undertakings in my country. At present, Ji'an City is in the important historical stage of implementing the national rural revitalization and development strategy and promoting high-quality, leap-forward and sustainable development of rural areas. It is imminent to accelerate the upgrading, optimization and transformation of the rural cultural service system [2].

2. Achievements of Rural Public Cultural Services in Ji'an City

2.1. Promoting the Continuous Improvement of the Service Network of Rural Public Sports, Cultural and Entertainment Facilities

Firstly, promoting the construction of rural comprehensive public cultural stations in key towns (community streets), and plan the convenience service information center, e-commerce information service station, and agricultural technology and cultural product exhibition halls into a comprehensive spiritual and cultural life service center. As of November 2019, the city's rural comprehensive public cultural service centers have completed 2,813, and the speed of advancement is among the best in the province's counties and cities. The second is to accelerate the construction of the improvement project of farmhouse bookstores. Ji'an City has issued the "Implementation Plan for Farmhouse Bookstore '1 + X' Service" to promote the farmhouse bookstore + project, build more than 130 farmhouse bookstores in the city, and continue to play a leading role in demonstration and service. The construction of beautiful villages has become a new engine for rural revitalization.

2.2. Promoting the Gradual Upgrading of the Resource Supply of Rural Public Sports, Cultural and Entertainment Products

The first is the increasing number of cultural, sports and artistic performances of a public welfare nature. Relevant departments of Ji'an City have carried out in-depth cultural activities of "Three Going to the Countryside" and actively organized and implemented the "Three Sends" cultural project to continuously satisfy the cultural service life of the masses in rural areas. The Second is counties and districts to make full use of the special time periods and nodes of traditional festivals to organize cultural festivals to continuously enrich the forms of cultural activities in rural areas. The third is the increasing number of cultural boutiques and characteristic cultural brands. Xingan County has formed a series of distinctive, tasteful, and influential mass cultural activity brands such as "Beautiful Country, Dancing Xingan" and "Science Xingan". The Xingan Cultural Volunteer Service was rated as "National Grassroots Cultural Volunteer" Service Demonstration Project"; Anfu County implements the rural characteristic cultural brand project, among which rural cultural brands such as "Anfu Watch Tea" and "Duofu Land" were selected and sent by the Jiangxi Provincial Department of Culture to participate in the "People's Stage" excellent art performance show.

2.3. Promoting Service Quality Assurance of Rural Public Service Cultural Projects

Firstly, in terms of capital investment, increase investment in rural public cultural services to provide financial support for the construction of the rural public cultural service system. Secondly, in terms of talent training, a group of "three districts" talent cultural volunteers will be selected to serve as administrators of farm bookstores or comprehensive cultural service centers to provide talent support for the construction of the rural public cultural service system. The third is to promote the use of modern science and technology in terms of technological improvement, enhance the technological content of the development of rural public service culture, and provide scientific and technological support for the construction of the rural public cultural service system. Fourthly, in terms of improving the quality of the team, it provides training support for the construction of the rural public cultural service system by carrying out various cultural activities such as the rural cultural "three activities", the "red literary light cavalry", and the volunteers from Lei Feng.

2.4. Continuous Innovation of Public Cultural Service Methods

The first is to innovate the operating mechanism. In the form of "bidding + distribution" outsourcing, high-priced theatrical performances of professional cultural groups are purchased, professional cultural performance teams are introduced, and the "ordering" is free for farmers to watch, forming a new development pattern of rural public cultural industry services. The second is the innovation management system. The government adopts policy incentives and special support to establish a star-level folk art performance team selection and assessment mechanism, awards the honorary title of outstanding rural folk cultural performers, and strives to cultivate and build a "non-staff" folk culture professional talent team. The third is to innovate communication channels. The grassroots should make full use of rural traditional media such as rural radio and television, and integrate with emerging modern media such as WeChat, Douyin, and Kuaishou to build a new new type of rural public integrated cultural service platform.

3. Difficulties Faced by Rural Public Cultural Services in Ji'an City

3.1. Supply Content is Difficult to Fully Meet Demand

Firstly, in the cultural distribution list, the number of high-quality activities is generally small, and it is almost impossible for high-level theatrical performances to attack grassroots rural areas. Secondly, some activities do not meet the characteristics of rural areas and farmers' needs. Villagers generally prefer the literary and artistic form of "noisy gongs and drums, bright colors", and the existing distribution list contains less relevant content. Thirdly, in the distribution program list, some programs are large in scale and require relatively high venue configuration, which results in many farmers not having the opportunity to watch such high-quality and high-level cultural performances. Fourth, as the rural communities continue to change, the existing cultural service content and cultural service expressions cannot effectively meet the cultural service needs of various farmer groups.

3.2. Utilization Rate of Supply Facilities is Low

The first is that the supply facilities are not fully utilized. Most of the public sports, cultural and leisure service facilities such as libraries, reading rooms, and fitness equipment are set up in the village-level party and mass service centers, which are relatively concentrated. Because most farmers live in scattered and dense areas, or because they do not understand the distribution of cultural service facilities in rural areas, or because they are not used normally in rural cultural facilities due to long distances, the comprehensive utilization rate of some cultural public service facilities is low and the service coverage is not wide[3]. The second is the lack of effective management. Due to the limited funds and the lack of dedicated personnel responsible for management, some public sports and cultural equipment are often locked indoors, becoming undesirable decorations and cannot really benefit the vast number of grassroots farmers [4].

3.3. Talent Team is in Short Supply

The first is the insufficient number of talents. The economic and social development in rural areas is lagging, and the treatment of people engaged in public cultural services is generally relatively low, resulting in a serious shortage of relevant personnel engaged in rural public cultural services. Secondly, there is a shortage of staff and poor promotion channels, resulting in low enthusiasm for the work of relevant personnel engaged in rural public cultural services. The third is aging, low

cultural quality, and irrational structure of professional knowledge, resulting in insufficient capacity of relevant personnel engaged in rural public cultural services [5].

3.4. Supply Supervision is Not in Place

Firstly, the degree of attention is not high. Some key towns and towns do not pay enough attention to public cultural services, and their sense of initiative is not strong. The idea of waiting is widespread in some grassroots organizations of towns and towns, and the three-level unified coordination mechanism of cities, counties and towns to promote public cultural services has not been effectively established [6]. Secondly, the long-term mechanism of supply supervision is not perfect. Reconstruction, light management, light use and other issues are more prominent, and long-term mechanisms such as institutional norms and management supervision are not yet sound and perfect. The third is the lack of strict review of the content and quality of the supply. The government's lack of long-term planning for the content review of public cultural services has led to a large influx of cultural products with relatively vulgar content into the rural market, and many cultural products purchased by the government from social forces are not sustainable, not highly visible, and unable to attract effectively The vast number of farmers and consumers [7].

3.5. Digitization Construction is Lagging Behind

Firstly, the cultural infrastructure facilities are backward. Most public service management centers in remote areas have backward infrastructure facilities and lack upgrades, which directly affects the digital development process of cultural service centers [8]. Secondly, the comprehensive utilization efficiency of some digital public cultural information resources is low, and the comprehensive interconnection utilization capability is weak. Thirdly, the information resources of most rural farmhouse bookstores have not been able to achieve real resource sharing and sharing with provincial county and city libraries, and they have not achieved full coverage of service digitalization [9].

4. The Path to Upgrade Rural Public Cultural Services in Ji'an City from the Perspective of Rural Revitalization

4.1. Innovating the "Supply Content" and Build a Service Mechanism Oriented Towards the Balance of Supply and Demand

The first is to adhere to the people-centered approach, unblock demand expression and collection channels, improve the supply and demand investigation mechanism, fully collect farmers' cultural needs information, innovate service content, and continuously improve the quality and level of rural public cultural services. Secondly, since the township government is the government level closest to rural cultural practice and is at the front line of supply-demand interaction, it is necessary to clarify the public cultural service responsibilities of the township government, and improve the initiative and flexibility of the township government in the supply of rural public cultural services by matching powers and responsibilities. , To ensure the precision of the supply of public cultural services. Third, under the influence of the service logic oriented to the balance of supply and demand, the rural public cultural service system can realize the diversification of the supply form and the enrichment of the supply content, so as to ensure that the public cultural service can not only carry the core socialist values, but also satisfy the farmers' desires and pleasures. The need to seek knowledge provides spiritual motivation for farmers to participate in the practice of rural revitalization.

4.2. Continuously Optimizing the Allocation of Basic Resources and Improve the Efficiency of Infrastructure Production, Use and Management

Firstly, Ji'an City should consider the overall situation, scientifically formulate plans, increase financial investment support, rationally arrange the comprehensive cultural service facilities of rural public utilities, increase the project layout and density of new cultural comprehensive service facilities, and allocate full-time project management personnel , Completely eliminate the stubborn disease that the resource allocation of rural public cultural facilities is not only a formality but fails to be effectively assessed; the second is to improve the efficiency of use, and allow more rural public cultural comprehensive service facilities (cultural, recreational and leisure facilities, fitness equipment, etc.) to operate efficiently And rational use, to effectively play the important function of rural libraries such as farmhouse bookstores in spreading excellent traditional culture and serving the cultural life of farmers.

4.3. Implementing the Strategy of "Talented Culture" to Stimulate Innovative Vitality

The first is that Ji'an City vigorously implements the strategy of "talents invigorating culture". Governments at all levels increase fiscal expenditures, raise the wages of relevant employees, open up a large channel for rank qualification promotion, and attract and cultivate a group of people serving rural public cultural undertakings. Talent. The second is to cultivate more local talents and leaders in rural cultural services, strengthen a rural public cultural publicity service team, and create a team of local talents that are "well-managed, useful, and never going." The third is to implement a talent reserve project for grassroots public service positions, and increase the wages of employees who voluntarily choose to go to remote rural areas to engage in grassroots public cultural undertakings.

4.4. Improving "Supply Supervision" and Optimizing Organization and Management

The first is to continuously improve policies and regulations and strengthen the construction of a legal system for rural public cultural services, so that there are laws to follow and rules to follow at all levels. The second is to build an accountability system and a supervision mechanism, increase "bottom-up" assessment and evaluation, and incorporate rural cultural construction work into the performance assessment of local leaders and administrative department managers. The third is to establish a scientific and powerful evaluation index system, introduce a performance evaluation mechanism, design reasonable measurement and evaluation indicators, and conduct scientific evaluations.

4.5. Strengthening the Construction of "Digital Infrastructure" and Building a Digital Platform

The first is to continue to strengthen the construction of network infrastructure, integrate network resources of operators such as China Mobile, China Telecom, and China Unicom, accelerate the coverage of 5G broadband networks, expand the scope of public cultural services, and achieve public cultural service resources in the entire society, overall, and multiple Barrier-free transmission and coverage on the terminal. The second is to strive to build a digital platform for enterprises, make full use of the massive information and network resources of the libraries of Ji'an City, county, township, and village, and take the market-oriented configuration reform of data elements promoted during the "14th Five-Year Plan" period in Ji'an as a key opportunity , Combined with technologies such as "Internet +", "cloud computing", and "blockchain" to build a unified rural public digital

cultural service platform to provide rural residents with one-stop, integrated services.

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