

## **A Study on Community Culture Construction from the Perspective of Social Governance -- Taking Meidi Community in Baoding City as An Example**

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**Abstract:** Facing the people's growing spiritual and cultural needs, the importance of cultural prosperity and development has once again been demonstrated. The community is the basic unit of social life, and community cultural construction is also the basic unit of public cultural construction. This paper introduces the perspective of social governance, and through empirical research on the Baoding Meidi community, sums up its experience in adapting measures to local conditions, implementing "Internet + culture" management, and carrying out university cooperation, and analyzes the investment dilemma, formal dilemma, participation dilemma, and professional dilemma in cultural construction. Finally, the corresponding improvement path is proposed to promote the construction of community governance and grassroots culture, and promote the modern development of the national governance system and governance capabilities.

### **1. Introduction**

The report to the 19th CPC National Congress stressed the importance of cultural development, and the fifth Plenary session of the 19th CPC Central Committee also proposed the strategic goal of building China into a culturally strong country by 2035. The community is the basic unit of social life and the basic unit of public cultural construction. Community culture intensively reflects the long-term living conditions of community residents, embodies the spiritual core of the community, is the soul of the community, and is an important part of the socialist culture with Chinese characteristics. Adhering to and developing the community culture is conducive to enhancing the collective cohesion of the community and promoting the construction of a harmonious community.

Culture is a social phenomenon. It is the values, norms of behavior and ideological understanding formed in people's long-term social life. It is the material and spiritual wealth created by human beings in the process of transforming nature and society. Community culture is a kind of home culture in essence, with the characteristics of sociality, openness and mass. Community culture has the function of meeting the cultural needs of community residents and realizing the good governance of government and community. With the rapid economic and social development, community cultural construction has achieved remarkable results, but it still faces many challenges. The relatively backward cultural governance methods are difficult to respond to the needs of residents in a timely manner, the sharing of the results of community cultural construction is not high, the publicity of the community is lacking, and the cultural existence is single and informal. In view of the current problems of community culture, it is necessary to increase the independent participation of community residents, form a bottom-up public cultural service supply configuration, and establish a community self-organization mechanism

Social governance refers to the governance activities of social public affairs under the leadership of the ruling party, led by the government organization, attracting the participation of many governance subjects such as social organizations. As an important basic platform for social governance, is the breakthrough of social governance innovation, and community cultural development is an important factor to improve community governance capacity and improve social

governance system. The construction of community culture needs to be led by the community and absorb multiple subjects to participate in community governance. Therefore, this paper introduces the perspective of social governance and takes Meidi community in Baoding city as an example to explore the experience, predicament and improvement path of community culture construction.

## 2. Analysis of the Cultural Construction of Meidi Community in Baoding City

Meidi Community is located in the southern part of Baoding City, with a total of nearly 10,000 residents. The surrounding medical and educational facilities are relatively complete. In recent years, Meidi Community has continuously explored new models of community cultural governance, vigorously develops community cultural industries, and purchases professional cultural services from the market; community culture and Internet culture are integrated to create community information platforms and activity platforms; communities and universities are integrated to develop special Project cooperation construction. In terms of cultural facilities, the community has community cultural activities institutions such as community colleges, community tea houses, and literary and artistic guidance bases. In terms of cultural content, vigorously develop the Chinese culture and reshape good neighborhood relations. In addition, the community has carried out targeted cultural construction for the needs of special groups: in caring for the elderly who have lost their independence, the community has cooperated with colleges and universities to carry out a heart-warming endurance project to serve the elderly who have lost their independence. In terms of educating young people in the community, the community has carried out guidance and education from various aspects such as life security, health maintenance, leisure and entertainment, education and counseling, to help community young people to establish a correct outlook on the world, life and values.

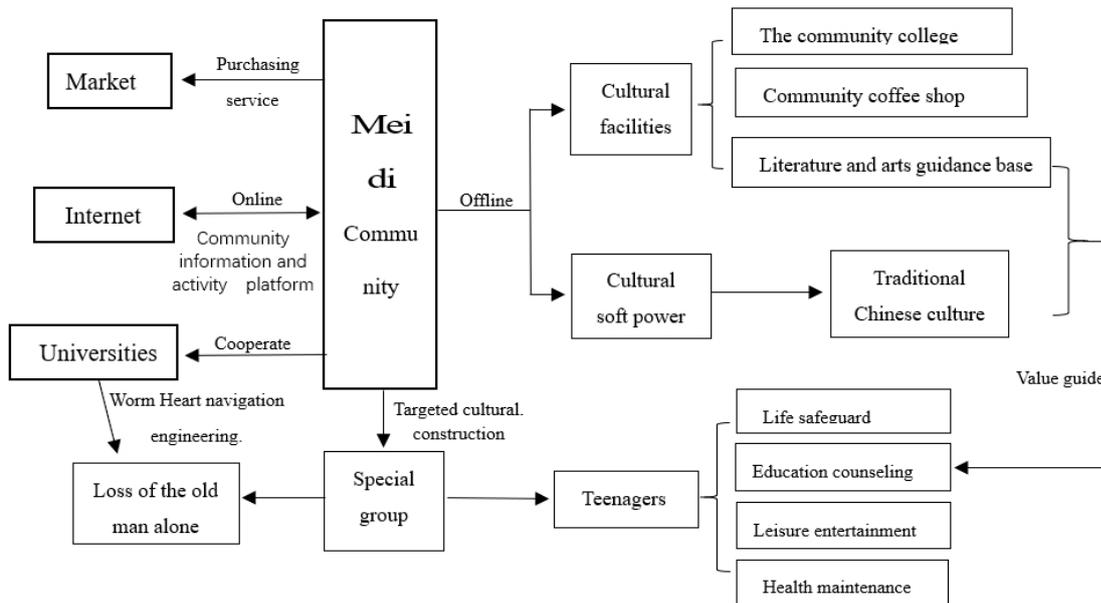


Figure 1. Meidi Community cultural construction map

The community through long-term cultural exploration, gradually formed with the residents as the service center, to enhance residents engaged, a sense of accomplishment and sense as the goal, by participating in various main, collaborative construction and sharing together of community culture construction and management mode, to promote the community in terms of cultural construction in the top in the country.

## 3. Experience of Meidi Community Culture Construction

First, develop community cultural industries in accordance with local conditions. The community has developed a series of related cultural products and cultural services suitable for the

residents of the community by understanding the residents' hobbies and their own specialties. While vigorously developing the cultural industry, pay attention to the publicity and guidance of cultural values to residents, better play the role of community cultural industry in promoting cultural construction and cultural governance, and avoid excessive profitability and commercialization of community cultural industries.

Second, use network information technology to promote the modernization of community culture. Meidi Community makes full use of the Internet's advantages in resource integration, data analysis, etc., integrates community cultural resources through Internet technology, thereby promoting community cultural construction and cultural governance to achieve "online and offline" integration, realizing virtual communities and real communities Complementary advantages. While effectively expanding the breadth and depth of the influence of cultural activities, it also avoids making the development of cultural activities a mere formality, and makes social and cultural construction more vivid and energetic through diversified methods.

Third, promote cooperation between communities and colleges. Through in-depth cooperation with colleges and universities, communities can obtain more abundant cultural resources, learn advanced theories and ideas at home and abroad, so as to continuously enrich the cultural connotation of communities, and promote the cultural construction and cultural governance of urban communities on the fast track of modern development.

From the perspective of strengthening cultural construction, Meidi Community has adopted a series of measures that suit the needs of community development, such as adapting measures to local conditions, implementing "Internet + culture" management, and actively carrying out collaborative cooperation among colleges and universities, and explored the path to the modernization of urban community cultural governance. It provides valuable practical and theoretical experience for the cultural construction and cultural governance of other communities.

#### **4. The Dilemma of Cultural Construction in Meidi Community**

First, there is little investment in community cultural construction and progress is difficult. At present, the capital investment and infrastructure construction investment in community cultural construction is relatively small, and there are problems such as limited resources and low utilization rate in event venues, which restrict the form and scale of cultural activities. For example, one of the more popular cultural activities carried out by the community service center-"Hometown Dishes Sharing", was stopped after a period of time due to site problems and funding reasons.

Second, the number of cultural activities in the community is small and the form is single. At present, the development and construction of cultural activities in the Meidi community are more limited to simple square dancing, chorus or sports activities, and less innovative activities in various forms. The survey shows that the community has also held more interesting cultural activities such as tea art activities, but due to funding and personnel issues, the activities could not continue. Therefore, in the case of limited funds, it is necessary to transform the single-form and universal cultural activities, so as to achieve the effect of saving funds, enhancing the interest of the activities, and enhancing the sense of participation of community residents.

Third, most residents have less spare time and low participation. The community residents are mainly distributed in the age group 18-45. Most of the residents have less time to participate in community cultural activities. They can only participate in activities in their free time on weekends. Retirees, some of whom need to care for their young grandchildren, have reduced their time and frequency of cultural activities.

Fourth, there is insufficient construction of the professional talent team and high mobility. Although the Meidi community has a formal professional team of professional social workers, there is still a shortage of talents, and there is still a large demand for professional social service workers. At this stage, community cultural managers are unstable and highly mobile, resulting in a lack of planning and continuity in work development. Part of the work is organized and coordinated by part-time workers in the sub-district. Due to the lack of relevant professional knowledge, there is blindness in the work process. The cultural activities organized are generally low-level or even

mere formalities.

## 5. The Improvement Path of Urban Community Culture Construction

First, increase investment in cultural construction and establish a mechanism for cultural construction. Capital preparation is the premise for cultural activities to be carried out, and the quality of community cultural construction should be improved by increasing the investment of capital. In terms of funding sources, first of all, the national finance can give certain support to strengthen the construction of community culture; Secondly, social capital intervention also provides security for community construction; Finally, the community can raise funds for the development of community cultural activities by collecting property fees.

Second, develop and integrate community cultural resources and enhance the level of community cultural activities. To carry out a community information survey, specifically, the first is to count community cultural professionals and establish professional talent files in different categories to provide talent guarantee for carrying out related activities. The second is to explore the construction of a community culture sharing mechanism. By actively developing exchanges and cooperation between communities, establishing friendly relations with neighboring communities, sharing cultural resources, and jointly carrying out community cultural activities.

Third, strengthen the construction of the talent team and build a community cultural brand. The level of urban community cultural management personnel will also affect the degree of cultural development of the community. The community can focus on introducing relevant professionals to give professional advice and guidance on the development of community cultural activities. In the information age, the construction of community culture should also be carried out by relying on the Internet. It is possible to strengthen the promotion of cultural construction through the WeChat public account, carry out distinctive cultural activities, and build brand activities.

Fourth, enrich the resources of community cultural facilities. Cultural and educational institutions, enterprises, and communities should vigorously support, protect and make good use of existing cultural resources in the community, increase community libraries, activity rooms, activity centers and other cultural and sports facilities through new construction, reconstruction, and sharing, so as to effectively improve the conditions for community cultural activities, Improve the quality of cultural activities, and use this as a basis to determine special plans and annual implementation rules to ensure that the community cultural construction work is scientific, systematic and sustainable.

## 6. Conclusion

The community is the smallest unit of social governance, and optimizing the construction of community culture is an important step in building a harmonious society. This article summarizes the cultural construction experience of Meidi community, and at the same time discovers the various difficulties faced by the current community cultural activities, and provides solutions to the existing problems, and contributes its own plans and wisdom to the better development of urban community cultural activities. Only with the joint efforts of all members of the society can the construction and development of community cultural activities be pushed to a new height.

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