

Connotation Analysis And Development Strategy Of Cultural Endowment

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Abstract: The intensification of population aging requires the generation of suitable old-age care models. The connotation of cultural endowment must not only advance with the times, but also seek breakthroughs in the times. Cultural endowment is a new old-age care model that can show traditional culture and contemporary humanistic care. Cultural endowment must play the leading role of the government and vigorously promote cultural endowment; take the government as the guide to build a cultural endowment platform; take the family as the core and integrate cultural endowment awareness; use the community as the fulcrum to enrich the cultural endowment content; use the society as a link to build culture endowment environment.

1. Introduction

The elderly group is an important part of the social group. As China gradually enters an aging society, the health and happiness index of the elderly group affects the overall socialization process. Caring for the happy life of the elderly and improving the quality of life of the elderly is an urgent task of national development and a common responsibility of the whole society [1]. At present, the material living standards of the elderly have been greatly improved, and the pursuit of spiritual and cultural levels has become an urgent and realistic desire of more and more elderly people. Cultural endowment is very comprehensive, covers a wide range, and is highly recognized by the elderly. Local governments and relevant departments have gradually put it as the focus of their work. Through the improvement of various working mechanisms, it is guaranteed that the elderly can complete the material pension, the essential change from treatment endowment to cultural endowment.

2. Analysis of the Connotation of Cultural Endowment

The so-called “cultural endowment” is a new type of old-age care concept and method that meets the needs of modern spiritual civilization. It meets the spiritual needs of the elderly as the cornerstone and realizes the learning of the elderly; enriches the lives of the elderly and extends the value of the elderly to realize their elders’ achievements; takes culture, entertainment, leisure and health preservation as the core to realize their aging have fun; to integrate emotional communication and humanistic care to realize their old age. Cultural endowment is a development trend of future old-age care, a way of old-age care that combines the traditional Chinese “root culture” with the new concept of modern “Chinese dream”. This kind of old-age care method improves the inner life quality of the elderly, meets the higher-level cultural and spiritual needs of the elderly, and also conforms to the spirit of various documents proposed by the central government, and reflects the progress and development of China’s spiritual civilization construction[2].

Because of the gradual deterioration of various body functions, the elderly are prone to many bad emotions, such as loneliness, anxiety, depression, and restlessness. If under such circumstances, the government and society can provide certain cultural activities to guide the elderly to cultivate various hobbies and specialties so that they can find their own value, which will have a great positive impact on the physical and mental health of the elderly. With the continuous development

of my country's social economy, the people's cultural level and ideological quality are constantly improving. People have gone through the traditional model of disease treatment in terms of health issues, and have risen to the prevention model of disease-free prevention. This requires the government and relevant departments to actively grasp the conditions of the people and promulgate relevant policies and measures in order to adapt to our cultural endowment practice project and exert the government's tremendous influence.

3. The Main Problems of Cultural Endowment in My Country

In recent years, the Chinese government has made great progress in the care of the elderly and has played an increasingly important role. The government is committed to establishing and improving the old-age security system, actively promulgating relevant old-age policies and regulations, stepping up the construction of China's old-age service system and mechanism, accelerating the human, material and financial investment in the old-age industry, and promoting private capital to participate in the old-age service system. Make China's elderly care develop in the direction of legalization, standardization and diversification [3]. However, as far as cultural endowment is concerned, because it is still in the early stage of development in our country, there are still some urgent problems to be solved.

3.1. Affected by Traditional Concepts, the Social Endowment Concept Is Backward

The backward concept of old-age care is mainly manifested in the following aspects: First, the concept of the elderly themselves and their children is backward. Due to the closed influence of our country's traditional family-based economic lifestyle of small farmers, the elderly rarely have the opportunity to contact the outside world. The children of the elderly are also unwilling to allow them to have too much contact with the outside world because of concerns about their personal safety and other considerations. This makes the cultural, social and spiritual life of the elderly extremely boring. The second is the backward concept of the government. At present, the main focus of the government's pension work is still on improving the level of pension material and hardware security for the elderly. The degree of attention to the spiritual needs of the elderly is far from enough, and the spiritual and cultural world of the elderly is relatively poor. The third is that the society as a whole has a backward concept of the pursuit of happiness. At present, the basic concept of happiness for the vast majority of people in society is still to continuously pursue social and personal material wealth, while the investment and attention in spiritual and cultural wealth is far less than the pursuit of material wealth. The happiness of the elderly is often easier to be overlooked [4].

3.2. The Elderly Care Institutions Do Not Pay Enough Attention to Cultural Endowment, and the Professional Quality of Elderly Care Service Personnel Is Low

In our country, as far as the old-age security system is concerned, in addition to family old-age care, both the government and society have established a certain number of nursing homes, such as nursing homes, nursing homes, welfare homes, and nursing homes. The main function of these institutions at present is to provide a place for the elderly to eat, live or take care of, and to accommodate some elderly people who cannot afford to support their families. For most elderly care institutions, although they will also carry out some cultural and entertainment activities, they generally do not pay enough attention to cultural endowment, lack the business philosophy of cultural endowment, and invest little in cultural endowment hardware facilities and equipment [5]. In fact, the cultural endowment work of most elderly care institutions has not yet really started. In addition, no matter whether family endowment, government endowment or community endowment, a professional service team is needed. Cultural endowment is of course no exception, and the requirements for personnel quality are higher. However, judging from the current actual situation of the elderly care service team in my country, this team is not only small in number, but also worryingly low in professional quality. For example, in some social elderly care institutions, the front-line nursing staff responsible for directly caring for the elderly obviously have the following

problems: First, the number of personnel is insufficient, the proportion of temporary workers and external personnel is too large, the turnover rate is too high, and the team is quite unstable; The second is the unreasonable structure, the serious imbalance between men and women, and the shortage of male staff, which directly affects the care of male elderly. The third is the lack of professional knowledge and vocational skills, lack of nursing experience, and most of them have not undergone formal training before starting the job. Training or training is not very effective for the care and nursing of the elderly [6]. It can be said that the current development trend of professionalization of elderly care services in my country has not yet formed, and there is also a lack of high-quality professionals.

3.3. The Government and Social Support Is Relatively Small, and the Institutional Mechanism for Cultural Endowment Has Not Been Formed

The development of cultural endowment requires a variety of material guarantees and financial and human support. But as far as our country is concerned, the situation in this regard is not optimistic. For example, in the construction of colleges for the elderly, the relevant financial support and assistance from the government and society cannot keep up with the actual needs of the elderly, so that in recent years the colleges for the elderly are full of students and hard to find [7]. For another example, some areas lack places for the elderly to exercise and culture and entertainment. For another example, the retired employees of some units have set up cultural propaganda groups and cultural associations, but because of the lack of necessary equipment, funds, and venues, many of their activities cannot be carried out as they wished. These phenomena, on the one hand, reflect the lack of public resources for the elderly, and on the other hand, they also indicate that the government or society is not paying enough attention, support and assistance to the elderly. In addition, it needs to be pointed out that in terms of old-age security and industry policies, government policies and systems have not formed a coherent system or system, and the introduction of some documents and regulations appears to be scattered. This makes social elderly care institutions lack a clear standard or policy in terms of fees, services, facilities, and jurisdiction. To some extent, it has caused confusion in the management of social elderly care institutions and uneven quality. Furthermore, although the government has implemented reductions and exemptions in taxation, administrative fees, etc., it rarely grants substantive benefits to elderly care units in the most basic aspects of water, electricity, land rent, and equipment. All in all, at present, the government and society have not yet reached a unified consensus on cultural endowment, and the promotion of cultural endowment is relatively small. The whole society has not built an effective cultural endowment system as a whole. In fact, there is still a long way to go to implement and support cultural endowment.

4. Development Strategy of Cultural Endowment

Cultural endowment adapts to the rapid development of my country's social economy and is one of the inevitable trends of the future old-age care industry. Cultural endowment is a complicated and systematic project. It requires the joint efforts and cooperation of various government departments and social forces to create an old-age care environment that integrates culture, entertainment, learning and leisure, and optimistic health preservation for the elderly. Specifically, the government, families, communities, and society must work together to strengthen the construction of cultural endowment.

4.1. Give Full Play to the Leading Role of the Government and Vigorously Promote Cultural Endowment

Cultural endowment is a new mode of old-age care, which is in line with the growing cultural and spiritual pursuit of old-age care for the elderly in the current stage of social development in our country. In cultural endowment, the government needs to play an important leading role [8]. First of all, the government should strengthen in-depth research on cultural endowment, form a theoretically correct understanding of cultural endowment, attach great importance to the important role of

cultural endowment in individuals, families and society, vigorously promote and publicize cultural endowment, and solve the problem. From the government to the family and then to the society's understanding of cultural endowment, a social field and growth environment conducive to the development of cultural endowment are formed. Secondly, by strengthening the investigation and research on the state of elderly care in China, formulate development plans, industry policies and regulatory systems for cultural endowment in China and localities as soon as possible, so as to clarify the goals and development ideas for advancement, and promote the standardized development of cultural endowment along the right path, to avoid rushing and disorderly development. Thirdly, the macro policies and laws and regulations for the development of cultural endowment should be promulgated as soon as possible to promote the standardization and legalization of cultural endowment, so that cultural endowment has rules and laws to follow, so as to protect the cultural endowment rights and establish and improve the institutional mechanism of cultural endowment in our country. Fourth, the advancement of cultural endowment requires abundant material conditions and foundation. The government should increase material and financial investment in cultural endowment. For example, increase financial support for important cultural endowment institutions, including colleges for the elderly, elderly activity centers and labor unions, strengthen cultural endowment facilities and equipment in social and community public nursing homes, nursing homes, and welfare homes, and develop cultural endowment facilities. The funds required for the business are included in the government budget, etc. Fifth, actively encourage social organizations, enterprises, non-governmental organizations, private capital and other social forces to participate in cultural endowment, and provide them with preferential and support in terms of capital investment, financing channels, tax policies, etc., and increase market forces in cultural endowment share, promote the diversification of cultural endowment subjects, so as to form a good cultural endowment market and industry, so that the government and society can contribute to China's cultural endowment industry together.

4.2. Led by the Government, Build a Cultural Endowment Platform

To build a cultural endowment platform, we must first establish and improve our country's aging education system, provide more opportunities for the elderly to return to campus to learn cultural knowledge, and constantly enrich and improve them, so that they can truly realize their aspirations and usefulness for the elderly ideal. In this regard, we should first vigorously build and develop senior education institutions such as universities for the elderly, continuing education learning centers for the elderly, and community schools. Secondly, we must do a good job of publicity work, establish the concept of cultural endowment, and actively carry out thematic and column publicity related to cultural endowment, and turn caring about the mental condition of the elderly and increasing the joy of life for the elderly into a common understanding of the whole society. Third, it is necessary to use government and social forces to actively organize cultural activities in various forms, with the characteristics of the times and suitable for the hobbies of the elderly, to increase the enjoyment of the elderly and meet their spiritual and cultural needs. Finally, in response to the cultural and spiritual needs of the elderly, we must build and improve the social public cultural service system, promote the integration of elderly care services and cultural industries, and enrich the content and form of cultural endowment platforms.

4.3. Taking the Family as the Core and Integrating into Cultural Endowment Awareness

In real life, the idea of "raising children and protecting against the old" is deeply rooted in people's family concepts, reflecting the filial tradition of filial piety in the "five-fate culture" of the Chinese blood culture. The elderly are highly dependent on their children's offspring, so family care for the elderly is still the mainstream way of care for the elderly in my country. In order to implement family cultural endowment, the concept of cultural endowment must be integrated into family endowment. It should be noted that the core value of contemporary family culture for the elderly is to provide the elderly with a sense of security, belonging and spiritual comfort. Therefore, in family cultural endowment, we should truly understand the needs and value orientation of the elderly, respect, understand, and care for the physical and mental health of the elderly. When the

elderly feel depressed, they must communicate and care in time; when they encounter conflicts, they must consider and solve problems from the perspective of the elderly; when the elderly have reasonable hobbies, they must actively help and support; when you need to accompany or remarry, you must correctly understand and accept with ease: The elderly are actually the “treasures” of the family. The core concept of the contemporary family culture for the aged is to satisfy the parents’ physical and mental needs as much as possible without violating the moral and legal bottom line. This is a positive and healthy family culture for the aged.

4.4. Take the Community as the Fulcrum to Enrich the Content of Cultural Endowment

The life of the elderly in our country is generally monotonous and lacks rich and colorful cultural activities. The community is the habitual residence of the elderly. Therefore, the community can be the fulcrum, combined with the physical and mental health of the elderly and personal interests, actively create a cultural endowment atmosphere, open up comprehensive activities for the elderly, and actively develop suitable for the elderly people’s learning, fitness, entertainment and various competition activities are used to enrich the content of community culture for the elderly [9]. For example, a series of courses or lectures on music and dance, health care, photography for the elderly, or information technology are held, societies such as vocal clubs for the elderly, opera clubs, and chess clubs are established, and exchange activities are held regularly. In addition, some special activities can also be held from time to time, such as holding tea parties. This format allows the elderly to chat while watching the performance, chatting with each other and adjusting their moods in a relaxed and pleasant atmosphere. In short, the community can play an important role in cultural endowment. Relying on the community to carry out cultural and entertainment activities can not only improve the spiritual and cultural endowment literacy, but also enable them to regain self-confidence, feel their own value, find group belonging, and cultivate their body and mood among various hobbies and cultural groups, spend your old life happily.

4.5. Use Society as a Link to Build a Cultural Endowment Environment

Measured by Maslow’s hierarchy of needs theory, cultural endowment is actually a higher-level endowment method based on material endowment. Cultural endowment requires the whole society to pay attention to the mental and material needs of the elderly, build a good cultural endowment environment, and create a long-term guarantee mechanism for cultural endowment [10]. In fact, it should be emphasized that improving the quality of life and physical and mental health of the elderly and creating more cultural convenience for the elderly is a social undertaking. It requires the active participation and cooperation of enterprises, associations, groups and members of the public to establish more nursing homes, nursing homes, welfare homes and nursing companies featuring cultural endowment. At the same time, social forces can also play an important role in the vocational training and on-the-job training of senior care professionals, allowing more professionals from all walks of life to join the cultural endowment service business, using their professional knowledge and quality, sincerity and enthusiasm, establish a harmonious and friendly relationship with the elderly, and better implement the cultural endowment work in China. The experience of China’s social and economic reforms in the past four decades has shown us that the potential of social forces is huge and powerful, and it can be predicted that as long as the government supports or promotes appropriately in policies, it will be comprehensive in all aspects of cultural endowment. Land plays an important role, and its effect will be more effective.

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