

# Issues and Methods: Promoting the Digital Construction of Public Culture in the New Era

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**Abstract:** *It is the intrinsic requirement of constructing socialist culture to promote the quality of public culture. Since the 18th National Congress of the Communist Party of China, "Digital Culture" has emerged as a key strategy in promoting the nation's cultural development. By reviewing the theoretical basis and current supply situation for advancing the digitization of public culture in the new era, and combining technologies such as VR and 5G network, this article puts forward the strategies of establishing a sound team, rationally planning resource allocation, and improving platform construction suggestions to enhance the supply capacity of public cultural services in China.*

**Keywords:** *new era; public culture; digitization*

## 1. Introduction

"Digital China" plays a crucial role within the modern industrial system, as highlighted in the report of the 20th National Congress, which emphasizes the necessity of "executing the National Digital Culture Strategy." This statement encapsulates the main priorities and challenges that will shape China's development in the upcoming years. Currently, digital technologies driven by big data and artificial intelligence are leading the way forward for public culture in the new era. These technologies not only promote innovation of public culture development pattern, but also enhancing the service capacity of public culture. At the new stage, new journey and new starting point of Chinese path to modernization, strengthening further exploration of the digital development of Chinese culture can fully demonstrate the important role that cultural development plays at different stages of productivity development and achieve the goal of cultural development always serving the people.

## 2. Review of the current situation of promoting the digitization of public culture in the new era

### 2.1 Achievements in the digital development of public culture in the new era

Firstly, the government emphasizes the supply of digital technology for public cultural services. The public culture service system has been seamlessly integrated into the national governance framework, effectively serving as a driving force, unifying entity, and enforcing agent in the digital transformation of public culture. This has provided strong support for the digitization of public culture in terms of guidance, management, supervision, and safeguarding. The series of government measures have brought about many impacts on the digitization of public culture. For one thing, they have set the development direction for public cultural digitization. Public culture digitalization is a national, integrated and comprehensive culture management process, which is based on the masses of the people, and is an important strategy to improve the efficiency of culture management. For another, these measures have not only efficiently ensured the fair allocation of cultural resources but also leveraged the government's macro-regulation function, stimulating the optimal effectiveness of cultural fair development.

Secondly, it is essential to leverage digital technology platforms for public culture. Since the 18th National Congress of the Communist Party of China, there has been a gradual establishment of the public culture service system, particularly marked by the introduction of digital platforms in various cities aimed at enhancing public culture. People can now enjoy the fruits of social and cultural development more quickly and conveniently. For example, platforms like Douyin (Tiktok), microblogging hot search and kuaishou video, as well as reading platforms, book-sharing sessions, and amateur teams for artistic performances led by cultural talents and well-known artists, are cultural organizations rooted in socialist culture. Using digital information, they widely spread the cultures of

different regions, contributing significant endogenous force to the digitization of public culture.

Once again, the enterprise and the public organization pay more attention to develop the digital platform of public culture. Under the guidance of national policies, China's enterprises and public institutions have vigorously built digital platforms for public culture, constantly updating digital development technologies, and have now made significant technological breakthroughs, which have leveraged an important role in promoting public culture and expanding the coverage of public cultural influence. According to the "*China Digital Rural Development Report (2022)*", as of August 2022, China has built and operated nearly 3,000 county-level integrated media centers, with 1,443 radio channels and 1,682 TV channels.<sup>[1]</sup> For public culture construction in western regions, the central government funded 140 million yuan to build the "Public Culture Cloud Grassroots Intelligent Service Terminal", enriching the quality of rural cultural products and providing people with mobile library services through mobile APPs, WeChat mini-programs and other platforms. As the digital platform continues to evolve and digital technology advances, societal culture becomes more stable and developed, leading to the improvement of the public culture service system.

## ***2.2 Shortcomings in the digital development of public culture in the new era***

Firstly, public participation in digital culture remains inadequate. Despite the rapid pace of societal development, there is a relatively low level of subjective awareness among the public regarding their involvement in the development of digital public culture. Firstly, there is a lack of subjective recognition of the digital cultural construction. People, as citizens, feel themselves as the recipients of public culture, and lack the time and energy to take part in the digital construction of public culture. Consequently, they neglect their subject identity of this process. For another, some people have not yet deeply realized the significant value and meaning of the digitization of public culture. The digital development of public culture is a necessary part of public cultural construction. To leverage public culture's role in enhancing overall social quality and optimizing cultural resource allocation, it is crucial to strengthen the digital construction of public culture. In recent years, with rapid development of modernization, the richness of cultural resources has enhanced greatly, providing more and more opportunities for people to utilize these resources, and it has become increasingly convenient to do so. So that some cultural resources lose their scarcity value, causing people to lose their original desire and appreciation for culture. This has result in the digitization of public culture often failing to receive attention from everyone in society.

Secondly, the failure to form a joint force between the government and enterprises in the digital construction of public culture. As an important part of building a great socialist culture, the digital construction of public culture requires the government, enterprises, and institutions to unite and work together to fulfill their corresponding social responsibilities. However, the current digital construction of public culture still follows the traditional single management mode of the government. Especially in rural areas, public culture lags significantly behind that in urban areas and is increasingly difficult to meet people's needs for a better spiritual life and adapt to social changes. In addition, there are currently no relevant laws and regulations for government and enterprises, as well as other social forces, to jointly participate in the digital construction of public culture. Enterprises do not have a strong awareness in undertaking the digital construction of advertising culture, and the government's supervision and management system of the digital construction of public culture in institutions is absent. These issues have led to problems such as inaccurate understanding of their own positioning, poor communication with the government, and overlapping approaches among various social forces when they choose ways to promote the digitization of public culture based on their own interests and experiences.

Thirdly, there are still shortcomings in the application of digital technology within the public cultural service system. The development of internet technology has promoted the combination of the public cultural service system and digital technology. As a product of cultural development, the public cultural service system can leverage forward-looking digital technology to break through the spatiotemporal constraints and staffing limitations of public cultural services. However, due to the current public cultural service system not being sound and the lack of an effective communication mechanism among its various departments, digital technology's participation in public cultural services is in a disordered state. This results in the already scattered public cultural service system being unable to comprehensively and effectively embrace the empowerment of digital technology in the short term, making it difficult to provide services tailored to people's demands for cultural services.

### **3. Implementation Paths for Promoting the Digitization of Public Culture in the New Era**

Promoting the digitalization of public culture in China is a vital strategy and a cornerstone for constructing a great socialist culture. Since the 18th National Congress of the Communist Party of China, "Civilization Construction" has been accorded the highest priority across all social development sectors. It not only views "civilization construction" as the primary driving force behind the creation of a new civilization but also accords significant importance to sustaining public culture amidst the continued evolution of modern civilization. Building on the new starting point of China's modernization drive, this endeavor will not only contribute to refining and reinforcing socialist construction but also elevate the cultural proficiency of the people, infusing sustained momentum into the common prosperity of the Chinese nation.

#### ***3.1 Clarify the pursuit of public culture and establish a sound team for the digitization of public culture***

The development of digitization of public culture digitization requires people in the new era to strive to improve their ideological and political qualities and firm their ideals and beliefs. To achieve this, the most critical thing is that cultural workers and creators should first deepen their understanding of the basic theories of Marxism, and learn to apply Marxist positions, viewpoints, and methods to analyze and solve problems in public cultural services.

Firstly, staff members within the public cultural system are required to form a worldview of dialectical materialism and historical materialism by participating in systematic theoretical courses and training and learning, and form a pursuit of cultural creation that serves the people and produce cultural works that reflect the characteristics and requirements of the times. They should master and skillfully apply scientific thinking methods such as contradiction analysis and historical analysis, as well as analyze and solve problems encountered in their professional fields and educational processes in a connected, developmental, and comprehensive manner, so as to keep their ideological concepts, cognitive levels, and thinking horizons up to date with the increasingly rapid development of the times. Therefore, staff involved in the digitization of public culture should accelerate the integration of the national theoretical innovations and the content of the "Four Histories" (the histories of the Communist Party of China, the history of the new-democratic revolution, the socialist revolution and construction, and the reform and opening-up) into the entire public cultural content system, making this the core content of the public cultural system. This will enhance the masses' ideological, political, and action consciousness in "Two Upholds" Against the backdrop of the increasingly deep integration of rural culture and economy in China, to enhance the economic monetization capability of rural culture, it is necessary to promote the industrialization of rural culture. Developing rural cultural industries can not only enhance the influence and recognition of rural culture but also improve farmers' living standards to a certain extent.

Secondly, public culture creators should prioritize the study of the "Four Histories" (history of the Party, history of the country, history of the nation, and history of socialism with Chinese characteristics). Additionally, they should reinforce their "Four Consciousnesses" (political integrity, a broad perspective, adherence to leadership, and unity with the central party leadership), bolster their "Four-sphere Confidence" (confidence in the path, theory, system, and culture of socialism with Chinese characteristics), and fulfill the "Two Upholds" (upholding the leadership of the Party and socialism with Chinese characteristics). The latest theoretical achievements of the country currently serve as an action guide for public cultural creators in adhering to the direction of socialist cultural development, enhancing their ideological understanding, and grasping the correct orientation of public opinion. Especially for staff proficient in digital technology, they can help the people deeply grasp the laws of socialist construction and the development of human society by organizing activities such as building online game mini-programs and "Four Histories" competitions. This, in turn, will guide the people from theoretical awareness to conscious action, firm their "Four Self-Confidences" through constant self-reflection, solidify their ideals and beliefs, maintain a firm political stance, enhance their discernment, and resist erroneous trends.

Third, staff in public cultural services can explore the core of excellent cultural spirit in their regions, cultivate public culture with local characteristics, and promote the regional economy with the help of the characteristic public culture. It is necessary to retain and inherit the excellent national spirit contained in the public culture, use the differentiated public culture in different regions to develop the public culture characteristic industries, constantly refine and summarize the spiritual core of rural

culture, and inject new elements into the development of rural culture to enhance its sustainability.

### ***3.2 Regulate public cultural production and rationalize the allocation of digital resources for public culture***

The 19th National Congress of the Communist Party of China clarified that the primary contradiction in China has shifted to one of imbalanced and inadequate development. Adhering to the principle of "people-centeredness" entails addressing the primary contradictions of the new era and prioritizing the fulfillment of the people's aspirations for a better life. At present, China's become prosperity is accompanied by social issues such as unbalanced and inadequate allocation of cultural resources. The level of digitalization in public culture serves as a "barometer" for measuring the development of people's ideological and cultural qualities. Only by consistently adhering to the fundamental stance of putting people at the center throughout the process of digitalizing public culture, opening up channels for people to express and provide feedback on their opinions, and enabling people to feel fairness and justice in their enjoyment of public culture, can we guide people to adopt a positive and rational attitude towards accepting and enjoying public culture.

Firstly, we should optimize the elements of the development of rural public culture industries and enhance the digital literacy of farmers. In today's economy where online attention prevails, to fully leverage public culture in achieving common prosperity, it is crucial to win the battle of digitalizing rural public culture. This requires addressing the shortage of essential factors such as funds, technology, and information urgently needed for the development of public culture in rural areas. To this end, the relevant departments should mobilize all social forces to raise funds for the rural public culture digital platforms. In particular, township governments should fulfill their important functions of guidance, management, and supervision, making farmers aware of the importance of digitalizing public culture. Thus, will mobilize villagers and others to actively participate in and benefit from the digitalization of public culture.

Secondly, innovative technical support for the development of rural cultural industries. Building upon the current public cultural service system, technologies such as VR can be used to enable people to enjoy public cultural services from various regions without leaving their homes. This not only connects the national public cultural service system as a whole, but also invisibly brings the people of the country closer together, playing a positive role in fostering good national sentiments. Furthermore, it facilitates the further updating and upgrading of the chain and management model of the public cultural service system through the application of digital technology.

### ***3.3 Empower public cultural services and promote the improvement of digital construction of public cultural platforms***

Currently, to gain public approval and interest, the digitalization of public culture must leverage the capacity of internet platforms for information sharing and interaction, thereby accelerating its growth and expansion. By integrating the rich humanistic symbols of public culture into digital platforms, these platforms can attract more people, ultimately converting "people's attention" into "spiritual attention".

Firstly, the construction of "Public culture + Internet" promoting model. Utilize platforms like People's Daily Online and local government websites to promote diverse public culture initiatives across different regions. This model not only saves costs such as advertising and spokesperson fees, but also cultivates locals to become the promoters and spokespersons of their local public culture, showcasing their hometown's natural scenery, culinary culture, and folk customs through live streaming and other forms of online promotion. This helps enhance the influence of local public culture and fosters a sense of identity among local people towards their own public culture. In addition, emphasis should be placed on creating digital public culture business cards infused with humanistic symbols. This involves integrating local handicrafts, local operas, local legends, and other elements to not only strengthen the vitality of local advertising culture, but also to gather more wisdom online to derive more cultural forms. This facilitates the dissemination of rural culture in today's society and ultimately creates a series of developable and profoundly rich digital business cards representing cultural heritage.

Secondly, seize the key to attracting attention and cultivate public cultural fine works with local characteristics. On short video platforms such as Douyin (TikTok), Kuaishou, and Bilibili, there should be a planned upload of original video clips featuring local public cultural characteristics, evoking viewers' nostalgia and inspiring them to actively engage in public culture. It is essential to adhere to the

public cultural construction approach of “focusing on characteristics”, rejecting homogeneous public cultural product offerings, and striving to convert the potential energy of cultural resources into the kinetic energy of public cultural capital.

Thirdly, it is crucial to integrate technologies such as big data, 5G, cloud computing, and blockchain to digitize public culture and offer more targeted and diverse cultural services. This integration will facilitate the harmonious development of the public culture service system across cities, regions, and industries, fostering a cohesive approach to its construction and enhancement.

#### **4. Conclusion**

“Promoting the digitalization of public culture” is not merely a technical issue. It is closely related to the construction of a culturally powerful country and the development of cultural livelihood throughout society. In today’s world, which is undergoing profound changes unseen in a century, the role of technological progress in enhancing cultural soft power has become even more obvious. Although public cultural services have made significant progress, issues such as imbalance, inadequacy, unreasonable structure, low efficiency, and lack of systematicity remain prominent. At the same time, there are also significant opportunities and room for development. The greatest opportunity stems from the country’s high attention to the digitalization of public culture and the people’s aspiration for a better life.

#### **References**

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