

Research on Beijing Universities' Promotion of the Construction of Modern Public Cultural Service System

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Abstract: The participation of Beijing universities in the construction of the capital's modern public cultural service system is not only a necessity for Beijing to become the national cultural center but also a requirement of the national cultural development strategy. This paper analyzes the current status and advantages of Beijing universities participating in public cultural services. It explores the driving mechanisms for promoting university involvement in public cultural services from various perspectives such as cultural inheritance and innovation, responding to the national cultural development strategy, and suggests avenues for university participation in the exploration of the capital's public cultural services. The paper proposes theoretical references for the construction of Beijing universities' participation in the modern public cultural service system.

Keywords: Public Cultural Services; Driving Mechanisms; Paths; Capital Universities

Fund Project:

This paper is the result of the Beijing Union University scientific research project "Research on the Path and Power Mechanism of Universities to Promote the Construction of modern Public Cultural Service System in The Capital" (Project No.: SK30202014).

In December 2016, the National People's Congress passed the "People's Republic of China Public Cultural Service Guarantee Law." In 2017, the State Council issued the "13th Five-Year Plan for Promoting Basic Public Service Equalization," providing a solid legal foundation for the construction of China's public cultural service system. As part of efforts to improve the modern public cultural service system, Beijing has introduced policies to develop a rich, convenient, and efficient system, aiming to create a new era in the capital's cultural construction. This paper examines the research status of Beijing universities participating in public cultural services, analyzes their advantages, and explores the driving mechanisms, providing theoretical references for the construction of the modern public cultural service system.

1. Research Status of University Participation in Beijing's Public Cultural Services

By searching literature on the China National Knowledge Infrastructure (CNKI) with keywords "universities" and "public cultural services" since 2013, 146 theoretical articles were found, mainly focusing on university libraries' involvement in public cultural service system construction. Further searches using keywords "Beijing" (or "capital"), "universities," and "public cultural services" yielded only one academic review article from a symposium. This article discussed the necessity and sufficiency of Beijing universities participating in public cultural services, addressing issues and pathways for involvement.

Deep involvement of universities in Beijing's grassroots public cultural service system breaks down barriers in grassroots cultural facilities, promoting the integration and innovation of high-quality cultural resources into communities, benefiting the broader grassroots population.

2. Analysis of University Participation in Public Cultural Services Advantages:

Universities possess abundant cultural, human, technological, and disciplinary resources, constituting inherent advantages for

participating in public cultural services.

2.1 Abundant University Resources:

With 92 higher education institutions, Beijing is a city with the richest higher education resources nationally. Among the 42 “Double First Class” universities in the 2019-2020 list, 8 are located in Beijing. Additionally, 29 of the 140 universities with “Double First Class” disciplines are in Beijing. The concentration of these high-quality resources significantly supports Beijing’s public cultural construction. Universities are vibrant with cultural creativity, offering substantial space, prospects, and potential, presenting unique advantages in participating in the construction of the capital’s public cultural services system.

Beijing also boasts a wealth of library resources. As of the end of 2020, with over 130 libraries across the city’s 92 universities, including multiple campuses for some institutions, the total collection exceeds 1.2 billion volumes.

2.2 Strong Disciplinary Resources:

Disciplinary and professional development is fundamental to university growth, and the establishment of distinctive disciplines and specialties is crucial for the development of public cultural services. Leveraging these resources can lead to the creation of excellent public cultural service products, providing distinct and characteristic services for the local population.

2.3 Sufficient Professional Talent Resources:

Universities, as centers for talent development, have a large number of experts, scholars, professors, and students specializing in various cultural and artistic fields. Integrating their expertise into public cultural services ensures crucial talent support and intellectual contributions.

2.4 Advanced Technological Resources:

Universities house numerous programs related to computer science, artificial intelligence, big data, and other technologies. As leaders in these fields, universities have enormous potential to support the digitization and smart construction of public cultural services.

In addition to the mentioned advantages, Beijing universities also contribute significantly through student volunteers, cultural and sports facilities, knowledge lectures, cultural training, and cultural outreach.

3. Driving Mechanisms for University Participation in Public Cultural Services:

University participation in public cultural services reflects not only their social responsibility but also aligns with the national cultural development strategy. Various dimensions contribute to the driving mechanisms of university involvement in public cultural services.

3.1 Value Identification as a Development Driver:

Internal consistency in values within universities is essential for value identification. External factors influencing the alignment of value orientations between government and universities are crucial. Public cultural services are integral to the responsibilities outlined in university charters, establishing a strong foundation for effective external motivation.

3.2 Cultural Powerhouse Strategy as Political Motivation:

From the perspective of the national cultural development strategy, becoming a cultural powerhouse is a significant responsibility for universities. Actively participating in public cultural services aligns with this political drive to achieve the national cultural development strategy, guided by the core values of socialism, traditional culture, and Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era.

3.3 Cultural Inheritance and Innovation as Social Drivers:

In the new era, universities continuously inherit and innovate in promoting university spirit, master spirit, and scientific spirit, creating a rich cultural environment. This effort results in the formation of modern high-level universities with a rich cultural foundation, prominent brand, distinct characteristics, clear educational effects, and strong influence in regional public cultural construction.

4. Paths for Universities to Promote the Construction of Beijing’s Modern Public Cultural Service System:

4.1 Providing Intellectual Support to Government Departments:

Clearly defining the university’s main position in the construction of the public cultural service system, specifying responsibilities and rights in terms of service content, product provision, project research, and facility opening, along with corresponding policy and financial support, creates a policy environment conducive to university participation.

4.2 Forming Collective Advantages through University Public Cultural Service Alliances:

Beijing's various universities have different characteristics, forming unique core competencies in various fields. This diversity significantly enriches service content and forms. By arranging members to increase service frequency and providing cultural services on a rotating basis in different regions, universities collectively generate sustained attractiveness to the public.

4.3 Leveraging Specialties for Continuous Innovation in Service Content and Forms:

University-provided public cultural services primarily manifest in cultural dissemination and knowledge services. Universities, as cradles of cultural masters and celebrities, possess rich cultural expertise. Leveraging this expertise, along with various museums, cultural centers, and sports facilities, universities can significantly enhance the sense of achievement and happiness in cultural and sports activities for surrounding residents, thereby increasing the cultural influence of universities.

4.4 Actively Responding to the Major National Strategy of Rural Revitalization:

Beijing maximizes its advantages, targeting areas urgently needed for national and local development, actively and fully conducting research. Universities play a role in planning for rural cultural and economic development, offering suggestions and attracting investments.

4.5 Enhancing International Influence and Discourse Power:

Beijing's goal is to build a national cultural center with significant global influence, matching its status as a major country. Increasing the international influence of universities will play a crucial role in the construction of the national cultural center, Beijing's public cultural service system, and overall improvement. This not only spreads China's excellent traditional culture globally but also absorbs outstanding cultures from other countries, providing continuous momentum for the advancement of Chinese culture.

Conclusion

Beijing universities, deeply integrated into the construction of the national cultural center, provide intellectual support, rich cultural resources, and a favorable cultural environment, becoming iconic symbols of spiritual culture and leaders and radiation sources in regional public cultural construction. They play a prominent role in the construction of the capital's public cultural service system, offering a favorable opportunity for universities to fulfill their roles in cultural inheritance, innovation, and leadership, as well as meeting the needs of social development and national strategies.

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