

# Innovation Path of Community Culture Construction Project under the Background of Urban Community Transformation

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**Abstract:** At present, major cities are building smart cities, and the communities of major cities are also carrying out a series of construction work, including cultural construction. Under the background of accelerating urbanization, urban communities are facing the challenge of transformation and upgrading. At the same time, community culture construction project has been put on the agenda. Under this background, the relevant personnel of community culture construction must make full use of the current Internet platform, big data technology and other science and technology, effectively build a communication bridge between the community and community residents, and realize the smooth progress and innovative development of community culture construction project.

**Keywords:** Community transformation; Community culture; Cultural construction project; Innovation-driven development

## 1. Introduction

At present, with the continuous development of economy and society, the process of urbanization is accelerating, and the community construction of each city is also in the stage of vigorous development. At the same time, facing the rapid development of economy and society, communities in different cities are also facing new challenges in the process of construction. Specifically, the challenges faced by urban communities are mainly reflected in the changes of data culture, which not only reflects the interest conflicts and various social contradictions of different residents, but also reflects the trend of diversification of residents' ideas. Therefore, under this background, in the process of community culture construction, we must strengthen residents' cultural awareness, rebuild the relationship of mutual trust between people, and strengthen residents' sense of identity with the community, so as to build the urban community into a cohesive, friendly and caring community. Fig. 1 demonstrates the main components of community construction.



Fig. 1 Main contents of community construction

## 2. Main Problems of Cultural Construction Project under the Background of Urban Community Transformation

At present, the rural population is gradually flowing to the city, and more and more urban residents are also flowing to the more central city, which not only further accelerates the population mobility in China, but also changes the social strata at all levels in China. In such a changing era of social strata at all levels, some social problems are gradually exposed. Due to the change of system and interest pattern, a series of social problems have brought a series of challenges to urban construction projects [1]. How

to turn these challenges into opportunities requires urban builders to give full play to the consciousness and participation of urban residents, so as to enable community residents to invest in community construction and shoulder the mission of urban construction side by side. Fig. 2 points out the five principles to be followed in current community construction.

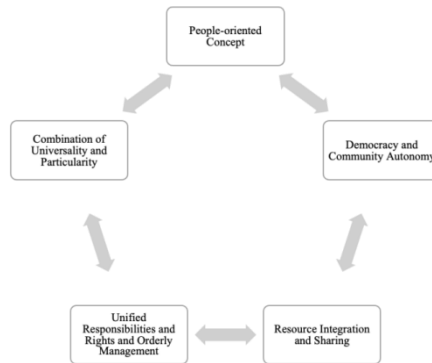


Fig. 2 Five Principles of community construction

**2.1 Low Participation of Community Residents**

At present, in the process of urban community construction and transformation, the vast majority of community residents pay less attention to the construction of their own community, and most residents are unwilling to participate in the construction of their own community. At the same time, there is a lack of necessary communication among community residents, and even many residents do not know who their neighbors are [2]. Therefore, with the rapid development of urban communities, there is a serious sense of alienation and strangeness among community residents, which also makes it difficult for community residents to have a sense of identity and belonging to the community, and finally poses a greater challenge to the construction of community culture in the city. Obviously, if community residents can not actively participate in a series of activities organized by the community they live in, or even care about the development and interests of the area they live in, it is impossible to realize the benign development of community cultural construction only by relying on community staff. Fig. 3 demonstrates the four principles of community cultural construction.

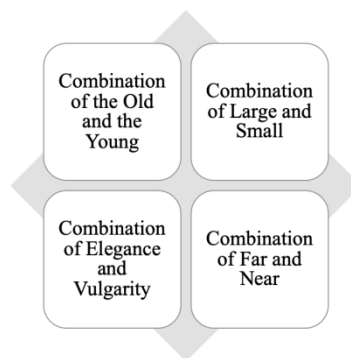


Fig. 3 Principles of community culture construction

**2.2 Issues in Management System**

The work of community cultural construction is mainly responsible by the Civil Affairs Bureau, cultural departments, science and technology departments, education departments and the Communist Youth League. However, due to the diversity of participants, it also leads to the lack of special responsible personnel for community cultural construction, which undoubtedly hinders the further development of community cultural construction. At the same time, most communities adopt the leading mode of government departments. Under this mode, the urban community cultural construction has a strong administrative color. Moreover, too much intervention by government departments will also lead to the neglect of the real subject, namely community residents, in the process of community cultural construction. Therefore, for many urban communities, there are two problems in the construction of urban community culture: subject dislocation and lack of subject function, which makes it difficult to build a community cultural environment satisfactory to community residents even if government

departments invest a lot of human resources.

### ***2.3 Homogenization of Cultural Construction Connotation***

At present, the vast majority of urban cultural construction mostly stays on the surface of publicizing community culture. However, the in-depth excavation and vigorous publicity of community cultural spirit are lacking by community workers. In other words, many community cultural construction workers do not spend time on excavating the unique community spirit of their own community, and many community cultural construction workers do not have a deep understanding of the concept and connotation of their own community cultural construction. In other words, in many cases, community cultural construction workers only take community cultural construction as a task to be completed, without more enthusiasm to understand the connotation of community cultural construction, nor spend more effort to compare the differences between their own community cultural spirit and other communities, which also deviates from the core idea of urban community cultural construction [3].

### ***2.4 Construction of "village to habitat" Community***

At present, combined with China's basic national conditions, China has launched the "village to habitat" policy, which is a kind of local urbanization. Under the leadership of the government, the "village to habitat" community is gradually developing in the direction of the city and transforming in the direction of modernization. However, the "village to habitat" community is different from the traditional urban community. To varying degrees, it still retains the social communication characteristics of rural communities, such as blood relationship, clan relationship, acquaintance relationship, etc., but it also joins the characteristics of urban communities and continues to develop in the direction of modernization. This kind of "village to habitat" community construction is different from the traditional urban community construction. Before the transformation of these rural communities, rural communities still retain a strong local flavor. However, after the transformation of these rural communities, the original rural community residents will become urban community residents, which means that the lifestyle and living environment of rural community residents have changed greatly. Therefore, for the "village to habitat" community residents, their traditional cognitive concepts, ideology and values are also facing a huge impact. In the development and construction of village restructuring community, the conflict between traditional culture and modern culture is inevitable. The key lies in how community workers guide and solve this kind of contradiction and conflict.

## **3. Innovation of Community Culture Construction Project under the Background of Urban Community Transformation**

### ***3.1 Objective Level***

#### ***3.1.1 Transformation of value and norm system***

Different from the traditional community culture construction, under the background of modern urban community construction, the traditional community culture built by relying on acquaintance relationship gradually disappears, and various new community cultures with economic interests between people as the core gradually rise and integrate into people's daily life, affecting people's way of life and behavior. However, it is worth noting that with the disintegration of the traditional relational society, contemporary people's moral concepts and behavior are lack of basic restraint mechanisms, which also makes some urban residents gradually go to extremes.

Therefore, this paper believes that in the process of modern urban community culture construction, we must pay attention to the construction of community basic standard system, so as to guide and standardize the behavior of community residents with correct values, and cultivate community residents to establish modern correct and positive values and ways of thinking.

#### ***3.1.2 Establishment of service awareness***

In the process of community culture construction, community workers must establish a correct sense of service, that is, all community work should aim at comprehensively improving the cultural literacy and quality of life of community residents. At the same time, in the process of community culture construction, community service providers must also establish a people-oriented service consciousness and strengthen their daily care for community residents. In addition, community workers should integrate

the awareness of serving community residents into various community cultural construction activities. There is no doubt that only by improving the service awareness of community workers can community residents feel the warmth of community service, so as to regard themselves as a member of community construction, and then pay more close attention to community culture construction [4].

### 3.2 Characteristic Level

#### 3.2.1 Combination of the historical and cultural characteristics of the community

Different communities show different cultural spirits because of different history and culture. Due to the differences in historical factors, culture, accumulation and social development, it has formed the characteristic cultural spirit of different communities, which is also the soul of the community. Therefore, for community cultural builders, we must fully tap the historical and cultural treasures of the community, fully integrate the community cultural spirit into community cultural activities, and enhance the cultural consciousness and cultural self-confidence of community residents. This paper holds that through the in-depth understanding and understanding of their community, more and more urban community residents will establish a sense of identity and belonging to their community and city, and then continue to promote the construction of community cultural work. Fig. 4 points out the differences between community cultural construction and other types of cultural construction, and emphasizes the main functions of community cultural construction.

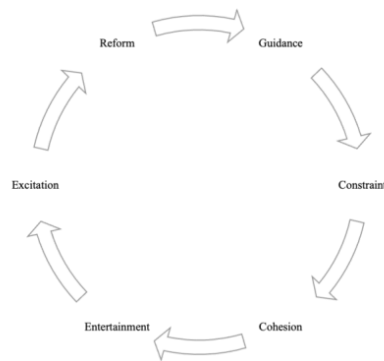


Fig. 4 Main functions of community culture construction

#### 3.2.2 Combination of the characteristics of daily life in the community

In the process of community culture construction, community staff can not be divorced from reality, but should focus on all kinds of practical problems exposed in the process of community construction, and meet the reasonable requirements of community residents as much as possible. At the same time, when carrying out various community cultural activities, community staff should also formulate the contents of various community cultural activities according to the different needs of community residents, and constantly innovate the contents of community cultural activities to meet the personalized needs of different residents. In addition, urban community cultural construction should also carry out a series of theme education activities and cultural education activities, so as to let more community residents understand the cultural spirit of their community, so as to enhance the community identity and satisfaction of community residents. In addition, while carrying out the construction of community culture, community workers should not only pay attention to the needs of community owners, but also pay attention to the needs of community tenants and outsiders, and coordinate the relevant interests of community owners and outsiders.

### 3.3 Mechanism Level

#### 3.3.1 Advancement of the participation mechanism of all staff mobilization

In the past, most community residents only took the community as their resting place. I didn't take the community as my spiritual home. In essence, community residents are not only the owners of the community, but also the builders of the community. Therefore, the construction of community culture requires not only the participation of community staff, but also the participation of community residents. Therefore, community workers should fully mobilize the enthusiasm of community residents and change the traditional community consciousness of community residents, so as to make more community residents aware of their responsibilities and obligations as community builders.

### 3.3.2 Expansion of resource sharing network mechanism

At present, with the increasing popularity of the Internet, the Internet has also had a significant impact on people's way of life and way of thinking. At the same time, the Internet also plays an important role in promoting the innovation and development of urban community culture. On the one hand, through the Internet, community cultural workers can carry out a series of online community cultural activities, which can not only improve the attention of community residents, but also enable community residents to participate in all kinds of community cultural activities anytime and anywhere. On the other hand, community workers can also show the community's daily cultural construction and residents' daily life through the Internet, and then combine the community cultural construction with residents' daily life, so that community residents can better understand the current community cultural construction and experience the community cultural spirit.

## 4. Conclusion

To sum up, in the context of the rapid transformation and development of urban communities, the construction of community culture should also highlight its uniqueness and avoid homogenization. In addition, community cultural workers must also make full use of the Internet platform to build a bridge to communicate with community residents, comprehensively improve the community construction awareness of community residents, and then let more residents consciously participate in the community cultural construction.

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