

The Vision of Making Development People-centered: Cultural Momentum in Building a Moderately Prosperous Society in all Respects

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Abstract: *The 19th Congress pointed out that the prosperity of cultural programs and cultural industries, promoted the integration of meeting the cultural needs of the people and enhancing the spiritual strength of the people, and made advances in building a strong socialist culture. We must always adhere to the mass cultural construction, grasp the cultural characteristics for a new era, cultural development and economic, political, social, scientific and technological, ideological and moral as a complete system into a decisive victory in building a moderately prosperous society in all respects. We must always adhere to people-centered mass cultural development, meet the new needs of the people in building a moderately prosperous society in all respects, explore cultural models for self-education among the people, build a more creative backbone of literature and art, and let the people serve as the cultural driving force in building a moderately prosperous society in all respects.*

Keywords: *mass culture, cultural identity, the vision of making development people-centered*

1. Introduction

Cultural prosperity is an important part of building a moderately prosperous society in all respects. We need to make solid progress in cultural poverty alleviation, focus on improving the quality and level of services, and bring tangible cultural benefits to the people. We must proceed from reality, attach great importance to cultural development among the people, always adhere to the people-centered philosophy, guide the broad masses to take an active part in cultural development, and let culture play its role in guiding fashion, educating the people, serving society, and promoting development, so as to meet the people's ever-growing needs for a better life. In the process of building a moderately prosperous society in all respects, we will enhance the people's sense of cultural happiness, gain, and security.

2. The function of mass culture construction in building a moderately prosperous society in all respects

Rich cultural resources make popular culture widely accessible. The solid foundation of literature and art at the grass-roots level is the source of inspiring cultural innovation of the masses. For the problem of the cultural subject consciousness is not strong, the cultural confidence of the masses not sound enough firm, and culture, cultural expectations and requirements are not fully satisfied, the government and party committee should actively integrate cultural resources, construct extensive platform for carrier, courage the masses to participate in literature activities, organize amateur literary creation team. We will foster the creativity and cohesion of the people with the glue and momentum of culture, and educate people with culture, beauty and affection. We will use fine culture to display the distinctive spirit and civilized customs for a new era, thus providing sufficient support for a moderately prosperous society in all respects.

Clear guidance make the mass culture full of vitality. To satisfy the people's spiritual and cultural needs, improve the people's sense of well-being, for the problem of team management of literature and art, artistic level is not high as the breakthrough point, dig yourself in thinking and understanding, the style of work, the ideological root of people's feelings, the government and party committee must conduct in-depth research at grass roots, analysis specific questions, take the crack trick, with practical actions to enhance the affinity of cultural work, strengthen the awareness of the position, enhance the appeal and affinity of cultural work, intuitive reflect the highlight and vivid practice of high-quality development of

mass culture , to complete the building of a moderately prosperous society in all respects into fresh force.

Continuous financial support make the masses of culture sufficient confidence. The government and party committee should be deeply aware of the role of mass cultural construction in the overall economic and social development, facing with severe and complex macroeconomic situation and arduous tasks for reform, insist on providing sustained financial support to cultural construction. We will firmly seize the opportunities to promote the great development and prosperity of socialist culture, carry out key cultural projects that benefit the people, with the focus on the community level, especially in rural areas, further improve our capacity for providing public cultural services, carry out a variety of cultural activities for the people, and help build a moderately prosperous society in all respects. In view of the above problems, policy guidance is provided for actively building the cultural construction of the masses and the new requirements of building a moderately prosperous society in all respects, and the cultural soil, cultural form and civilized environment suitable for high-quality development.

3. The people's new needs in building a moderately prosperous society in all respects

We will carry out projects to develop high-quality cultural products for the people. We will improve institutions and mechanisms, and make further advances in the implementation of documents on promoting cultural prosperity and development. Special funds will be increased to support the building of grassroots teams in the form of awards and subsidies. We will accelerate the networked and systematic development of public cultural facilities at the district, street and community levels. Adhere to the cultivation and practice of socialist core values as the main line, vigorously promote the implementation of fine art strategy. We should take advantages of local literary creation, art federations and associations, and strongly support and encourage literary and art workers and key figures at the community level to engage in their creation and production in daily life at the community level and on the frontline. We actively to make the standpoint of gathering people's hearts, encourage people's spirit and gather people's wisdom.

Actively create cultural identity. We will vigorously tap fresh cultural resources among the people to enhance their affinity for culture. In view of the problems existing in the current grassroots cultural construction, such as lack of understanding and attention, cultural work symposia and seminars are organized to further strengthen the position consciousness, enhance the grassroots cultural work team's people-centered consciousness. Closely combined with the theme for a new era, organize and carry out various mass cultural theme practice activities, encourage and support grassroots literary and art workers, cultural backbone, in-depth excavation and intuitive experience of high-quality development of mass culture highlights and vivid practice. Encourage them to dig around advanced type, life story, share their experience, thought, expectation, reflect the will of the real attentively, expressed in love at the grassroots level and hard describe life, society, praise socialism with Chinese characteristic welfare and benefits, and create positive energy and specific cultural identity.

Add cultural theme performances to show the great changes for a new era from the micro perspective of the people. Give full play to the writer, "grassroots star", countryside literary artist, pay attention to local features original theatrical building, mining, folk literature and art team support, let ordinary people from their own experience mining story,, use their own creative style, playlet, little drama language programs to reveal welfare of reform change, thank to wellbeing for a new era. Form a literary and artistic propaganda brand with rich practical connotation, distinctive regional characteristics, nourishing and nurturing the people, interpreting the distinctive spirit of The Times and civilized customs with excellent culture, arousing the masses at the grass-roots level to "express their desire", expressing their "passion for struggle", and strengthening the "knot of common hearts". We really let the people around us talk about their stories and educate them, effectively enhance the people's political, ideological and emotional identity for adhering to the leadership of the Communist Party of China, spread the positive energy of upward and good in a vivid form, and explore the "exclusive style" of mass self-education in the form of literature and art.

4. Explore the cultural paradigm of self-education of the masses

Stimulate the people's enthusiasm for cultural creation. We should constantly innovate grassroots cultural carriers with the masses as the main body, and build more featured carriers with the masses participating in initiatives and performances, such as mass cultural exhibitions and performances, so as to truly activate the new inspiration, public interest and desire of grassroots "cultural experts". Highlight

the mass and participatory and reflect more on cultural originality and the temperature of the people's livelihood, focus on the story, let the people become follow the party forever, eulogizing the new age, build new culture of "spokesman" and "dramatis personae", every national culture to the self-confidence, stack rooted into the cultural confidence of socialist culture power, Better strengthen confidence, gather people together, warm hearts, build minds.

We will give full play to the role of mass culture and education. Organize the backbone of the literary and art associations to hold study classes, train classes and literary and art activities, establish activities of selecting outstanding literary and art workers, guide literary and art workers to study general Secretary Xi Jinping's important speech spirit at the National forum on literary and art work and the Publicity and ideological work conference into the motivation and ability of literary and art creation. We will continue to give full play to the role of the literary and artistic light cavalry and organize a series of activities to benefit the people, including vocal music, folk art, traditional Chinese opera, calligraphy and painting performances and exhibitions. Continue to carry out "literature and art classroom" services, in a planned and step-by-step way to carry out point-to-point, point-to-point guidance and art skills training.

Highlight the spirit of mass cultural creation. Actively organize the literary and art creation backbone of the federation of Literary and art associations, and take the opportunity of "building a moderately prosperous society in all respects" to lead the literary, painting and calligraphy, photography, music, dance, drama and other art associations to go into the frontline of grassroots production and life and take root in the soil of the people. Adhere to the creative orientation of people-centered, carry out literary and artistic creation activities with the theme of "mass culture in the new era," and produce more and better literary and artistic works that reflect the temperament and style of the people.

5. Strengthen the consciousness of subject and build a more creative backbone of literature and art

We will strengthen education and guidance of the mass cultural ranks. Actively strengthen "four force" education, increase the intensity of training and support, with special training, the experiences of solid training in rotation, communication way, such as improving cultural the political quality of the contingent of cadres and grassroots cultural work, responsibility consciousness and professional level, with strong with good cultural cadres at the grass-roots level, fostering homo habilis, grassroots culture conducive to a sound environment for talents, the high-quality goods. We should educate and guide grassroots cultural workers and key figures in literature and art in a way that is consistent with the laws of cultural development and literary and artistic creation. We should give them full trust in their organization, take the initiative in their thinking, and create conditions for their work. We should do practical things, do good deeds and solve difficulties for them. Strengthen the construction of the federation of Literary and art associations and grass-roots art associations, actively coordinate and promote the standardization and normalization of the federation of literary and art organizations, further give play to their talent advantages, professional advantages, forging a perennial active at the grass-roots level, educating the masses, guiding the masses, serving the masses of the red literary and art light cavalry. Adhere to "go on", coordinate the resources of professional literary and art workers such as district Federation of Literary and art, cultural center, organize and carry out grassroots training and guidance, carry out "menu-style" services according to the needs of grass-roots cultural teams, and improve the pertinence and effectiveness of training. Adhering to the principle of "invite in", professional cultural teams and talents at or above the municipal level are organized to conduct coaching and training on vocal music, instrumental music, dance, painting and calligraphy, photography and other special topics in the district, so as to continuously improve the artistic level of mass cultural teams. Adhere to the "go global", select and set up "benchmark" team, internally lead other teams to common development, actively participate in various cultural exchanges and exhibitions externally, highlight the cultural image of the masses.

We will strengthen the cultivation and excavation of cultural teams. In view of the current situation that the backbone authors are out of stock and lack of staying power, vigorously excavate and support the authors with creative potential and train new leading authors. We should take the way of going out and inviting in more often, and give professional training to new writers regularly, so as to provide more opportunities for the backbone of literature and art. Invite professional writers and artists to carry out various kinds of professional guidance, and timely carry out discussions and thematic discussions on works of outstanding authors and new works. At the same time, print newspapers of mass culture should be innovated and improved, and the proportion of literary and artistic works should be increased. For example, writers should be encouraged and talents should be explored in the form of essay collection,

special edition and special issue. We will ensure that people's literary and artistic creation starts from children, give full play to their subjective initiative, create new forms of work, coordinate cultural departments in organizing after-school and vacation classes, and gradually deepen the cultivation of literary and artistic creation from the basic level.

We will improve the incentive mechanism for people's cultural creation. To work with the competent cultural departments to study and formulate incentives for regional people's literary and artistic creations, and improve the evaluation mechanism for excellent literary and artistic works. Funded by the district finance, the works of authors published in provincial and municipal media and awarded in important performances, exhibitions and works selection will be rewarded at different levels every year. In particular, some of the original works that have an important impact in the city and even the country should be appropriately rewarded, so as to fully mobilize and improve the popularity and influence of the original works, vigorously create a good cultural environment and literary and artistic innovation atmosphere that encourages creation, respects talents and encourages positive incentives, and strive to establish, highlight and spread the characteristic cultural brands.

6. Conclusion

The people are the creators of history and the sculptors of The Times. All excellent literary and artistic works derive from the people, and all excellent literary and artistic works are for the people. We always adhere to the vision of the development people-centered, solid mass cultural work, activate the creativity of cultural innovation of the masses, constantly creating characteristic culture brand, in response to the people look for in a good spiritual and cultural life of the new, improved the people's feeling, happiness, security, We will contribute to building a moderately prosperous society in all respects in terms of ideological guidance, cultural development, public opinion guarantee and spiritual motivation.

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