

The Value of Social Organization in Urban Community Culture Endowment

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Abstract: *With the development of the times, the aging trend is becoming increasingly intensified, the cultural needs of the elderly in urban communities are becoming increasingly prominent, and the traditional pension model is facing severe challenges. "Cultural endowment" has been widely concerned by the society as soon as it is proposed. As soon as possible in order to supplement the "short board", fill the "weakness", country support of the development of social work, social workers and orderly in the community, with its professional theoretical knowledge and practical skills to provide community cultural endowment service, rich community elderly spiritual and cultural life, but due to a variety of factors, community cultural endowment service cannot meet the needs of the elderly. This paper uses research methods of literature and logical analysis to explore the issue of cultural endowment in urban communities from the perspective of social work, in order to provide a new analytical framework for cultural endowment and enhance the happiness of the elderly group.*

Keywords: *cultural endowment, social work, urban community*

1. Introduction

At present, Chinese society is in a drastic social transition period, causing profound social changes. This includes three aspects: First, China is in the transition period from planned economy system to market economy system; Second, the social structure is in a period of great adjustment, people's behavior, life style, value system have undergone obvious changes; Third, major changes have taken place in the social form. Chinese society has changed from a traditional society to a modern one, from an agricultural society to an industrial society, and from a closed society to an open society. In short, social transformation is the profound change of social and economic structure, cultural form and values from tradition to modernity. The spiritual and cultural needs of the elderly in urban communities are increasingly prominent. The Opinions on Further Strengthening the Construction of the Culture for the Elderly issued in 2012 clearly pointed out that the construction of the culture for the elderly in China could not fully adapt to the growing spiritual and cultural needs of the elderly. The cultural atmosphere of the elderly is not strong; the function of public cultural facilities to serve the elderly needs to be further improved; the insufficient supply of cultural products and services for the elderly cannot meet the spiritual needs of the elderly [1]. With the great satisfaction of material needs, the thought of supporting the elderly in urban communities keeps advancing with the times in China, especially the elderly in urban communities in coastal areas; In addition, in urban communities, the increasingly simplified family structure and the weak social culture of filial piety have led to the prominent spiritual and cultural needs of the elderly in urban communities.

Under the background of aging population growing, the increase of the absolute number of elderly people and the elderly spiritual and cultural needs, brought huge pension pressure to our country, can solve the problem on good spiritual and cultural needs of the elderly will affect China's overall national happiness index, so it is necessary to promote urban community culture endowment. In addition, under the background of vigorously promoting the professional development of social work in China, social workers will have a great role to play in providing community cultural endowment services from the perspective of professional values, concepts, methods and practices of social work. As a provider of community services, how to apply the concept, methods and skills of social work to community cultural endowment services, so as to promote the community to realize "cultural endowment" and meet the spiritual and cultural demands of the elderly in urban communities has important theoretical research value.

2. The realistic dilemma of social organizations' involvement in community culture for the aged

2.1 Service objects have certain limitations

Community cultural endowment all the elderly in the community should be included, rich in the spiritual and cultural life at the same time, help the elderly to improve self ability of provide for the aged, however in the process of the actual research, community activities and group activities, the service object has certain limitation, this is not conducive to the establishment of the elderly self pension. First of all, in the community activities, the limitations are reflected in that the service objects are concentrated in the young and middle age elderly, less involved in the elderly, and the participants are mostly educated, they are mostly teachers, doctors and public officials before retirement, relatively high literacy, less involved in the elderly with low educational level; Secondly, in the interview with the community workers, the limitations of the service objects are manifested in the lack of attention to the emotions of the elderly male group. The main reasons are as follows: first, the imbalance between male and female staff, lack of male staff, thus affecting the care of male elderly groups; Second, the existence of gender culture, such as "men don't cry easily", leads to many men even if they have emotional problems, or choose to endure, digest by themselves, and do not want to tell others.

2.2 Lack of professional community cultural endowment service team

The establishment of the self-supporting ability of the elderly in the community needs a professional cultural endowment service team as the guarantee, and the effect of cultural endowment activities needs a professional cultural endowment service team to maintain. In addition, the cultural endowment in the community is a long-term project, so the cultural endowment in the community needs a professional cultural endowment service team [2]. However, social workers are unstable, lack of professionalism, unreasonable structure, random volunteers and administrative relations between social workers and workstations, which result in that the community has not yet established a professional cultural elderly service team. First of all, the instability of social work practitioners is the premise that community cultural pension service teams cannot be established. Secondly, the lack of professional social work team and the unreasonable gender structure lead to the lack of certain guarantee of the quality of community cultural pension service and the lack of comprehensive service. Thirdly, the volunteer organization is a mere formality without substantive application and fails to mobilize volunteers to actively participate in the community's cultural elderly care. As a result, social workers appear to be "isolated" when providing cultural elderly care services. In the community cultural activities, although the development of community activities also has the assistance of volunteers, but the randomness of volunteer recruitment, the lack of organization and the lack of volunteer training make the volunteer team in a fragmented and unorganized state, which is not conducive to the construction of professional cultural endowment team in the community. Finally, the relationship between social workers and workstations, rather than cooperation, affects the independence of social workers in carrying out services, which hinders the construction of cultural endowment service teams to a certain extent. As community workers are the employers of social workers, the relationship between social workers and community workers is always superior-subordinate, which greatly reduces the independence of social work practitioners and weakens the voice of social workers in the cultural endowment service team to some extent.

2.3 Community resources have not been effectively integrated and utilized

The development of community cultural endowment service activities needs resources to support, but in the practice of cultural endowment services, the integration and utilization of resources are not enough, so the service effect of community cultural endowment activities is greatly reduced. First of all, in the integration of human resources, there is a lack of organization and management of volunteer groups, lack of contact with community property management departments, and lack of communication with community workstations, making the human resources in the community not effective. Integration, so it is difficult to establish a professional cultural endowment team. Secondly, it failed to maximize its role in the deployment of material resources. The relocation of social workers and workstations has made the original office space in the community wasteful, making it necessary for the elderly to participate in community cultural activities and need to get out of the community. If the social worker can use the original office space to carry out cultural activities for the elderly, then some mobility will be inconvenient the elderly can also participate in the cultural activities of the community, in this way, the scope of the elderly service group will be expanded [3]. To sum up, the service target has certain

limitations, which is not conducive to the construction of the self-cultural elderly care ability of the elderly in the community to a certain extent; secondly, the lack of a professional community cultural elderly care service team also makes it difficult to maintain the effect of cultural elderly care activities; The effective integration and utilization of community resources affects the effectiveness of community cultural endowment services.

3. The value of social organizations involved in community cultural endowment

3.1 Expand the community's cultural elderly audience

Community cultural pension, as the name suggests, is a community cultural endowment, and its service objects should be all elderly groups in the community [4]. At present, cultural endowment in urban communities has limited audience groups. Therefore, in the future urban community cultural endowment, the audience of cultural endowment needs to be expanded so that more elderly groups can enjoy the cultural activities provided by the community and enrich them. Spiritual and cultural life, enhance their sense of happiness [5]. The expansion of the community cultural endowment audience group mainly starts from the following aspects: First, in terms of ideology, the staff should pay attention to the spiritual and cultural needs of all elderly groups in urban communities. The elderly in the urban community used to be the builders of the city. Regardless of the nature of their work before retirement, they should all enjoy the old-age services provided by the society. We need to correct cultural old-age care thinking. It is not only intellectuals who have cultural old-age care needs. Ordinary employees also have this need after retirement. The elderly in communities with different cultural backgrounds have different cultural endowment needs. Therefore, all the elderly in the community should be included in the culture. Secondly, in the promotion of cultural endowment, innovative promotion methods are adopted, and online and offline promotion methods are adopted. Online use of WeChat, Weibo, micro-video and mobile clients to publicize the concept of cultural endowment in the community and the effects of activities, and pass the idea of cultural endowment to every elder in the community, making them ideologically identify with cultural endowment and become passive accept as active participation. Every activity in the community can be used offline, through the organization of cultural activities that can meet the needs of the elderly, so that the elderly can experience the benefits of the community's cultural activities for themselves, and then spread the community's cultural activities for the elderly through word of mouth. At the same time, it mobilizes the active old party members in the community to play their pioneering role as a pioneer and model to drive more elderly people around them to participate in the community's cultural and elderly care activities. Finally, in the design of activities, cultural endowment should be diverse and comprehensive to meet the needs of different elderly people as much as possible. As the degree of aging continues to increase, the spiritual and cultural needs of the elderly in the community have become increasingly diversified. In order to better serve all the elderly in the community, the needs of the elderly in the community must be accurately investigated before the event design. Therefore, it is necessary to establish a community information platform for the needs of the elderly. Social workers, social work agencies, and community workers should form a synergy, using field surveys, case interviews, questionnaire surveys, data analysis, and document analysis to understand the spiritual and cultural needs of various groups from all angles. When designing community cultural endowment activities, different activities are carried out in response to the diversified spiritual and cultural needs of the elderly, so that the cultural endowment activities are both hierarchical and comprehensive, covering all elderly groups in the community.

3.2 Build a professional community cultural endowment service team

Community cultural endowment service needs to be improved in terms of personnel, and it is necessary to build a professional community cultural endowment service team. The construction of professional community cultural endowment service teams is mainly embodied in three aspects: social workers, community volunteers and community workers [6]. First of all, the introduction of professional social workers into the community to provide professional community cultural endowment services, which requires adequate training and reserve of social workers, as well as good treatment, promotion channels and social status for them. With the state's attention to the development of social work, the number of colleges and universities offering bachelor's and master's degrees in social work is increasing, and the number of social workers is also increasing. However, the reality is that only a small part of the students who majored in social work are engaged in their own major. There are two

main reasons for this. First, social workers have low recognition, which is accompanied by low social status. Therefore, compared with civil service positions, more graduates choose to take civil service examinations. Second, the social work profession environment is not optimistic, as a kind of professional social work, its management mechanism and working mechanism is not perfect, the specific performance in the absence of a reasonable training, theoretical study and practice of decoupling, promotion the space is lesser, working hours, working intensity and salary is out, the social work profession environment is not optimistic, the industry professional brain drain is serious, have jobs. In order to change the above situation, ensure adequate professional social workers into the community to provide cultural endowment service, colleges and universities to innovate social work of professional personnel training mode, change the previous stage theory study and practice stage of practice, can be in view of the community aging serious, joint training, and community universities to carry out cooperation projects, practical education to stimulate theoretical study; At the same time, the government should guarantee the pay and treatment of social workers, so that their efforts are proportional to their gains; In addition, the whole society should also create a good social atmosphere, increase the publicity of social workers, improve social recognition and social status of social workers, and enhance the sense of gain and value of social workers. To sum up, only when there is sufficient water for the big river of social worker training and reserve, can the stream of water be poured continuously into the community, and professional social workers can be introduced into the community to provide professional cultural services for the aged, meet the spiritual and cultural needs of the elderly, and improve their happiness.

Second, strengthen the construction of community volunteer team, establish social workers, community workers and volunteers to participate in the mutual promotion of cultural endowment volunteer service linkage mechanism. First is to expand community cultural endowment of the volunteer team, will be added to the community culture also the elderly endowment volunteers shall be incorporated into cultural endowment volunteer team, on the one hand, can promote the communication with the elderly volunteers, to help it better service to provide cultural endowment, on the other hand, enhance the value of elderly volunteers group feeling, feeling; Followed by training and incentives for community cultural endowment volunteers, in the community, organization of professional social workers, and community workers social work of professional training of volunteers, and at the same time, the community, social work institutions in collaboration with universities, community volunteers culture endowment service training, in addition, volunteers to set up incentive mechanism, setting standards in advance, on a regular basis to carry out the assessment, thus stimulating the enthusiasm of volunteers to cultural endowment service.

Finally, strengthen contacts with community workers. In addition to strengthening the cooperation between social workers and volunteers, the construction of professional community cultural old-age service teams should also strengthen the connection with community workers. Community workers control most of the community resources, and its existence shortcoming is the lack of communication between residents and interaction, however, social workers with professional interpersonal skills and community elderly people establish a good professional relationship, in a timely manner to capture the community needs of the elderly, and timely response, but a social worker can use of limited resources, the need to strengthen communication between social workers and community workers, in order to get the resources to support the community cultural endowment activity.

3.3 Improve the professional level of social workers and give play to their professional advantages

Compared with community workers and volunteers, social workers have the advantage of being professional in theory, skills and other aspects in community cultural endowment service teams. A professional social worker must agree with the ethical values of social work and have the basic knowledge of theory, policy, technology and so on. Therefore, in order to give full play to the professional advantages of social work in the community cultural endowment, it is necessary to improve the following aspects: First, strengthen the ideological education of social work ethics and values, so that it runs through the career of social workers. In social work, the professional values is the guide of social workers, indicate the direction for the practice work, and work ethic is regulated practitioners in helping relations to the service object, colleagues, agencies and professional, and social public duties and responsibilities, to ensure that social work professional can achieve the mission, give full play to its service function. It is self-evident that ethical values play an important role in social work. Therefore, in order to provide professional community cultural elderly care services, social workers must agree with professional ethical values and strengthen the education of ethical values. However, the learning of ethical values is never accomplished overnight, and there are many ethical

dilemmas in the ethical values learned in school. There is no clear answer, which needs to be explored and solved in practice. Therefore, the education of ethical values in social work should run through the career of social work practitioners. Secondly, social workers have a relatively perfect professional knowledge reserve and rich knowledge extension and experience in social work service for the elderly, which is the premise to ensure the scientific and effective service provided. First of all, in terms of theoretical knowledge reserve, social workers must understand and master the theoretical basis related to the groups they serve, so as to better provide professional services. Secondly, social workers are familiar with relevant policies in the field of the elderly, which is conducive to better safeguard the rights and interests of the elderly and better provide cultural services for the elderly. Thirdly, due to the diversity of the needs of the elderly, the complexity of the problems, and the interaction of problem solving, social workers are required to have rich knowledge extension and experience, such as some basic elderly health knowledge, geriatric psychology knowledge, social behavior knowledge, etc. Finally, we should strengthen the literary and artistic accomplishment of social workers who serve the old culture. In addition to mastering professional social work service knowledge, social workers should actively broaden their knowledge of literature and art in order to better provide cultural services for the aged.

4. Conclusion

The increasing number of the elderly population and the increasingly diversified spiritual and cultural needs have brought great challenges to China's pension undertakings. Solve the current aging problem, meet the diverse spiritual and cultural needs of the elderly, and improve the overall happiness index of the family. For society, cultural endowment is an effective way to solve the current aging problem, which can make up for the deficiency of traditional endowment mode in endowment to a certain extent and contribute to the construction of a harmonious society. For the elderly, cultural endowment can meet the diverse spiritual and cultural needs of the elderly, make up for the lack of emotional function of modern families, and contribute to the development of their physical and mental health; For families, community culture endowment to a certain extent, reduce the pressure of children's endowment and then reduce their pressure at work, contribute to the harmony of family members' interpersonal relationship, and then improve the overall happiness index of the family. Enrich the practice of social work for the aged and promote the development of social work in the field of the aged. From the perspective of social work, supported by theories related to elderly groups, social work methods and skills are utilized to provide urban community cultural endowment services. On the one hand, the old-age service model is innovated, the practice of old-age social work is enriched, and the value of reference is provided for front-line social workers. On the other hand, improve the recognition of social work in the field of the elderly, and then promote the development of social work in the field of the elderly.

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