

Analysis of the Paths of Urban Ecological Culture Construction

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Abstract: Urban ecological culture construction is an important part of ecological civilization construction. Urban ecological culture is characterized by constraint, science, sustainability, subjectivity and wholeness. In the process of urban ecological culture construction, the relationship between urban ecological culture construction and modern industrial and agricultural development, the relationship with economic and social construction and development, and the relationship with social harmony should be dealt with. We adopt measures to promote the construction of urban ecological culture, such as strengthening the institutional construction of ecological culture, strengthening public opinion guidance and incentive mechanism, strengthening public participation, improving the level of public ecological culture services, and building ecological culture system projects.

Keywords: ecological culture, ecological civilization, harmonious coexistence

1. Introduction

Urban ecological culture construction is an important part of ecological civilization construction. The construction of an urban ecological culture system with special themes, rich content, close to people's lives, and attractive will gradually form a fine social culture of loving nature, respecting nature, and treating nature well, and will promote the improvement of the overall ecological civilization of the city and the construction of urban ecological civilization.

2. The connotation and characteristics of urban ecological culture construction

2.1 Ecological Culture

“A new way of human existence guided by the theory of natural values, i.e., a way of production and a way of life in which man and nature develop in harmony.” [1] This means that ecological culture is a culture that transitions the relationship between human beings and nature from one of dominance to one of harmonious coexistence. It is the transformation of people's concept of value from anthropocentric to harmonious development of man and nature, and it is the concrete embodiment of two civilizations in the relationship between man and nature. It is a series of theories that consider human beings as subjects, who view and deal with the relationship between humans themselves and their surrounding flora and fauna, natural environment, etc., and permeate the theory into different cultural forms and express it through cultural forms. It emphasizes a way of living that achieves a harmonious coexistence between human beings and nature and other aspects in the process of overall human development.

Although ecological culture was only formally incorporated into people's vision in the 20th century, it has a deep foundation in reality and a long history of ideological origins. In ancient times, there were many basic ecological culture ideas about protecting the environment and harmony between human beings and nature, which provided a certain theoretical foundation for ecological culture, such as the ancient Chinese idea of "the unity of heaven and man", and the idea of advocating "far-sightedness and near-work" for the benefit of future generations. Due to historical limitations, these views are not the same as the contemporary view of ecological culture, but their basic spirit is the same. Therefore, the essence of Chinese traditional culture regarding ecological culture is still very helpful for the new era.

In the West, the Renaissance made modern science and technology give a great impetus to mankind's ability to understand and transform the natural world, and human civilization has crossed over from agriculture to the industrial period. The two technological revolutions brought about unprecedented waves of human activity in transforming nature. As a result, humans believed that science and technology

could provide them with inexhaustible wealth from the nature. Humans have exploited and pillaged nature without fear by relying on the science and technology at their disposal. The destruction of nature by humans has also reached an unprecedented level. Engels once pointed out that "we must not indulge too much in our victories over nature. For every such victory, nature has retaliated against us." [2] It has been proved that nature's "punishment" of humans started in the early stage of industrial civilization, but humans did not notice it because the "punishment" was only temporary, minor or partial. With the rapid development of science and technology, nature has been unable to withstand such a situation because of excessive plunder, exploitation and demand since the 20th century, and a global ecological crisis has come along. Faced with this crisis and dilemma, humans gradually began to consider the relationship between man and nature, and ecological culture was born.

2.2 Urban ecological culture and its characteristics

"Urban ecological culture is the concrete embodiment of ecological culture on the city level, and its connotation is the same as that of ecological culture, except that the implementer implements it to the city. That is, it requires the gradual formation of values, spiritual style, production methods and behavioral norms for the harmonious development of human beings and nature in the process of urban development, constituting an orientation system for urban production and life, producing cohesive, motivating and restraining energetic effects on all members of the city, and providing impetus for urban construction." [3] In other words, we should constantly emphasize the concept of ecological civilization in the construction of urban culture and advocate green urban development. It means to take up man's responsibility and obligation to nature under the premise of fully affirming nature and the intrinsic value of its existence. The enlightenment of ecological culture roots ecological consciousness and responsibility in the public's mind, so that the public will pay more attention to ecological civilization in terms of value orientation, production methods and consumption behavior, and gradually influence and guide the decision-making behavior, management system and social ethos of the whole city.

There are five main characteristics of urban ecological culture. The first is science, ecological culture is formed on the basis of a correct understanding of the characteristics and laws inherent in man and nature, and is a way of regulating human behavior according to the laws of nature, which requires people to respect science and guide them with correct theories. The second is constraint, in terms of morality, we should encourage and praise the ideas and behaviors that are conducive to protecting ecology and promoting the harmonious coexistence between human beings and nature, and oppose or prohibit those that destroy ecology. The third is sustainability. The construction of urban ecological culture should consider long-term interests and provide valuable spiritual support for the long-term ecological development of the city. The fourth is subjectivity, the survival and life of human beings are to be carried out in the natural ecology, therefore, nature naturally has constraints on all human behavior. Likewise human beings, as subjects in the whole relationship, their behavior will also react to nature, and the only true sense of ecological culture is if people's behavior is harmonious and friendly with the ecological environment. The fifth is wholeness, ecological culture includes many aspects and systems, and all of them together constitute the overall ecological culture system. It is not a single aspect that can work alone, but should be promoted from a comprehensive and whole perspective.

3. The paths of urban ecological culture construction

Urban ecological culture construction covers a wide range of areas, including the construction of ecological culture system, the construction of ecological culture business and industry, and the improvement of ecological culture education. It should correctly establish a scientific view of development, a correct view of assessment and a green view of civilization on how to improve the unified guidance and operability of urban ecological culture construction. We should not only pay attention to the inner value of ecological culture, but also pay attention to the outside performance of ecological culture. Only by organically integrating the two can we really show the value and significance of ecological culture construction.

3.1 Relationships that should be handled well:

(1) The relationship between urban ecological culture construction and modern industrial and agricultural development. The development of human society must be based on the development and utilization of natural resources, but must at the same time strengthen the construction of ecological civilization, pay attention to environmental protection, and achieve sustainable development. Prevent

over-exploitation and waste of resources. It is necessary to change the mode of economic development, vigorously adjust the industrial structure, strive to reduce resource consumption, strengthen environmental protection, and make full use of human resources, so that ecological civilization can become an inexhaustible engine to promote economic development and achieve sustainable development.

(2) The relationship between the construction of urban ecological culture and social and economic development. The key to the effectiveness of ecological civilization construction lies in the managers of the city. It is necessary to achieve rapid development of economy and population, but also to deal with the coordinated development of resources, environment and it, to take scientific and correct development concept as the guide, to include social development, energy saving and environmental protection into the assessment index system of the whole city, and to pursue economic development and pay attention to ecological environment at the same time.

(3) The relationship between the construction of urban ecological culture and the promotion of social harmony. Build a harmonious social culture in which man and nature are mutually constrained and promoted. Harmonious coexistence of man and nature promotes the development and rational use of resources, facilitates economic development, cultivates a good ecological environment, and promotes the overall healthy development of society. Nowadays, people's awareness of resources and environment has been greatly improved, and the consciousness of loving, cherishing and protecting nature has been formed in people's minds, and the concept of green and civilized consumption has been formed.

3.2 The practice paths

First, strengthen the institutional construction of ecological culture. We strengthen the adjustment and improvement of the legal and regulatory system of ecological culture. Only by formulating and emphasizing policies, regulations and laws on protecting the environment and natural resources can sustainable development be guaranteed and a society that conserves resources and protects the environment be realized. Laws and regulations should be realistic and forward-looking, rather than trying to repair environmental problems or environmental disasters only when they occur. Long-term and accurate scientific strategies should be developed. The outdated content should be improved with the times and enhanced operability. The correlation and interchange between different laws and regulations should be improved. For the content where there are gaps and deficiencies step up improvement to avoid leaving loopholes. Improve the effectiveness and implementation of laws, regulations and systems. The implementation of law enforcement departments is strengthened.

Second, strengthen public opinion guidance and incentive mechanisms. We will promote the promotion and education of ecological culture in the whole society extensively and try to raise the ecological awareness of all subjects including decision makers, managers and ordinary citizens. Make environmental and ecological consciousness deeply rooted in people's hearts and become a natural way of working and living, forming a good social trend. Establish the concept of incentive for the construction of ecological civilization in society. Motivate citizens to participate in the construction of ecological civilization. Enrich the specific methods of incentive, adopt a combination of material rewards and spiritual encouragement, and increase the publicity of good people in the construction of ecological civilization, using typical examples instead of boring sermons, so that the publicity effect of ecological culture can be better played.

Third, strengthen public participation. Citizens are the main subjects of practice, and the development of a broader ecological culture requires widespread human participation, and the social atmosphere and moral principles of ecological protection should be established in the whole society. Fully respond to the actual needs of the public, strive to develop channels for public participation in the construction of ecological culture, and attach importance to citizens' right to information about the construction of ecological culture, especially the situation related to their own interests should be announced in a timely manner. Attach great importance to the important role of citizens for ecological culture construction, and pay full attention to citizens' opinions and suggestions. Encourage citizens and related organizations to participate in the construction of ecological culture and offer suggestions. Make the construction of ecological culture the responsibility and obligation of every citizen. Improve the ecological culture literacy of citizens and develop ecological culture behavior habits in real life.

Fourth, strengthen the supporting services of public ecological culture. In particular, we should increase the creation of ecological culture works, strengthen the construction of ecological culture education bases and related personnel training, and constantly meet the growing ecological culture needs of citizens. The construction of ecological education practice bases will increase the education and

popularization efforts, so that citizens can improve their practical experience and feelings, and make ecological culture deeply rooted in their hearts. Strengthen the construction of communication platforms, enhance the dissemination of ecological culture in various forms, strengthen the breadth and depth of the content of communication, and strengthen the dissemination of various media to increase the dissemination channels of ecological culture.

Fifth, the construction of ecological culture system project. We need to promote the construction of this system project comprehensively in various sectors and industries. All aspects, including government, enterprises, schools and families, need to cooperate fully. We should increase the creation and support of high-quality ecological cultural products, integrate the concept of ecological tourism in the tourism industry, expand various forms, and strengthen the cultivation of ecological cultural talents, etc. Establish a sound mechanism for public participation in ecological culture construction throughout society, promote a series of system projects in ecological culture undertakings, industries and educational institutions, strengthen cooperation among various departments, establish and improve ecological culture planning and decision-making, strengthen management and guidance, and promote coordination and supervision mechanisms for ecological culture construction.

4. Comprehensive promotion of urban ecological culture

4.1 Grasp the development direction of urban ecology and culture with the overall layout of the city

The overall layout of the city has to provide an effective overarching view of the economic and social development of the whole city, and the ecological culture construction has to be subordinated to the overall layout of the city development and construction, while promoting the overall development of the city. The goal of establishing a harmonious development of the city will not only enable the ecological culture construction to be transformed into a driving force for the development of the city's productivity, but also improve the competitiveness of the whole city. The concept of harmonious development is always suitable for the requirements of advanced productivity, adapting to the long-term development needs of the city, and constantly meeting the growing material and cultural needs of the people in continuous development.

The prerequisite for the development of ecological culture is the development of advanced productive forces. The development of ecological culture will in turn react to the advanced productive forces and provide spiritual impetus for its development. The trend of ecological culture development is clear based on a full understanding of the relationship between advanced productivity and ecological culture. Therefore, the development of ecological culture should focus on improving productivity. We should implement sustainable development strategies, change the development mode, develop ecological industries, green economy, etc., and strengthen ecological culture while providing production factors. In addition, the development of ecological culture should be emphasized, so as to achieve the purpose of promoting the development of advanced productive forces, improving the overall development quality, and realizing the overall development of the city. Adhere to the direction of serving the people at large. Adopt flexible and diversified forms of propaganda, education and practice, so that ecological culture construction can show its great attraction in integrating with production and life.

4.2 Promotion of urban ecological civilization with ecological culture construction

"Civilization is primarily the best part of cultural achievements. Culture is a specific mode of existence of a certain civilization, a way of practice of its forms. Civilization is the historical form formed at a certain stage of human development and includes the basic content of culture" [4] The construction of an ecological culture is a way to bring human history to a different state of ecological civilization in various concrete cultural forms. In today's world, where "sustainable development" has become the theme of development, China has also expressed the will of China and its people with the idea of "four comprehensives", which is a solemn commitment made by the Chinese nation to all mankind. The development model that sacrifices the environment is no longer suitable for today's Chinese modernization, and a new era has dawned for China. Ecological civilization not only reflects the arrival of a new civilization, it also reflects the development trend of human civilization.

It is an important task to promote an ecological society and culture for the establishment of a harmonious society and an ecological city. A good environment is conducive to fostering a harmonious social environment and a highly competitive ecological city. While continuously improving the ecological concept of the whole city, we guide people to take a reasonable view of the relationship with

natural environmental protection and with the overall development of society. Strengthen ecological awareness, cultivate environmental responsibility, and consciously integrate scientific, healthy, and civilized production and lifestyle into daily behavior in order to build a society rich in ecological culture and science. Use ecological ethics as one of the important criteria for measuring the morality of citizens and construct an ecological culture system needed for a harmonious society. Continuously strive to create a new social climate that enhances the general development of citizens' ecological ethics and lays the foundation for the construction of ecological civilization.

4.3 Promotion of ecological city construction with ecological culture

The overall development of a city is not only the economic development, but also the cultural development which provides the competitive soft power for it. To push the ecological city construction with ecological culture construction is an important aspect to improve the soft power of the city. And it provides important guarantee for consolidating and improving the achievements of ecological city construction. As the most important basic guarantee of urban ecological culture construction, urban ecological culture construction cannot be ignored. When carrying out the overall planning and design of the city, ecological factors must be included in its scope of investigation, and truly achieve overall, coordinated and synchronized planning and construction.

Promote the creation of eco-city extensively, mobilize the enthusiasm of the whole society, all citizens, and management departments at all levels, and integrate the publicity and education work into the whole process of construction. Let ecological culture propaganda and education really touch people's hearts and minds, integrate them into their spiritual world, and really internalize ecological culture in their hearts. Integrate the concept of ecological values into all aspects of the public's daily behavior, promote practice with the concept, comprehensively promote the construction of ecological cities, and gradually build beautiful cities and beautiful China.

5. Conclusion

The construction of urban ecological culture should fully understand its essential characteristics and laws, and deal with the relationship between ecological environment and industrial and agricultural development, economic development and harmonious social development. We will build an overall system project in terms of system construction, public opinion guidance, incentive mechanism, public participation and supporting services. To lead the construction of urban ecological culture with the overall layout of the city, and promote the construction of ecological city with the construction of ecological culture.

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