

Research on the Current Situation and Problems of Language Art in the Development of Public Culture under the Background of Informatization

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Abstract

At Present, the Government Pays More and More Attention to the Construction of Public Culture and Continuously Increases Policy Support and Financial Input. the Traditional Mode of Public Culture Supply and Public Cultural Demand Are Changing. on the Basis of Studying the Supply Mode of Public Cultural Development, This Paper Analyses the Existing Problems of Language and Art and Puts Forward Some Optimizing Measures. It Holds That the Supply Mode of Public Cultural Development Should Be Improved Effectively with the Help of Information Technology Platform, the Optimizing Role of the Internet in the Allocation of Resources, Innovating the Supply Mode and Improving the Public Cultural Service in an All-Round Way. Public Culture Reflects the Spirit and Will of the Country and Nation, and the Rise and Fall of Public Culture Will Determine the Future Development Direction of China's Economy and Society, Which is an Important Issue Facing China. Highlighting the Position of Public Culture in China's Current Development is the Key to Positioning China in the World and Determining Its Future Development Prospects.

Keywords: *Informationization, Language art, Public culture*

I . Introduction

As people's demands for spiritual culture continue to increase, the status of public culture is also constantly improving, and countries use cultural development to improve their international economic and political status [1]. Since the beginning of the 21st century, China has attached great importance to the development of culture, and public cultural undertakings are the focus of cultural development and the inherent requirement of building a well-off society in an all-round way [2]. Therefore, promoting the development of public cultural undertakings, vigorously promoting cultural development and prosperity, and realizing the strategy of "socialist cultural power" is an important development direction for China [3]. Public cultural services refer to important contents of public services of the government. It refers to the general term of the system and system provided by the public departments, mainly government departments, for the purpose of protecting citizens' basic cultural life rights and providing citizens with public cultural products and services, including facilities, resources and services for public cultural services, as well as personnel, funds, technology and policy safeguard mechanisms [4]. Under the new situation, building a modern public cultural service system is an important measure to safeguard and improve people's livelihood, an inevitable requirement to comprehensively deepen the reform of cultural system and promote the prosperity and development of cultural undertakings, and an important task to carry forward the socialist core values and build a strong socialist cultural country [5].

Language is a unique art, which can penetrate the soul, move the soul, inspire wisdom and create a world with unique charm [6]. The construction of "public cultural service system" requires a large number of language and art applied talents who have studied professionally [7]. Language art refers to literature, including poetry, prose, novels, plays and other genres. Because literature always uses language as a means to shape artistic image, reflect social life and express the author's thoughts and feelings, language always plays an important role as a art media and basic material, so people generally call literature language art [8]. The construction of a public cultural service system reflects the country's emphasis on the development of public culture. With the development of economy and society, public culture accounts for an increasing proportion of the people's daily cultural life. Actively promote the creation

of demonstration areas for the public cultural service system. The demonstration area drives other areas to build a complete public cultural service system, which will play a positive role in promoting the needs of the people to achieve a better life [9]. In today's highly developed informatization, with the country's gradual investment in the construction of public culture, the informatization of public cultural development will become an inevitable trend [10]. Therefore, this article puts forward the research on the status quo and problems of language arts in the development of public culture under the background of informationization.

II. Current Status of Public Culture Development

A. Analysis on Supply Mode of Public Cultural Services

China has always attached great importance to the supply of public culture, which has roughly undergone three stages of development: First, in the planned economy period, the government is the only main body of the supply of public culture. The direct management model adopted by the government ignores the diversity and flexibility of cultural needs and the imbalance between supply and demand. Second, during the transition period after the reform and opening-up, the government changed the public cultural management from planned allocation to market allocation, and the management mode changed from direct to indirect. Cultural organizations and units carried out enterprise reform to meet the diversity of public cultural needs. However, due to the impact of the planned economy or the government input as the main body, social capital investment is less. Third, in the new period after the tax and fee reform, the government decentralized the right to build public culture through tax-sharing reform, and local governments gained autonomy. The supply model appeared a diversified development model led by the government, and made many achievements, effectively solving the contradiction between supply and demand [11].

In summary, the mode of public cultural supply in China is basically a cultural service mode with the government as the main body, from the original government monopoly mode to the current government-led diversified service mode. The government formulates basic policies and provides funding. , The government independently arranges cultural suppliers, etc., regulates management and provides public cultural services [12]. As servers of public culture, intermediaries, enterprises or private organizations make full use of the advantages of competitiveness and productivity to provide public cultural supply [13].With the continuous progress of economic construction, the people's living standard has been continuously improved, the supply of culture has been paid more and more attention by the people, the government is also increasing its investment in public cultural services, and the public cultural service system has changed. However, there are still some problems in the existing public cultural services. 1) the total supply is insufficient, and the supply quality needs to be improved. 2) The supply subject is single and the capital investment is insufficient. 3) Public participation is not high, and the interaction between government and society is insufficient. 4) The mode of supply is inflexible and the degree of legalization is not high. 5) Insufficient cultural team building and narrow financing channels [14].

Today, when the construction of urban public culture is prevalent, related research on urban cultural activities has also begun to prevail. Urban cultural activities are promoted by humans, and urban benefits are the most important measurement standard, including economic benefits and humanistic benefits, as shown in Table 1. :

Table 1 Economic Benefits And Humanistic Benefits

| | | |
|------------------|-------------------------------|---|
| Economic benefit | Cultural Industry Development | Historical and cultural resources, film and television, animation |
| | Tourism development | Scenic development |

| | | |
|---------------------|--|--|
| | Related industry development | Hotel industry, service industry, manufacturing industry |
| | Related facilities construction | Real estate development, shopping mall construction |
| | Create job opportunities | Tour guide, waiter |
| Humanistic benefits | To enhance the visibility of the city | Well-known tourist city |
| | Improve urban livability | Good urban cultural ecology |
| | Urban public infrastructure optimization | Museums, libraries, theaters, public cultural centers |
| | Introduction of outstanding talents | Talents related to the cultural industry |
| | The improvement of citizens' cultural literacy | Cultural awareness and cultural consciousness |

Therefore, in different economic development periods, the supply of public cultural products and services in government financial expenditure is also different. Here we refer to the relationship between human capital and real capital in Rommer and Well's growth model, replace the change rate of human capital in the model with the rate of return change of public cultural input, and change the rate of return change of other public products and services input with that of substitute material capital. The relationship shown in Fig. 1 is shown.

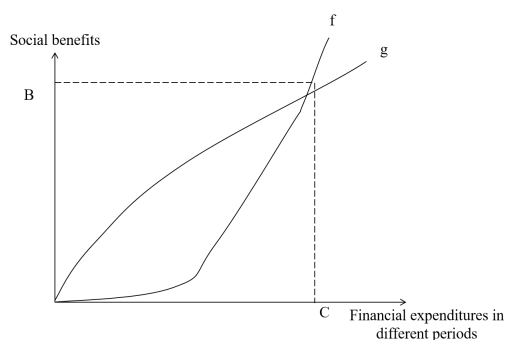


Fig.1 Trends in the Rate of Return of Public Cultural Investment and Non-Public Cultural Product Inputs

Combining the historical trend of government financial support for public products and the expression of public demand for public culture in different historical periods, the specific relationship is shown in Fig. 2.

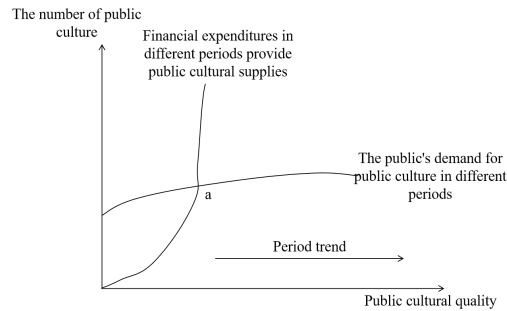


Fig.2 Ifinancial Supply of Public Culture in Different Historical Periods and the Changing Trend of the Public's Demand for Public Culture

B. Present Situation of Public Cultural Service System Construction

The construction of public cultural service system demonstration zone is to implement the instructions of the CPC Central Committee and the State Council to build a public cultural service system. According to the Notice on Establishing National Public Cultural Service System Demonstration Zone (Project) issued by the Ministry of Culture and Finance, the National Public Cultural Service System Demonstration Zone (Project) Creation Work Plan and the National Public Cultural Service System Demonstration Zone (Project) Creation Standard, combined with local actual conditions, adhere to the public welfare attribute, basicity and equalization. Actively explore and strive to build a public cultural service system with a complete service network, a reasonable organizational structure, a balanced overall development, an improved service efficiency, and a function that benefits the whole people, and further improve the coverage of the public cultural service system and the efficiency of public cultural services, in order to build a basically complete The public cultural service system provides typical areas of construction, management demonstration and related system experience [15]. Therefore, in the supply of public cultural products and services, the government should not only increase the investment in financial funds, but also encourage and support social private and enterprise donations to start public cultural undertakings by improving relevant fiscal policies to promote social resources to invest in public cultural undertakings. The basic framework of financial support for promoting public cultural development is shown in Fig. 3.

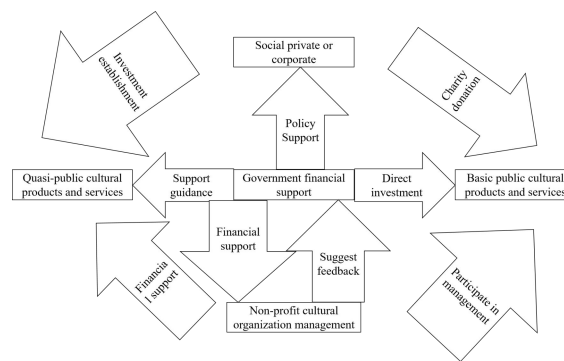


Fig.3 Structure Chart of Government Financial Support for Public Cultural Development

In 2013, the first batch of 31 cities were approved as national public cultural service system demonstration zones. In 2016, 32 cities including Beijing Dongcheng District were approved as national public cultural service system demonstration zones. In January 2019, the General Office of the Ministry of Culture and Tourism published the list of the third batch of national public cultural service system demonstration zones, and 30 cities were selected. In May

2018, the Ministry of Culture and Tourism announced the qualification list of the fourth batch of national public cultural service system demonstration zones (projects).

III. The Problems and Countermeasures in the Public Cultural Service System in China

A. Algorithm Design

This study uses the weighted comprehensive index method, that is, on the basis of the commonly used comprehensive index method, the entropy method is used to calculate the weight of each indicator, and the weight is combined to calculate the public cultural service development index, and then various growth rates are calculated to reveal public cultural services The level of development. The calculated index is a comprehensive value reflecting the development of public cultural services in a specific area in a specific period. The higher the value, the higher the level of development. At the same time, this method can also present the development process of public cultural services in a specific area in time series, that is, it can analyze and evaluate from two dimensions of time and space.

Entropy method is an objective method to determine the weight, which is mainly used to judge the stability of an index: the more stable the index value, the less uncertainty, the smaller the entropy, the more effective the data, and the greater the weight given. Using the entropy value to calculate the weight of each index can avoid the interference of artificial factors and make the weight flexibly change with the index value. The specific steps for calculating the weight factor are as follows:

(1) To determine the value of each index

In this study, the value range of Z_{ij} is controlled between [60,100], so that the values $(\ln Z_{ij})$ after logarithm are all positive, so as to avoid the influence of symbol difference in the summation process, so the value (E_j) of each core index is negative, and the specific formula is as follows:

$$E_j = -k \sum_{i=1}^n Z_{ij} \ln Z_{ij} \quad (1)$$

Among them, the coefficient is $k = \frac{1}{\ln n} (n > 1), j = 1, 2, 3, \dots, m$.

(2) Determine the difference coefficient of each index so that the difference coefficient of each core index is H_j , then:

$$H_j = 1 - E_j \quad (2)$$

Among them, $j = 1, 2, 3, \dots, m$.

(3) Determine the weight of each index

If the weight W_j of each core indicator is set, then:

$$W_j = \frac{H_j}{\sum_{j=1}^n H_j} \times 70\% \quad (3)$$

Among them, $j = 1, 2, 3, \dots, m$ and $\sum_{j=1}^m W_j = 0.7$ make the weight of each non-core index W'_j , then:

$$W'_j = \frac{H'_j}{\sum_{j'=1}^n H'_j} \times 30\% \quad (4)$$

Among them, $j' = 1, 2, 3, \dots, m'$ and $\sum_{j'=1}^{m'} W'_j = 0.3$. After a lot of experimental calculations, the weight ratio between core indicators and non-core indicators is 7:3, which can better reflect the difference in the importance of the two, and then better Reflect the contribution of the two in index calculation.

B. Problems in China's Public Culture Service System

1) Although the expenditure on cultural undertakings has increased rapidly, compared with the potential demand, the financial input is still seriously insufficient, and the construction of public cultural service system lacks strong financial support and support. 2) The total amount of public cultural service facilities is insufficient, the distribution is unreasonable, the construction of cultural infrastructure is lagging behind, and the grass-roots public cultural infrastructure and technical equipment cannot meet the cultural needs of the masses. 3) There is a big gap between the development level of urban and rural cultural undertakings, and there is a big difference between urban and rural areas in the provision of public cultural products and services. There are great difficulties in the operation of public cultural institutions serving the grassroots, and the total amount of public cultural service resources is small and the quality is not high. There is still a serious shortage of investment and a large gap between urban and rural areas. See Table 2 for details of rural and urban investment in cultural undertakings during the Eleventh Five-Year Plan period.

Table 2 Rural and Urban Investment in Cultural Undertakings Since the 11th Five-Year Plan

| | 2006 | 2007 | 2008 | 2009 | Four years before the "Eleventh Five-Year Plan" |
|--------------------------|--------|--------|--------|--------|---|
| Total (100 million yuan) | | | | | |
| Nationwide | 159.04 | 199.97 | 249.05 | 293.33 | 898.36 |
| Rural investment | 45.61 | 57.14 | 67.60 | 87.04 | 254.36 |
| Urban investment | 114.44 | 143.84 | 182.46 | 207.30 | 645.01 |
| Specific gravity(%) | | | | | |
| Rural investment | 29.3 | 29.3 | 17.9 | 29.5 | 29.3 |

| | | | | | |
|------------------|------|------|------|------|------|
| Urban investment | 72.9 | 72.9 | 74.3 | 71.7 | 72.9 |
|------------------|------|------|------|------|------|

4) The supply of public cultural services and public cultural products is insufficient, and their quantity and variety are still not rich enough, and the production and supply of cultural products are out of the demand of the masses. 5) The construction of public cultural service professionals is lagging behind, and cultural talents are scarce. 6) Public cultural service resources cannot be jointly constructed and shared, and the construction of resource sharing projects lags behind. 7) The protection, development and application of cultural and intangible cultural heritage are lagging behind. 8) The degree of socialization of public cultural services is insufficient.

C. Some Countermeasures and Suggestions on the Construction of Public Cultural Service System

It is a very urgent task for the central government and governments at all levels to vigorously promote the construction of public cultural service system. Based on the current situation and problems facing the construction of public cultural service system in China, this paper puts forward some countermeasures and suggestions on how to further strengthen the construction of public cultural service system.

1) with the basic idea of “realizing, maintaining and developing people's basic cultural rights is the purpose and destination of cultural construction”, under the guidance of the scientific concept of development, we should reform and break the old ideas of “managing culture” and “running culture” under the traditional system, and establish a new concept of cultural development.

2) Efforts to do a good job in the two basic constructions. The first is the construction of hard power, that is, on the basis of comprehensive planning, pay close attention to the infrastructure construction of the six-level public cultural facilities of the country, province, city, county, rural township, urban community and even administrative village. At the same time, use modern information methods to strengthen different cultures. Comprehensive utilization of departmental resources to realize resource sharing, interconnection and interoperability, to provide the public with a basic guarantee for fast and convenient enjoyment of public cultural services. The second is the construction of soft power, that is, we must do a good job in content construction, improve the production and supply capacity of public cultural products, increase the creation of spiritual cultural products, and enhance the service capacity of public culture.

3) Correctly coordinate and handle the three relations. First, we should coordinate the relationship between cultural undertakings and industries. Second, the relationship between cultural conflict and fusion should be well coordinated. Third, coordinate the relationship between cultural inheritance and innovation.

4) Innovating four mechanisms for the construction of public cultural service system. First, we must innovate the management mechanism. Second, we must innovate the input mechanism. Third, we should innovate the performance evaluation mechanism. Fourth, we must innovate the management mechanism.

5) Five suggestions for innovating the construction of a public cultural service system. One is to focus on the application of high and new technology. The second is to pay attention to listening to the needs of the public to realize the openness and democratization of public cultural decision-making. The third is to focus on creating a distinctive brand of public culture. The fourth is to focus on the implementation of the cultural talent strategy. Fifth, focus on improving the operational efficiency of public cultural service facilities.

IV. Conclusions

This paper puts forward the current situation and problems of language and art in the development of public culture under the background of information technology. In summary, public culture construction is an important measure for the development of the public cultural service system and an important cultural project for the people implemented by the state. Grab the opportunity for the development of public culture construction, and discover and solve the major problems in the construction of public culture. There are not only fee-based venue exhibitions, film and television performances and opera performances that meet the high-level needs, but also activities such as community cultural stations, going to the community and going to the countryside that meet the needs of the grassroots. There are not only public large-scale song and dance performances, but also investment-oriented cultural relics auctions, cultural art exchanges and other forms. There are sunset red cycling teams suitable for middle-aged and elderly people, as well as sports and computer technology competitions suitable for young people. There are sports games suitable for gays and an exhibition of embroidery works suitable for lesbians. In short, we must meet the cultural consumption needs of various levels in order to truly achieve public cultural services.

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