

Problems and Optimization Ways of Citizens' Participation in the Development of Cultural Industry

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Abstract

China has made remarkable achievements in citizen participation in the development of cultural industry, but there are also some problems: the degree of citizen participation is shallow, there are few ways, the procedure is not standardized, and there is a lack of legal guarantee; Lack of social organization and weak professionalism. These problems are attributed to many aspects. The main ways to solve these problems are: building an open and transparent information environment; Strengthen the legal support of citizen participation; Strengthen the pertinence of civic education and publicity.

Keywords

Cultural industry development; Citizen participation; Citizen.

1. Introduction

At present, China is steadily promoting the process of governance modernization. Promoting the development of cultural industry is an important content in the process of governance modernization. Whether citizens effectively participate has an important impact on whether they can quickly promote the development of cultural industry. It can be seen that citizens' participation in the development of cultural industry can have an important impact on the process of governance modernization in China. From the perspective of citizen participation in the development of cultural industry in China, obvious achievements have been made in this field, but there are also some problems, such as: the degree of citizen participation is shallow, there are few ways, the procedure is not standardized, and there is a lack of legal guarantee; Lack of social organization and weak professionalism. These problems can be attributed to many aspects. Effectively solving these problems can promote citizens' effective participation in the development of cultural industry, and then promote the process of governance modernization in China.

According to the existing research results in China, many researchers have conducted in-depth research on the themes of "cultural industry development" and "citizen participation", but there are few research results on the theme of "citizen participation in cultural industry development". Relevant examples are: Zhang Wenyong explored the path of public libraries participating in cultural targeted poverty alleviation; [1] Zhan Lei analyzed the path of social work involved in the cultural poverty alleviation of Oroqen nationality; [2] Peng lingbing explores ways for private capital to participate in the conservation and revitalization of Yaxiang street in Dongguan. [3] These research results have certain academic value, but there is no in-depth analysis of "citizens' participation in the development of cultural industry". Based on practical and academic considerations, it is necessary to analyze the problems and their causes in this field on the basis of expounding the theory and current situation of citizen participation in the development of cultural industry, and then explore the Countermeasures of these problems.

2. Citizen Participation in the Development of Cultural Industry: Theory and Current Situation

2.1. Theory

Public participation is the core vocabulary of citizen participation theory. This participation mainly refers to political participation. In addition, it also includes the whole process of citizen participation in public affairs. Specifically, the content of citizen participation mainly includes three levels of participation: legislation, public decision-making and public governance. This participation actually involves multiple subjects such as the ruling party, the government, social organizations, enterprises and citizens, but the most important subjects are the government and citizens.

The main elements of citizen participation are as follows: first, citizen participation is a continuous process of exchange of views. In this process, different subjects continue to exchange views and form a consensus based on this, so as to lay a foundation for later efforts to achieve common goals. Second, in the process of citizen participation, the government, as the governance subject, must fully inform citizens of the objectives and plans of the matters involved, so that citizens can realize effective participation on the basis of a comprehensive understanding of the matters involved. Third, in the process of citizen participation, the government must timely and comprehensively understand the opinions and suggestions of citizens, effectively absorb these opinions and suggestions in the decision-making process, effectively improve the efficiency of decision-making, and realize the improvement of governance level based on this.

2.2. Current Situation

First, macro situation of citizens' participation in the development of cultural industry. The vast majority of participants are government staff and self-employed, mainly because they are directly related to the development of cultural industry. When promoting the development of cultural industry, the government coordinates all relevant administrative units and self-employed operators with relevant interests. Affected by the nature of work, they directly or indirectly participate in the development of cultural industry, rather than understand, organize and participate in the work or activities of cultural industry development through personal expectations or interest demands.

Second, ways for citizens to participate in the development of cultural industry. In the cognition of citizens, the main body of the development of cultural industry is the government, social organizations and communities. Social organizations in many parts of China have not effectively participated in the development of the cultural industry. Most of the organizers of the activities are the government, the community or the volunteer team led by the government. At this stage, the cultural industry development activities organized by the volunteer team are more end participation activities such as cultural publicity, which overlap with the activities of the government and community organizations. The way for citizens to participate in the development of the cultural industry is still single.

Third, the expected behavior of citizens' participation in the development of cultural industry. Most citizens are concerned about the development of the cultural industry and are willing to restrict and standardize their own behavior to participate in the development of the cultural industry. However, the desire beyond their own obligations is more likely to be realized by government departments. They are willing to strive for individual rights, but they lack initiative and are divorced from implementation. This shows that at this stage, the main forms of citizen participation in the development of cultural industry are still relatively single and vague, slogans are more than actions, and forms are more than practice. Citizen participation has not

been deeply involved in the decision-making stage of public affairs, and plays a small role in the development of cultural industry.

3. Citizen Participation in the Development of Cultural Industry: Problems and Causes

3.1. Question

First, the degree of citizen participation is shallow and there are few ways. From some examples, citizens' participation in the development of cultural industry is relatively shallow, and rarely involves deep-seated affairs such as cultural industry decision-making. The number of "Deep Participation" and "professional participation" is relatively small. Because some citizens lack the awareness of full participation, many behaviors of supervision and reporting are only when their own rights and interests are infringed, citizens will take the initiative to initiate reporting, play a supervisory role and report the situation to the relevant departments. At present, the government has realized that citizens can play a positive role in the development of cultural industry, and tried to encourage citizens to participate in the development of cultural industry, so as to optimize the development of cultural industry. However, some government departments are worried about the uncertain factors in this process, so to some extent, allowing citizens to participate in the development of cultural industry has become a form. From the development of the cultural industry in some places, the measures to promote the development of the cultural industry are powerful, but citizens still have low acceptance and great doubt about the implementation strength, intensity and scope of the cultural industry policy, which has great resistance to the implementation of the policy. In the development of cultural industry in some places, citizens still participate in cooperation rather than actively, and the degree of participation is not deep. Citizens are in the "end participation" and do not participate in the formulation of cultural industry policies.

When the development of cultural industry involves the vital interests of citizens, citizens will be "forced" to participate in the development of cultural industry. These citizens will actively participate in the development of cultural industry by participating in hearings, consulting with relevant departments and obtaining environmental information. However, from the specific situation of some places, the number of hearings for the development of cultural industry is small, and the content of the hearing mainly involves the scope of citizen participation to safeguard their own rights and interests, that is, it belongs to "end participation". Although many government departments encourage citizens to participate in the development of cultural industry, the degree of citizen participation is not high because the form of activities is relatively single and vague, and formal activities are more than practical activities.

Second, the procedure of citizen participation is not standardized. From a macro perspective, the laws and regulations on citizen participation published in China at this stage are only local regulations, such as the measures for citizen participation in the formulation of local regulations in Gansu Province (hereinafter referred to as the measures) implemented in 2013. The measures explain citizen participation, specify the content and form of citizen participation, and put forward requirements for local governments to carry out citizen participation. However, there is no set of open, clear and clear process arrangement of citizen participation procedures in the measures, so in the process of citizen participation, the subject of participation is not clear, the form of participation is not standardized. The participants are uncertain or the quality of participants is uneven, and the procedure of citizen participation is not standardized. In fact, due to the lack of administrative procedure law for citizen participation, principled laws and regulations alone can not guide the procedures and behaviors of citizen participation, which virtually increases the difficulty of citizen participation and expands the space for power rent-seeking of public management departments. Citizen

participation can not be relied on, and it is easy to turn citizen participation into "formalism" in the governance of public affairs. In terms of citizens' participation in the development of cultural industry, some local governments organize hearings, which are publicly released by relevant departments on the government affairs network on the hearing matters, hearing representatives, registration methods, etc., and the scope of dissemination is limited; In addition, since the local rules for the implementation of the hearing system for major decisions are referred to, the scope of the provisions on citizens' participation in "major decisions" in the development of the cultural industry is narrow, and the frequency of participation in the hearing is compressed.

Third, citizen participation lacks legal guarantee. From the perspective of China's current laws, there are still gaps in citizens' participation in the development of cultural industry: although some laws explain citizens' participation in the development of cultural industry, there is still a lack of legal guarantee for citizens' participation in the development of cultural industry. At the same time, in the process of citizens' participation in the development of cultural industry, affected by factors such as information asymmetry, citizens' right to know often lacks legal protection, which virtually sets a threshold for citizens' participation in the development of cultural industry and combats citizens' enthusiasm for participation. At the same time, the negative impact of citizens' failure to effectively participate in the development of cultural industry is sometimes difficult to appear in a short time, that is, this negative impact is lagging and complex. If restricting citizens' participation in the development of cultural industry is regarded as an act endangering citizens' rights, it involves citizens' rights protection, relief and compensation. In some cases, citizens' failure to effectively participate in the development of cultural industry leads to the damage of citizens' interests, and some citizens will take actions to protect their rights or apply for relief. Judicial relief is to ask for relief from courts and arbitration institutions through litigation or arbitration. However, according to the current judicial situation of our country, citizens participate in disputes and litigation in the development of cultural industry. Due to the few judgment cases, high professional requirements and great difficulty of environmental litigation, the development of relevant litigation is still in the initial exploratory stage. In addition, the relevant relief mechanism and legislative guarantee are not enough, and it is often difficult for citizens to obtain corresponding relief and safeguard their own rights and interests.

Fourth, lack of social organization and weak professionalism. The goal of the government to develop the cultural industry is to maximize the public interest, so the most ideal model is that the government, enterprises, social organizations and citizens become the main body of the development of the cultural industry, and strengthen the comprehensiveness through the interactive circulation of information, the optimal allocation of resources and mutual cooperation. Some citizens are limited by information asymmetry and professionalism and cannot participate in the development of cultural industry from multiple angles and in-depth. Participating in the development of cultural industry needs to have a certain professional foundation and scientific planning ability. At this time, professional social organizations need to carry out unified guidance and planning. The development history of social organizations in China is relatively short: compared with developed countries, the development of social organizations in China is still in its infancy and relatively slow. Many social organizations still follow international practices in terms of citizen participation, giving birth to the problem of "acclimatization"; Moreover, the influence of most social organizations is not strong, the popularity among democracies is not high, the viscosity of organization members is not strong, the government support is not enough, and the development of funds and quantity is too slow, resulting in the failure of social organizations to play their due role in the process of citizens' participation in the development of cultural industry. Due to the lack of support from public management departments, the lack of professional talents and the uncertainty of capital

sources, social organizations will have problems such as low policy effectiveness and low citizen participation in the process of organizing citizens to participate in the development of cultural industry, which is difficult to give full play to its positive effect. The lack of professional social organizations means that citizens lack ways and opportunities to deeply participate in the development of cultural industry.

3.2. Causes of Problems

First, the lag of information and the asymmetry of information interaction. Information in the field of cultural industry development is a typical public information with strong public attributes. However, in the process of citizens' participation in the development of cultural industry, the information obtained by citizens mainly comes from the information released by relevant departments on their own initiative or upon application, which means that citizens have a relatively single way to obtain information. The regulations of the government of the people's Republic of China on the disclosure of information were revised and implemented in 2019. After years of practice, China's information disclosure has made remarkable achievements, but there are still many problems. For example, many local government portals do not fundamentally provide information about citizens' participation in the development of cultural industry. Some governments have published such information, but it is not comprehensive and rich enough. Many information needs to be disclosed only after application; From the perspective of unity, the relevant information is more one-sided and scattered; The current information disclosure mechanism is basically based on the regulations of the people's Republic of China on the disclosure of government information. There are 15 items of government information that require active disclosure, and there are no detailed requirements for citizens to participate in the development of cultural industry.

In the process of citizens' participation in the development of cultural industry, some local governments in China put forward the principle of "openness as the principle and non disclosure as the exception". However, some information has not been fully disclosed in the process of citizens' participation in the development of cultural industry because it still needs to comply with the requirements of the confidentiality law. In other relevant laws and regulations, information disclosure only serves as the clarification of work requirements and does not specify the relevant scope and content in detail. Therefore, it lacks practical guidance for citizens to participate in the development of cultural industry. Second, the subject and content of relevant information disclosure are not comprehensive enough. In the process of citizens' participation in the development of cultural industry, the main body of information disclosure is government departments. Relevant laws and regulations provide general provisions on the disclosure content, lack detailed requirements and lists, and do not have practical guidance. In the process of citizens' participation in the development of cultural industry, the relevant subjects lack clear requirements for information disclosure, resulting in the lack of unified standards and weak initiative of information disclosure. For example, a large amount of information needs citizens to be disclosed in a local scope through layers of procedures, resulting in that citizens need to pay a lot of time, material resources, contacts and other costs to investigate in order to obtain relevant information. Third, public information lacks effective guidance. In the process of citizens' participation in the development of cultural industry, a lot of information, especially data, has strong professionalism. These information, especially data, is invalid information or invalid data for ordinary citizens. After obtaining the information, it does not have practical guiding significance for citizens' participation in the development of cultural industry.

Second, the rule of law needs to be further improved. From the current legal construction of citizens' participation in the development of cultural industry in China, there are many local laws and regulations, and independent legislation has not been established. The legal

provisions of citizens' participation in the development of cultural industry are mentioned in more macro laws, regulations and regulations. Some laws and regulations put forward that citizens' rights such as the right to know and the right to supervision must be guaranteed in the process of participating in the development of cultural industry, but there is a lack of detailed procedural legislation. Citizens' participation in the development of cultural industry needs legal protection and guidance, but programmatic regulations do not have obvious guiding significance in practical operation. Citizens' participation in the development of cultural industry is faced with the reality that there is no basis, which leads to confusion in practice and the lack of feasibility and applicability of some laws and regulations. Citizens' participation in the development of cultural industry must be based on sound legal procedures. If the relevant rights and obligations of citizens' participation cannot be guaranteed at the legal level, it is bound to be detrimental to standardizing and guiding citizens to participate in the development of cultural industry legally and orderly. In the process of participation, it is impossible to take coercive measures with the help of relevant laws, and it will not reflect the principle of fairness and justice, which will seriously frustrate citizens' enthusiasm and initiative in the development of cultural industry.

Third, civic education and publicity are not targeted. In addition to the information disclosure of relevant departments, citizens can also obtain information on the development of cultural industry through publicity and education. However, from the examples of some places, there is a vacancy in the knowledge education related to citizens' participation in the development of cultural industry in China's compulsory education system. Due to the lack of independent and professional knowledge education system and plan, the penetration rate of relevant knowledge among citizens is not high. Some schools carry out relevant education, but these education are carried out in the form of lectures and activities. Due to the short duration of relevant knowledge education and the lack of systematic and professional education guidance for citizens' participation in the development of cultural industry, this type of education is often a mere formality, resulting in the lack of depth and breadth of knowledge education for citizens' participation in the development of cultural industry. In the process of citizens' participation in the development of cultural industry, due to the lack of corresponding knowledge reserve and theoretical basis, they are often stretched in the process of participation, and it is difficult to go deep into the professional decision-making stage.

From the perspective of publicity pertinence, in the process of public information disclosure by public management departments, in addition to the internal document circulation of relevant departments or the release of information (citizens' participation in the development of cultural industry) on authoritative information platforms, it often needs to be disseminated with the help of media. For example, relevant laws and regulations on citizens' participation in the development of Cultural Industry issued by relevant departments, activities of citizens' participation in the development of cultural industry organized by government departments, news reports on the effectiveness of citizens' participation in the development of cultural industry, etc. However, from some examples, some government departments and media do not pay much attention to citizens' participation in the development of cultural industry, especially reporting and investigation. In the process of disseminating information on citizens' participation in the development of cultural industry, they often only play the role of assisting public management departments in their work. The pertinence of publicity is obviously weak, the transmitted information lacks depth, does not have the role of popular science, and the willingness of communication also lacks initiative and autonomy, This makes it difficult for citizens to effectively participate in the development process of cultural industry.

4. Citizen Participation in the Development of Cultural Industry: An Optimized Way

4.1. Build An Open and Transparent Information Environment

Information equivalence is the basis for citizens to participate in the development of cultural industry. In order to protect citizens' environmental right and right to know, we need to build an open and transparent information environment. At present, the information about citizens' participation in the development of cultural industry in all parts of China is mainly disclosed to citizens through legal procedures and forms, or on their own initiative or on application, in accordance with the regulations of the people's Republic of China on government information disclosure. In fact, in the process of citizens' participation in the development of cultural industry, although government departments have a lot of information, there is no unified and open standard in different places. If citizens do not actively apply, many data and information are difficult to appear in the vision of citizens. In order to objectively and effectively ensure the development of the industry, the relevant departments of culture are required to provide citizens with timely and effective information. Only by ensuring citizens' right to know about the development of cultural industry can citizens correctly understand the real situation of their environment, fully understand the necessity and urgency of cultural industry development policies, take appropriate ways to participate in the development process of cultural industry, and form good communication with the main body of cultural industry development, especially government departments, Thus, it can well avoid the behavior of confrontation with government departments caused by citizens' incomprehension.

At present, the information disclosure of government departments is basically included in their work assessment indicators, but some places do not pay enough attention to the information disclosure and lack of institutional normative requirements, resulting in the problems of information lag, information invalidity, information loss and so on. In view of this, in the process of citizens' participation in the development of cultural industry, government information disclosure should achieve: first, ensure timeliness. Citizens' participation in the development of cultural industry is a dynamic process. For information that is constantly changing, we should follow the principle of immediate disclosure and release dynamically changing data in real time. For information that does not involve the principles of privacy and confidentiality, we should release it authoritatively at the first time. The second is to strengthen clarity and clarify what should be disclosed, how often, how long and which department is responsible. Western countries have developed in this area earlier and the information disclosure system is relatively perfect. They can effectively learn from foreign information disclosure systems, formulate methods to disclose information related to citizens' participation in the development of cultural industry, standardize the procedures and contents of information disclosure, and make information disclosure legal. The third is to ensure the integrity. The information disclosed by the government should be comprehensive and true, and the relevant information and data should be disclosed in a complete and realistic manner. In the process of publishing information, we should not intercept or deliberately hide some information, so as to ensure that the published information can be objective and comprehensive: the fourth is to strengthen the popularity. In the process of citizens' participation in the development of cultural industry, some information and professional data have a professional literacy threshold, It is difficult for citizens to effectively understand such information after obtaining it. When disclosing such information or data, they should be close to the people and simple, and the information or data with strong professionalism should be explained. Fifth, we should pay attention to interactivity and pay attention to the information interaction between the government and citizens. Some government departments will have blind spots when disclosing information, which requires the power of citizens to timely update or adjust the public information through citizens'

information feedback. This is conducive to strengthening the communication efficiency between government departments and citizens in the process of citizens' participation in the development of cultural industry.

4.2. Strengthening Legal Support for Citizen Participation

First, accelerate the legislative process. Citizens' effective participation in the development of cultural industry needs strong legal guarantee, which means accelerating the process of legislation and clarifying the rights and obligations, contents and procedures, feedback and compensation of citizens' participation in the development of cultural industry in the form of legislation. In the process of citizens' participation in the development of cultural industry, the protection of principled laws is not enough to support the full application of citizens' rights. In view of this, on the one hand, it is necessary to improve the legalization level of citizens' participation in the development of cultural industry. Establishing rules and regulations is a means to effectively protect citizens' rights. Local regulations such as "Regulations on citizens' participation in the development of cultural industry" can be established to clarify the scope and degree of citizens' participation in the development of cultural industry at the legislative level, so as to let citizens know what can be fully involved, what can be partially involved and what can not be involved, so as to standardize the scope, subject and scope of citizens' participation in the development of cultural industry Procedures, ways and how to realize the guarantee of. On the other hand, we should make full use of the existing information collection channels, timely listen to and collect the opinions of citizens in the process of participating in the development of cultural industry, effectively mine and analyze the data related to legislation in this field from various channels and platforms, and take detailed and effective data as legislative support.

Second, continuously improve the content of the right to know. Citizens have the right to share information in the process of information development. Therefore, in the process of citizens' participation in the development of cultural industry, we should protect citizens' right to know. In countries with comprehensive protection of citizens' rights and interests, there are also independent laws and regulations as the basis for citizens' right to know in various fields. For example, the United States has the emergency plan and community right to know act to protect citizens' right to know. In the process of citizens' participation in the development of cultural industry, in order to make citizens truly enjoy the right to know, we must strengthen legal protection, formulate relevant laws and regulations or local rules and regulations, and clarify the following aspects in the process of citizens' participation in the development of cultural industry: first, clarify the subject of information disclosure, that is, which units, institutions, departments and enterprises should bear the obligation of disclosure. Second, broaden the scope of citizens' application for information disclosure, and clarify the boundary and degree of citizens' active application for information disclosure in some information with strong disputes or involving citizens' interests. Third, broaden the channels of information disclosure. In addition to the traditional way of government affairs disclosure, we should timely combine new media and other ways to broaden the channels of information disclosure and enrich the ways of information disclosure. Fourth, establish more fair and reasonable legal procedures to regulate citizens' behavior, so as to ensure that citizens have laws to abide by. Only under the mature legal system can we truly protect citizens' right to know and ensure the enthusiasm and effectiveness of citizens' participation in the development of cultural industry.

4.3. Strengthen the Pertinence of Civic Education and Publicity

First, cultivate citizens' awareness and ability to participate in the development of cultural industry. The ultimate subject of citizens' participation in the development of cultural industry is citizens. To make citizens' participation glow with strong vitality, in the final analysis, it is necessary to cultivate citizens' awareness and ability of participation. From some examples of

citizens' participation in the development of cultural industry, with the gradual strengthening of citizens' awareness of democracy and political participation, citizens' awareness and enthusiasm to participate in the development of cultural industry continue to increase. However, most of the focus of citizens' close attention is the fields that affect their vital interests. From the perspective of citizens' participation stage, most of them are post participation, and there are still great gaps in pre participation and decision-making. Due to the lack of attention to citizens' awareness of participation in Chinese traditional culture, it is necessary to enhance citizens' awareness of participation in the development of cultural industry through education and publicity. Citizens' participation in the development of cultural industry can reflect the awareness of democracy and prevent some social risks. At the same time, through effective social supervision, government departments can improve work efficiency in the process of developing cultural industry and formulate effective cultural industry development policies.

Second, relevant education shall be incorporated into teaching materials. The development of cultural industry is a public affair that requires the participation of the whole people, and requires citizens to have a certain knowledge base. Some western countries have a better situation in this regard, mainly because schools at all levels in these countries have opened courses related to citizens' participation in the development of cultural industry, and the learning materials are integrated into the situation around students according to local conditions, so that teenagers have the theoretical basis of citizens' participation in the development of cultural industry in the process of growth. In view of this, China's local education departments should allow "education related to citizens' participation in the development of cultural industry into the campus" and increase the education of relevant knowledge in the curriculum of primary and secondary schools. In the process of education, in combination with the actual situation of all localities and local government departments and teaching and research departments, compile teaching materials according to local conditions, carry out universal education in primary and secondary schools, and adopt the combination of lectures and activities to enrich teaching forms, improve education quality and popularize relevant knowledge, starting from teenagers, so as to build knowledge reserves for student groups to participate in the development of cultural industry in the future.

Third, concentrate on social publicity. Government departments should strengthen publicity in the society. Relevant departments can cooperate with communities, libraries, environmental protection associations and other departments, regularly carry out special lectures, publicity and other activities in the society, and strengthen the training of citizens' participation in the development of cultural industry, such as popularizing the knowledge of cultural industry and improving citizens' understanding and learning of the knowledge of participating in the development of cultural industry. At the same time, strengthen practice with local media, expand the radiation scope of publicity, timely publicize the governance of violations in the process of citizens' participation in the development of cultural industry, establish a publicity and reward mechanism, and reward citizens who actively participate in the development of cultural industry in the unit of community, so as to form a social atmosphere with clear rewards and punishments, and encourage citizens to actively participate in the development of cultural industry. Eliminate the worries of citizens, encourage citizens to invest wholeheartedly, constantly strengthen the education, publicity and dissemination of citizens' awareness of participation in the development of cultural industry, make citizens aware of their relevant responsibilities, create a good social atmosphere, mobilize citizens' enthusiasm, and let more citizens participate in the development of cultural industry.

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