

# Research on the status quo of public cultural Service System construction in Laibin City based on “Integration of two centers”

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**Abstract:** Overall promotion of “two centers” Laibin city level financial media center and the construction of new era civilization practice center, is the urgent need to open up the theoretical armed “last mile”, is an important starting point to consolidate the ideological propaganda and cultural position at the grassroots level, is to enhance the effective carrier of grassroots social governance modernization level Laibin City, as a western minority underdeveloped region, Laibin naturally has its own unique status quo. How to effectively revitalize the local economy, accelerate the pace of implementation of development, and successfully promote the integration of the “two centers” to drive the grassroots propaganda ideological work has its special significance, which is worthy of in-depth study and analysis.

**Key words:** Laibin City; “The fusion of two centers”; Public cultural service system;

## 1. Research background and purpose

Laibin City, the research object of this paper, is located in the middle of Guangxi Zhuang Autonomous Region and is known as “the hinterland of Guizhong”. With a total area of 13,411 square kilometers and jurisdiction over Xingbin District, Xiangzhou County, Wuxuan County, Xincheng County, Jinxiu Yao Autonomous County and Heshan City, it has a resident population of 2.182 million people, including 12 ethnic groups such as Zhuang, Miao and Yao. The minority population accounts for 75% of the total population. Although Laibin City is adjacent to Nanning, Liuzhou, Guilin and other regions, its economy ranks last in Guangxi Province due to its strong attribute of primary industry. This undoubtedly brings a lot of challenges to the promotion of the construction of Laibin “two centers”. On the one hand, due to the lack of funds for voluntary service activities, the cultivation and creation of characteristic brand projects are limited, and the scope of voluntary service activities is small and the participation is low. On the other hand, we will give full play to new media such as portal websites, public accounts, Laibin Rongmedia app, Douyin, Kuaishou, vigorously promote the spirit of volunteer service, closely rely on public cultural tourism places at all levels, and combine the work of “rural poverty alleviation”, “community and neighborhood watch” and “poverty alleviation and relocation in inhospitable areas”. Voluntary services such as reading, cultural performances and literature and art training will be carried out to enrich the spiritual and cultural life of grassroots people.

## 2. Laibin City “two center integration” public cultural service system construction status

“Since 2008, the construction of the public cultural service system has begun. So far, after 12 years of transformation, construction and development, the spiritual outlook and cultural atmosphere of Laibin City have taken on a new look. In 2014, Laibin ranked first in the satisfaction survey of the “Beautiful Guangxi · Clean Countryside” activity. The city has more than 4,000 “10-star civilized households” at township level, more than 700 at county level and more than 300 at city level. The cultural life as a whole has been greatly improved. In recent years, Laibin City has also won a number of national honors such as National fitness Demonstration City, nominated city of the fourth National Civilized City, National marriage and birth new wind into thousands of activities demonstration city, and national rural mobile left-behind children service demonstration City. In the vast rural backward areas, Laibin City’s public cultural service system construction results are obvious, “yellow, gambling, drugs, beating, stealing” and other phenomena are significantly reduced, some of the former chaotic village jumped into today’s “civilized demonstration village”, “public security advanced village”. The contradictions and conflicts caused by the “three major disputes” at the rural grassroots level have basically been resolved.

The marked narrowing of cultural differences between urban and rural areas has led to considerable economic development. A number of one-stop public service platforms have emerged, integrating agricultural technology training, rural medical services, family planning services, scientific and technological services, and cultural services, so that rural people can enjoy the same basic public services at their doorsteps as urban residents in Laibin. Relying on this public service platform, the per capita net income of rural residents in the city will reach 8,979 yuan in 2022, nearly double the 4,659 yuan in 2010, and the comprehensive ranking of the whole district will rise from 13th to 9th.

## 3. Laibin City “Two center integration” of public cultural services “troika”

1. Leverage the “troika”. First, make good use of the media platform. Laibin City makes full use of the county-level financial media center covering the whole construction, developing online “ordering”, “sending”, “receiving”, “evaluating”, as well as project release, publicity and promotion, activity playback and other functions, forming “the center (station) plans and releases activity projects, volunteer service teams receive orders online, volunteers provide services offline, and the financial media center coordinates with real-time publicity. Refine and summarize the “learning power” platform secondary communication “closed loop operation mode, to create online and offline interaction, point, line and surface combination, central and peripheral integration of the big publicity pattern. In the performance evaluation

of spiritual civilization construction in 2022, Laibin City's publicity and report on civilized practice activities ranked first. The second is to hire "leaders" in the industry. Laibin City innovated and hired hundreds of leaders in different fields, talents with professional expertise or villagers as "leaders of civilized practice activities in the new era". For example, the national moral model Meng Xiaomei was hired as the "City advanced model publicity leader for new era civilization practice activities". Driven by her, all kinds of advanced models in Laibin took the initiative to take the stage, enter the countryside, communities, schools, enterprises, and organs to share their stories, which influenced the people of Guizhong to be upward and good, forming a strong atmosphere of worship of virtue and good. Third, improve the ordering mechanism. Laibin City has positioned the new era civilization Practice center as the "service center at the door of the people", constantly improve the "ordering" service mechanism, and accurately collect the needs of the masses through five kinds of ordering methods, such as "ordering" at the people's door, "ordering" by online APP, "ordering" by volunteers, "ordering" by suggestion box, and "listing" by wish wall. According to incomplete statistics, since 2020, the city's 1,181 civilized practice centers (stations) have collected a total of more than 25,000 "wish lists" from the masses, laying a solid foundation for accurate service to the masses.

2. In terms of cultural development, various kinds of government public cultural activities have been carefully arranged, and the achievements of the construction of stages and cultural service centers in every village have been used to carry out literary and artistic performances, literary and artistic visits to the countryside, cultural marriage, and training of peasants' literary and artistic backbone, etc. It has dug deep into ethnic cultural resources, and organized a variety of ethnic and folk self-created cultural activities, such as folk customs exhibitions, folk song competitions, color tunes, and master public dances. Efforts will be made to hold traditional cultural activities such as "March 3", Panwang Day, the Spring Festival, the Dragon Boat Festival and the National Day. In 2011, Laibin City implemented overall planning, overall construction, unified supervision, unified evaluation of the two major creation work (urban co-construction, the two cities co-creation work), integrated and promoted each other, forming a unique Laibin characteristics of the "cultural and sports integration construction" new model. Channel accommodation, strengthen participation and enhance attention. First, the channels for accommodating participation. The "Two centers" actively cultivate and practice socialist core values, jointly plan and carry out publicity and education activities such as "the most beautiful striver" tree selection, "the most beautiful worker" selection, "Lei Feng is around and the scene is ready to take photos", attract attention through public recommendation, registration, online voting and other forms to enhance the sense of participation of the masses, and expand the effectiveness of learning and publicity activities. The second is to accommodate the channels of activities. Encourage and guide people to register as volunteers on the "Civilized Practice Cloud" platform according to their own strengths, and sign up for grassroots office (station) activities. The guest financial media app connects with the township wechat public account, uploads the civilized practice activities organized by grassroots offices (stations) in the county to the service platforms of the "civilized practice Cloud", creating a strong atmosphere of civilized practice publicity. The third is to accommodate service channels. Give full play to the mainstream role of the "two centers", open a "government affairs +" service platform on the Daxiang client, and open up government services such as convenience services, employment, people's livelihood funds inquiries, and vaccine appointments, so as to enhance serviceability and realize resource integration and interoperability.

3. In terms of organization and management, focus on establishing and improving management systems for village-level public cultural services. Formulated and promulgated the "Management System of village-level Cultural Activity Center", "Duties of village-level Cultural and sports Administrators", "Management System of rural library", "Management system of Cultural Information Resource sharing Project", "Management system of calligraphy and painting Room", "Management system of rehearsal room and training room" and other rules and regulations ". It has established the management system for village cultural and sports administrators and the mechanism of "using for management" of cultural and sports teams, formulated the management and use system of cultural and sports equipment, standardized the work duties of village party committee cadres, cultural and sports team leaders and various administrators, and further improved the mass supervision mechanism, so as to achieve the system on the wall and standardize the management of accounts, and ensure the full and continuous play of the service functions of cultural positions. Paying attention to the overall planning and organization of cultural activities, the city has cultivated and developed more than 250 mass cultural associations such as art associations, folk song associations and folk art associations. The superior grants more than 10,000 yuan to each administrative village for cultural activities every year, and invests 1 million yuan to purchase 100 artistic performances to "send plays to villages"; Take the form of "award instead of compensation", carry out the annual evaluation activities of cultural projects such as "public cultural service village", and give certain financial rewards to the administrative villages with better activities. Laibin Municipal government in the city all the township cultural stations are equipped with 3 publicity and culture administrators according to the standard, each administrative village is equipped with 1 cultural and sports administrator, by the financial to give a certain economic subsidy. The backbone of literary and artistic activities in rural areas has been trained in a planned and large-scale way to cultivate its own "hematopoietic function". Every year, the "100 Thousand" cultural personnel training program is implemented, and the city trains 10 cultural leaders, 100 county and township grassroots cultural cadres, and 1,000 rural literary and artistic cadres, who lead the masses to set up more than 600 literary and artistic groups. At the same time, this problem has been solved by including cultural talents, cultural enthusiasts and inheritors of intangible cultural heritage into the talent pool.

#### 4. Summary

It can be seen that the construction of the "two-center integration" public cultural service system in Laibin City proves that not only rural construction needs this, but also urban construction. Laibin Wuxuan County's "Benon folk song Theory" work case is the only one

in Guangxi selected in the national “100 Cases of Working Methods for Building a New Era Civilization Practice Center”. Since 2020, the city’s centers (stations) at all levels have carried out more than 18,000 civilized practice activities, benefiting more than 1.8 million people (times). The people’s participation in and satisfaction with civilized practice are unprecedentedly high, and they have truly opened up the public to publicize, educate, care for and serve the people. This is the cornerstone for the smooth operation and effectiveness of the guest model. Laibin City has the characteristics of remote, multi-ethnic and poor economic foundation, and its experience in the construction of public service system has important reference and inspiration for the majority of underdeveloped cities in southwest minority areas.

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