

Study on the Prosperous Mass Literature Path from the Perspective of Participating in the Theory of Ladder

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Abstract: From the theoretical perspective of civic participation, each stage of the development of Chinese literary and artistic art faces the core problems that need to be solved. Only by grasping the characteristics of the stage can we make the development of the masses' literature and art continue to prosper. This paper builds a research framework for the prosperous people's literary and artistic path from the perspective of participating in the ladder theory, and explores the implementation path of prospering the masses' literature and art from deepening the reform of the literary and artistic institutions, strengthening the management of the masses' literary and artistic organizations, strengthening the innovation of the masses' literary and artistic content, and strengthening the rule of law for the masses' literary and artistic work.

1. The status of the development of Chinese literature and art

The masses' literature and art is a non-professional literary form that is created by the broad masses of the people as the main body, showing literary talents, expressing literary feelings and expressing cultural propositions. It is an important part of socialist literature and art with Chinese characteristics. Prospering the masses' literature and art is an inevitable requirement for effectively protecting the basic cultural rights and interests of the people and rapidly improving the cultural literacy and cultural well-being of the whole people.

After Chairman Xi Jinping delivered an important speech at the Symposium on Literature and Art Work in October 2014, the work of prospering the masses of literature and art was incorporated into the construction plan and overall layout of the modern public cultural service system, and the number of policies support for the prosperity of the masses' literature and art work gradually increased. Despite this, problems such as imbalances in regional development, imperfect management mechanisms for mass literary and art, weak construction of mass literary and artistic institutions and grassroots literary and art, imperfect assessment and incentive mechanisms for mass literary and artistic works and weak teams of mass literary and art workers still exist in the development of Chinese literature and art. And as the participation of the masses continues to deepen, new problems are constantly emerging.

2. Stages of mass participation in Chinese literature and art from the perspective of step theory

The foundation of the development and prosperity of the masses' literature and art is the active participation of the masses. Without it, the development of the masses' literature and art will be rootless. American scholar Shirley Arnstein divides citizen participation into eight categories at different levels: manipulation, treatment, notification, counseling, appeasement, partnership, dealership, citizen control, and the classification describes the types of citizen participation from the lowest to the highest level[1]. Later scholars summed up this theory and divided citizen participation into three stages. In the first stage, residents cannot participate in the decision-making process, but they are able to affect the information disclosure and public relations; in the second stage, residents still lack the power to influence decision-making, they can only do some superficial and symbolic participation; in the third stage, the residents are truly fully involved and the rights are

truly shared. With this theory, we can divide the participation of Chinese people's literature and art into three stages. In the first stage, the government provides basic literary and artistic content to ensure the realization of citizens' basic cultural rights and the satisfaction of basic cultural needs. At this stage, the public is in a passive position. The main forms of participation are the use of public cultural resources and the enjoyment of public cultural facilities. In the second stage, the public starts to seek literary and artistic works beyond the scope of basic cultural services through the cultural market, and also begin to participate in activities such as demand and satisfaction surveys. However, the level of feedback received from such participation is relatively low, and the channels and paths of feedback are not smooth. Participation in cultural activities at this stage is only a shallow level of participation; the third stage is the deep participation stage, which is mainly manifested in the way of mass participation, including the voluntary participation of individual literary and artistic activities, self-discipline of literary and artistic consciousness, and literary style. Diversity, etc., can even participate in relevant decisions of the literary and art institutions. According to the above stages, in general, the current public participation in literature and art in China has passed the first stage, and is in the second to third excessive stage, but there are various problems intertwined and different stages.

3. The implementation path of prospering the masses' literature and art

From the theoretical perspective of civic participation, each stage of the development of literary and artistic development in China faces the core issues that need to be resolved. The problem to be solved in the first stage is the lack of content. The second stage is to solve the aesthetic problem, and the third stage needs to realize the self-expression needs of the masses. Only by grasping the characteristics of the stage can we take advantage of the situation to push the development of the masses' literature and art to prosperity.

3.1 Promoting the reform of corporate governance in literary and art institutions

According to the ladder theory, a very important feature of the third stage is that citizens can participate in relevant decisions of the literary and art institutions through certain institutional design and decision-making mechanisms. The goal of implementing corporate governance reforms in public cultural institutions, including cultural centers, is to establish a modern and standardized management system and operational mechanism based on public welfare goals, improve internal incentive mechanisms, and improve external supervision systems, and realize the science of decision-making, supervision and guarantee. Improve and standardize and improve the effectiveness of public services[2]. This is in line with the third phase of citizen participation needs. However, there are still some fundamental constraints to truly realize the original intention of institutional design. Although some cultural centers have established corporate governance structures such as councils, management, and regulatory levels, because the powers and responsibilities of the council are not clear, personnel and financial supporting measures cannot keep up, and the rule of law guarantees insufficient guarantees, leading to corporate governance form. On the one hand, it is necessary to improve personnel and financial support measures, clarify the autonomy of cultural institutions, and delegate the specific management responsibilities of the administrative departments to public institutions to stimulate the vitality of cultural institutions. On the other hand, expand social participation and expand the scope of personnel involved in the decision-making and supervision of public cultural institutions by absorbing the outsiders of cultural institutions, especially the masses, into the decision-making level. At the same time, it is necessary to solidify the beneficial measures through the form of law, and give full play to the important role of cultural centers (stations) and group art museums in cultivating socialist core values and spreading and promoting Chinese excellent traditional culture.

3.2 Fully exerting the role of the bridge between the Federation and the Federation

In Western countries, various cultural organizations play an indispensable role in promoting cultural participation.

According to a survey released by the British Ministry of Culture, Media and Sports in 2008, nearly six million people in England volunteered to participate in art activities. Studies show that there are nearly 50,000 voluntary and amateur art groups in the country with a total of 5.9 million members. In 2006/07, amateur groups held 710,000 performances and exhibitions, attracting 159 million people[3].

In China, the Literary and Art Organization plays an important role in prospering the masses' literature and art. At present, the 32 provincial-level administrative regions of the country have established the Wenlian Organization and achieved full coverage. The grassroots cultural and educational organizations have unique advantages in the development of mass literature and art. However, due to various reasons, the problem of unbalanced development of grassroots cultural and educational circles is still prominent. Some local cultural and educational organizations are still weak in construction, which has led the Wenlian organization to prosper local literature and art work. The effect cannot be fully exerted. All grassroots cultural remarks should focus on expanding the coverage of work, adhering to the grassroots level, facing the public, breaking the institutional boundaries, forming a combination of specialization and popularization, combining online and offline, and combining the famous celebrities and "grassroots" organizational networks and working mechanisms.

3.3 Strengthening the innovation of mass literature and art content

In the past, what the literary and art institutions gave, what the masses looked at, now many places upgrade the service mode, change the government "end dishes" for the people "order"[4], this is a very good attempt, but, on the one hand, who order, point What kind of dishes, how these dishes meet the needs of all kinds of people, need to be further solved through practice and system design; on the other hand, it is not good that the masses want to see, such as the live broadcast of the Internet, because legal supervision is not in place, There have been many problems, and these need to balance the needs of the masses with the value orientation in the provision of services for the masses of literary and artistic content. At the same time, in the evaluation and incentive mechanism of the masses' literary and artistic works, we should also explore the establishment of a scientific evaluation system and incentive policy mechanism for the masses' literature and art.

3.4 Perfecting and prospering the rule of law system of the masses' literature and art

In the process of mass literature development, the rule of law system is a core content. A complete legal system and an effective key system are the support and foundation for ensuring the effective operation of the system[5]. The main parts of the mass cultural and art activities, only if under a legalization environment, can dispose their own duties respectively well , and perform the max vigor of the cultural and art activities .

Specifically speaking , when it comes to how to boom the mass cultural and art activities , we should be committed into the career to absorb this mission into the construction plan of the contemporary public cultural service system and the general deployment ; Incorporate the creation and production of excellent public cultural products and the popularization of art for all into the important guarantee contents of the Public Culture Service Guarantee Law; after the time is ripe, we should formulate a plan for the prosperity of the masses' literature and art, improve the network of masses' literature and art work; and guarantee the grassroots cultural and educational work, the association, and the cultural center. (Station), group art museum in the leading role of the masses of literature and art creation, encourage social forces to participate, and expand the power of folk literature and art.

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