

Research on the Measurement System of the Construction of Culturally Strong Provinces

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Abstract: In the great development of culture in China today, the construction of strong cultural province has very important and far-reaching significance. The culture-strong province measurement system can help us evaluate the development level of the provincial-level culture-strong province, what is the gap from the culture-strong province and what needs to be improved. This paper selects representative indicators from four aspects of cultural service system, cultural resources, contribution rate of economic and social development and cultural creativity, and establishes the development index system of culturally strong provinces.

Keywords: Great cultural development, Strong cultural province, Measurement system.

1. Introduction

The sixth plenary Session of the 17th Central Committee of the Communist Party of China proposed to "summarize the rich practice and valuable experience of China's cultural reform and development, study and make plans to deepen the reform of the cultural system, and promote the great development and prosperity of socialist culture". In order to objectively evaluate the deficiency and development status of provincial roads with strong culture, it is necessary to establish a set of index system to measure the development level of provinces with strong culture. Therefore, it is of great theoretical and practical value to establish the evaluation index system of "culturally strong province" for promoting its development. On the basis of sorting out and summarizing the existing literature, this paper constructs a relatively complete set of measurement index system to measure the development status of each province with strong culture.

As for the research on the connotation of a culturally strong province, Zhou Zhenggang (2010) proposed that a culturally strong province refers to a provincial region with fruitful cultural construction, high social civilization level, leading cultural undertakings and cultural industries, strong comprehensive cultural strength, and high popularity and influence at home and abroad[1]; Yang Ping (2014) believes that culture has become an important factor in the comprehensive strength competition of a country or region, and it is extremely necessary for provinces to build a culturally strong province and convert the advantages of rich cultural resources into practical economic advantages[2]; is to strengthen the province and enrich the people through the power and means of culture, and to promote the construction of economic, political, social and ecological civilization with culture, including culture to nurture people, culture to gather people, culture to benefit people, culture to calm people, and promote the all-round development of people[3].

As for the research on the measurement system of the construction of culturally strong provinces, most scholars construct the measurement system under the framework of cultural undertaking construction index, cultural industry development index, cultural market consumption index and cultural team construction[4]; Li Xiangmin and Han Xuanfa

(2011) constructed a measurement system from the perspectives of the exuberance of cultural market demand, the competitiveness of cultural production factors, the level of cultural production and supply, the channels, platforms and cultural environment of cultural communication[5]; Research group on Construction and Application of Index Evaluation System of Cultural Strong City (2010) constructed a measure system of cultural strong province from five aspects: citizens' cultural literacy, cultural talents, cultural industries, cultural activities and cultural protection[6]; Group in Henan Province Academy of Social Sciences (2008) to build the civic diathesis can power, public culture of radiation, the competitiveness of cultural industry, the innovation of advanced culture, the influence of culture brand, regional cultural heritage, cultural market expansion drive, cultural talents of creativity, a total of eight dimensions, 35 specific index measurement system[7];" Research Group on Constructing Index Evaluation System of Culturally Strong Provinces (Cities) (2011) Based on the seven dimensions of cultural system reform, development of cultural undertakings, scale and strength of cultural industry, cultivation and management of cultural market system, construction of famous cultural brands, construction of cultural talents, and play of cultural functions, Construct 23 first-level indexes and 122 second-level indexes to measure the development level of culturally strong provinces[8].

Based on China's national conditions, centering on the basic goal of "strong culture province", this paper establishes a measurement system of "strong culture province" from several important aspects of reflecting "cultural development", so as to measure the development of "strong culture province", and puts forward corresponding countermeasures accordingly.

2. Principle of Setting Up Evaluation Index System

2.1. Principle of Comprehensiveness

The construction of a strong cultural province is not a leap in the field of culture, so when constructing a measurement system, we should also start from this point of view, and comprehensively reflect the current construction level of strong cultural province.

2.2. The Objectivity Principle

In the selection of measurement system, subjective will cannot be added, it must be based on objective principles, and there must be good representative, so as to make the evaluation results more objective and real.

2.3. Operability Principle

In the selection of indicators, the availability of data should be fully considered, and first-hand information should be used as far as possible to ensure the authenticity and objectivity of the indicator system. The indicator system can be established by referring to official data such as the National Bureau of Statistics and local statistical yearbooks.

3. Construction of Evaluation Index System

This paper measures the influence of cultural service system, cultural resources, contribution rate of economic and social development and cultural creativity on cultural development.

3.1. Cultural Service System

This paper analyzes public cultural facilities, public cultural service quality and public cultural service management. Take the number of public library institutions as the index to measure the public cultural facilities, and take the number of seats in the reading room and the number of students participating in the class as the measure of the development of public cultural undertakings.

3.2. Cultural Resources

This article refers to the existing literature Li Zhuozhuo, from the development of cultural resources and cultural talent team these two aspects of measurement[9]. (1) The cultural resources developed are measured by the collection of cultural relics in museums. Generally speaking, the more museums there are, the higher the degree of cultural resources developed in the region. (2) The cultural talent team is generally measured by the performance situation of art performing groups and art performing venues.

3.3. Contribution to Cultural, Economic and Social Development

To measure the contribution of folk art troupes by the number of internal performers; To evaluate the contribution of cultural relics collection to a culturally strong province based on the number of visitors; The contribution of cultural industry to national economy is measured by the amount of paper used by printing industry.

3.4. Cultural Creativity

Based on the research group of Henan Academy of Social Sciences, this paper measures the innovation of ideology, innovation of management system and mechanism and efficiency of cultural innovation[10]. (1) Measure the scale of cultural creativity by the innovation of ideology and management system and mechanism. (2) Use the efficiency of cultural innovation to measure the quality of cultural creativity.

4. Conclusion

In this paper, the cultural service system, cultural resources, contribution rate of economic and social development and cultural creativity are measured, and 12 sub-indexes are selected as the basis to measure the development level of cultural provinces.

As for the future research direction of the measurement system of the construction of culturally strong provinces, this paper puts forward the following prospects: First, empirical analysis. On the basis of this index system, the entropy weight method is used to calculate the weight of each index, and the entropy weight Topsis method is used to get the score of each province's first-level index and the comprehensive score, so as to compare the development level of the construction of culturally strong provinces in each province. Second, compare regional differences. The 31 provinces of China are divided into the eastern region, the central region and the western region, and the construction level of culturally strong provinces is divided into three levels, and then compare which region is better in the construction of culturally strong provinces.

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