Research on the culture hall construction and management innovation from the public culture perspective

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Abstract: With the rapid development of social market economy, the construction of new rural areas continues to advance, China's rural material conditions have undergone great changes, but the spiritual and culture life is increasingly scarce. The focus of promoting harmonious social development to construct the public culture is important, improving public culture facilities, and realizing the win-win situation of material life and spiritual and culture life. Based on the analysis of the current situation and existing problems of culture hall construction in jiangxi province, combining with the construction process and proceduring of traditional culture hall construction, this paper puts forward the following suggestions from the public culture perspective: full research, reasonable plan and benefit orientation; respect history, integrate resources and supply effectiveness; Innovation mechanism, training talents, ensuring the capital countermeasures.

1. The necessity of the construction of rural culture hall in the new era

The 19th national congress of the China communist party put up that socialism with Chinese characteristics have entered a new era. For the first time, social culture with the social path and theoretical system with Chinese characteristics, was included in the party constitution, which put forward new requirements for the development of social culture. At present, China's new rural construction is advancing rapidly, rural economy is developing day by day, and material life is significantly improved. Contrast, the spirit of rural culture, rural public culture service system construction aspect is culture consciousness, incomplete infrastructure, single service function, the phenomenon such as excellent traditional culture heritage, increasingly disappeared, apparently with the socialist culture construction is not adapt to the new era, and heavily hinder the construction of socialist culture. On November 26, 2018, jiangxi province hall culture and tourism issued "about to speed up the construction of culture strong province implementation plan" explicitly proposed to problem orientation, goal oriented, traditional ideological and moral construction, exploration, construction of scientific knowledge popularization, public culture and entertainment in one of the rural culture facilities, fundamentally improving the quality of the rural public culture facilities, meeting the needs of the new era rural culture life. Therefore, to explore, strengthen and innovate the construction and management of rural culture halls the objective requirement of constructing jiangxi province with strong culture and promoting the sustainable development of culture.

At present, in the traditional sense, the equipments and facilities left over from the rural culture halls obsolete and the social function is single. As the country's new rural construction, culture construction and great project vigorously promote the culture hall construction and management is to strengthen the rural culture construction, improve the level of rural spiritual and culture life at the core of the carrier has excellent inheritance of folk culture, to attract public participation, promote the
neighborhood relationship, build public spirit, integration of culture resources to age social function. At the same time, culture halls can reflect local characteristics and can reflect folk customs and conditions are of great practical significance for the preservation of excellent traditional intangible culture heritage, the publicity of featured industries in new rural areas, and the coordinated development of rural material and spiritual civilization[1]. Therefore, the research on culture hall construction and management innovation from the public culture perspective is the objective requirement of jiangxi regional culture construction in the new era, and also an important embodiment of exploring and reconstructing the connotation of rural public culture.

2. Analysis of the present situation and problems of the construction and management of culture hall jiangxi province

2.1. Current situation of construction and management of culture hall

In recent years, combined with the construction of new countryside in jiangxi province, fully launched the culture hall construction, management, through a variety of forms, different project build rural grassroots public culture sites, including transformation, space, culture strategy and function strategy, such as rural grassroots public culture service system construction have achieved remarkable success[2]. The research group studied the construction and management of culture hall in ganzhou and ji'an through letters and visits. Taking wan'an county in ji'an city as an example. This county has 316,000 population and 2,051 square kilometers land area, including 16 village towns, 1 reclamation farm, 8 neighborhood committees and 135 administrative villages. There are 96 halls (including ancestral halls), including 17 in the qing dynasty, 5 in the republic of China, and 74 in the modern era. In recent years, many administrative villages in townships are building or planning some modern culture halls. The specific distribution of existing halls (including ancestral halls) is shown in table 1.

| The village towns | Furong | Wufeng | Jiantou | Yaotou | Baijia | Gaopo | Lutian | Shaping |
|-------------------|--------|--------|---------|--------|--------|-------|--------|---------|
| Culture hall quantity | 10     | 8      | 7       | 7      | 6      | 6     | 5      | 7       |
| Village quantity | 9      | 12     | 13      | 14     | 9      | 7     | 10     | 7       |
| The village towns | Xiaozao | luotang | Tanqian | Wushu | Baoshan | Jiantian | Shunfeng | Shaoko |
| Culture hall quantity | 6      | 5      | 6       | 5      | 3      | 7     | 2      | 6       |
| Village quantity | 6      | 9      | 6       | 6      | 8      | 8     | 3      | 11      |

At the same time, the construction of rural public culture infrastructure related to culture halls (including ancestral halls) has also made some achievements. Governments at all levels attach great importance to building a public culture services system in rural areas, making public culture development a priority, and giving strong support to tax payment, landing acquisition, and capital input. With the rapid development of culture undertakings, most towns and village towns have built rural reading houses, rural culture activity rooms and comprehensive culture stations[3].

According to the statistical analysis of the survey data, the current culture hall construction and management mainly manifested have three types. First, that is functional transformation. According to the actual needs of the original ancient dwellings in the village, the new layout, unified repair, and give them new social functions, to meet the spiritual and culture needs of farmers in the new era. This not only makes full use of the original public culture space, but also resets the function modules, such as bamboo village culture ancestral hall in liaojiaxiang, furong town, wan 'an county, FIG. 1-1, FIG. 1-2. Second, that is the historic buildings' reproduction. The original abandoned commune hall and
ancestral hall in the village were repaired and constructed to strengthen management, so as to glow with new vitality and form a new public culture space. For example, youtanjiang ancestral temple, xiyuan, wufeng, figure 1-3. Third, that is resource integration. Fully excavate the existing culture space resources, integrate fragmented and scattered local public culture buildings and historical buildings, and construct the internal connection of village public culture facilities through the conception of "point-point-line" and "line-line-surface"[4]. At the same time, combining the new rural construction plan and the development of rural characteristic industries, such as breeding and tourism, we should give full play to the integration advantages of rural characteristic resources and improve the spiritual and culture living conditions of farmers. For example, luotang village back material ancestral hall in wan'an county, which combines new rural construction, rural tourism, and culture relic protection (the former residence of martyr zeng tianyu), creates a strong culture atmosphere and forms a culture echo, as shown in figure 1-4, figure 1-5, and figure 1-6.
2.2 The culture hall construction and management problems
With the gradual implementation of the policy of strengthening the province of culture, the construction of a large number of culture halls (ancestral halls) continues to advancement, there are also some common problems in their construction and management.

2.2.1 There is a big difference between government public supply and farmers’ effective demand
Rural culture hall (ancestral hall), as an important public culture place in rural areas, play an important role in enriching spiritual and culture life and attracting farmers to participate in rural collective activities. However, most of the current rural culture hall public culture activities provided by the project, mainly for the “political” preaching activities organized by the government, farmers and farmers organize close to daily life of community culture activity less, failed to meet the demand of local farmers daily culture truly, to a certain extent, to form the government invest more did not produce culture effects, the situation of idle resources.

2.2.2 The function division is not scientific, and the culture activities regional characteristics are not obvious
According with the culture needs and changes of farmers in new era, the government has repaired, renovated and expanded the ancestral halls and auditoriums, rearranged the layout and functional zones, changed the original single function and endowed them with more social functions. However, in the process of operation, there are insufficient preliminary research, insufficient planning and design innovation, unscientific functional zoning phenomenon. Many places still exist "derivative", is not fully respect and consider different villages, different nationality's culture customs, traditions, did not reflect the culture diversity of the rural, heredity, making the local rural culture hall, lack of local characteristics of culture activities, and even lead to disappearance of some excellent traditional culture. As a result, the transformed culture hall has a low utilization rate is inevitable and cannot meet farmers' culture needs, so as to truly support the position of farmers' spiritual and culture homeland.

2.2.3 Long-term talent training reserve and capital investment mechanism lack
Culture construction is a long and continuous process, so is rural public culture construction. Culture hall construction and management development of culture activities need professional engineering technology, culture and artistic talents, as well as one-time transformation, construction costs and sustainable management, protection and operation costs. However, the current rural public culture system mechanism is not perfect, the system is still not perfect, the talent training reserve, the fund...
investment lacks the systematic guarantee, the rural grassroots public culture organization carries on the various activities the enthusiasm is not high, the subjective initiative is not strong. Due to this limitation, there are not many activities in rural culture halls and resources are idle, thus failing to realize the real goal of culture construction and enriching farmers' culture life[5].

3. The traditional culture hall construction process

3.1 The traditional culture hall basic structure
The bay is the basic unit of the front width. Set the distance between two columns or two walls as one. According to the traditional concept, central axis center for the greater, center for the honor. In the culture hall, basically according to the central axis around the symmetry, is smooth and stable. During the culture hall construction, it was called the distribution line. Courtyard is a description of scale and depth. "Falling" is also called "entering", referring to the main building on the central axis, and "courtyard" is the courtyard.

3.2 Construction process
First, phase mapping. Xiangshi is to build a house before you have to ask a geography teacher to help you, culture hall also the same. Choose a good location, good direction, and then with good time to start. Craftsman according to master's demand and use function, draw design drawing. At that time, the big carpenter was the chief architect, and during the whole construction process, he was both designer and builder. Of course, in addition to carpenters, there are masons, masons, blacksmiths, painters, woodcarvers, masons, painters, etc. Limited to the functions of the culture hall and the level of craftsmanship at that time, a lot of tools were used in the construction process. The sculptor has nearly 100 loads and chisels in various sizes and functions. Some people think that Chinese carpenters build without drawing a design. This is not true. Depending on the specific situation, some designs for the ancient culture hall as simple as sketches. There are also many sophisticated, easy to arrange the material, master the size. At the same time, the general plan of the building is a must. Second, the "frame diagram" is also very important. Only the carpenter can understand this diagram. The slope of the roof, the position of the truss, the spacing of the columns and the size of the brackets are all included in the standard. In addition, all kinds of carvers also want to put forward the pattern of pattern theme.

Second, the foundation, the column, the beam, the roof frame construction to build a construction colony, that is, a shed is built near the site, in which the craftsmen live to facilitate construction. "Share" the post, the carved dragon post, stone, etc., filled foundation and pillar. With the help of a pole, the carpenter controls the positions and dimensions of different parts of the culture hall, including the beams, brackets, beams and rafters. While waiting for the fanning, the prefabricated size components can be assembled, no nails, with the tenon. This practice, which can be considered as a prefabrication method, can greatly reduce the duration of the project. When assembling, one must first leave and then right, following the tradition of "left is the greatest". Next, to choose a good day, frame ridge truss wood, known as the upper beam. Columns can be made of stone, brick or wood as needed. Mortise holes shall be left at the top of the pillars to set up beams in different directions. Different brackets are left on the columns and beams.

Third, tile the roof. Tile roof construction can be carried out after the roof truss is installed. According to different occasions, tile and cylinder is tile. The former is mainly used for ordinary culture auditorium, while the latter is mainly used for professional high-end culture auditorium. When spreading tile, must positive and negative photograph buckle, face up call "smile tile", face down call "cry tile". In this way, the rain comes down from the trough of the laughing tiles, and at the same time, the eaves are made of dripping water and tiles. Next, carry out "ridge closing regulation", "vertical ridge" is "regulation", the roof ridge must be brick high. This purpose is to ensure the roof stability, lest the wind blows. After the construction of roof ridge and roof tiles, paint and interior is decoration. Chinese ancient culture hall uses wooden structure more, daub on paint, undertake colored drawing,
can anticorrosive damage already, can have adornment beautiful function again. Professional high-end culture auditorium, will also hire famous artists, local scholars in the beam, column, wall and other parts of the inscription painting. After the painting, the furniture and tea set were arranged, so that a culture hall built.

4. The culture hall construction and management innovation
Culture is the essential characteristic of a nation; rural culture is the essential characteristic of a village. As an important carrier of rural culture, the construction and management of the culture hall must conform to the local culture background, excavate its historical precipitation, carefully protect its culture heritage, and create a beautiful rural spiritual home[6].

4.1 Full research, reasonable planning and scientific positioning
With the smooth progress of national capital construction and the vigorous promotion of new rural construction, a large number of historical buildings with culture value, such as ancestral halls, auditoriums, large factories and warehouses, have become a hot issue in rural areas. If these historical buildings are demolished or destroyed at one time, it is neither economical nor environmentally friendly. Through reasonable planning, scientific design, re-hung, transformation, make it has obvious regional culture characteristics of the public service facilities, is the important subject in the construction of the beautiful country, is also to strengthen the rural grassroots public culture construction an important part of, must be fully research, follow the principle of integrity, careful investigation, reinforcement of science, finding the best transform method; Based on the development of the village, the internal functions of the culture hall and other historical buildings should be improved according to the applicability principle, with reasonable planning and scientific positioning. In decorating process, can consider diversity principle adequately, reflect area culture elegant demeanour[7].

4.2 Respect history, integrate resources and provide effectively
In the process of renovation, repair, construction and management of culture hall, local culture customs and fine historical traditions should be carefully sorted out and history fully respected. Integrate various existing scattered and fragmented culture resources, dig the internal connection of rural public culture space facilities, visit, investigate and summarize farmers' different culture needs, make the best use of rural public culture facilities, meet farmers' different cultural needs to the maximum extent, and truly realize effective grassroots culture supply[8]. At the same time, we can also analyze the specific problems in accordance with the specific situation of each village, give play to our resource advantages, and realize the coordinated development of culture construction, new rural construction and beautiful rural construction[9].

4.3 Innovate mechanism, train talents and guarantee funds
The culture hall construction and management cannot be separated from the guarantee of talents and funds. As for the construction of culture auditorium, as part of the most basic construction project, its decision-making, investigation, design and construction must comply with relevant state regulations, and great efforts must be made to train and reserve engineering and technical personnel, especially related engineering and technical personnel for the protection of culture relics and historical buildings. The daily maintenance and use of the culture hall also requires a large number of engineering and literary talents[10]. Only with the guarantee of talents, can the construction and management of culture hall project be achieved on the premise of safety, with qualified quality, reasonable schedule and lowest cost. At the same time, financial input is also essential. We must improve the system, innovate the mechanism, increase the central government's input in public culture undertakings, set up various special funds for culture development in a scientific way, strengthen the supporting financial input and management of local governments at all levels, and strengthen the financial input, use, supervision and management mechanism[11]. The system of human resources is the source of vitality of the rural
public culture service system, and the capital system input is the running blood of the public culture service system. Only by innovating the system and mechanism of talents and capital can the sustainable development of rural public culture undertakings be truly realized [12].

The rural public culture service system construction is inseparable from culture facilities such as culture auditorium. The culture hall construction and management is conducive to the inheritance and protection of fine traditional culture in our country, and is an important culture construction part in new era. Of course, culture construction is a systematic project that requires strong support from governments at all levels. We firmly believe that with the leadership and strong support of the party and the state, China's culture undertakings will usher in a better spring.

Acknowledgments
This research was financially supported by 2017 jiangxi province culture arts and science planning project "study on the financial guarantee mechanism of rural public culture service system -- a case study of jiangxi province", key project, project no. : YG2017245I host:Liao Liping

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