

The Era Value and Management Innovation of Mass Cultural Activities

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Abstract: *The development of mass cultural activities is mainly to meet people's spiritual needs, play a good promoting role in people's thinking, and have high contemporary value. With the rapid development of society, mass culture has become an indispensable part of people's lives. Reasonably carrying out mass cultural activities has profound historical significance. In this regard, the article outlines the main content of mass cultural activities, explores the era value of mass cultural activities, and puts forward several suggestions for management innovation of mass cultural activities.*

Keywords: mass cultural activities; The value of the times; Management Innovation.

1. INTRODUCTION

With the rapid upgrading and development of the national economy, people's material level has been rapidly improved. In such a situation, people's demands for the spiritual world are also increasing, and more and more activities appear in people's daily lives to meet their growing needs for spiritual civilization. Mass cultural activities have emerged in response to people's growing spiritual demands, which is of great help for people's spiritual guidance and transmission of ideas. Therefore, it has also attracted widespread attention from people. How to improve and enhance the ideological guidance role of mass cultural activities, so that they can effectively convey positive ideas, and gradually improve people's spiritual realm and thinking judgment in the process of work and life has become an important issue.

Usually, mass cultural activities refer to activities organized by the masses with different cultural connotations, which to some extent inherit and develop local culture. Mass culture and mass cultural activities are different. The characteristics of mass cultural activities are relatively distinct, and their definitions are extremely broad. They inherit and develop the culture in mass cultural activities. The implementation of this activity has played an important role in promoting the development of local ethnic culture in China, and has promoted the development of other cultures. Nowadays, China's society is developing rapidly, and the main purpose of mass cultural activities is to mobilize the enthusiasm of the masses to participate in activities, promote the main theme of society, and maximize the value of the masses in building the core value system of socialism with Chinese characteristics, building a harmonious, prosperous, and democratic society. The masses have significantly improved their own quality and literacy in the process of participating in mass cultural activities. In short, mass cultural activities play an irreplaceable role in China's social development, and require high attention and attention from all sectors of society to mass cultural activities.

2. THE ERA VALUE OF MASS CULTURAL ACTIVITIES

2.1 Beneficial for inheriting and promoting culture

China has a vast territory and abundant resources, a long history, and a long cultural history, which can provide sufficient cultural materials for carrying out mass cultural activities. At the same time, in the process of participating in activities, the people will experience and appreciate the breadth and depth of traditional culture, thereby establishing cultural confidence. Essentially, mass cultural activities are. A type of entertainment activity that is rooted in the history of the nation, draws nourishment and energy from it, precipitates the essence of culture, and practices around its content. By deeply studying theory and strengthening knowledge practice, the people can enjoy the joy of cultural connotations while promoting and developing culture. For example, practicing Tai Chi can exercise various joints of the body while learning the essentials of movements. Due to the appropriate range and small amount of movement, it is deeply loved by the people. Especially for the elderly, it has good effects in strengthening their physical fitness, enhancing immunity, and alleviating disease pain. When learning Tai Chi, learners will inevitably understand the significance of health and wellness, so that Tai Chi can continue to be inherited and developed.

2.2 Beneficial to the development of social work

The people are the participants and service groups of mass cultural activities, which makes social management work and mass cultural activities have certain commonalities and lays the foundation for the application of mass culture in social management work. Carrying out mass cultural activities plays a promoting role in social management work, as both are aimed at the people, and therefore can achieve effects that cannot be achieved in social management work through mass cultural activities. Conducting mass cultural activities can mobilize the cohesion of the masses, which is conducive to social stability and national

unity; It can spread the thinking of the masses, improve creativity, and help them realize social value on the basis of realizing their own value; In addition, it also has a beneficial impact on improving the efficiency of social management work.

2.3 Promoting socio-economic progress

At present, the contradiction between the people's growing need for a better life and imbalanced and inadequate development has become the main contradiction in society. If people's stress and emotions cannot be effectively alleviated through mass cultural activities, it will have a great impact on people's happiness index, work efficiency, etc. The increasing contradictions will restrict social progress and economic development. In addition, the people are the main body of social development and economic progress, and they need to have common goals and aspirations in order to achieve the Chinese Dream of the great rejuvenation of the Chinese nation. Therefore, it is necessary to guide people to establish unified goals through mass cultural activities, and invest in economic construction with a good mentality and emotions, in order to promote sustainable development of the socialist economy.

2.4 Helps to convey national culture

Mass cultural activities are carried out based on people's daily lives, and the main group of activities is also the people. Therefore, in terms of culture, they are more inclined towards people's lives, closer to people's daily behavior and life concepts. The effective implementation of mass activities can better convey people's thoughts, and in mass cultural activities, people's life concepts, lifestyles, and folk customs will also be mixed. Therefore, mass cultural activities play a great role in the transmission of folk culture. For example, mass cultural activities carried out on the Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) Festival have strong national characteristics. Different regions have different ways to celebrate the Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) Festival, such as flower watching, riddle guessing, and lantern shopping. These activities will inevitably be mixed with some people's beliefs and ideas in daily life, and national culture is a region The content formed by a nation in the long-term development process that is in line with the development and life of the local people. By effectively incorporating these contents into mass cultural activities, cultural inheritance and promotion are achieved, ensuring better inheritance and promotion of traditional Chinese culture.

3. INNOVATIVE STRATEGIES FOR MANAGING MASS CULTURAL ACTIVITIES

3.1 Pay attention to the ideological trends of the masses

In the context of the new era, people have put forward higher requirements and standards for grassroots people. To achieve this standard, it is necessary to innovate cultural work. In the new era, society is constantly changing, and cultural work requires special requirements. Mass party organizations play an important role in the development of mass culture. We need the masses to become stronger and better in building culture, and to maximize the positive role of society. Party members and cadres should increase their emphasis on relevant work and enhance the scientific and rational nature of mass reform. When working with the masses, it is necessary to play an exemplary role. In response to these new requirements in cultural work, mass party organizations must increase their learning and research efforts, and their role cannot be ignored. Integrate the behavior and ideology of the masses with the guiding principles and policies of the Party, and understand their thoughts. Timely solve the problems existing in the teaching process, resist corrupt activities of cadres, avoid their significant impact on society, and guide the masses with positive energy. Strengthen the cultural work of the masses, solve the contradictions and conflicts that exist in the diverse thinking of the masses, maximize the internal combat effectiveness and cohesion, enable the masses to develop together in a united and stable manner, minimize major accidents and frictions caused by the masses' non-compliance with the law and lack of political awareness, and minimize the risks of production and operation of the masses.

3.2 Innovation management mode

The effectiveness of management models will directly affect whether mass cultural activities can receive effective guidance and assistance in the implementation process. Therefore, in the process of carrying out and constructing mass cultural activities, management models should also be continuously improved and enriched to make them more in line with practical needs. In the process of innovation management mode, it is necessary to fully understand the people's demands for mass culture, the goals that cultural activities need to achieve, and whether the spiritual elements contained in cultural activities can have a certain degree of impact on local residents, so as to continue to innovate the innovation management mode from this perspective. At the same time, it is also necessary to continuously learn and absorb advanced knowledge, from the perspective of management models. To improve the effectiveness of mass cultural activities, relevant staff can conduct investigations and research on innovation in management models to understand people's demands and ideas. At the same time, it is necessary to establish corresponding file management, which records the shortcomings and directions for improvement in the past cultural activities. At the same time, it is also necessary to analyze the advantages of conducting cultural activities in the past, and continuously optimize mass cultural activities by summarizing past experiences and learning from advanced ones, so that mass cultural activities can achieve greater benefits.

3.3 Enrich the form and content of activities

From the establishment of the People's Republic of China to today, China has achieved remarkable results in economic and cultural development. Especially with the improvement of people's material and spiritual living standards, mass cultural activities have a broader market development space. Due to various subjective and objective factors, there are bottlenecks in the innovation of forms and contents of mass cultural activities, which cannot further meet the growing spiritual needs of the people. Therefore, carrying out mass cultural activities must be based on the development of the times, enrich the form and content of activities as much as possible, in order to help the people obtain more spiritual and cultural enjoyment.

Specifically, firstly, it is necessary to fully mobilize the supportive role of various sectors of society, coordinate the cultural functions of various levels of units, and continuously clear obstacles for the development of mass cultural activities. By integrating cultural activities between local cultural departments and grassroots unit departments, innovating activity management methods, and providing conditions and experience for enriching the forms and content of mass cultural activities. The second is to further enrich the forms and content of mass cultural activities based on modernization construction and the spiritual needs of the people. By strengthening the promotion of the importance of participating in cultural activities, promoting cultural activity services, and fully mobilizing the enthusiasm of the masses to participate in activities. We should encourage each participant to play a "model" role, penetrate into the daily lives of grassroots people, and make cultural activities deeply rooted in people's hearts, receiving more recognition and support.

4. CONCLUSION

The development of mass cultural activities has important historical value and significance, enriching citizens' knowledge content, significantly improving citizens' moral level, maximizing the satisfaction of people's spiritual and cultural needs, promoting social and economic development, and better inheriting traditional Chinese culture. Therefore, when innovating mass cultural activities, it is necessary to further strengthen organizational management, increase the intensity of innovative activities, promote the development of mass culture, and lay a solid foundation for the dissemination of Chinese culture.

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