

# The Realistic Dilemma and Path Optimization of New Quality Productivity Enabling the Construction of a Strong Cultural Country

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**Abstract**—The new quality of productivity has provided an important focus for the comprehensive construction of a strong socialist modernization country, and has also given new momentum to the construction of a strong socialist culture country. The digital background provides a scientific guide and strategic leadership for exploring the new quality of productive forces for the construction of a strong cultural country. At present, the construction of a strong cultural country is plagued by such problems as a weak foundation of digital cultural facilities, the diversity and synergy of the main bodies of cultural governance still needs to be improved, and the mode and thinking of cultural development need to keep pace with the times. The new quality productivity will play an important role in promoting the innovative development of cultural resources, improving the synergistic mechanism of the main body of cultural governance, consolidating the foundation of the cultural industry, and assisting the inheritance of outstanding traditional Chinese culture. There is a need to provide new impetus, new ideas, new concepts and new progress in building a strong cultural nation through forms and means such as empowering the main body of cultural governance with new quality productivity, cultivating cultural industries and innovating cultural development models.

**Keywords**—New Quality Productivity, The Construction of a Strong Cultural Country, Digital Culture.

## I. INTRODUCTION

It is our new cultural mission in the new era to continue to promote cultural prosperity, build a strong cultural country, and build a modern civilization for the Chinese people from a new starting point, as General Secretary Xi Jinping noted in June 2023 at the Symposium on Cultural Heritage and Development. Humanity entered the period of civilization primarily due to the growth of socially productive forces. The phrase "new quality productivity" was first used by General Secretary Xi Jinping during his visit to Heilongjiang in September 2023, and the strategic position of the development of new quality productivity was further established at the Central Economic Work Conference in December 2023, and the concept was systematically explained by General Secretary Xi Jinping during his first collective study session at the Political Bureau of the CPC Central Committee in February this year, making it clear that the development of new quality productivity is an inherent requirement and an important point of focus for promoting high-quality development, and during the two sessions of this year, General Secretary Xi Jinping took part in the deliberations of the Jiangsu delegation, emphasizing that the development of new quality productivity should be tailored to the local conditions. The construction of a strong socialist culture is an inevitable requirement for the comprehensive promotion of the "Five-in-One" overall layout and the great cause of socialism with Chinese characteristics, and a strategic step for accelerating the promotion of Chinese modernization and the great rejuvenation of the Chinese nation. Therefore, taking Xi Jinping's cultural thought as a guide, facing the mission of building modern civilization for the Chinese nation, and fully releasing and effectively giving full play to the empowering role of the new quality productivity in the construction of a strong cultural country are the major opportunities for promoting the strategy of a strong

cultural country and realizing the development and innovation of culture in the new era, and moreover, it is a necessary way to put Xi Jinping's cultural thought into practice.

## II. THE REALISTIC DILEMMA: THE ABSENCE OF A STRONG CULTURAL STATE IN THE CONTEXT OF THE NEW QUALITY PRODUCTIVITY

China is now at a critical stage to advance the implementation of the Grand Strategy of Chinese People's Rejuvenation, and it is also a critical moment to promote the implementation of the Fourteenth Five-Year Plan in every way. In the practice of promoting the construction of a strong cultural country, generally speaking, there are still the following real problems and bottlenecks in the field of culture. An in-depth analysis of the causes of these problems will be conducive to the innovation of cultural development models and ideas, as well as to the promotion of the construction of a strong socialist cultural country with a more complete cultural governance system.

### A. Relative Lag in the Construction of Digital Culture Facilities

Infrastructure of excellent quality and advanced equipment is an effective vehicle for promoting great cultural enhancement. At present, the country is vigorously pursuing the construction of a strong digital culture, along with the continuous improvement of China's degree of modernization, digital cultural infrastructure has made great progress, and the role of digital technology in the construction of culture has become more and more prominent. However, the existing problems should not be ignored. On the one hand, the inherent inadequacy of infrastructure investment has led to a relative lag in infrastructure, and it is difficult to realize innovative and intensive development in cultural digital construction due to the lack of a unified, high-standard digital platform. Affected

by the unbalanced level of economic development, some central and western regions, especially remote areas, have network construction levels that can hardly support high technologies such as cloud computing, IoT, AI, etc., and there is still a very large room for improvement and development potential in information network communication. On the other hand, constrained by the coverage of digital technology, outdated facilities and the shortage of professional and technical personnel, the utilization rate and operation rate of existing facilities are still unsatisfactory, and it is not yet possible to truly form the scale effect of "digital plus".

#### *B. Pluralistic Synergy of Cultural Governance Actors Needs to be Improved*

The synergistic nature of the multiple subjects of cultural governance is manifested in its real power, which is led by the Party, with government at all levels, social organizations and the people participating in governance. First, the number of enterprises participating in cultural governance is small and their initiative and motivation are low. According to the Statistical Yearbook of China's Cultural and Related Industries 2023, there are more than 73,000 cultural and related enterprises above the national scale. Secondly, libraries and cultural centres are not equipped in sufficient numbers to fully stimulate the important role of nourishing people's hearts and minds and nurturing their sentiments. The content published in various newspapers, periodicals and magazines is somewhat delayed in terms of dissemination efficiency and forms of publicity for cultural governance, and there is a need to improve new forms of media such as e-journals, e-newspaper subscriptions, and television and radio broadcasts. Lastly, social organizations and citizens have not paid much attention to or taken much initiative in participating in governance. According to statistics, the total population of China is 1.4 billion, and China needs to expand and improve platforms and channels for social organizations and citizens to participate in cultural management, constantly stimulate the synergy, initiative and activism of the multiple social actors in governance, and give full play to the enormous potential and advantages of China in terms of its population.

#### *C. New Forms of Cultural Industries Need to be Combined with Disruptive Technologies to Innovate and Strengthen*

First, there is insufficient innovation in Chinese excellent traditional culture. At present, most of the traditional ways of physical storage of Chinese excellent traditional culture are utilized, and are not comprehensively combined with digital technology, XR, AR and other high-tech digital resource base construction, archiving, storage, transformation and integration, and are not fully stimulated to carry out artistic design innovations in the field of culture, strengthen the reality of interaction, and enhance the virtual experience of the powerful role of data support. Secondly, the development of new forms of business in the cultural field is slow. With the rapid development of artificial intelligence, AR and other digital technologies, new forms of new scenes in the cultural industry have come into being, but the development has been slow and the quality of the supply of cultural products and

cultural and creative products is not high, so efforts should be made to strengthen the development of intelligence and specialization in hardware and software technologies. Finally, there is a lack of exploration of ways to revitalize world heritage and intangible cultural heritage. According to relevant statistics, 56 properties have been included in the World Heritage List in China, including many jointly nominated heritage sites, as well as many intangible cultural heritages. However, insufficient attention has been paid to the interactive experience, and the visit interaction is limited by factors such as time, conditions and geographic location, which does not fully stimulate its rich spiritual value and orientation.

### III. PATH OPTIMIZATION: EMPOWERING THE CONSTRUCTION OF A STRONG CULTURAL NATION WITH NEW QUALITY PRODUCTIVITY

Culture and science and technology have always been companionable and inseparable. At present, digital technology, which has profoundly changed the way in which cultural products are produced and disseminated, and which has raised the standard of cultural construction to a higher level, has become one of the most important manifestations of the new quality of productivity.

#### *A. Strengthening the Integration of Resources for Building a Strong Cultural Nation Empowered by New Quality Productivity*

In the process of socialist modernization with Chinese characteristics, the cultivation and construction of new quality productivity cannot be confined to technological innovation and capital accumulation in the economic field, but should cover the high degree of refinement of cultural resources and their precise matching with social needs. The development of new quality productivity in the cultural industry and cultural undertakings will show a trend towards cross-border integration, which may encompass the combination of traditional culture with modern science and technology, the interactive fusion between different art forms, and the deep integration of culture with other fields such as education and tourism, in order to achieve the diversification and personalization of cultural products and services. New quality productivity empowers the integration of cultural resources, integrates traditional culture with modern ways of expression, carries out innovative transformation and development of culture with the help of modern technology, and monitors and analyses consumer cultural consumption trends in real time by dividing the market into segments and making use of high-technology means, such as big data and cloud computing, in order to provide tailor-made products and services for different cultural consumer groups.

#### *B. Improving the Synergistic Mechanism of New Quality Productivity to Empower the Building of a Strong Cultural Nation*

The construction of a strong cultural nation empowered by new quality productivity is a systematic work involving state subjects, social subjects and market subjects, and the realization of its goals relies on the concerted efforts of these

stakeholders, which requires the construction of a multi-subject working framework for the construction of a strong cultural nation empowered by new quality productivity and ensures effective synergy among the various subjects. Specifically, the construction of a strong cultural country empowered by new quality productivity needs to gather the power of the state subjects represented by national policy-making institutions and cultural and industrial management departments, the social subjects represented by colleges and universities, scientific research institutes, social organizations and relevant individuals, and the market subjects represented by high-tech enterprises and cultural enterprises, etc., and at the same time, clarify the synergistic relationship, distribution of rights and responsibilities, and modes of role of the state subjects, the social subjects, and the market subjects in the construction of the strong cultural country. At the same time, the synergistic relationship, distribution of rights and responsibilities, and role of the state, social, and market entities in this work should be clarified, so as to build a cross-border cooperation mechanism with synergistic linkage among multiple parties, and thus comprehensively promote the construction of a strong cultural country empowered by new quality productivity.

The state should introduce guiding policies for new quality productivity-enabled cultural construction, support the development of cultural industries, optimize the allocation of resources, and promote the structural adjustment and layout optimization of scientific and technological cultural industries. The government plays a key role in this process, and should strengthen the macro-control of cultural resources management by relying on the new quality productivity, to design and improve the management system according to the characteristics of the cultural industry, to create a good political environment for the development of cultural resources and enrichment of the cultural market, and form the cultural industry with local characteristics by relying on the driving force of the new quality productivity. Universities and scientific research institutes should focus on cultivating complex, high-level and highly educated research and innovative talents adapted to the digital development of cultural undertakings and the cultural industry, and stockpiling for the development of society a pool of culturally applied talents who are skilled in the means of labor of the new-quality productivity. Scientific and technological cultural enterprises should actively absorb and introduce a professional and high-quality digital intelligence talent team to enhance the digital innovation level of China's cultural undertakings and cultural industries, and to promote the upgrading of China's digital cultural demand and consumption.

### *C. Strengthening the Industrial Foundation of New Quality Productivity Empowering the Construction of a Strong Cultural Nation*

Cultural industry is an important driving force to promote the innovation of cultural products and the prosperity of cultural market, as well as a driving engine to enhance the country's cultural soft power and international discourse

status. The cultivation of new quality productivity is committed to science and technology innovation as the driving force to promote economic and social development, and the high-quality development of cultural undertakings and cultural industries urgently needs to rely on the in-depth empowerment of new quality productivity, especially in the digital industry, which shows its strategic importance.

On the one hand, it is necessary to rely on the kinetic energy of the digitalization era, give full play to the enabling role of digital technology and meta-universe in accelerating the integrated development of the industry and giving rise to new forms and products in the market, further deepen the penetration and combination of the digital cultural industry and the three industries, and, relying on the artificial intelligence-generated content, big data, virtual reality, augmented reality and other new technologies, focus on promoting the orderly development of key areas, such as digital cultural tourism, digital audiovisual, digital games and digital publishing, and creating new scenes of different types, fields and forms of digital cultural consumption. audiovisual, digital games, digital publishing and other key areas in an orderly manner, and create new scenarios of digital cultural consumption of different types, fields and forms. On the other hand, vigorously develop China's digital cultural exports, tap the cultural connotations of old Chinese brands, traditional brands, and classic logo images, make efforts to promote the digitalization and networked development and presentation of traditional cultural texts, cultural relics and resources, and intangible cultural heritage, and support the construction of overseas promotional and digital trading platforms for film, television, copyright and other fields and focuses on the cultural fields of animation, film, television, publishing, performing arts and games. Cultivate and build original brands of Chinese culture that are internationally oriented, with high added value and potential for long-term development, expand export channels and platforms for digital culture such as copyrights, designs and programs, and promote the globalization of the expression of China's stories, Chinese wisdom and Chinese voices.

The revival of a nation is always strongly supported by the flourishing of culture; the progress of an era is always distinctly marked by the prosperity of culture. Proposing and promoting the construction of a strong socialist culture represents the CCP's new understanding of the laws governing the development of human civilization and Chinese civilization. The formation of new quality productivity is both a reality of modern scientific and technological development and represents the basic trend of future scientific and technological innovation, as well as a powerful driving force for modern industrial upgrading and economic transformation. Thus, the construction of a strong socialist culture cannot be separated from the new productivity, which should be taken as an important driving force for its development. The construction of a strong cultural nation empowered by new productivity is still in its infancy, and still faces a number of difficulties in various aspects. China should take practical

measures to actively promote the development of new productive forces and the building of a strong socialist culture, so as to renew the glory and splendor of Chinese civilization.

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