



The Coupling Operation of Public Culture and Ecological Culture

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Abstract

At present, in the ecological civilization construction and public cultural construction in full swing, the reality of how to further promote the development of a subject urgently to be solved in the present. This paper argues that the root cause of the difficulties in this reality is that in the core areas of ecological culture and ecological civilization construction wide system is an important public cultural respectively in two very different departments (environmental protection department and cultural department), constrained by the system mechanism caused by the dualistic development now the state is the root cause of the current resistance. Therefore, only when both belong to the culture of the deep core of organic coupling and melting penetration can get great progress in the changed in the new period.

Key words: Public culture; Ecological culture; Development

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INTRODUCTION

The Communist Party of China in a recent forum on literature and art in the proposed public culture

to continuously upgrade their service efficiency and quality, to achieve “two hundred years” goal and the great rejuvenation of the Chinese nation, “China Dream” provide strong cultural support. In addition, recently issued the CPC Central Committee and State Council *On Accelerating the Construction of Ecological Civilization Opinions* that should foster ecological culture as an important support for the construction of ecological civilization; and clearly stated: To ecological culture as a modern public cultural service system important content.

So, in the present construction of socialist culture power calls for more and more high, the construction of ecological civilization under the condition of noise day and focus on different forms of public culture and ecological culture in our culture, and the relationship between what is “a” or “more” logic, both exactly how the differences between common logic or reality. In the public culture and ecological culture has become increasingly become an important cause of the party and the state of today, it is necessary for us to analyze the concept of clear and realistic to clarify.

1. ECOLOGICAL CULTURE OF THE PUBLIC DEMANDS

The inherent law of development of cultural requirements. As Marx put it: Historical activity is the cause of the masses, with the deepening of historical activities, it will expand the ranks of the masses. Ecological culture is also the cause of the masses, culturally competent authorities on the subject is bound to historical events - the people responsible. Let all the people get ecological culture, the formation of ecological consciousness, and ultimately the formation of ecological literacy, then, we build eco-culture is not only to create elegant style of highbrow, but more should pay attention to the popularity of ecological culture, focusing on the creation of user-friendly Countrymen that ecological and cultural air to the

ground it is bound to be popular culture popular. "Music High" can only lead to "and few" blind pursuit of "tall" and eventually only from the masses. To develop its own ecological and cultural achievements of their own, they are bound to bent down "mass line" to pay attention to the reality of real people. This determines the ecological culture is bound to realize its popularity among the masses by all the people to participate, in order to simply realize their own reality, in order to build a blueprint of ecological civilization gradually become a reality.

The general requirements of ecological and social development. Possessory human development model, and to surrender and the development of market economy irreconcilable dilemma, which led to a crisis in all aspects of human society, ecology, economy and society. Ecological and social development refers to the future development of human society must be built without damaging, and is conducive to the existence and the basis for sustained and healthy development of the entire ecosystem of the planet.

From the social and economic dimensions, the country as a developing country, the rapid economic development is based on scarce resources per capita and low technological level of the foundation. Eco - economic development, "debts" too much, in the blind development of the economy has become a matter of course Consciousness, not knowing ecology "event of default" has become a serious constraint and hinder good economic and social development of our country. Thus, the need to achieve economic development and nature of reconciliation to achieve ecological economic development, thus we first need to promote eco-culture popularity this logical premise.

2. THE TRUE CONNOTATION OF PUBLICITY OF ECOLOGICAL CULTURE

What we need is harmony with nature in the current social situation, it is possible to obtain ecological sustainable development of human culture. Ecological culture we have built is a young new cultural forms, neither anthropocentrism advocated "heaven and earth" type of old ecological culture, not wrong, "Human beings should 'honor' Mother Nature 'anthropocentrism advocated old ecological culture. Thus, what we popularize ecological culture, not only determines how people get the concept of development, but also determines our future generations will live in a kind of social environment and the natural environment, but also determines the shape of our civilization is how like.

Ecological philosophy culture popularization. As Marx has said, philosophy is the spiritual essence of his era, is the soul of the living of human civilization, is the most fundamental grasp of social history. Ecological culture is produced in the philosophical reflection on the

contemporary ecological crisis. As the popularity of a view of nature, it can make people opposed the idea of "the nature", and to oppose the idea of "naturalism", prompting people to form the new world view of "man and nature harmony". This ecological observation of reality and explain the basic idea of the theoretical framework of the real world, is a revolution to the traditional philosophy. On the one hand, the popularity of the ecological philosophy of culture will promote the transition of the world people. On the other hand, the popularization of ecological philosophy of culture, to promote people to the transition of the methodology. Ecological philosophy, stressed that the study of nature and the study of people, with the method of the overall grasp the unification of man and nature. Finally, the ecological philosophy culture popularization to promote people's values change. Ecological ethics thought, the development and utilization of mankind to nature make the space of the human individual have more and more narrow. Popularization and ecological philosophy culture conducive to the interests of the people in the open field of vision and long-term plan, to correctly handle the relationship between human and nature, to achieve the sustainable development of the human's good thought foundation.

Ecological ethics culture popularization. To solve ecological problems, protect the ecological environment, only rely on science and technology, economic, legal and administrative means are not enough, also need to rely on adjusted by the means of moral. Only set up the correct ecological ethics in popularity to inspire people to protect the ecological environment of the moral sense of responsibility, make people consciously adjust interpersonal conflicts, consciously adjust "material transformation between human and nature, which provide solid foundation for the practice of environmental protection and intrinsic motivation. The spread of ecological ethics culture in which people were asked to focus on form of life evolution of the earth for millions of species of "welfare". That is to say, the popularization of ecological ethics culture, requires people to treat animals on the earth, plants, microorganisms, ecosystem and nature of all things the same shall take an act of moral harmony culture, neither pursues human chauvinism, "anything goes" is not holding up in nature as the "mother of the human nature of "losers". We spread in the guidance of marxism ecological ethics culture of the harmonious development of human and nature.

The ecological culture of science and technology popularization. As heidegger thinks that we can't just see technology as means, also should see display technology is a kind of truth. The development of modern science and technology has brought human beings huge material wealth, improve the degree of social civilization, but also caused serious environmental pollution, endangering the life and health of human beings. Therefore, the

development of science and technology will have to know and consider the problem of human dependence on nature not consciously perform maintenance obligations and responsibilities of the human survival environment. Then, a new relationship between human and the natural environment of culture, ecological science and technology culture arises at the historic moment. Ecological science and technology culture known as “ecology” of the development of science and technology, is to establish the ecological consciousness of science and technology development, the development of science and technology with a bright direction of ecological protection. Thus, based on the progress of science and technology culture new form - that is, ecological development of science and technology culture popularization, make the people gradually formed with the scientific thinking about the development of science and technology of ecology, at the same time, this also is helpful for people to form the logical premise of ecological protection and ecological construction to look at the development of science and technology. The popularization of ecological science and technology culture requires us to form the scientific and technological achievements as well as social and economic objectives, and the evaluation of environmental and ecological objective, make science and technology to be “people - society - nature” complex ecosystem with sound direction. Thus formed in social ideology of sustainable development of science and technology.

3. THE ECOLOGICAL PUBLIC CULTURE AND THE PUBLIC OF ECOLOGICAL CULTURE

Before delving into understanding the connotation of public culture and ecological culture, first we have to clarify the connotation of culture. Both public culture and ecological culture, the cultural implication are always both in the core and the most fundamental. About cultural cognition, original intention is to point to in the western material production activities of farming and gardening classes; Thereafter, gradually extended to the spiritual life, a frequently used term in academic research and lives, but to different subjects it defines each are not identical, but also of its definition in the same subject are often very different. Marx once said: the same different terms mean is easy to misunderstand, but this kind of phenomenon in any science cannot avoid completely (Wang, 1997). At present, the general cultural concept of generalized that culture refers to the human in the process of social and historical development created by the sum total of material wealth and spiritual wealth.

3.1 The Ecological Public Culture

In the context of historical formation of the concept of public culture, public culture from the understanding

of civil society and public areas. Habermas believes that as capitalism civil society in the economic interests of personalized and dispersed, and integrity, consistency of the culture to integrate scattered interests (Habermas,1999). and so different from the economic life of personal, public cultural requirements has a public and open a self-sustaining, that is, the public is the essential characteristic of public culture. In terms of public cultural context of modernism, the logical extension of the public cultural feature, such as sharing the external publicity refers to a kind of culture, popular, is refers to the spread of culture carrier requirements with publicity, publicity; Public cultural connotation refers to on the spiritual quality of culture itself has the integrity, openness and public welfare, consistency, intrinsic characteristics of the public culture, that is, from the implicit to be public demands cultural content itself.

Ecological public culture, refers to the public culture in the development of the whole paradigm to intrinsic principle of ecological culture (Habermas, 1999); it is to point to in public cultural development in the field of content contains the ecological culture (lack of). On the one hand, the publicness of public cultural development, the characteristic of the integrity of the public culture may be not only in one or a few aspects obtains the breakthrough of unilateral development, but in many ways, the integrity of the multi-channel of long-term development. Because in terms of sustainable long-term development of the public culture, and the rest of the unilateral development results can only be rush in where angels fear to tread, and this kind of development will inevitably fall into trap “wooden barrel effect”, thus lost the ecosystem of the public cultural harmony, unified development concept extension, the result is to make the public culture itself into a kind of specific cultural and even become meaningless pile and acquire cultural facilities. On the other hand, the development of public culture or the public requirements for its own intrinsic cultural content, and ecological culture as the universal demand in today’s society, nature should become public cultural development should have meaning. In real practice, however, we tend to ignore the public culture of connotation of ecological culture.

In our country, the public cultural construction of ecological culture in the embarrassing lack of state for a long time. The founding of the dynasty, because of cultural undertakings “population, weak economic foundation,” our long-term public cultural development simply understood as stadium construction, so over a period of public cultural undertakings are mainly around the cultural centers, libraries, library construction cultural sites and built masses, film screenings website, cable radio network and other hardware facilities as the main content (Wang, 1997). In this case the absence of ecological culture, partly because not yet serious ecological problems, while

it is also not out of the development model of industrial civilization and the concept of the production period, did not realize ecological production, an important ecological life sex. However, when the increasingly serious ecological problems, ecological idea when getting into people, but we tend to public culture in this important ecological and cultural development grasper column outside the ecological and cultural development. For example, at the beginning of this century, China has also issued a series of “country”, *Cultural Development Plan During the “Eleventh Five-Year” Cultural Standardization and Long-Term Development Plan (2007-2020)*, *On the Cultural Construction “Eleventh Five-Year Plan”* is issued Ministry of Culture”, *1025 Period the Construction of Public Cultural Service System Implementation Outline* and many other policies and programs, but which is more focused public culture, “three one-stop shop (cultural centers, libraries, museums, cultural township station)”, cultural and standardized construction (mechanism) as well as cultural activities organized by the construction of public cultural service system and so on. We Looking at the resulting public cultural service system content, failed to find common cultural construction of cultural connotations ecology. This shows that we build long-term lack of public cultural dimensions of ecological thinking, although this does not necessarily mean the ecological culture has been beyond our public cultural service system, but at least our public cultural undertakings ecological concerns are very inadequate of.

3.2 The Public of Ecological Culture

In terms of the development orientation of ecological culture and ecological culture is the development direction of industrial civilization to ecological civilization is the inevitable result of the development direction of change. Facing the current serious ecological problems, people begin to the production mode, life style of industrial civilization era, and accompanied by industrial civilization and form the value of the concept of critical reflection. People realize that behind the serious ecological crisis is essentially followed the industrial development of the anthropocentrism caused by thinking mode and the development idea, is caused by our whole culture system, that is to say, ecological crisis is essentially the crisis of culture. And the transcendence of ecological culture as the core purports of ecological civilization, industrial civilization is the inevitable choice of human progress, and also is the only way for the development of human culture.

Public of ecological culture is refers to the realization of ecological culture in the real path must be through sharing, public development path and is accepted by the people and ideas to become social consensus and the masses. That is to say, in the ecological culture of public practice requirements, on the one hand, the development trend of public culture should become the inherent

requirement of ecological culture realize own; on the other hand, the internal requirement of explicit is necessarily reflected in the commonality of ecological culture to realize its own reality, open on the way. In real practice, however, we tend to ignore the ecological culture of the public cultural external dimensions.

In August 1973, by the first of a programmatic document on environmental protection—“a number of provisions relating to the protection and improvement of the environment” to the September 1979 China’s first environmental protection law—the *People’s Republic of China Environmental Protection Law (Trial)*, until the recent adoption of the “new environmental law”, in ecological and cultural implication of these laws and regulations, the external dimension of public culture has been in the absence of ecological and cultural situation. For example, in government activity in our towns, grasping environmental protection work, the higher authorities of Ecological Civilization are the county environmental protection bureau, grasping the cultural work of the higher authorities of the county Department of Cultural Affairs. Therefore, environmental protection departments to carry out environmental work, mostly limited to putting up posters, made a single mode of propaganda blackboard newspaper and other propaganda of ecological civilization, and rich cultural transmission difficult external bearing system, often resulting in ecological and cultural work with little success. The staging of the cultural sector more focused on cultural centers, station construction and cultural activities, ecological culture of propaganda and “landing” have always outside the Department of Cultural Affairs working view. This seemingly caused the environmental protection department, the cultural sector should pay attention to, but in reality, it is a binary separation of the two departments, there is no intersection of the phenomenon lies in the fundamental study on the implementation of the external path connotation of ecological culture and public culture the separation between the two. This fully illustrates, to make eco-cultural access to development, then we are bound to aid the cultural sector in promoting external public culture, sharing the practical dimensions, on the development of ecological culture and ecological culture is simply not feasible of.

4. OPINIONS AND SUGGESTIONS

In conclusion, and there is no inherent contradiction between the logic of public cultural and ecological culture, but also there is no external reality conflict. However, in real practice, we see the ecological culture and public cultural development of both often taking two different roads, or that even if we in the connotation of ecological culture as universal form of public culture when we still unconscious.

On the one hand, on the external reality, the Politburo meeting proposed to achieve “green” in the whole society, recently passed the “on accelerating the construction of ecological civilization opinion,” while in the newly revised *Environmental Protection Law Article IX* also clearly calls for the “promotion and popularization of environmental protection. “This is from the perspective of external social practice requirements of ecological culture has a public nature, to achieve ecological culture of sharing in society; however, the fundamental characteristics of public culture lie in its common, shared properties. Thus, ecological and cultural connotation and philosophy also require its external public realizes their own cultural situation.

On the other hand, the ecological culture itself as the core content and social ideology of ecological civilization, in a practical perspective on their own to achieve a necessary requirement, requires its own external objectivity, reality, that is to be used as human historical activities to achieve its globalization. As Marx that “historical activity is the cause of the masses”, as ecological and cultural realization itself bound to go the way people share. Visible, ecological and cultural connotation of the development dimension of the practice itself is also seeking from the public itself, mass, and this path is the ecological and cultural connotation of public cultural development path.

Ecological and cultural development should be the proper meaning of public cultural connotation. As in “on

accelerating the construction of ecological civilization opinions” put forward by the State Council, to “ecological culture as an important part of modern public cultural service system,” Indeed, public cultural and ecological culture because it is at different angles and dimensions the culture of representation and, therefore, the two have significant differences in form; however, but also because both have differences in form, so that both the spirit and explicit connotation of development can be achieved only harmony and unity with the organic coupling, logic and unity can be achieved only facts. Ecological Culture as a special cultural patterns, and public culture with its important content of the construction of socialist culture and socialist core values shapes, the two are not phase separation. Public culture should not lose the intrinsic ecological and cultural dimension, but also real natural ecological culture can make use of public culture, “wind” and get themselves constantly evolving.

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