

Chapter 35 Improving Public Cultural Services

We will adhere to the orientation of serving the people and socialism and the principle of letting a hundred flowers bloom and a hundred schools of thought contend. We will enhance public cultural service systems and encourage their institutional innovation. We will step up the promotion of Chinese culture and exchanges and mutual learning among civilizations, and better protect people's cultural rights and interests.

Section 1 Strengthening the Creation, Production, and Dissemination of Fine Cultural Works

Regarding the improvement of quality as the lifeblood of literary and artistic works, we will strive to increase originality in literature and art. We will carry out projects to boost the quality of literature and art, improve the mechanisms for creating, planning, and organizing works that reflect important contemporary themes and important revolutionary and historic events, and promote the creation of works that concern rural life and those that cater to young children. Through these efforts, we will ensure that fine literary and artistic works that capture the prevailing spirit of our times and give expression to the people's new creations continue to emerge. We will improve the incentive and assessment systems for the creation, production, dissemination, guidance, and promotion of cultural products to create a healthy and positive atmosphere in literature and art. We will strengthen the professional standards of cultural workers to encourage the emergence

of outstanding creative talent and eminent figures who have both moral integrity and artistic appeal.

Section 2

Improving the Public Cultural Service System

We will optimize the allocation of urban and rural cultural resources and integrate public cultural services in urban and rural areas. We will launch new cultural projects for the public benefit, upgrade the functions of multipurpose cultural service centers in local communities, and carry out extensive public cultural activities. We will encourage public cultural facilities such as public libraries, cultural centers, art galleries, and museums to offer free public admission and pursue digital development. We will promote further media convergence and strengthen new types of mainstream media. We will improve the emergency broadcast system and carry out smart radio and television projects in border areas and the countryside. Archiving projects will be further developed. We will continue to foster a love of reading in our people, carry out the Reading in China initiative, and upgrade film projection projects in rural areas. We will set up new operating mechanisms for public cultural services so as to encourage private actors to participate in supplying public cultural services and building and operating related facilities.

Section 3

Enhancing the Appeal of Chinese Culture

We will promote cultural exchanges with other countries and dialogues among civilizations at various levels and develop new online and offline approaches for conducting international communications with the focus on telling China's story, conveying China's voice, and promoting closer people-

to-people ties. We will carry out the “Insight into China,” “Tour China,” and “China on the Air” campaigns and organize the Chinese Culture Year (Festival) and Tourism Year (Festival). We will develop Chinese language dissemination platforms, global communication systems for the Chinese language and culture, and a standard system for international Chinese language education.