

A Utility Study of Different Ways to Celebrate Anniversary Large-Scale Government Events

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Abstract: Local government events were researched to determine what made the celebrations most effective. This research is committed to providing theoretical guidance for cultivating new people. It aims to find the celebration of maximum utility factor, places and institutions for the future unit celebrating provides referential experience and theoretical basis. While there proves a lack of research on the utility of activities in the domestic academic research circle. By consulting a large number of relevant literature and materials, analyzing the evolution process and current situation of celebration methods, summarizing and integrating a large number of data collected, we evaluate the effectiveness of different activities through the number of participants, satisfaction and creativity, and find the suitable occasion, environment, and region for each celebration method, so that all localities and units can learn from when reporting activities in the future, At the same time, increase the satisfaction of participants, maximize the effectiveness of activities and reduce the waste of resources. Specifically, it means reducing the consumption of human and financial resources while making the activities achieve the best purpose.

Keywords: government events; effective ways; evolution; saving resource; inherit red culture

1. Domestic Research Status

1.1 The Background

The anniversary of government events is of milestone significance in the historical development of China. Studying the utility of different activities celebrating the centenary events plays an essential role in carrying out follow-up related matters and inheriting the red spirit.

1.2 The Evolution of Large-Scale Celebrations (From Ancient Times to the Present).

In ancient times, in fact, there is no "National Day" such a holiday, because the National Day is in the country after the establishment of reform and opening up to establish such a national celebration of a holiday, in ancient times is not such a day. However, in ancient times there is indeed a "National Day" such a statement, but the meaning is different. Ancient "National Day" is

the day of universal celebration, such as the new emperor enthronement, birthday more grand day will be known as the National Day. In ancient times, the national celebration was a true national celebration. The emperor would grant amnesty to the whole country and give many rewards to officials and concubines, which could be awarded to everyone. At the same time, the National Day the emperor often held a banquet in the palace, requiring former ministers and concubines together to attend the banquet, there are delicious food, there are also a variety of time-killing songs and dances for the people who come to the National Day banquet to enjoy the music to kill time. Now the Mid-Autumn Festival, The New Year's Day and the Spring Festival on TV broadcast the gala is actually similar to the banquets in those days. There are four main ways to celebrate National Day in modern times: (1) National Day long vacation every year October 1st is National Day in our country, our country revises in 1999 published "whole nation year section and fete have a holiday method", the National Day will be combined with the adjacent on Saturday, Sunday for the seven-day National Day holiday, called "National Day" golden week ", "with the situation of the holiday, let people feel the joy of the National Day. Every National Day, it is the dream of countless people to go to Tian 'an men Square to see the flag-raising ceremony. Therefore, people who visit Beijing during the National Day holiday usually come to Tian 'an men Square early to see the soldiers raising the national flag, to express their great love for the motherland, watching the five-star red flag slowly rising, the excitement in the heart cannot be described. China's National Day parade since the founding of a total of 14 National Day parade, in addition to the 1949 founding ceremony of the military parade, gave me the most impressive is 1984, 1999 and 2009 the three National Day parade, through the National Day parade can celebrate the National Day, Yang Our country's prestige, but also to the world to show our country's strong national defense. Every National Day festival in China, the enterprises and institutions will hang lanterns or banners, with "Celebrate the National Day" and other slogans to celebrate the National Day.

1.2.1 Spring festival

Generally speaking, the ancient people celebrated the

Spring Festival with various activities, including praying, entertainment, and visiting friends. On New Year's Eve, the ancients put on a long table for the ancestor's memorial tablets. After the ancestors ate the food, they shared it with the family. Prayers include giving red envelopes pasting paper-cuts, and couplets. In terms of entertainment, the ancients' entertainment activities were even more prosperous than modern people's. People can visit temple fairs, watch operas, listen to music, play cards and enjoy lanterns. For modern people, the so-called entertainment activities are only restricted to "eating endlessly, and traveling the world in mobile phones." At present, there is an essential activity during the Spring Festival to pay New Year's greetings to relatives and friends. The ancients regarded paying New Year's greetings as a crucial social etiquette, with peers exchanging hands and juniors kowtowing to their elders. For modern people, the form of a New Year greeting has become less critical. One message, one phone call, is enough. From the similarities and differences of ancient and modern Spring Festival, we can feel that the development of times, customs and habits have changed, for how to celebrate traditional festivals, with the characteristics of The Times. Maybe in a few decades or even a hundred years, the way people celebrate the New Year will still be slightly different. The only thing that will not change is that the Spring Festival, as the "big one" of traditional festivals, will not change its position in people's hearts. Modern people celebrate the Spring Festival, and festival culture condenses into one family reunion dinner after another. In a meal, experience the warmth of the family, experience the love of the family. The festival of love and relatives is the most crucial cultural connotation of the Spring Festival.

1.2.2 Lantern festival

The Lantern Festival is the origin of Emperor Yong Ping Han years (AD 5875), because the Emperor advocated Buddhism, CAI Yin from India to obtain the Return of Buddhism, said India Modrink every month 15, the monks gathered to pay their respects to Buddha, is the auspicious day of Buddha. In order to promote Buddhism, Emperor Ming di ordered lanterns to be burned in palaces and temples on the 15th night of the first lunar month to show Buddha. Therefore, the custom of burning lanterns at night on the 15th day of the first lunar month was gradually expanded in China, expanding the influence of Buddhist culture and adding Taoist culture. Furthermore, the real power of the Lantern Festival is because a new point in time when people make full use of this particular time stage to express their life wishes. In the Tang Dynasty, Lantern Festival lantern custom developed into an unprecedented spectacle of the light city, after the Tang Dynasty, has developed into a national carnival. Tang Xuan Zong kai yuan heyday, Chang An's light city is very large, burning fifty thousand lights, lanterns variety, the Emperor ordered people to do a huge lamp floor, up to 20, 150 feet high, bright golden light, very spectacular. After the successive dynasties of the Lantern Festival continued to

develop, the time of the Lantern Festival was getting more prolonged. The Tang Dynasty Lantern Festival is Shang yuan before and after each day, the Song Dynasty in 16 after the addition of two days, the Ming Dynasty is extended to the eighth day to 18 days. During the Qing Dynasty, the Manchu entered the Central Plains, the court no longer did Lantern Festival, but the folk Lantern Festival is still spectacular. The date was shortened to five days, which continues to this day. We also have these activities in ancient times and modern times, but they are much less than ancient times. However, many people continue the custom of eating Tang Yuan.

1.2.3 Government events to celebrate

In the early days of Chinese government events, the activities were mainly celebrated with red speeches, literary and artistic activities, singing red songs, giving gifts to members, watching red movies, etc. Compared with modern times, the event's celebrations have become more diversified, such as red day reading combined with the Internet, online tourism combined with VR technology, knowledge competitions, etc.

1.2.4 Examples and utility analysis of different celebration methods

1.2.4.1 Innovate ways to publicize the historical events

Activity mode: the poster is beautiful, simple and easy to spread. As long as the TWO-DIMENSIONAL code is attached, the traditional poster can "speak". The QR code can be linked to the government's history propaganda topics, using the dissemination advantages of posters to let more people know about the government's century-old history.

Utility analysis: In recent years, official media frequently adopt this way of publicity. For example, by scanning the QR code of the "Call of Faith" poster released by CCTV news media, you can see a web topic with a collection of 100 microdocumentaries on the history of the government. You can read and learn anytime and anywhere. The method is simple and the cost is low, and there are all kinds of government building activities.

1.2.4.2 Immersive red cloud tour experience

Activity mode: at present, the South Lake evolution memorial hall, the Jing Gang Shan revolution museum, the Yanan revolutionary memorial hall and other red spots gradually opened VR online tour, also equipped with a professional, need to these online sites converge to the same theme page, can break the time and space constraints, red education experience anytime and anywhere.

Utility analysis: The cloud venue function of our media is recommended. Simple arrangement and the combination can build the page Visitors want, from the most straightforward presentation of activity information to multi-page integration and interaction, live broadcast, and other links, and even let everyone send bullets in real-time. This method has high participation and immersion. The micro-media cloud venue has multiple

scenes, page templates, and general templates. Visitors only need to replace the graphic content to build an exclusive page.

1.2.4.3 *The classic red display*

Activity Mode: Watching red movies is a classic program of events. After watching the movies, the audience can be organized to choose the characters they are interested in, and they can change themselves into the chosen characters through THE AI face-changing technology to "personally" participate in the historical process. At the same time, the audience can also share the video with their friends to close the distance between the audience and history.

Utility analysis: Combine AI technology to make the activity more novel and easy to attract audiences, but the technical cost may be higher than other activities.

1.2.4.4 *Retrace the long March and recall the story of the Red event*

Activity mode: If conditions permit, the units can hold brisk walking, organize participants to sign in first, divide into three teams, swear and award flags, then officially start the walking activity, and finally hold a "victory meeting" at the designated place, and award prizes to the winning teams. If it is not convenient to organize outdoor activities, the long March knowledge competition can be held indoors to increase participants' understanding of the history and spirit of the Long March by answering questions.

Utility analysis: Promotes participants' understanding of red culture utilizing rewards, which exercise the body and make the activity exciting and competitive. This kind of activity has a high reference value.

1.2.4.5 *Sharing stories about veteran members*

Activity mode: Each generation has different tasks and missions, but the purpose of serving the people wholeheartedly is the same. A tea government can encourage old members to share their stories. It can give a vivid lesson to young members, probationary members, development targets, and active members, encouraging them to talk freely about their feelings and perceptions.

Utility analysis: the cost is low, only the site fee, tea, and melon seeds, but the participation depends on the individual. There exists no unique effect and innovation point utility in general.

1.2.4.6 *Current affairs salon*

Activity mode: The best way to learn the theory is to apply the theory to practice, according to the current hot issues, organize current affairs salon, let everyone speak freely, can deepen the understanding and grasp of the events' principles and policies, and firm right ideals and beliefs.

Utility analysis: This method allows everyone to participate in the discussion directly and has high freedom of activities, but some students may not actively participate, so the utility is unclear.

1.2.4.7 *Government activities with regional*

characteristics

Activity method: Excavate the revolutionary relics and revolutionary stories in the region, and use VR, video, photos, and other methods to allow members to travel back to the last time, which can not only increase people's feelings for their hometown but also deepen their understanding of the government, which is exciting and meaningful.

Utility analysis: The form is novel and creative, and it is easy to attract audiences when combined with science and technology, but the cost of science and technology is high, and the utility is high.

Brief comment:

The study of large-scale activities is of great guiding significance to analyzing the effectiveness of celebration activities. First of all, there is little literature on the utility analysis of different celebrations of government events in China. By comparing with other large-scale activities, we can sum up and create celebrations of the government activities with practical use. Secondly, with the advancement of science and technology and the development of living standards, people's demand for spiritual culture has increased, and completely traditional celebration methods cannot attract the attention of all people and have limited effectiveness. Through the above comparison, we can choose more innovative and targeted ways to hold red celebration activities, improve the efficiency of resource allocation, and indeed pass on the red blood.

2. The Significance and Academic Value of the Topic

2.1 Significance of the Topic

The year 2021 coincides with the centenary of Chinese government activities, which is a critical and solemn date in the history of China. We achieved the first centenary goal during the centenary and are moving energetically toward the second centenary goal in all respects. Large celebrations were held all over the country to celebrate the government's centenary. Indeed, on the occasion of the centenary of the events, these celebrations are of practical and far-reaching significance for inspiring and mobilizing the whole citizen in China to rally closely around the central government committee. However, many human resources consumption behind holding large-scale celebrations, environmental pollution caused by setting off fireworks, and capital consumption caused by venue and stage leasing are all unavoidable problems. Therefore, this subject is to through the analysis of the program of calendar year celebration of factors such as type, resource allocation, analyzed its characteristic, common ground and utility, looking for activities to avoid resource depletion, to explore a kind of high efficiency, energy-saving ways of celebration activities, improve the utility of the celebration, provide a reference for a big celebration around the unit back and opinions. According to the current literature, many units and local governments are actively carrying out celebration activities, and some activities are carried out in previous programs. The significance of this topic is to

help them choose a more effective way to celebrate, such as carrying out creative celebration activities combined with local characteristics; another example is to carry out special celebration activities aimed at different groups of people and cater to their preferences. Choosing distinctive and creative celebration methods favored by the people can significantly improve the effectiveness of activities, reduce unnecessary losses of human, material, and financial resources in celebration, and achieve a better allocation of resources. In this way, the large-scale celebration activities with red culture can realize the rational allocation of resources and be carried out more efficiently.

2.2 Academic Value

This paper, based on the analysis of documents, news reports and related to celebrate the one-hundredth anniversary of the activity, balanced out of one or more of the following is more suitable for places and units in celebration of the anniversary on red and create a better environment of celebration, to raise the activity of attractive and fun at the same time, to make a more reasonable allocation of resources, also can let the red spirit better pass.

Through literature review on the Internet, it can be found that there is no research on the effectiveness of different methods for celebrating government events. We through access to information, to compare the effectiveness of different celebration, lists several celebrate the form of higher utility to around the unit when held to celebrate the red activities to provide the reference in the future, can make it is balancing the needs of more groups, improve the people's participation in activities and satisfaction, achieve resource better matching, celebrations from the source to reduce pollution to the environment and the harm, Reflect the core viewpoint of microeconomics deeply in reality level. This topic summarizes the effectiveness of various celebration methods, which provides a certain reference for local governments and units when holding large-scale celebrations, fills up the lack of reference when selecting large-scale celebration methods to a certain extent, and realizes academic increment, which has specific academic value.

3. Main Research Contents

By consulting a large number of relevant literature and materials, analyzing the evolution process and current situation of celebration methods, summarizing and integrating a large number of data collected, we evaluate the effectiveness of different activities through the number of participants, satisfaction and creativity, and find the suitable occasion, environment, and region for each celebration method, so that all localities and units can learn from when reporting activities in the future, At the same time, increase the satisfaction of participants, maximize the effectiveness of activities and reduce the waste of resources. Specifically, it means reducing the consumption of human and financial resources while making the activities achieve the best purpose.

3.1 Ways for All Localities and Units to Carry out Activities to Celebrate the Centennial of the Government Events

3.1.1 Reasons for holding large-scale celebrations

Every large-scale celebration is linked to different things and situations. According to most people, celebration activities account for a large proportion of all kinds of activities, such as national day and Spring Festival, all localities and units will carry out large and small activities; There are also many activities related to local specialties, such as kites in Weifang Kite Festival, beer in Qingdao Beer Festival, clothing in Dalian International Clothing Culture Festival, etc.; Major scenic spots and historical sites have also held light shows and UAV viewing activities.

3.1.2 How do all localities celebrate the centennial of the government events

Methods were collected to celebrate the centennial of the government events in some areas. Xi'an city wall opened a night light show to celebrate the 100th-anniversary events with a light and shadow feast; Chengdu used 500 UAVs in different shapes to celebrate the 100th anniversary of government; the activity of "singing a folk song to the government" was carried out by the Bank of Jinji Lake in Suzhou. Yan'an revolutionary memorial hall has carried out the tenth exhibition upgrading and transformation; Anhui has carried out five series of 100 activities, including art creation tour, cultural exhibition, Chinese history competition, mass cultural activities, and red tourism experience.

3.2 The Effectiveness of Different Ways to Carry out Celebrations

3.2.1 Art show

It has attracted the attention of many middle-aged and older people. People who have experienced that period of history have thousands of feelings when they hear and see their memories again. For young people in the new era, reviewing the history of their parents and connecting with today's life has deepened their faith, drawn spiritual strength from it, and better promoted the strength of young people. However, the active viewing groups attracted by this way are mainly middle-aged and older adults, which is not attractive to young people compared with entertainment media.

3.2.2 Visual art exhibition

It combines various ways such as AR technology, image device, and light carving projection technology to reflect the changes of China in the eyes of artists. Because of its sense of science and technology and high appreciation, it targets all groups.

3.2.3 Creative experience Hall

There are distinctive exhibition halls in the experience Museum, which focus on displaying and selling all kinds of cultural and creative products related to the activities.

It has a distinctive theme suitable for memorial days or scenic spots, such as the cultural and creative experience Museum of the Forbidden City.

3.2.4 Light show

There are mainly two kinds of scenic spotlight show and city light show. The former takes advantage of the scenic spot's popularity, shows the new appearance of the scenic spot under the light, creates a lively celebration atmosphere, and improves the publicity of the scenic spot. The latter is held in densely populated downtown areas or near landmark buildings, which provides convenience for "nine to five" office workers, and some 3D animations are also highly scientific and technological.

3.2.5 Lakeside singing and concert

The former takes advantage of the flat and open characteristics of the lake and invites stars to help, attracting a large number of viewers. The latter highlights this historic moment in the form of a large-scale Symphony Chorus.

3.2.6 Artificial intelligence

The UAV has been put into activities to celebrate the 100th anniversary of government events of China, which shows that artificial intelligence has matured. Different shapes in the air are also highly ornamental, suitable for festivals or anniversaries.

3.2.7 Competition

Through competition, increase participants' knowledge and improve the influence and attraction of activities. Suitable for historical allusions or anniversaries.

4. Study the Difficult Points

4.1 Research Priorities

There are countless ways to celebrate the centenary of government events in various localities. However, different ways take inheriting the Chinese spirit and carrying forward the glorious traditions as the mission, studying and summing up the history, and inheriting successful experience as the guiding ideology to strengthen faith, gather strength, enlighten wisdom, and improve character. This study divides the celebration methods into two categories: theory and practice, explicitly discussing them.

4.1.1 Theory

While promoting the reform and innovation of ideological and political science classes, all colleges and universities across the country have taken government history education as the focus of their work [1], and the forms of government history education have shown diversification and diversity [2].

1. This study aims to enrich the theory of patriotic education and raise people's attention. Through the survey, it can be seen that there is currently little literature on patriotic education in primary and secondary schools, most of which are concentrated at the university

level, and the research in primary and secondary schools still lacks attention [3]. The study of other levels has aroused society's attention to the patriotic education of primary and secondary school students and, at the same time, enriched the theory of primary and secondary school students.

2. This research is committed to providing theoretical guidance for cultivating new people. The state attaches great importance to the country's past and development and must cultivate useful talents who recognize the leadership of government and state system and contribute their strength to its development. Based on this foundation, this study provides theoretical guidance for cultivating new people of the times by studying the utility of celebratory methods as the carrier.

4.1.2 Actual

In 2021, all localities will fully play their geographical advantages and combine local culture to hold exhibitions, cultural performances, light shows, immersive interaction, and other activities to praise the 100-year history. The screening of various original programs and celebrations has enabled residents in the whole region to understand history more comprehensively, deeply, and vividly, strengthening the feelings of all sectors of society and the vast number of residents to love the country and the government.

1. This study focuses on the spiritual benefits of practical activities, promotes the development of local patriotic education, and provides reserve talents for the country. The spirit of patriotism is a critical component of the leading internal quality of every individual. As the banner of the unity and struggle of the contemporary Chinese people and the driving force for the people of all ethnic groups to jointly realize the great rejuvenation, the patriotic spirit is undoubtedly the norm of the contemporary people's behavior and the powerful driving force for young people to become talents.

2. Provide behavioral advice for local governments to maximize benefits. Based on comprehensive research, this study collates and draws relevant conclusions, forms a summary of the benefits of each celebration method at this stage [4], and provides suggestions for the local government to carry out relevant work.

5. Research Difficulties

1. The forms are diverse, and the data collection workload is enormous. The data comes from a wide range of sources, and this study collects as much data as possible through search classifications on search platforms such as Wikipedia.

2. The coverage is vast, and the data collation is problematic. The data coverage of this study is comprehensive, resulting in a large amount of data and complex types, and the data complexity is reduced by using statistical methods to reduce the complexity of the data [5] and then analyze it according to the correlation classification.

3. The utility assessment process is complex and involves interdisciplinary knowledge. This study uses

computers to assess utility by consulting such literature and consulting relevant experts.

6. The conclusion

This topic research on historically significant activities, as well as presently held to celebrate the government activities around the place and institutional units, and the different ways of celebrating carding and comparison, aims to find the celebration of maximum utility factor, places and institutions for the future unit celebrating provides referential experience and theoretical basis.

Acknowledgment

First of all, I would like to thank my tutor Professor Liu Zhenlin, in the topic selection, writing, modification and the final draft have been the careful guidance of Teacher Huang, Huang in the attitude of life, ideological quality and other aspects of the inculcation of my inculcation will inspire me in the future life road to adhere to hard, brave forward. I also want to thank my team members. Thank you for accompanying me through this period of youth, thank you let me get the precious friendship and happiness

Economics Sixteen Student Research Project. Project

Number: 2021091321082730.

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