

On the impact of socio-cultural influences on socio-economic policy making

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ABSTRACT

Politics, economy, and culture are the fundamental elements of social development, and the synergistic development of the three can boost the sustainable development of our country in the direction of prosperity. Above all, the importance of social culture has gradually emerged in the context of the advancement of globalization and the profound transformation of the economy. The formulation of socio-economic policies by Governments is inevitably influenced by socio-cultural factors, including history, religion, values, cultural traditions, and social morality. The integrated development of culture and economy has become an inevitable trend of modern world development. Social culture has a far-reaching influence on the formulation of social and economic policies, and by understanding the changes and impact of social culture, we can formulate social and economic policies adapted to the development of the times and contribute to the prosperity of the motherland. Given this, the study analyzes the impact of socio-cultural influences on socio-economic policymaking to provide a good reference for subsequent research.

KEYWORDS

socio-culture; socio-economic policy; formulation; influence

Marx has discussed the relationship between culture and social economy, explaining that the mode of production of material life will have a constraint on the whole process of social, political, and spiritual life and that social existence determines people's consciousness. Spirituality and superstructure are not passive as well as reactive to the material and economic base but are counterproductive. Especially with the gradual elevation of the status of social culture in the economy and society, culture began to penetrate all aspects of social productivity, thus exerting influences on the main aspects of economic development and boosting economic and social development. Therefore, socio-economic development cannot be separated from culture, which is a powerful means of promoting socio-economic development and has a good effect on socio-economic policymaking.

1 Relationship between culture and the economy

1.1 The culture plays a key role in economic development

As we all know, the course of development of human society is fundamentally an epic of material civilization, which is about the prosperity of life and the creation of wealth, as well as a masterpiece of spiritual civilization, which is about the accumulation of culture and the transmission of

civilization. Especially in the development of a harmonious society, the role of social culture is becoming more and more important, directly becoming the core of enhancing national cohesion and innovation and determining the key to victory or defeat in the competition for the country's comprehensive national power. Cultural strength, as an important part of comprehensive national power, has been gradually increasing its weight in the economy and society as culture has become increasingly intertwined with economics and politics, especially as its economic function has become more and more prominent, and it has become an important support for boosting the country's sustained economic development. Therefore, it can be said with certainty that culture is not only the core of national and regional economic development, but also directly determines the level of cultural development, and countries with strong cultural soft power can occupy a place in the fierce competition in the market.

The reason for this is that culture is not only spiritual wealth, but also creates material wealth, which directly determines the competitiveness of products. For example, the price of some foreign high-grade brands and domestic similar products, the price of its products is much higher than the domestic products of ten times, or even a hundred times. The key to this is cultural content, and the brand is relatively well known. Against this backdrop, the cultural industry has become a point of economic growth, with enormous room for development. For example, after the television media launched more than 500 episodes of *Pleasant Goat and Big Big Wolf*, the producers concerned, Aofei Pictures, Guangdong Original Power and other co-producers of the animation movie *Pleasant Goat and Big Big Wolf's Baskets Out of the Future* reaped 160 million yuan in box office receipts. It's obvious that the enhancement of cultural power can not only promote cultural development, but also lead to economic development and national comprehensive national power enhancement, which has a supporting role for the overall socio-economic development.

1.2 Culture is counterproductive to economic development

Culture has a counterproductive effect on economic development, with advanced cultures adapting to the times and backward cultures constraining socio-economic development. This reaction is reflected in three ways:

To begin with, culture can provide an engine for economic development. The cultural industry is the intersection of culture and the economy, with great potential for development, and is gradually becoming a new economic growth point. Compared with other industries, the cultural industry has the advantages of low energy consumption and no pollution and can continuously accumulate and increase its value in use. As the degree of economic and social development increases, the contribution of culture in the comprehensive national power will become greater and greater, and its share in GDP will also increase. In the United States, for example, the cultural industry accounts for as much as about 43% of GDP, Japan is about 20%, and Europe averages about 10% to 15%. In comparison, China's cultural industry will only account for 4.43% of the total as of 2021, revealing that the domestic cultural industry still needs to improve to contribute to the country's economic growth.

Secondly, culture can provide fuel for economic development. Human beings, as the determining factor in productive forces, can effectively promote the continuous development of social productive forces by placing people at the center of production. Culture is a prerequisite for the realization of free and comprehensive development of human beings, in the development of human beings can continue to create a wealth of material and cultural wealth, in particular, the modern socio-economic development and high-quality human resources cannot be separated from the socio-economic development of human resources, as if the car lost gasoline. High-quality talents are talents with professional ability and level, good moral quality, and humanistic spirit, so as

to create more economic benefits. The source of high-quality talent lies in cultural education, which needs to be developed in accordance with the requirements of the scientific concept of development, the implementation of people-oriented, to ensure that the majority of the people can accept and enjoy the cultural public goods, the creativity of the people and innovation to give full play to the fundamental starting point of socio-economic and cultural development, but also the point of departure.

Thirdly, culture provides shock absorption for the economy. American scholar Rogier Kissin believes in his research that culture is the rules of the game of life, and that cultural pluralism enables the major classes of society to discover the rules of the game that are in line with their own practical interests, to find emotional catharsis in the culture, and to effectively reduce the risk of social upheaval and the cost of dealing with crises. After people have satisfied their material needs, they will begin to pay attention to cultural and spiritual needs, and take the initiative to combine material and culture, which is a characteristic of the development of the new era. Thus, economic culture and cultural economy are intertwined, integrated and mutually reinforcing^[1]. However, culture has a specific conceptual and spiritual nature, and needs to follow its own rules in development to avoid treating culture as economy or embedding economy in the framework of culture.

Based on the above, it can be found that both economy and culture are one of the components of society, and their complexity is similar to that of natural organisms. The nation's understanding of the economy and culture is not great, and the issue needs to be explored in depth in the future so that a foundation can be laid for the building of a moderately prosperous society in all respects.

2 Sociocultural influences on socio-economic policymaking

2.1 Socio-culture's shaping of market forces

When exploring the operation of market forces, it is necessary to pay great attention to the important dimension of social culture. It is correctly recognized that market forces are not only the result of economic activities, but are also deeply influenced by the cultural concepts, values and belief systems of a country or region, and that these non-economic factors permeate and influence the behavior and decision-making of market participants, and have a certain impact on the economic market, thus shaping the characteristics and patterns of the market. In the case of Asian countries, for example, which are characterized by a deeper sense of family, which is often perceived as a close-knit group, with a greater emphasis on kinship and solidarity among its members, it is important to note the importance of family values in Asian countries^[2]. As a result, this perception can manifest itself in the business world, making family businesses a more common structure in the marketplace. In such family businesses, family members tend to occupy an important position in the business and decisions are centered around family interests. Therefore, this market structure will not only have an impact on the operation mode and competitiveness of enterprises, but will also, to a certain extent, directly determine the formulation and implementation of local socio-economic policies.

2.2 Socio-culture's modeling of economic needs

Social culture plays an important role in shaping economic needs. An innovative and creative social culture can stimulate and mobilize national creativity, promote technological innovation and product upgrading, and genuinely promote socio-economic development. Take the United States as an example, the United States, as a country full of innovation, is a model of global innovation, and

this move is inseparable from the country's education system, cultural environment that encourages innovation and experimentation, and values. In this good social and cultural background, the U.S. social and economic policies also pay more attention to incentivize innovation and promote scientific and technological development, the government will take advantage of tax incentives, increase R & D efforts, etc., to encourage major enterprises and individuals to actively participate in innovative activities, effectively promote the sustainable development and upgrading of social and economic development.

2.3 Socio-culture's impact on public policies

Public policy is a powerful tool for socio-economic regulation, including tax policy, welfare policy, education policy, etc., and social culture is an indispensable part of the formulation of socio-economic policies. Different cultural perceptions and values affect people's acceptance and expectations of policies and, to a certain extent, have an impact on the formulation and implementation of policies. In some national cultures, which emphasize social peace and equality, governments focus more on the development and implementation of welfare policies. The Nordic countries, for example, are known for their generous welfare systems, which are closely related to their social democratic culture and values. In countries where a culture of individual freedom and competition is valued, governments focus more on reducing taxes and interventions to ensure that markets are energized^[3].

2.4 Socio-culture's influences on policy implementation

Policy implementation can play a continuing and deepening role for policy formulation, and the influence of social culture cannot be ignored at this stage. The cultural background of a society directly affects the degree of public acceptance of and cooperation with the policy, thus determining whether the policy can be effectively implemented. In some cultures that emphasize individual rights and freedoms, public resistance to government intervention may be stronger. This may lead to resistance and obstacles in the implementation of policies and make it difficult to achieve the desired results. Therefore, in formulating and implementing economic policies, the Government needs to consider the characteristics and needs of local societies and cultures, to ensure that the policies are recognized and supported by the public, thereby achieving the policy objectives.

It is evident that social culture plays an important role in shaping market forces, economic needs, public policies, and policy implementation. These factors need to be fully considered in the formulation and implementation of economic policies in order to ensure that they are scientific and rational. At the same time, it is also necessary to pay close attention to socio-cultural developments and changes so that economic policies can be adjusted and optimized in a timely manner to better adapt to the new social environment and economic situation.

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