



Evaluating the Role of Municipal Cultural Activities on Promoting Public Culture (Case Study: Naqadeh City)¹

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Abstract

Background and Objective: Since citizenship is one of the key concepts in understanding and describing the position and condition of modern man, it requires that the needs of this position be given an appropriate and appropriate response through a chain of cultural and educational activities. In the meantime, with the increasing urban population, the role of urban organizations and, most importantly, municipalities in promoting culture and its importance in the lives of citizens is undeniable. Therefore, the main purpose of the present study is to evaluate the role of cultural activities of municipalities in promoting the general culture of the city of Naqadeh.

Methodology: The present study was of a descriptive-analytical type, and two library and field methods were used to collect information. The statistical population of the study was the population of the city of Naqadeh (81,598 people), and the sample size was calculated based on the Cochran formula of 382 people. Field data were collected using a questionnaire that was developed by the researcher and collected randomly. In order to analyze the information, the T-test was used in the SPSS software environment.

Results and Findings: The research findings show that 12 items were used to examine the cultural impact index on promoting public culture, and that holding short-term training courses for different segments of citizens with an average of 4.6 and building neighborhood centers with an average of 4.66 had the greatest impact on promoting public culture from the perspective of citizens. The results show that efforts to develop cultural infrastructure and create neighborhood centers and centers and utilize the funds to implement cultural and social programs are very necessary.

Keywords: Cultural activity, general culture, municipality, Naqadeh city.

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EXTENDED ABSTRACT

Introduction:

The need to solve urban problems, urbanization crises and improve citizens' behavior is the existence of an appropriate culture of citizenship and urbanization, which are among the basic and sustainable foundations of the city, and all components of an urban life must try to create the necessary balance by considering the role of culture in the city's social relations, urban facilities, transportation system, city structure and urban applications. Now, considering the globalization of citizenship culture resulting from progress and development and the simplicity of individuals' interactions with the social world, and on the other hand, the acceptance of rich patterns of citizenship culture on the formation of globalization of citizenship, the need for a native model of citizenship culture is inevitable.

Cultural and social activities in the field of promoting citizenship culture are the main infrastructure of urban development. The main mission of the cultural and social sphere of the municipality is to promote the culture of citizenship, pay attention to social health, create vitality and hope for life for citizens, and revive the culture of the city. The existence of different criticisms and marginalization of cultural activities in all sectors is one of the solutions that leads to the progress of the municipality in the cultural sphere, because the activity in this field, which is a sub-branch of the humanities, is relative and is as much as the opinion and perspective of each individual in the society for carrying out cultural activities. In such circumstances, urban management has always had policy-making and the implementation of cultural programs on the agenda. Cultural policy-making includes the tools and structures governing identities and values, enjoyment and deprivation, symbols and cultural heritage, art and entertainment, cultural industries, as well as the voices that are heard and the voices that are silenced. Municipalities, with their great diversity in their areas of operation, play an important role in shaping what is called the culture and identity of the city.

Attention to culture is essential in the city and urbanization, and as a result of the growth of urbanization and industrialization, urban communities and the culture of society quickly moved away from their customs, traditions, and social values, and they tended to live in the present day and use material welfare and values. Therefore, every city, in addition to building urban spaces and bodies, needs to establish reasonable relationships between the natural and physical environment and the socio-cultural situation. The city of Naqadeh is one of the small cities in West Azerbaijan province and has ethnic diversity consisting of two ethnic groups: Turks and Kurds. The Turks are Shiite Azeris and the Kurds are Sunni Shafi'i. Each of the above ethnic groups has cultural differences, but living in the city requires social cohesion and citizen participation in various urban affairs, which is the most important role of municipalities. In the meantime, municipalities can help social cohesion and improve the quality of life of citizens and their dependence on the place by holding various cultural programs and activities, while dynamizing the space. Considering that not much has been done in the city of Naqadeh in terms of cultural activities, and this issue has only recently been included in urban management plans, the purpose of this study is to determine whether holding various cultural activities and improving cultural spaces in the city can lead to the promotion of public culture?

Methodology:

The present study was conducted based on the descriptive-analytical method. Two stages were used to collect and analyze information. The first stage was to collect the required information and data using valid library studies and documents, and the second stage was to use a questionnaire developed by the researcher. The statistical population of the city of

Naqadeh is 81,598 people and the sample size is 382 people based on the Cochran formula. Excel and SPSS software were used to analyze the information, and frequency tables and T-test statistical techniques were used to describe and analyze them.

Results and Discussion:

To measure the impact of holding cultural courses on promoting general culture, a single-sample T-test was used, in such a way that the average limit of the indicators was considered to be three to calculate and evaluate the level of promoting general culture, and the upper and lower limit values were used, so that if both the upper and lower limits are positive, the average is greater than the observed value, and if both the upper and lower limits are negative, the average will be less than the observed value. In the single-sample T-test, the null hypothesis indicates that the stability is equal to the number 3 (the average quality limit). The results of the T-test analysis of the impact of holding cultural courses on promoting general culture are given. According to the data in the table above, since the significant value is smaller than $\alpha=0.05$, the null hypothesis is rejected and there is a significant difference between the two above indicators. The total average value obtained (4.36) is greater than the average of the population (3). Therefore, it can be said that holding cultural courses can have a positive effect on promoting general culture. To measure the impact of creating and improving cultural spaces on promoting public culture, a T-test was used, and there was a significant difference between the two indicators above. The total mean value obtained (4.5) is greater than the community average (3). Therefore, it can be said that holding cultural courses can have a positive effect on promoting public culture.

Conclusion:

In the city of Naqdeh, as a small city, despite being located on the Arbaeen pilgrimage route, the presence of historical and ancient monuments, including Hassanloo Hill, myths and heroes of both Kurdish and Turkish peoples, a very beautiful nature and a hub of agricultural products, and a suitable urban location, cultural activities are among the new activities in the field of urban issues and the need for activity in this field is felt more. So that, based on the questionnaires, the lack of many cultural spaces is tangible. The results of the research are in line with previous research, including Norouzundian (2010) and Afshar (2014), Cooper (2014), Getzner (2022) and other research, and in all researches, the role of cultural periods and the creation of cultural spaces has had a positive effect on improving the level of culture of societies, or in some way the results have led to improving the quality of life and social cohesion.

Declarations

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