

# Pay Attention to Etiquette, Promote Civilization, and Build a Harmonious Zhiyuan “Family Culture”! – The Social Service Project of “Civilized Etiquette I: Practice First, and Carry Forward a New Chapter of Family Tradition”

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**Abstract:** Since ancient times, China has been a country known for its etiquette, as well as its peace and justice. The holdover of its great etiquette is attributed to the combined efforts made by the country and families. This paper is a recap of a sequence of events that took place in Zhiyuan community to serve as a reminder of etiquette inheritance and family culture construction.

**Keywords:** Etiquette; Family culture; Community

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## 1. Introduction

“Civilized Etiquette I: Practice First, and Carry Forward a New Chapter of Family Tradition” is the second social service project in Chenggong. This project serves Wujiaying Street and focuses on the Zhiyuan community, which is a newly established urban community in 2018, with a total population of more than 80,000 people, including Elegant Earth, Fan Ya Town, The 7th Block, etc. According to previous online and offline surveys, the residents hope to carry out rich parent-child activities and growth courses for children, including family education lectures, children’s etiquette, comprehensive literacy of traditional parent-child culture, and so on. The community has a great demand for cultural construction and community mobilization. It is necessary to enhance the community awareness among residents, improve the participation and cohesion among community residents, carry out a series of activities to promote good family style, and support the whole society with the family style of tens of thousands of families <sup>[1]</sup>.

## 2. Build “family culture” and create a community atmosphere based on tradition

### 2.1. Pursue Chinese tradition and strengthen cultural self-confidence

Only when one knows can one inherit. It is necessary to consider the characteristics of a community, dig deep into traditional culture, and closely pursue the content of traditional Chinese culture from the design of theme activities, site layout, to content implementation. Among them, the National Day “I Love My Country, I Love My Home,” the Double Ninth Festival “Golden Autumn Book: Family-Style Chongyang Passing on Filial Piety” carnival (**Figure 1**), the launching ceremony of good family-style projects, the

Chinese New Year Festival “The Year of the Rat: Auspicious Spring Festival” rituals (**Figure 2**), the second day of the second lunar month “The Dragon Heads-Raising Day,” the fan production of “Flowers Invite the Breeze” on Mother’s Day (**Figure 3**), and the Gengzi Dragon Boat Festival “Wearing Sachets during Qingming Festival While Listening to the Court Training on Dragon Boat Festival” (**Figure 4**) have deepened and expanded the theme activities as well as formed the traditional cultural characteristics of Zhiyuan community.



**Figure 1.** Double Ninth Festival “Golden Autumn Book: Family-Style Chongyang Passing on Filial Piety” carnival



**Figure 2.** The Chinese New Year Festival “The Year of the Rat: Auspicious Spring Festival” rituals



**Figure 3.** Fan production of “Flowers Invite the Breeze” on Mother’s Day



**Figure 4.** The Gengzi Dragon Boat Festival “Wearing Sachets during Qingming Festival While Listening to the Court Training on Dragon Boat Festival”

## 2.2. Innovate according to time and pay attention to the needs of residents

During the epidemic, all plans and activities were greatly affected. The project team adjusted their plans in a timely manner, turned passivity into initiative, and carried out a series of anti-epidemic theme activities, such as emotion management under the epidemic situation (**Figure 5**), using mind maps to analyze COVID-19 (**Figure 6**), and the activity titled “Profound and Lasting Impacts from Reading: Set Good Family Traditions through Reading,” to help residents to ease the family atmosphere, guide and satisfy them, as well as create huge social impact and a harmonious family atmosphere.



**Figure 5.** Emotion management under the epidemic situation



**Figure 6.** Analysis of COVID-19 via mind-mapping

### 3. Concentrate, build “family culture,” and strengthen community mobilization

#### 3.1. Multimodal effort to attract residents

Based on the characteristics of the residents, this paper proposes several modes, such as community lecture tour, parent-child activities, work collection, life experience, civilized etiquette micro-classroom, online and offline flipped classroom, etc. There are 11 communities under the jurisdiction of Wujiaying Street. They mainly carry out tour lectures on different topics, guide parents, Party members, and cadres to educate by word and example, set examples via language, appearance, and action, inherit good family style and family motto with their own practical actions, promote the virtue of respecting the elderly, and arrange civilized etiquette volunteers to distribute publicity materials to residents as a form of guidance <sup>[2]</sup>.

At family reunions, during Zhiyuan Winter Solstice, everyone will come together to make colored dumplings to welcome the winter solstice (**Figure 7**). “Good Family Tradition 2020: China Wins” helped the collection of epidemic prevention videos; it attracted the attention of the majority of the community residents (**Figure 8**). More than 900 people watched the online live broadcast of “I Am the Best in Time Management.” The enthusiasm of residents to participate in activities significantly improved. The registration for post-epidemic activities was fully booked within half an hour of the opening. The residents have begun to pay attention to the community, community staffs, and other things around them. Such enthusiasm has laid a good foundation for community governance.



**Figure 7.** Family reunion during Zhiyuan Winter Solstice



**Figure 8.** “Good Family Traditions 2020: China Wins”

### 3.2. Multichannel effort to excavate the “backbone” of the community

“Self-recommendation – recommendation – recruitment” and other channels can be used to select capable people from the community. The high-quality activities have attracted a group of active residents, who are taking action in encouraging the residents to pay attention the current situation of the community. For example, a series of activities has been organized for the Goddess Festival on March 8, in which “Fighting with the Epidemic Together with You” (**Figure 9**) received letters of appreciation, full of love and warmth, from the residents. In addition, the versatility of the residents can be appreciated in theme contents, such as “Say ‘I Love You’ Loudly” (**Figure 10**) and “The Cook Talent Show” (**Figure 11**). Twenty Party members and core volunteers from among the residents have been excavated and absorbed.



**Figure 9.** “Fighting with the Epidemic Together with You”



**Figure 10.** “Say ‘I Love You’ Loudly”



**Figure 11.** “The Cook Talent Show”

### 3.3. Multiform effort to cultivate active talents

At the same time, effort has been made to provide a platform for residents to make contributions, and volunteers have been invited to participate in the design of activities and in leading them [3]. “Poem in 24 Solar Terms” was shared by a professor in literature from among the community; the “Chinese Wind Instrument Appreciation” (Figure 12) is an exchange between a father and others from the community; “Are you Ready for Primary School?” is an interview with volunteer mothers to help families who were about to enter primary schools; the Rudiment Princess Mother Group organized workshops, such as “Women Dress for Themselves” (Figure 13), to mobilize the energy of young parents and children as well as to fully stimulate the vitality in the community.



Figure 12. “Chinese Wind Instrument Appreciation”



Figure 13. “Women Dress for Themselves” (Figure 13)

### 4. Promote civilization, contribute to “family culture,” and build a harmonious community

Etiquette is people’s daily code of conduct and quality cultivation. It requires constant daily attention until a kind of atmosphere is formed. Upholding family style is a fine tradition formed in etiquette activities. A good family style will not only affect one’s life and development, but also the future development of the society. Therefore, it needs to be established and upheld in life, contributing to family instructions and family rules. At the same time, family instructions and family rules also need to keep pace with the times and vary from time to time [4]. Establishing new family instructions and new family rules based on socialist

core values is the core of family tradition and family education, which needs to be implemented into one’s life, study, and work.

Activities reflecting good family traditions are released in the WeChat official account “Online Learning Videos of Good Family Tradition,” and video links are also shared. Among them, Haofeng School has 96 tweets on activities related to Haofeng family style, with more than 6,700 readings, 36 colored videos, and more than 48,000 clicks and views (**Figure 14**); the official account was reproduced by Chenggong District Social Organization Service Center, Chenggong District Women’s Federation, Chenggong Youth School, Chenggong District Wujiaying Street, and other WeChat official accounts. A total of 54 activities were carried out throughout the year, benefiting 3,593 people, with more than 52,000 tweets and videos broadcasted.



**Figure 14.** “Online Learning Videos of Good Family Tradition”

Small etiquette reflects great civilization. Through diversified activities, it is possible to deepen family moral construction, carry forward excellent family style and family education, gradually achieve Zhiyuan “family culture” of “educating one child, driving one family, and affecting the whole society,” actively mobilize the strength of young groups in the community, emphasize on community construction and governance, realize mutual assistance among the residents, as well as build a harmonious society with the civilization of small families.

**Disclosure statement**

The author declares no conflict of interest.



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