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主编 尹继佐

培育上海 城市精神

A Cultural Development Bluebook of Shanghai, 2004
Cultivating the City Spirit of Shanghai

上海社会科学院出版社

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目 录

2004 年上海文化发展蓝皮书总报告	1
一、2003 年上海文化发展回顾	2
二、城市精神与上海的现代化进程	13
上海城市传统与城市精神	30
一、开埠前上海县的民风特点	31
二、近代上海城市特点与城市精神	35
三、上海城市精神的渊源:西方因素和传统江南 文化的融合	41
申博与办博:上海城市精神的考验与提升	49
一、世博会:从展示和推销产品的舞台到探讨人 类自身发展的盛会	49
二、申博:上海城市精神的提升	53
三、申博主题与城市精神	58
“非典”时期凸现城市精神	66
一、政府:高效、诚信、透明,具有国际大都市管 理者的风范	67
二、市民:守望相助、沉着应对、乐于奉献,显示 出较高的公民素质	74

培育上海城市精神

三、企事业团体:恪守职责、顾全大局,表现了 高尚的职业道德和社会责任感	79
文明的流动窗口:上海出租车行业与城市精神	84
一、文明的流动窗口与城市精神的折射体	85
二、提升“窗口文明”的三大引擎:政府推动、品 牌打造与行业自律	91
三、擦亮城市流动窗口,打造城市金质名片	98
精神文明建设与培育城市精神的实践	108
一、上海城市精神的深厚历史积淀和现实基础	109
二、2003 年开展的城市精神大讨论取得初步成果	110
三、上海城市精神具体表述的提炼与阐释	111
四、培育和实践城市精神的基础:精神文明建设的 现状和评价	112
五、加紧上海城市精神的培育与实践:原则与思路	121
六、如何培育和实践城市精神:措施与建议	123
城市精神新要求与卢湾区社区公民道德建设	127
一、城市精神新要求与公民道德建设新实践	127
二、社区公民道德现状调查分析及结论	129
三、三年行动计划与措施	137
基金会:城市文化发展的新引擎	145
一、改革面临重大历史机遇	147
二、发展现状分析	149
三、功能定位和基本性质	150
四、改革中必须处理好的几对关系	154
五、明确改革重点,聚焦城市精神	156
六、撬动资助杠杆,实践城市精神	162
上海文学创作与城市精神	166
一、描绘上海市民积极投入现代化建设和向世	

界先进潮流看齐的宽阔胸襟	167
二、讴歌上海市民张扬生命,自觉推动历史前 进的奋斗精神	169
三、揭示上海市民在改革时代注重人的发展和 新人格精神建构的问题	172
四、存在的问题	175
作为上海城市精神重要支撑的都市旅游大环境建设	177
一、从“意象”入手解析上海城市精神	178
二、作为上海城市精神意象之载体的都市旅游 大环境	180
三、体现上海城市精神的都市旅游大环境的具 体形态及其建设构想	184
附录一:纽约城市文化及其借鉴	194
一、纽约城市历史沿革和文化发展举隅	195
二、纽约城市文化特点	200
三、对上海文化发展的启示	205
附录二:东京:为提高城市魅力而进行“心灵革命”	211
一、“文化东京”:新的城市建设目标	211
二、“东京心灵革命”行动方案的提出与实施	214
三、未来图景:人的进步与城市的发展	221
后记	224

CONTENTS

General Report on Cultural Development in Shanghai	
2004.....	1

The grand goal of taking the lead to realize modernization basically has greatly invigorated the development of Shanghai, and also posed higher requirement upon works in all fields in Shanghai especially on software development. City spirit is the soul of a city and the core of city culture, the mental character of a city built upon historical accumulation, and the value system of a city formed in real life. It is also a significant display of a city's overall competitiveness. The cultivation of city spirit is the social foundation for the city's modernization. The modernization of its software, culture, and the citizens' ideology is an essential condition for the city's further development. Shanghai holds that it is necessary to improve the conditions of software for the development of the city and to foster and shape up "Shanghai city spirit", which is a proper steerage of the orientation of the development of the

city and a choice for the road and its developing mode leading to Shanghai's modernization made by the Shanghai people and government leaders at the critical historical moment of the development of Shanghai city.

City Traditions and City Spirit of Shanghai 30

It took Shanghai a hundred years to develop from a normal seaside county into a metropolis. Great changes of the character and features of Shanghai city have taken place within this period. The city spirit of Shanghai is closely connected with the historical development and cultural traditions of this city. This article is to make a study of the historical evolution of Shanghai city spirit in the context of Shanghai's modernization. Shanghai in modern times was an "adventurers' paradise", and a window through which Western culture was first absorbed as well; it is the birthplace of modern industry and workers' movement of China. The spirit of a city should be rooted in the history and tradition of the city itself. The real Shanghai city spirit should also be refined from "the historical sediments of modern Shanghai accumulated over 150 years." The features of being open to different voices, exploiting and creating, emphasis on law and stressing order involved in the Shanghai city spirit have profound connections with the traditions of this city.

Bidding and Holding of World Expo: a Test and Upgrade of Shanghai City Spirit 49

The successful bidding for holding the World Expo 2010 has enriched the World Expo with new spiritual connotations. During the whole process, Shanghai city spirit has endured the test and been further improved. Series of great events and projects are all catalysts for the Shanghai city spirit. A beautiful city should be a city with advanced concepts and with the most human considerations. Advanced concepts are the core of city spirit, which originated from its own cultural traditions and are fostered by various cultural nutrients. Enhancing the awareness of the obligation of citizen is an important way to upgrade city spirit. The beauty of Shanghai lies in her civilization and elegance, vitality and energy, and considerations respecting human feelings as well as her clear water, clean air, tranquility and green lands.

The City Spirit Highlighted within the Period of the SARS Epidemics 66

After the outbreak of the SARS epidemics, people in Shanghai, from the government to the citizens, from enterprises to communities, had devoted themselves to the battle in their own way and stood ready to render each other assistance in the connected efforts to combat the SARS epidemics. The courage, wisdom, solidarity and spirit of devotion manifested in all fields of the battle gave a wonderful account of the character and style that is due to an international metropolis despite some defects in operation. In the aspect of system, the government took appropriate

measures in time to put public places under strict control and had the social stability and security guaranteed in general; in the aspect of ethics, good characters and spirit of devotion embodied in the citizens generated positive factors that can not be ignored and formed a good ethical atmosphere for the whole society; in the aspect of culture, ardor in the period of urgency, unprecedented solidarity and the spirit of coordination were jointly manifested by the government, the citizens and enterprises and institutions, and those factors transformed into kind of cultural essence, which will have profound and active influence upon the spirit and vigor of Shanghai city from now on and for a longer period of time.

A Moving Window of Culture: Taxi Service and City Spirit in Shanghai 84

“Windows” are demonstrations of a city’s image. From the outlook and the condition of taxies to the behavior of taxi-drivers, all is to transmit messages about the city’s cultural level. In the activity of creating “Window Culture”, a city spirit of “honoring the post and serving people and society” has been cultivated in taxi service. Government initiation, brand promotion and self-supervision make up the three principal motives of the “Window culture” activity. There are three main issues in taxi service: the quality of taxi-drivers needs to be enhanced, extensive management needs to be changed, and the condition of taxi service needs to be improved. Several relevant

suggestions have been put forward.

**Practices on Ideological and Ethical Development and
City Spirit Cultivation 108**

Cultivation of city spirit has become the most important task since the new century comes around. A city spirit with high cohesion and centripetal force could combine the forces of all walks of society, further inspire the spirit of the people of the whole city and maintain the spiritual impetus to keep Shanghai develop consistently. According to the analysis of the great discussion of city spirit and the surveying results of the actual circumstance of the work of Shanghai's ideological and ethical construction, this article holds that profound historical accumulation and realistic foundation are available for shaping up the city spirit; the requirements and aspirations for ideological, cultural and ethical development point out the direction for the cultivation of the city spirit. However, the cultivation of city spirit is a task that can only be accomplished in the long run and needs a process of constant enrichment and distillation in practice. With "being open to different voices and seeking prominence" taken as the basic connotation of the city spirit of Shanghai in new times, this article will give a rather deep discussion and statement of the principles of and basic guidelines for the cultivation and practice of city spirit and specific practice steps and corresponding suggestions.

**New Requirement of City Spirit and Construction of
Citizen Ethics in Luwan Community 127**

Luwan community is one of the key communities in Shanghai, covering an area of 8.02 square kilometers, with nearly one fifth is circled in plan as a place for holding World Expo in 2010. As one of the venues, Luwan community faces unprecedented opportunities and challenges. We are required to have a good knowledge of the present basic conditions and further improve the cultivation of the city spirit and citizens' ethical quality when we make decision on what kind of community and what kind of spirit for Luwan community to hold the World Expo and to receive the guests from all over the world. This article introduces in details the plan and operation of the "Jointly building a terrific homeland — comprehensive project of construction of citizen ethics in Luwan community".

**Foundation: New Engine of the Urban Cultural
Development 145**

Non-profit social organization is one of the major factors for the healthy development of a modern city, while foundation is an important component of the organization. Comparing with the great achievements of Shanghai economy, the non-profit social organization is still in embryonic stage. Through making laws, regulations and policies, Shanghai will make efforts on releasing social power, cultivating social subject, opening social space and promoting the development of non-profit social organization, hence to

make the social power and social organization to be the subject and the motive of social development. To take the reform of Shanghai Cultural Development Foundation as a case for study will be a good start.

Literary Creation and City Spirit in Shanghai 166

Writers in Shanghai usually have special feelings about the city spirit. They explore with their literary works the inner part of urban resident in Shanghai, hence to express the unique features of Shanghai city spirit to readers. It will be found in their works that how Shanghai people make themselves part of the process of Shanghai's modernization and openness. But more intensive expression of city spirit is still a tough task for writers in Shanghai.

Construction of General Urban Sightseeing Environment as a Significant Supporting System for Shanghai

City Spirit 177

Shanghai city spirit should be the image of the tendency and requirement of the development in modern times — “contained internally and displayed externally”. The “essence” of city spirit has great controlling power, guiding the development of the city in a favorable direction and displaying itself in vivid realistic “pictures”. General urban sightseeing environment, comprising environments that are directly and indirectly connected with urban sightseeing, is the embodiment of the “image” of Shanghai city spirit. Such environment displays a creative idea ori-

enting the harmony of social ecosystem. It is a systematic architecture made up of a residential environment in a garden city, an elegant and leisurely environment in regard of art appreciation, a comfortable and pleasing environment in regard of human feelings, a harmonious community environment in regard of human nature, a plural and exchangeable environment in regard of communication and a service environment with high efficiency and satisfaction.

Culture of New York City and Its Experiences to Learn

..... 194

The distinctive culture of New York City developed from 300 years' evolution and development entitles it to be the capital of the world which is distinct from other cities in the world. From the angles of the formation and progression of its culture, it can be seen that the thriving and developed culture not only takes advantage of its wonderful geographical location, but also benefits from the economic development of New York City and even the United States, as well as the contribution of immigrants from other countries. Sorting out and analyzing the development process in history and the features of culture of New York City would not only contribute greatly to mastering factors in regard of culture of New York City as an international metropolis, but also provide helpful experiences and reference for the development of Shanghai striving to be an international metropolis.

**Tokyo: Implementation of “Mental Revolution” to
Heighten the City’s Charm 211**

In recent years, Tokyo devotes efforts to building a leading international metropolis with charming and flourishing culture. Compared with London, New York City and Paris, Tokyo has no distinctive cultural character. However, in modern times when international metropolis are in keen competition, a city with no charm would be in irreversible decline. Tokyo must undertake “cultural reconstruction” to improve the ability to create and transmit its culture. Cultural reconstruction is undoubtedly founded on the quality of humans. Therefore, the government of Tokyo focuses on “Tokyo Mental Revolution Operation Plan”, and holds that “mind of the whole Japanese nation would be enriched by the enrichment of minds of Tokyo citizens”. It is a plan aims at shaping “New citizens of Tokyo”, involving every member of the society and requiring the coordinated efforts from families, schools, and communities.

Postscript 224

2004 年上海文化发展 蓝皮书总报告

〔内容提要〕 上海率先基本实现现代化的宏伟目标为上海发展注入了强大活力,也对上海各方面工作特别是软件建设提出了更高的要求。城市精神是城市的灵魂,城市文化的核心,是一个城市通过历史积淀而成的精神品格,是一个城市在现实生活中形成的价值体系。城市精神也是一个城市综合竞争力的重要体现。城市精神的培育是城市现代化的社会基础,软件的现代化、文化的现代化、人的精神的现代化,是城市获得更大发展的必要条件。上海提出要加强城市发展的软件建设,培育和塑造“上海城市精神”,这是上海市领导和上海人民在上海城市发展的重要历史关头,对城市发展方向的一种把握,是对上海现代化道路和发展模式的一种选择。

2002 年 12 月,上海申博获得圆满成功。如何以总结、弘扬和光大“申博精神”为新起点,努力培育和塑造上海城市精神,是摆在上海人民面前的一个重要课题。中共上海市委八届二次全会确定了上海下一步的发展目标,提出必须大力加强城市软件建设,全面提升上海城市的国际化、信息化、市场化、法治化水平。培育上