**Research Article**

# Social Management of Cultural Conflict Resolution

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**Abstract:** In order to integrate the cultural concepts of basic social value judgments and make the members of society to form an active participation in the consensus, the study use the multi-form subculture and multi-value conflict form in the society as study aim to analysis of that the heterogeneous culture not only will not deconstruct the society but also will bring society to obtain the compatible capacity towards the same. This study indicates that the cultural inertia safeguard their own interests can easily turn into the fuse of conflict in different cultural patterns interactive cooperation of social management. The subcultures collision of the main of pluralistic society management, collectivism and individualistic culture conflict is the main form of social cultural conflict management, the emergence and impact of different cultures is an important driving force for progress and cultural shape.

**Keywords:** Collectivism, cultural conflict, individualism, social management, subculture

## INTRODUCTION

As active organism, although it has the external social unity of form, but does not mean that the interior is highly stable and completely homogeneous. The multicultural level or kinds of state encounter each other, the fierce collision will produce confrontation. The cultural conflict is at least divided into three types by academia: "the first is a civilized culture, the second is an identity culture and the last is a commercial or postmodern culture" (Eagleto, 2006), but the conflict of culture in social management way was been seen very little. The study objective of the paper was that the study context is the sub culture conflict of the pluralistic society and collectivism and individualism cultural collision and researching the culture conflict is not always blindly destructive, it is also the cultural development of the necessary stage. This study research results indicates: The emergence and impact of different cultures is an important driving force for progress and cultural shape, make it to see the culture actively adjust the direction or may fall into the error under the condition of different circumstances.

## STUDY METHODS AND DISCUSSION

**The subcultures collision of the main of pluralistic society management:** Social management exist multi-level main body-the government as a representative of the public power, enterprise economic organizations as a representative of interest groups, the third department and individual citizens, they are based on its own stand, viewpoint formed their own management objectives and sub-cultural patterns.

The public power management mode emphasizes the vesting and gain of the executive powers to the government and agents as the representative, this kind of management culture chase the maximization of public benefit, advocate the values of public or private's clear boundary points, democracy and the rule of law in hand. In order to maintain their own survival and development, enterprise economic organizations tend to build some profit, efficiency as the leading value judgment and let the enterprise culture become a cultural form which randomly in the social morality and public interests edge. Relative to the first two kind of organization, the third sector in the 1930s depressed caused by the market system crisis and 70s Keynesian and welfare state caused by the crisis of the first and second department social management function failure cases exploring a new try, that is in the national and political field take "is neither the free market and not the welfare state" of "the third road" orientation (Wang, 2003). In the field of social life, as a representative of the third department by social organizations, foundation, private non-enterprise units and unregistered grassroots organization that has strong social management organization system and the corresponding function, although the organization exists, but the active members are individual citizens, the third department reflect the civil autonomy and self-management in the modern spirit, marks the "intellectual" hypothesis's civil consciousness mature increasingly.

Although the multiple subject plays a function which manages social affairs and coordinates relations of social commonly, they have a larger difference in

value judgments, management thinking, function field and behavior, thus will hide cultural confrontation and conflict. The core of the government as the carrier of public power management culture is the culture of the "right to rule", its legitimacy from the powers and implementation of the specific sample state. Public power culture has been adhering to the "rational economic man" of basic value judgment that regardless of the public powers spokesperson or ordinary citizen is the pursuit of self-interested individuals maximize their own interests, not to maximize the public interest automatically, it need the dual system of incentives and responsibility arrangements to achieve social fairness and efficiency. It is based on the assumption of the human nature, whether in the bureaucratic system or the new public management system, the relationship between government and citizens are simplified to management and managed, check and be restricted, the public power management culture evolved for power-driven clear structure and clear hierarchy of power system of governance. In contrast, business enterprise represent economic culture that depends on "economic man" hypothesis as the starting point, but less subject to the direct control of the public authority, often generate a "contract" what based on the interests and needs of the individuals and organizations and cultural relations. Thus, the economic management culture of the organization usually interest of the organization and efficiency as a core objective, not contrary to the long-term development of the organization which is based on the principles of both members of the individual growth.

For a long time, the public power and economic culture has been in each other down, each other to prevent the opposition. In order to get more and more solid support, public power often attempt to maximize penetration to the level of economic management, but the concept of the "right to rule" does not know that the public power is the erosion of economic organizations "contract" concept. Economic and cultural advocate the principle of free and open competition and take this opportunity to optimize the allocation of social resources, part of the intervention of the public authority can effectively regulate the status of market failure, but if it exceeds the limits of economic organization will result in self-sufficiency, autonomous market and management chain broke, it can make economic entity become subservient to the power. In other words, if the social management mode from the government, the economic organizations their management in related fields, it turns into the public power in the field of politics and economy overall plan as a whole, that will greatly eliminate economic and cultural enthusiasm and initiative and make the society into the power of the autocratic and monopoly.

On the other hand, when the problem "government failure" appears, entrepreneurship and market principles will be stepping into the field of public administration, to achieve the reintegration of the economy and culture and the culture of power management for the government injecting vigor and vitality. It should be noted, however, the public power management integrated into the market mechanism often damage the public sector "public" which because of performance assessment, performance responsibility, incentive control management socialist concept of use, even if the public interest, civil rights, social responsibility are affected by the value of diversity. Efficiency-oriented instrumental rationality only guide attention to the means to reach a goal, while ignoring the concerns of the end in itself; instrumental rationality that is all the action, will make administrative work more and more away from the social value, preoccupied with administrative costs, the loss of a moral connotation as the administrative system act itself.

Along with the time and the development of the society, to break the monopoly of the government management and introduce the spirit of the entrepreneur public power management culture, build a situation what public-private competition and facilitate public interest effectively, through the government-economic organization, the third sector restructuring of checks and balances relationship for complement, the social order, the third department gradually participate in social control. The third department "is an organization based on volunteers and ability to play people's spiritual power in the field of society, at the same time provides the need of social services and leadership development of political system (Drucker, 2003). This subculture order "comes from people's own-voluntarily comply with the requirements and constraints of the advocacy from the bottom of my heart, we share moral values" (Barr, 1993). Therefore, the third department management culture advocate people to have cultural consciousness and communication skills "intellectual" for the assumptions and encourage citizens to participate fully in the social management objectives. However, it is worth noting that the culture of the third sector and public power and economic cultural mechanism of action is not entirely similar, this is a high degree of consciousness and participation of civil society in management activities will lead to the control authority of the other two main challenges inevitably, the cultural conflict between them has been expressed serious differences of awareness of social problems, social management and even social management objectives will be questioned by each other, improper handling may lead to violent social movement.

**Collectivism or individualism cultural conflict:** The cultural conflict of society management can also perform for group and individual socialist's clash and blending. Public power, economy and culture are often based on group interests and the third sector inspects

the relationships between individuals and society from the rights and interests of individual citizens. Therefore, it determines social management culture type and operation mode by paying attention to the group interests or the interests of the individual values.

The modern society has already developed into an organism of highly organized and group, from the family, school, neighborhood to the political parties, the workplace and social groups Tangled together a variety of groups and individuals. Tangled together a variety of groups and individuals, providing people with various of emotional support and value attribution. Relative to the personal, Group is a populations aggregates based on a certain target, To stressed members have strong awareness of the Group and Companions awareness what is give priority to the interests of the Group and emphasis on collaboration within the Group and regard Group identity as the main symbol of the individual, advocating social purpose and the value of the Group. The combinations form of such cooperation as the core, Formed the warmth of the relationship which is intimacy, stability, maximize to eliminate differences, ease the contradiction between the group members (Li, 1991). Therefore, the social management culture based on collectivism, relying on the value of the Group which is interdependent in emotionally and solidarity in action, advocates the maximization of corporate interests (Guan, 2008). That is from the overall interests when dealing with the relationship between the individual and the Group (Families, companies and countries and so on), Coordination in each other and destruction of desire and dedication to the community, Avoid personal damage to corporate interests. The management culture model laid a solid foundation for the social integrity and unity.

However, what is also be seen is that the mode of group of social management play obvious role in cohesion of human and material resources and play social effect, But triggered a profound contradiction between the Group and the individual. There is no doubt the main body of the management is people. However, when the group of organizations form and play a role, The Group increasingly becoming the ruling, decision-making and implementation of the Social Affairs and erode the influence of individuals to participate in social management, In other words, In many occasions individuals can be achieved their own broad participation in social affairs and the right to express opinions only through join a group, such as the government, political parties, businesses, etc. Specific performance in the following aspects: First, as the foundation for the personal, the Group provides them with the space of survival and development, at the same time to be a shackle for the personal highlight individuality. Everyone has their own maverick, however, once into the Group on the need to adjust themselves in order to be integrated into the harmonious interaction with other members, Enter the Group means to reconstruct the dependencies between the individual. In the Group, The individual is no longer body who is arbitrary, they need to abide by the provisions and requirements of the Group as the material, To adjust their views and perspectives of the Group and the outside world. It should be said, Group often with the role of education of the popularity of Group targets, which is the test and hone of the freedom of individual behavior. However, It can't be done overnight when personal integration into the Group's process, often full of repressed and pain on the personal nature, even spiritual numbness may allow them to put on the cloak of the members of the Group temporarily, situation will occur that the desire for freedom of the heart to break through the cage. Second, In order to maintain their ability to act in the Group and avoid the Isolation and penalties from other members, Individuals tend to suppress the spirit of self-creation and give up their own views and ideas, then lost the independent judgment to things. The excessive dependence Group insecurity made individuals become a vassal of the Group's and disappeared in a huge machine. The Group which has strong cohesion will form a "internal morality". This ethical culture can erode the body spirit of a member and make personal to adhere the morality which is different or contrary to social morality and oriented only to gain the Group's own interests and then resolve their moral judgment.

## CONCLUSION

In short, it should be obtain the reality by organizations or individuals whether group's interests or power from the main body of belonging. The individual is the real power of the group's operation and social functioning. However, if the citizens can't handle the relationship between the group and individual well and only emphasizes the respect and obedience of the group's interests, even if you can bring social harmony and stability of the management, it will eventually make the society into a voice, cause the social management of the rigid and suffocation. From individual initiative, the individual has the capability to guide social individuals who are often subjected to political blocs and actual control of public power, otherwise the individual citizens will lack of the platform to establish and perfect the mechanism of public communication. If the individual completely overriding the group above, the flooding individualism can also cause serious consequence it will only lead to the prevalence of anarchism, if the social management completely abandons the doctrine of group to adopt the idea of individualism. So, it is an important foundation of social pursuit's stability and efficiency to the respected of group forms and it is the important condition for breaking the monopoly of public power management society and promoting the diversify-cation of the decisions and enhancing the participatory of civil

society, any dominance will bring the instability factor. Therefore, whether the group or individual values can keep their limit and intergrowth is an important indicator to measure the level of social management.

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