

Classical Reading Research and Promotion Strategies from the Perspective of Cultural Confidence

Hui Pan

Library of South China University of Technology, Guangzhou, 510641, China

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Abstract: Cultural confidence is a country, a nation and a political party's full affirmation of their own cultural value, firm belief in their own cultural vitality, the inheritance and innovation of excellent traditional culture are urgent problems to be considered and solved, and strengthening the reading of classical works is an effective way to enhance our cultural self-confidence. The research first elaborates the concept of cultural confidence and its core content, then analyses the connotation of classics and the value of classical reading, points out that reading classics is an effective way to enhance cultural confidence, and puts forward the strategies of classical reading promotion from the perspective of cultural confidence from three aspects: promotion methods, promotion mechanism and team building.

1. Introduction

The report of the Nineteenth National Congress of the Communist Party of China pointed out: "Culture is the soul of a country and a nation, cultural prosperity and prosperity, strong culture and strong nation [1]. Without a high degree of cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. Culture accumulates a nation's deepest spiritual pursuit and is a nation's spiritual gene and blood. Internalization in mind and externalization in action are important contents of national soft power. As early as at the Congress celebrating the 95th anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping emphasized that "the whole Party should strengthen its road self-confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence." [2] At the same time, he pointed out that "cultural self-confidence is more basic, wider and deeper self-confidence." This important exposition raises the far-reaching significance of cultural self-confidence in the development of our country and the Chinese nation to a crucial position [3].

2. The Concept of Cultural Self-Confidence

Cultural self-confidence is a country, a nation and a political party's full affirmation of their own cultural value and firm belief in their own cultural vitality." Cultural self-confidence, macroscopically speaking, refers to the recognition and affirmation of a country, a nation, a political party and other social groups or organizations to their own cultural values and vitality, the belief, recognition and praise of their own cultural originality and cohesion; in micro terms, it refers to the positive identification, full affirmation and firmness of each individual in society to their own national, national and collective cultures. Fixed beliefs refer to the value and identity of the individual subject towards the cultural community to which he belongs. In his speech on July 1, 2016, General Secretary Xi pointed out that the basic content of cultural self-confidence is the excellent traditional Chinese culture, revolutionary culture and advanced socialist culture which "accumulates the deepest spiritual pursuit of the Chinese nation and represents the unique spiritual symbol of the Chinese nation" [4]. In his report to the Nineteenth National Congress, General Secretary Xi further stated clearly that it originated from the excellent traditional Chinese culture nurtured by the Chinese nation's more than five thousand years of civilized history. It was melted into the revolutionary culture and the advanced socialist culture created by the Party's leading people in revolution, construction and reform, and rooted in the great practice of socialism with

Chinese characteristics. In short, the connotation of self-confidence in socialist culture with Chinese characteristics includes three aspects: self-confidence in Chinese traditional excellent culture, self-confidence in the red culture formed by the Party and the people in the revolution and construction, and self-confidence in the advanced socialist culture [5].

3. The Core of Cultural Confidence: Value Identity

Culture is the soul of a country and a nation, which has become the consensus of people [6]. In this sense, it can be said that the prosperity of the country depends on the prosperity of culture, and the prosperity of the nation depends on the strength of culture. Without the prosperity and prosperity of culture and strong cultural self-confidence, the revival of the nation can not be said. It is for the above reasons that Secretary-General Xi, with a high degree of theoretical self-consciousness, puts forward cultural self-confidence on the basis of road self-confidence, theoretical self-confidence and institutional self-confidence of socialism with Chinese characteristics, and emphasizes that cultural self-confidence is a more basic, deeper and lasting force in the development of a country and a nation. Because the core of culture is belief, belief, values, world outlook and outlook on life. In the final analysis, culture is a problem of leadership and the recognition of values. Culture is invisible, invisible, intangible, daily life and ignorance, affecting the soul invisible, imperceptibly influencing and playing a huge role. The essence of cultural problems is to grasp the law and clarify the facts; to clear away the fog and explain the truth; to conform to the times and make the people's hearts return. Only when theoretical problems, road problems and institutional problems are clearly explained at the cultural level can the people be convinced from the bottom of their hearts, be willing to identify with them, and truly transform them into a huge material force to create history and change the world.

4. The Connotation of Classics

Literary classics fully conform to all the characteristics of classics, have profound historical and cultural accumulation, and have inherent transcendence. Classical reading means that students read classical literary works and cultivate and shape their Chinese literacy, cultural taste and spiritual personality, that is, through classical reading to cultivate their personality.

The transcendence of classics lies in the fact that the wisdom and ideas conveyed by them are constantly enriched and sublimated as people grow up. Classical works do not simply disseminate a kind of information or teach a kind of knowledge. They provide readers with the nourishment of growth and space for growth. The ideas and wisdom it conveys will continue to enrich with the increase of people's experience and deepening of understanding, and become our constant spiritual food. Classics play a very important role in our growth process. They are books that we need to read repeatedly.

5. The Value of Classic Reading

The value of classical reading mainly concentrates on the inheritance, absorption and acquisition of culture. When classical reading is used as an educational teaching method, these values are reflected in the process of classical reading teaching.

Firstly, classical reading plays an important role in transmitting, preserving, optimizing, integrating, renewing and creating national cultural traditions.

Because classical works have cultural precipitation and intrinsic transcendence, we can quickly, economically and efficiently possess the cultural wealth created by human beings through classical reading, from a fragile and ignorant "natural person" to a "cultural person" who can absorb, appreciate and create culture. In this way, national culture can be preserved, accumulated and developed, and human society can continue to move forward. Therefore, classical reading is an important form of cultural inheritance. It can use traditional culture to educate students' personality.

The culture of any nation contains advanced and backward, positive and negative, essence and

dregs, and has different characteristics in different times. Therefore, the classical works as the carrier of students' personality education can not be totally accepted, but should be carefully selected, designed and optimized according to the needs of the times and the laws and characteristics of students' physical and mental development, so as to provide students with correct values and behavioral norms, so as to optimize national culture and promote the healthy development of students' physical and mental health. At the same time, classical reading should not only select the excellent traditional culture of the nation, but also absorb and integrate the culture of other nations and countries. Through cultural contacts, exchanges and collisions, we can help the local culture self-reflection and self-criticism, get rid of the limitations of cultural traditions, and inject fresh blood into the enrichment and development of local culture.

Secondly, classical reading can expand people's spiritual space, let people absorb a variety of spiritual nutrition.

If people want to survive and develop, they must integrate themselves into society and have their own way of explaining and communicating with society. The synthesis of this way constitutes a person's realm of life. This realm determines the narrow space of a person's life world, that is, the "spiritual space" of a person. Some scholars believe that the "spiritual space" of human beings has vertical and horizontal axes, which point to the daily feeling of the living situation and the wide acceptance of contemporary ideological trends, and the vertical axes point to the identification and ownership of history and culture. The broader the "mind space" is, the more it can accommodate and bear, and the more it can handle the world. And the attainment of this realm depends on one's vision and insight. Eyesight and insight are also determined by human experience, knowledge and cultural accumulation, that is, scientific and cultural literacy. There are many ways to expand one's "mind space", but the most effective way is to read literary classics. These classics depict all aspects of social life and express complex human nature, which contains much human wisdom. We can experience the lives of our predecessors and those we have never lived before, to understand the complex experiences, emotions and personalities of various characters, to experience the development and changes of nature and life, to acquire the culture and wisdom precipitated by the washing of time and history, and finally to expand our "spiritual space" by reading classics. In short, reading classics can bridge the gap between time and space, communicate the barriers between civilization and race, absorb the essence of human culture and improve our mental state.

Thirdly, as students, reading classics also helps to improve their reading ability. Specifically speaking, the improvement of reading ability can be divided into speech reading ability, comprehension reading ability and aesthetic reading ability.

Classical works are not only classics of culture, but also classics of language. Classical reading guided by teachers can improve students' language mastery and language literacy. Classical reading is different from knowledge reading. It is comprehensible reading. Understanding reading ability mainly refers to the ability of transformation, analysis, generalization, classification and inference. Therefore, comprehensive reading not only requires the reader to have a certain basic knowledge of Chinese, but also puts forward higher requirements for the reader's rational thinking ability and experience and perception ability. Classical texts are often typical works on different language subjects, such as argumentation, lyricism, narration and explanation. Reading teaching of classical texts is an effective way to improve students' comprehension reading ability.

Classical texts are often of great aesthetic value, from which we can appreciate many different types of beauty. It is obviously not enough to resort to rational, scientific and logical reading methods for reading classical texts. It must also resort to such sentimental reading methods as emotion, imagination and experience. It requires the reader to have the ability of experiencing sentiment, to carefully taste the subtle emotions conveyed by the works, and to appreciate the different expressive effects of different words. Interline speculation of the author's implications, and through reading comprehension to improve their aesthetic realm. These are the highest training goals for classical reading.

Classical reading not only inherits and integrates the excellent cultural heritage of national culture, but also internalizes the wealth of national culture into the individual spiritual wealth of the

educated through the implementation of classical reading. Classic reading is a process of reproduction of national culture. It is not a simple, mechanical and passive acceptance, but a process of active cultural restructuring and construction.

6. Reading Classics is an Effective Way to Improve Cultural Confidence

Nowadays, in China, people's ideology and values are becoming more and more diverse, and strong culture is pouring in, eroding our cultural territory. The result is that some adolescents who blindly worship foreign cultures sneer at Chinese traditional culture. The potential of traditional culture should be vigilant. The inheritance and innovation of excellent traditional culture are problems that need to be considered and solved urgently.

Strengthening the reading of classical works is an effective way to enhance our cultural self-confidence. Liu Xiang, a scholar of the Western Han Dynasty, once said that "books are still medicines, and good reading can cure fools". Classical works are the crystallization of national culture and knowledge and the spiritual source of nurturing a nation. A nation, a country, needs classical books to carry cultural blood. China's thousands of years of history and culture, although ups and downs, repeated misfortunes, but never cut off. This is enough to show that Chinese culture has value beyond the times, unique charm, and tenacious vitality.

The extensive and profound Chinese traditional culture is not only the source of the development of Chinese ideology and culture, but also the valuable resource for the development of world ideology and culture. We should not only guide and help students to read classics in schools, but also promote the activities of reading classics to the whole society and read more classics. Only when classics are understood, read thoroughly and read vividly can the essence of traditional culture shine brightly and bring forth new ideas, constantly promote cultural innovation, and enhance the self-confidence and pride of national culture.

6.1 Based on the characteristics of digital reading in the Internet era, we should actively promote classical reading

With the rapid development of communication technology and information technology, the flourishing of new forms of multimedia and all-media communication, the popularization and application of the Internet, network reading and digital reading are becoming more and more popular. Specifically speaking, the so-called digital reading refers to the digitalization of the reading object and the digitalization of the reading mode. Although this kind of reading method has some shortcomings such as fragmentation and shallow reading, it also has the characteristics of flexible and convenient reading method and abundant resources. Therefore, conforming to the trend of the times, how university libraries achieve and realize the synchronous resonance between traditional paper books and Internet, readers, mobile phone reading, so as to provide effective classical reading services for college students have become the essence and focus of the problem. In fact, in a sense, it is also coupled with the open and self-constructive characteristics of classical reading [6].

For this reason, university libraries can recommend classical bibliographies, book reviews, classical extracts and semantic annotations to college students through new media such as websites, micro-blogs and Weixin public numbers, so as to clarify the scope of reading and stimulate reading interest. Second, take the Internet as the platform, set up online groups, study and exchange. College libraries can guide students to read classics online through reading terminals and carriers such as mobile phones and PAD. College students are encouraged to choose reading interest groups according to their reading preferences, exchange their reading experience online, and enhance their understanding of classical content, thus playing an offline learning effect. Thirdly, with the help of new media such as micro-blog, micro-message and internet, the original text can be reproduced or simplified through the classic text, and the fragmentation reading time of college students can be effectively integrated in a variety of ways that college students like, so as to ultimately promote the thought and spirit of the classic works into college students' hearts.

6.2 Constructing College Students'Classic Cognition System and Perfecting Classic Reading Evaluation Mechanism

Why, what and how? This is the three basic elements of reading. As the classics or professional classics read by college students are generally complex texts or text systems formed through time accumulation, it is not only for college students to read classical texts thoroughly and comprehensively, but also to understand the rich connotation and significance of classical texts. Difficulties are also the core and key to the effectiveness of classical reading. "Libraries should follow the law of reading development and provide guidance support at different stages to help readers build a classical cognitive system." That is to say, university libraries should gradually construct University Students'cognitive system of classics by choosing well-collated and accurate annotated classical versions, guiding them to carry out deep dialogues with classical texts, authors and the times in which they live, combining their own life experience, knowledge structure, perceptual perception and reading schema. On the one hand, we should enter the text through reading and dialogue, and strive to return to the truth of classical ideas and logic; on the other hand, we should combine the spirit of the times, individual experience, collective memory, etc., and constantly construct the new meaning of generating classical texts through the fusion of horizons. Only in this process can we truly realize and complete the college students'cognition or cognitive system of classics. In this way, the value of classical reading can be truly realized. Closely related to this, it is also necessary to establish an objective evaluation mechanism for college students' classical reading. Through the evaluation, we can further analyze and master college students' reading psychology.

6.3 Improve the quality of librarians and build a high-quality classical reading service team

In order to effectively promote classical reading in University Libraries and improve the effectiveness and quality of College Students'classical reading, educators should first be educated. That is to say, we must improve the overall quality of librarians, change and improve the concept of reading education of librarians, and build a high-quality classical reading service team [8]. First, through the promotion of academic qualifications and targeted training, the humanistic literacy and ideological realm of librarians can be improved in an all-round way, so that each librarian can become a reader, thinker, appreciator and promoter of classical works. Second, in the actual work process, librarians should establish a correct reading concept, have good reading thinking ability, reading choice ability, reading evaluation ability, in order to effectively promote simple reading guidance to reading education services. Third, enhance the professional ability and ethics of librarians. Faced with the new requirements and characteristics of library work in the network information age, Librarians in Colleges and universities should not only possess the basic knowledge of Library and information, but also have the courage to learn new knowledge such as information theory and technology, computer science and technology, network technology, communication theory and technology. At the same time, they should have noble moral sentiment, strong sense of career and responsibility and be willing to learn new knowledge such as information theory and technology, computer science and technology, network technology, communication theory and technology. Serve teachers and students wholeheartedly

7. Conclusion

Cultural self-confidence is a country, a nation and a political party's full affirmation of their own cultural value, firm belief in their own cultural vitality, the inheritance and innovation of excellent traditional culture are urgent problems to be considered and solved, and strengthening the reading of classical works is an effective way to enhance our cultural self-confidence. The research first elaborates the concept of cultural self-confidence and its core content, then analyses the connotation of classics and the value of classical reading, points out that reading classics is an effective way to enhance cultural self-confidence, and puts forward the strategies of classical reading promotion from the perspective of cultural self-confidence from three aspects: promotion methods, promotion

mechanism and team building.

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