

Creative transformation and innovative development of Guangzhou culture led by cultural self-confidence

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Abstract: On the basis of the three self-confidences of "road self-confidence, theoretical self-confidence, and institutional self-confidence," the Chinese Communists have incorporated cultural self-confidence into "four self-confidences", and formed a series of important expositions on firm cultural self-confidence. In the process of promoting socialist construction and cultural construction with Chinese characteristics in the new era, Guangzhou uses General Secretary Xi Jinping's important exposition on cultural self-confidence to guide work and practice, which is of great significance to the creative transformation and innovative development of Lingnan culture and Guangfu culture.

The traditional Chinese culture has been developing for 5,000 years, and it has continued to develop in the promotion of inheritance. Never interrupted, the industrious and brave Chinese people have created a splendid Chinese civilization in human history. Although in recent history, the country was bullied because of poverty and weakness, the outside world even raised doubts about whether the Chinese civilization would end there. However, with the rise of China in the world, the Chinese civilization has not only disappeared, but it has increasingly shown its long-standing, profound and intrinsic unique charm, and has shown vigorous development in the world culture. China is on the road to national rejuvenation and the great journey of the Chinese dream. Based on the current situation in China, the Chinese Communists have incorporated cultural self-confidence into "four self-confidences" on the basis of the three self-confidences of "road self-confidence, theoretical self-confidence, and institutional self-confidence." A series of important expositions on firm cultural self-confidence have been formed, which provide fundamental guidance for the cultural construction work in the new period.

I. The general situation and deficiencies of the development of Lingnan culture and Guangfu culture represented by Guangzhou

On October 24, 2018, General Secretary Xi Jinping inspected Guangdong and proposed the most recognizable culture in Guangdong: Cantonese opera, Lingnan painting style and Cantonese music. It also puts forward requirements for promoting the creative transformation and innovative development of Lingnan traditional culture, and for Guangzhou to enhance the "new vitality of the old city". Guangzhou is the capital of the province and a thousand-year business capital. Guangzhou has always been the foundation of the development of Lingnan culture and Guangfu culture. Guangzhou has produced a series of Lingnan fine culture including Lingnan fine arts, Cantonese music, Cantonese opera, and Lingnan architecture. In recent years, based on the advantages of the Guangdong-Hong Kong-Macao Greater Bay Area, Guangzhou has taken the strengthening of cultural construction as a powerful engine for urban development. It has actively exerted itself around the development goals of building a world-famous cultural city and a global regional cultural city, and achieved good results. As a national cultural province, although Guangzhou's achievements and strength in cultural construction in recent years are recognized by the industry, it also faces many problems and difficulties.

1. Inheritance and innovation of Lingnan culture and Guangfu culture are still lacking in-depth cultivation

Standing at a new stage of historical development, using the rich connotation of General Secretary Xi Jinping's important exposition on cultural self-confidence to guide the further activation and utilization of traditional Lingnan culture and Guangfu culture, creative innovation is obviously not enough. Lingnan painting style, known as the revolutionary in traditional Chinese traditional painting, has long been known for its reform and innovation. Although the relevant units and painters have actively inherited and promoted the Lingnan painting style in recent years, the innovative creation of traditional arts such as Chinese painting still needs to be improved. For another example, the Guangdong music of the national intangible heritage, the people of Guangzhou and the whole country are familiar with their representative tracks "Rain Beating Banana" and "Pinghu Autumn Moon". But today, due to the lack of innovation in content and form, coupled with the impact of foreign music culture, the public lacks awareness of Cantonese music, confusing Cantonese music with Hong Kong and Taiwan popular music. This traditional intangible cultural heritage has reached a precarious position. Therefore, the inheritance and innovation of Lingnan culture and Guangfu culture is a vital part of cultural development. If this dilemma is not broken, cultural prosperity will be in the mirror. Although it seems to be infinitely beautiful on the surface, it is actually a lack of succession, and further development cannot be achieved.

2. The role of public cultural facilities needs to be further optimized and improved

In recent years, the Guangzhou Municipal Government has paid attention to investing funds in the construction of cultural venues and grassroots public cultural facilities. However, there are also places with a long history that have gradually faded out of sight of the public due to the lack of upgrades or the influence of emerging cultural carriers such as the Internet. For example, the Haizhu Theater and the Ping An Theater are no longer prosperous, and there are few audiences. Beijing Road Pedestrian Street, Shangxiajiu, etc., which had to go to Guangzhou once, are not in sight. Many old Guangzhou brands that bear the memory of Guangzhou are closed or relocated due to various reasons.

II. Take General Secretary Xi Jinping's important exposition on cultural self-confidence as a guide to promote the creative transformation and innovative development of Lingnan culture and Guangfu culture

A series of important expositions on cultural self-confidence are scientific judgments gradually formed in the practice of upholding Marxism and socialism with Chinese characteristics. It responds to questions such as where cultural self-confidence comes from, how to view traditional culture, how to strengthen cultural self-confidence on the journey of the great rejuvenation of the Chinese nation, and how to innovate cultural development. It is the key to guiding the national cultural development strategy and the region's own cultural construction in the new period. Lingnan culture and Guangfu culture are the representatives of excellent traditional Chinese culture. To achieve new achievements in cultural construction in the new historical development period, we must adhere to the guidance of General Secretary Xi Jinping's important exposition on cultural self-confidence.

1. Strengthen the induction and refinement of Lingnan culture and Guangfu culture, and enhance the people's own cultural self-confidence

Cultivate and practice socialist core values in cultural construction, lead the correct cultural orientation, and give cultural construction a new era connotation. The second is to increase people's self-confidence in their own culture based on the people's actual needs. It is necessary to awaken the

public's memories of their own excellent culture by holding various colorful cultural activities, such as conducting courses on Lingnan culture in large, middle and elementary schools, and helping students understand Lingnan culture and Guangfu culture; By holding a TV program with cultural depth and mass recognition of Lingnan characteristics, such as the "Chinese Poetry Conference" and "National Treasure" hosted by CCTV, the spread of Lingnan culture and Guangfu culture will be more widespread; Using the advantages of local cultural enterprises in animation creation, game development, webcasting, etc., carefully create games, animations and other works with Lingnan cultural elements to attract the younger generation's attention to Lingnan culture and Cantonese culture. The third is to extract Guangzhou's spiritual identity as a representative of Lingnan culture and Guangfu culture. Formulate specific work plans from top to bottom, advance work tasks at different levels, guide different types of cultural institutions and cultural units, and combine their own characteristics to dig deep into the special cultural connotation of the industry and innovate working methods; By formulating special research topics, gathering high-level professionals in Guangzhou area, conducting specialized research on Lingnan culture and Guangfu culture, in order to come up with a batch of high-quality results, and dig out the cultural ideological connotation of Guangzhou that is different from other regions.

2. Adhere to the people as the center and continue to deepen the inheritance and innovation of Lingnan culture and Guangfu culture

General Secretary Xi Jinping emphasized at the literary symposium: "Socialist literature and art is essentially the people's literature and art."^① The foothold and source of strength of cultural inheritance and development are all people. People are the backbone of cultural inheritance and development. Whether culture can be recognized by the people is the key to the sustainable development of culture. The creative creation of Lingnan culture and Guangfu culture must also pay attention to the key subject of the people. The first is that the innovation of Lingnan culture and Guangfu culture should reflect the people-centered concept. In recent years, various cultural phenomena that can be widely recognized by the people have undoubtedly been reformed to meet the needs of the people's spiritual life on the basis of inheriting traditions. For example, the "Xiaolin" WeChat official account founded by Lin Dihuan has been widely praised on the Internet in recent years. "Xiaolin" is more closely related to the life of the times on the basis of inheriting the creation of traditional Chinese paintings and comics, and regularly releases its created comics, photography, calligraphy and other works to the society. In the work of the official account, the life of the public is expressed through witty pictures and short and incisive words, which inspires readers to think and has been widely recognized by different groups in society. It can be seen that the key to the inheritance and innovation of Lingnan culture and Guangfu culture should be closely centered on the people. As long as all reforms are for the people, the people will truly appreciate and appreciate them. In the new historical period, the same is true of the reforms and innovations of Lingnan Fine Arts, Cantonese Opera, and Guangdong Music. It is necessary to actively guide the majority of literary and artistic workers to reach the people and create more cultural products that meet the spiritual needs of the people. The second is to classify and study different types of culture, and propose different development directions. For its better development, it is necessary to further help the cultural and art of Guangfu, such as Lingnan Fine Arts and Lingnan Food, with a broad audience and the current booming development, to sort out historical development experience, strengthen the innovation of the vitality of its era, actively expand the communication channels, and pay attention to culture universal; For some cultures with a relatively small audience, such as Lingnan Quyi, Lingnan craftsmanship, and Lingnan traditional gray plastic crafts, but still with room for development, we must scientifically analyze the problems in their development, eliminate adverse factors in their development, and seek new development opportunities; In the face of the current emerging culture, we must guide it on the correct development path with an open mind, promptly improve the problems existing in development, and help it become an excellent culture; For some cultures that gradually fade out of sight or disappear with the development of the times,

we must respect the objective laws and keep records through video and audio means in order to provide a reference for future cultural development. The third is to innovate the way of inheriting innovation. In the historical development process, traditional culture was constrained by factors such as production factors at that time, and most of them were carried out in relatively private ways such as "word of mouth" and "master with apprentices". This method has played a role in ensuring the spread of culture in the past, but it will undoubtedly affect its audience and development in modern society. It is recommended that traditional culture can be connected to universities and research institutes, and cultural inheritors should set up corresponding courses in universities and research institutes to promote their inheritance of skills; Through the shooting of cultural skills videos, the use of webcast platforms, WeChat official accounts and other methods for promotion and promotion, to expand the audience of Lingnan culture and Cantonese culture, attract more people's attention and devote themselves to Lingnan culture and Cantonese culture.

3. Accelerate the development of public cultural undertakings, protect and inherit the city's history

When talking about how to extend the historical context of the city, General Secretary Xi Jinping once said: "We must protect the cultural heritage left by our predecessors, including cultural relics, historical and cultural cities, famous towns, famous villages, historical blocks, historical buildings, industrial heritage, and intangible cultural heritage."^② This provides guidance for our current public cultural service work in Guangzhou. First, we must coordinate the development of public cultural undertakings and plan the overall use of financial funds in the construction of a public cultural service system. It is necessary to conduct a comprehensive investigation on the development of various public cultural facilities in Guangzhou, grasp their actual situation, and allocate funds reasonably for the construction of public cultural facilities in different areas of Guangzhou. In particular, priority should be given to the protection of some well-established brands and well-established establishments. Second, we must speed up the transformation of various cultural heritage and cultural blocks, such as Shamian, Enning Road, Yongqing Square, and other unique cultural blocks in Guangzhou. Refer to the domestic and foreign successful experience of the old street renovation, and guide the classification of the residents of the old street; Formulate a plan to avoid going out, improve population density, etc. to avoid destroying the preservation of old streets due to residence; Upgrade and reform the infrastructures such as traffic and fire protection in the old streets to improve the environmental safety of the old streets; The Lingnan elements are presented in the old block through architectural, sculpture, mural, cultural graffiti and other artistic elements. This not only activates and uses culture to enhance the cultural connotation of the old block, but also finds a suitable exhibition place for the activation and utilization of Lingnan elements, so that the city's impression is retained and the city's new vitality is rejuvenated. The third is to actively create new cultural landmarks. It is recommended to choose Guangzhou Haixinsha or other more suitable locations, integrate Guangzhou's existing public cultural resources, and build Guangzhou Art Center. The completion of the art center will be conducive to attracting and gathering excellent cultural and artistic resources in Guangzhou and at home and abroad, providing a platform for relatively concentrated display and communication of Lingnan culture, Cantonese opera and other Lingnan culture, and the essence of Cantonese culture; It is conducive to the construction of a new cultural landmark in Guangzhou and enhances the regional cultural soft power; it is conducive to the construction of a new axis of the city, making it a diverse and complex urban vitality belt, enhancing Guangzhou's urban cohesion, continuing urban culture, and creating a future urban center .

4. Strengthen the guidance of cultural industry construction and actively create a new cultural industry

In his report to the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping emphasized on how to promote the development of cultural undertakings and cultural

industries. He emphasized that "to meet the new expectations of the people for a better life, we must provide rich spiritual food. We must deepen the reform of the cultural system, improve the cultural management system, and accelerate the construction of a system that puts social benefits first and integrates social and economic benefits ."③It can be seen from the speech of the General Secretary that if culture is to truly develop, it must pay attention to strengthening reform and guidance of the cultural industry from system to management. The first is to strengthen the guidance of cultural industry planning and construction. The Guangzhou Municipal Government should take the initiative to do a good job in the development planning of the cultural industry, classify and guide the existing cultural units, parks, and enterprises, and guide them to carry out innovation in the system and mechanism. It is necessary to optimize the organizational structure of the cultural industry, promote the combination of traditional culture and technology, and develop more attractive multicultural formats. Moreover, it will further open the cultural market, support local enterprises to increase the integration of foreign industries, and establish new cultural groups that are multinational, cross-border, and cross-industry, and strengthen their strength. The second is to increase support for enterprises, according to the future cultural development goals and objective needs, combined with the existing cultural enterprise development status, select a batch of key development cultural enterprises, in order to play its leading role. With the help of Guangzhou's existing university resources, it supports cultural enterprises to connect with colleges and universities, and promotes interaction between the two sides in cultural inheritance, product development, and cultural creativity. The third is to enhance the cultural connotation of various cultural parks, integrate various existing cultural park resources in Guangzhou, and shut down or integrate some parks that do not meet current development needs; Build high-quality cultural parks in Huacheng Square, Haizhu Lake, Shamian, Beijing Road and other regions, and take advantage of regional cultural advantages to gradually form an urban core cultural circle and enhance the cultural influence of the park; Establish and improve the service system of cultural parks and create a cultural compound model of "one park with multiple zones". Make every effort to solve the problems of singular service and homogenization of cultural types in cultural parks, and strive to build a batch of cultural parks with distinctive characteristics.

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