

On the Cultivation of Cultural Confidence of Contemporary College Students

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Abstract: Cultural confidence is the unique spiritual symbol of the Chinese nation and the fundamental power to realize the great rejuvenation of the Chinese nation. As the main force to realize the great rejuvenation of the Chinese nation, the cultivation of college students' cultural confidence has become an important research topic. This paper analyzes the present situation of college students' cultural confidence and the value of the times, and discusses countermeasures cultivating college students' cultural confidence.

1. Introduction

Cultural confidence means, certain cultural subjects (including countries, nations and political parties at the macro level and individuals at the micro level) truly accept their own cultural tradition from the heart. They are proud of their own cultural vitality and have a firm belief in its future. It is a high degree of recognition and affirmation of one's own cultural value and the conscious practice of cultural spirit.[1]

2. Present Situation of Cultural Confidence of Contemporary College Students

Under the background of multi-cultural integration and collision, the cycle of knowledge updating has been greatly shortened. Some college students have lost their cultural orientation, cultural confidence and the sense of cultural responsibility; they have lost the leading force in the ideological field.[2] As a result, college students in the critical period of value shaping lack self-confidence and identity for national culture and spirit; cultural confidence is facing severe challenges.

2.1 Superficial Understanding on Excellent Traditional Culture of China

Excellent traditional culture of China is the root of contemporary college students' firm cultural confidence. It constructs the national spirit and accumulates the national value pursuit. On one hand, contemporary college students are in the information age. Facing different cultures, they are less interested in Chinese culture and not willing to support excellent traditional culture. On the other hand, college students only have limited places to receive cultural confidence education; the relatively single teaching method has shaken their firm confidence in Chinese culture. The cultural confidence education is not coherent and long lasting; their knowledge of Chinese culture is limited in the classroom and stays on the surface. Some students can understand the profound meaning of Chinese culture, but they do not know its specific connotation, and unable to acquire basic cultural knowledge. Some college students know little about traditional Chinese culture. Their understanding of traditional culture is limited to cultural festivals and traditional customs, such as the Spring Festival and Qingming Festival customs. They lack understanding of the origin of traditional culture as well as moral beliefs and values contained in traditional culture; the root of their firm cultural confidence is missing. In addition, there are also limitations in their understanding of advanced socialist culture. They do not pay enough attention to current affairs, politics, national policies or guidelines, so they can't really keep relevant knowledge in mind.

2.2 Blind Admiration of Western and Foreign Culture

With the popularization of the Internet, it becomes convenient for information to spread; the

Internet also provides a convenient channel for the penetration of foreign culture. Contemporary college students are still in the critical stage of forming and developing their outlooks on life and value, and they are vulnerable to the impact of various foreign cultures and ideas. With its extremely fast transmission speed, the network just provides a global information and cultural interaction platform which crosses space and time. The cultures, ideas and concepts from all over the world penetrate into the network environment, resulting in the diversified and complex information in the network environment.[3] It has a variety of influences on college students. Some “foreign festivals” and “foreign culture” as well as American and British TV series have been spread to China through the Internet. More and more people are influenced by them and accepted the western concept of entertainment first. As a result, their outlooks on life and values have deviated, resulting in money worship and hedonistic outlook on life. Chinese traditional festivals and culture are ignored; these students lose their cultural confidence and begin to worship foreign countries.

2.3 Lack of Confidence in China's Advanced Socialist Culture

In the process of China's historical development, cultural confidence and cultural inferiority underwent complex changes. Before the beginning of modern history, China had obvious development advantages in the world, and its own cultural confidence was very strong. However, with the beginning of the Opium War, China's international status was seriously threatened; the cultural confidence of citizens also changed. After the reform and opening up, there have been some serious problems, such as the gap between the rich and the poor, corruption, imperfect welfare system, and unbalanced public facilities construction. The problems of value orientation and cultural identity of contemporary college students are still serious. Contemporary college students grow up in the period of social transformation; they have narrow cultural vision, limited social practice experience, and little knowledge of the essence of China's excellent traditional culture. They lack in-depth understanding of the revolutionary period and the revolutionary culture of our country, and do not pay enough attention to advanced socialist cultures. Their values are unstable and vulnerable to external factors. As important dreamers and forces in realizing the great rejuvenation of the Chinese nation, contemporary college students should actively inherit and carry forward advanced socialist culture. They should strengthen their cultural confidence and strive to become new people of the times who are responsible for inheriting and creating advanced socialist culture.[4]

3. The Value of Cultivating College Students' Cultural Confidence in the New Era

3.1 The Inevitable Requirement of Building a Socialist Cultural Power

Contemporary college students are the main force of building a strong socialist cultural power. They need to treat different cultures with a correct standpoint and concepts. Excessive cultural conceit and cultural inferiority are not ideas we should advocate. We should jump out of the pattern of cultural conceit and cultural inferiority, strengthen cultural confidence, and fully understand the unique advantages of Chinese culture and its development prospects. Great times call for great culture, and great culture supports great times. Chinese culture has a long history and profound connotation.[5] It is the foundation for the Chinese nation to stand in the forest of the world. Cultural confidence is the Chinese “code” for our nation to stand in the forest of the world. At present, the status and role of culture are prominent in the increasingly fierce international competition. It is urgent to strengthen cultural confidence and enhance national cultural strength. Contemporary college students are the future of the motherland, the hope of our nation, and the inheritors, disseminators and promoters of our culture in the new era. They play an irreplaceable and positive role in promoting the construction of socialist cultural undertakings and enhancing cultural soft power. Therefore, to strengthen college students' cultural literacy, establish their cultural consciousness and enhance their cultural confidence are important ways to enhance the influence and creativity of Chinese culture, and also the inevitable requirement of building a

socialist cultural power.

3.2 The Inevitable Requirement of Promoting the Healthy Development of Socialist Market Economy

In the process of cultivating college students' cultural confidence, we should combine with the reality of social and economic development, and avoid unrealistic pursuit. We should take the development of socialist market economy as the starting point of cultural confidence education. At present, China is in the period of rapid economic growth; the economic structure and development mode are showing different changes. Under the background of the new era, we must consider problems in the current socialist market economy, take the construction of college students' cultural confidence as the basic work of college education, realize the organic coexistence of culture and morality, and give full play to the objectivity of education.

3.3 Conducive to the Construction of Socialist Core Values

Great changes are taking place in today's world and contemporary China. Cultural globalization has promoted in-depth cultural exchanges among different countries, which is reflected in people's ideas. A variety of different ideological theories and values appear. In the face of the new situation of ideological and cultural exchanges and confrontation in the world, cultural globalization makes China's ideological field more complex; social ideological values present new characteristics of diversity and complexity. College students need value guidance to grow up healthily. The socialist core values regulate people's social life and behaviour, help people to resist temptation, overcome difficulties and setbacks, adhere to ideals and beliefs, maintain ideological security, restrict the code of conduct, and cultivate noble moral sentiment. It can help us to hold the course of life, and avoid the risk of breaking laws and making mistakes. Without the guidance of correct values, college students cannot grow and develop in an all-round way. Correct values can guide college students to integrate their pursuit of life values into the cause of our country, and always stand on the position of the people. They will serve the people, make contributions to society, and consciously cultivate good moral qualities of loving and kindness.

3.4 Inherent Requirements of Carrying Forward Excellent Traditional Culture of the Chinese Nation

The excellent traditional Chinese culture is the spiritual lifeline of the Chinese nation, the source of maintaining socialist core values, and the solid foundation for us to stand firm among diversified world cultures. It is the cultural essence screened out through the long history and reposes the value pursuit of the Chinese nation. At the same time, it carries patriotic spirit of serving the country faithfully, struggling spirit of self-improvement, and dedication spirit of self sacrifice; they lead the Chinese people to make progress and do good turns.[6] Contemporary college students' firm cultural confidence, on one hand, reflects their sense of identification with national culture; on the other hand, it shows the cohesion of national culture, which affects the development of national soft power to a certain extent. Therefore, in the context of the new era, we should focus on cultivating college students' cultural confidence, so that they can absorb nutrients from excellent traditional culture, and really understand and practice the culture. At the same time, we should give full play to their subjective initiative and creativity, and enhance the centripetal force and influence of excellent traditional culture through practice.

4. Countermeasures of Cultivating the Cultural Confidence of Contemporary College Students

4.1 Promote the Combination of Cultural Confidence Cultivation with Theoretical Courses of Ideology and Politics in Colleges and Universities

In colleges and universities, the ideological and political theory course has become an important position to spread the mainstream ideology, and an important way to understand the ideology of contemporary college students. It has natural advantages in cultivating college students' cultural

confidence, enhancing their sense of identity and resisting wrong ideological tendencies. It has an important impact on college students' ideological education. The establishment and promotion of cultural confidence need the systematic curriculum on cultural education. Therefore, it is necessary for colleges and universities to set up relevant courses of cultural education, including Marxist theory courses, so as to help contemporary college students to develop in an all-round way. As important performers of ideological and political education in colleges and universities, ideological and political teachers undertake the responsibility of front line education, and have direct contact with contemporary college students. They should not only guide students to identify and resist wrong ideological tendencies, but also help them to keep the clear mind in the face of mixed information, so as to avoid being confused by wrong ideological trends. At the same time, teachers should promote the organic combination of cultural confidence and ideological and political education in colleges and universities, guide students to inherit and innovate traditional Chinese culture and revolutionary culture, and develop the advanced socialist culture.[7]

4.2 Vigorously Carry Forward Excellent Traditional Culture and Establish the Consciousness of Cultural Subject

We should vigorously carry forward excellent traditional Chinese culture and lay a solid foundation for cultural confidence. Schools can provide lectures on traditional Chinese culture, carry out reading activities on traditional culture, and organize custom and cultural activities.[8] Through these measures, they can actively explore excellent traditional cultures, activate the vitality of traditional culture, and make the excellent gene of Chinese culture coordinate with modern society, adapt to contemporary culture, and integrate with college students' study and life. In the process of study and practice, students can deepen their understanding of excellent Chinese traditional culture, accept the influence of excellent culture, and understand the charm of excellent traditional culture of China, which can lay solid foundation for the establishment of cultural confidence.

The state needs a subject, and culture also needs subject consciousness; otherwise the soul of a nation will have no place to stay. Therefore, schools can set up multi-level classes and carry out various activities to make students feel the charm of traditional culture. Contents on basic history, cultural tradition and moral concepts of national culture can be included, so that students can form a strong sense of identity and be proud of traditional culture in the learning process. These measures can enhance their confidence in the national culture.

4.3 Integrate Cultural Confidence into College Students' Social Practice and Grasp the Correct Guidance Direction

While receiving cultural education, college students must cultivate correct socialist values, have firm cultural confidence and love the excellent traditional culture of our country. In the process of cultural education, we should strictly follow the moral content of ideological and political education theory to achieve the organic integration of ideological and cultural education in colleges and universities. On the one hand, in the process of cultivating cultural confidence, we should take Chinese culture as the carrier and fully integrate the content of socialist core values. Teachers in colleges and universities should pay attention to teaching methods, so that students can deepen their sense of identity with Chinese traditional culture. In addition to examinations and classroom teaching, students can learn about history, contact with history, and form their own values through reading materials in extracurricular sessions, and gradually form cultural confidence in this process. On the other hand, students' own value needs should be taken as the development orientation; human dignity and value pursuit should be the development direction.

5. Conclusion

Cultivating the cultural confidence of contemporary college students is of great significance to build a cultural power and realize the great rejuvenation of the Chinese nation. Through the joint effort of schools, teachers and society, we can help college students to really understand the

connotation of Chinese culture, keep calm in the face of foreign cultures, and enhance their confidence in excellent traditional culture of China.

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