

## Research on Importance of Big Country Etiquette for Modern Culture Construction

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**Keywords:** Big country etiquette, Modern culture, Importance.

**Abstract:** Big country etiquette is an important part of Chinese traditional culture. Under the situation of carrying forward Chinese traditional culture and constructing socialist cultural career with Chinese characteristics, it is required to realize the importance of big country etiquette for modern culture construction, absorb power from big country etiquette for cultural innovative development and cultivate cultural spirit with Chinese characteristics so as to construct a specific modern culture system belonging to Chinese people. In the long-term historical development of China, big country etiquette is a complex part which follows innovative development in different times. The cultural connotation and national spirit manifested by big country etiquette in different times are also different. But, except the different points, the similarity is rooted in Chinese traditional culture, and overall reflects spiritual outlook and life style of Chinese people as well as court culture, politics and economy. In the process of innovative construction of socialism career with Chinese characteristics, actively enhancing effective implementation of big country etiquette in modern culture construction has very important practical significance.

### 1. Introduction

Big country etiquette is an important part of Chinese traditional culture. Besides, excellent etiquette culture is also the root of Chinese modern culture construction and a systematic part of Chinese modern culture. Excellent etiquette culture includes Chinese national spirit and national culture soul, and it has very important reference function for modern culture construction. Big country etiquette culture refers to habitual behaviors and ways to deal with matters in a specific period. It intensively embodies culture, economy, politics, folk life and life style under the times and social political atmosphere at that time. Culture is one of power supports for the development of a country. National culture is the soul support of a country to stand erect in the world. Especially under fierce international competitions, national innovative construction and development pay more attention to inheritance and development of national culture. National soft power can improve through culture construction so as to play a promotion role in shaping a favorable big country image and building favorable international reputation. Based on the above analysis, China more needs to absorb and inherit Chinese national culture under the situation where China marches toward “created by China” and actively shapes favorable big country image in the new period. It is required to absorb the useful part for modern culture innovation from big country etiquette culture, explore the modern value of big country etiquette culture and contribute to innovative construction of modern culture.

### 2. Excellent big country etiquette culture

Nowadays, the definition of etiquette culture traced back to the May 4<sup>th</sup> Movement. The etiquette culture is the code of behavior formed in Chinese traditional society. It is a generic term of various etiquette criteria, etiquette system and etiquette norms, and also the generic term of etiquette-related material culture and spiritual culture. It is a part formed intensively. The importance of big country etiquette culture for Chinese modern culture construction is mainly reflected in the excellent etiquette

culture. The excellent etiquette culture owns strong vitality. It is the carrier of ideological expression and also an important part of ideology and culture. In the current society, the return of traditional culture in Chinese modernization construction promotes each sector in the society to view etiquette culture with the more positive and rational attitude, to innovate and to carry forward the excellent and advanced part in etiquette culture.

## **2.1 Core component of Chinese traditional culture**

Big country etiquette culture is a core component of Chinese traditional culture and also manifests the core value of China. China has a history of 5000 years. In the long-term development process of ancient China, the core value is reflected in “self-cultivation, family management, state governance and people placating”. The values of the four levels include profound etiquette culture. To be specific, self-cultivation is the basic part. The formation of etiquette embodies personal cultivation, which is required for a gentle and courteous gentleman. Family management is a higher-level value pursuit based on self-cultivation, which inherits Chinese traditional “family” culture, pursues the etiquette of family harmony and respect for seniority and advocates “filial piety is an important part of etiquette culture”. State governance pays attention to edification of etiquette culture for national development and people, and attaches importance to state governance through etiquettes. People placating further is manifested to convince people by etiquettes so as to reach peace in the whole world. Thus, in Chinese traditional culture, big country etiquette culture is the core part of values.

## **2.2 Symbolic culture of China**

Big country etiquette culture is a symbolic culture part of Chinese traditional culture. Etiquette culture has gone through the development for thousands of years and continues to improve during the exploration and innovation of numerous etiquette experts. During innovation and improvement of various etiquettes by etiquette experts in all ages, they tried to integrate times culture and national spirit, and conveyed the etiquettes through rich forms. Etiquettes developed maturely in ancient China. From ancient China to modern China, etiquette culture has become a mark of Chinese nation and become an important part praised and promoted by countless Chinese people. It is also an important symbol of Chinese national culture.

## **2.3 Etiquette culture is the common value pursuit of Chinese people**

China is a big country in the world. In the history, etiquette culture is the common value pursuit of Chinese people. From the birth, every Chinese starts to learn etiquettes, understand etiquettes, apply etiquettes and discuss etiquette. Thus, etiquettes run through formative education, temperament and character sediment of teenagers and also the time of middle-aged and old people. Etiquette culture is shown through all kinds of books and etiquette stories. Regardless of systematic education or daily edification, etiquette culture has become a part of moral education and virtue of Chinese people, and it is a necessary culture. A social person owns a favorable etiquette culture, which is necessary to improve comprehensive quality and form the good social personality.

# **3. Importance of big country etiquette culture for modern culture construction**

## **3.1 Key to promoting attraction of Chinese modern culture**

Excellent big country etiquette culture as a part of Chinese culture plays a very important role for modern culture construction. It is a key to promoting attraction of modern culture. It is also a breakthrough of Chinese culture attraction. Chinese culture as the sole ancient civilization and culture system in the world is very attraction to the world in the current world development. In the innovative development process of socialism career with Chinese characteristics, attraction of Chinese culture keeps improving. Chinese culture actively goes to the world. Chinese culture is increasingly favored by foreigners, and the number of foreign researchers is also increasing. Nowadays, for both Chinese modern culture and world modern culture, big country etiquette culture is a very important part. In

particular, it is the key to further improving attraction of Chinese modern culture in the world. Nowadays, China urgently needs to promote soft power through culture communication. In such circumstance, etiquette culture needs to be used as the communication way to promote cohesive force of modern culture through the conventional trait of etiquette.

### **3.2 Importance of modern harmonious culture construction**

The importance of big country etiquette culture in modern culture construction is reflected in current harmonious culture construction level. In terms of shaping the big country image, China actively advocates the idea of harmony and constructs the community of common destiny. Harmonious culture manifests the concept of harmony in cultural system. The traits of big country etiquette culture include equality, respect and comity. Big country etiquette culture provides many referable norms for handling interpersonal relationship and the relationship among states. Big country etiquette culture embodies the rule of virtue in China. China has ruled the country by virtue, treated the world with etiquettes and advocated Confucian spirit since the ancient times such as “The benevolent is invincible”. “Etiquettes” are practically implemented in self-cultivation, family management, state governance and people placating. Chinese people are supervised and urged to actively implement the spirit and norms of “etiquettes” in various social relations, apply the ideological essence of big country etiquette culture to live in harmony with people, things, nature and state, construct harmonious culture with Chinese characteristics and give play to the harmonious society in China.

### **3.3 Shaping core values of modern culture**

The values that big country etiquette culture advocates include “integrity, respect and harmony”. Such values play a very important role in current culture construction. Modern culture construction is challenged by many aspects, such as the challenge from market economy, the challenge from international situation change and the challenge from all kinds of temptations in internal social situation development. Multiple challenges form the plight to Chinese modern culture construction. In particular, these challenges hinder excellent traditional culture inheritance, and culture construction encounters the challenge of modernization technology. Big country etiquette culture is a norm regulating human behavior activities. In current culture construction, actively propagating big country etiquette culture can purify human soul and regulate human behavior, play a role in publicizing excellent cultural connotation and contribute to shaping core values of modern culture. Shaping core values of modern culture is reflected in social harmony, economic innovation, political integrity and ecological protection. Big country etiquette culture as the reference norm for people to live in harmony, countries to handle their relations and human and nature to coexist well is essential for innovation construction of core values of modern culture.

### **3.4 Important elements of modern culture industry development**

The importance of big country etiquette culture in modern culture construction is also reflected in the development level of modern culture industry. As an important element of culture industry development, big country etiquette culture improves the competitive edge of modern culture industry development. At present, in the development process of culture industry in China, the part about etiquette can be found directly or indirectly in various cultural products. Especially in current broadcasting culture, etiquettes are common. Big country etiquette culture is reflected in clothing, etiquette and ceremony. Lots of etiquette culture elements exist in product planning and gift marketing. In the development process of culture industry, China greatly protects the culture industry with national characteristics. Each culture industry company attaches importance to culture training and etiquette training. In culture creativity and culture design, etiquette culture is regarded as the key part for innovation. During creating cultural scenic spots, multiple etiquette services also exist. Besides, printing and packaging of modern cultural products, agency, culture leasing, convention and exhibition service, musical instrument making and fireworks production are closely related to etiquette culture.

## **4. Approaches of embodying importance of big country etiquette culture in modern culture**

### **4.1 Active implementation of creation transformation for etiquette culture**

To give full play to the importance of big country etiquette culture in modern culture, it is required to promote functional transformation of etiquette culture. Functional transformation of etiquette culture in modern culture is mainly reflected in political function enhancement to highlight etiquette culture as the means of regulating social relations by the state. In modern culture, etiquette culture serves as a part of self-cultivation, and fails to rise to national and social levels. During achieving functional transformation of etiquette culture, it is required to actively shape and innovate from such aspects as entertainment function, economic function, management function and art function. To achieve such functional transformation, etiquette culture inheritance subject needs to be transformed to the public. Meanwhile, it is required to highlight the level of ruling class and construct the harmonious, equal and kind relation among subjects. Furthermore, it is required to enhance multi-form transformation of interest culture in modern culture application, change previous forms of indicating mourning, mourning and missing, simplify the application mode and transform it to salute, handshake and greetings, without the need of kowtow and other tedious etiquettes, so as to highlight personalized development.

### **4.2 Innovation of etiquette culture content**

To give play to the function of big country etiquette culture in modern culture, it is required to enhance innovation of etiquette culture content, adapt to era development and conform to socialist market economy. During innovation of big country etiquette culture content, it is necessary to combine socialist core values and regard etiquette culture as the important source of socialist core values. At the national level, it is necessary to actively advocate etiquette culture, strictly follow the development idea of “prosperity, strength, democracy, civilization and harmony”, and guarantee citizen’s rights through system improvement, professional ethics specification and etiquettes so as to create a fair social environment and build a “free, equal and fair” state ruled by laws. Under the guidance of etiquettes, each Chinese person can form the morality of “patriotism, dedication, integrity and friendliness”. The importance of big country etiquette culture should be fully exerted from each level including personnel level, social level and national level.

## **5. Summary**

In conclusion, big country etiquette culture as an important part of Chinese traditional culture plays a great role in modern culture construction. To overall promote the role of big country etiquette culture in constructing culture industry and harmonious culture, improving culture attraction and shaping core values of culture, it is required to actively facilitate functional transformation of etiquette culture, and achieve content innovation so as to give full play to the cultural value of big country etiquette culture and promote construction of socialist culture system with Chinese characteristics.

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