

Thinking and Enlightenment on Constructing National Cultural Confidence

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Keywords: Cultural confidence, Thinking, Culture, Traditional Chinese culture

Abstract: Since the 18th National Congress of the CPC, General Secretary Xi Jinping has repeatedly mentioned cultural confidence, road confidence, theoretical confidence and institutional confidence in a series of speeches as the fourth confidence in the socialist construction system with Chinese characteristics. Culture is when we are in it, we often do not feel its existence. Only when it conflicts with other cultures can we understand that our words and deeds are influenced by culture. Cultural self-confidence is rooted in the fertile soil of core values. With sufficient self-confidence, it creates a healthy, up-going and lively ecological environment and provides inexhaustible power for the country's prosperity, national rejuvenation and people's happiness. The proposal of cultural self-confidence provides rich content and direction for the construction of socialist spiritual civilization. It shows the charm and vitality of China's culture in the forest of nations in the world, and demonstrates the Marxist practical character of keeping pace with the times and continuously pioneering and enterprising.

1. Introduction

Cultural confidence is the internal driving force for the great rejuvenation of the Chinese nation. Culture is the soul of a nation [1]. In the development of a country or a nation, cultural self-confidence is a more basic, deeper and lasting force. The core of a country's comprehensive strength is its cultural soft power, which is related to the cohesion of vigor and vitality. We must be firm in theoretical self-confidence, road self-confidence, system self-confidence, and, most fundamentally, cultural self-confidence [2]. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping, starting from the strategic layout of socialist development with Chinese characteristics, has repeatedly stressed the need to enhance cultural self-confidence, further clarified the profound connotation of cultural self-confidence, and emphasized the significance and role of cultural self-confidence. In its elaboration of the connotation of cultural self-confidence from the dimensions of practice, history and logic, it can be seen that the discussion of cultural issues and the cultural characteristics of contemporary China is of great significance to the construction of socialism with Chinese characteristics. It is our inevitable choice to strengthen cultural confidence, promote the prosperity of Chinese culture, and further promote the great rejuvenation of the Chinese nation with cultural support.

2. The Concept and Function of Cultural Confidence

2.1 The Concept of Cultural Confidence

At present, the culture and cultural confidence we advocate are fundamentally guided by Marxist theory. Practice, as a way of human existence, is related to human production and life, and human life practice presents a certain way of life and concept system [3]. Because cultural self-confidence

is essentially a combination of the country's institutional vitality, political orientation, government actions, ethical standards, educational capabilities, artistic creation, academic ideas, traditional charm, diplomatic capabilities and other aspects. First of all, we should identify with our own national culture. At the same time, under the background of multi-culture, we should have full confidence in our own culture, show ourselves, absorb and learn from other people's outstanding achievements, and promote our continuous development. On the other hand, it is precisely because of human intervention that culture becomes spiritual and vivid. In this regard, in a certain sense, culture is the development form of human nature, and is the deep expression of human nature in the spiritual level [4]. Most of the "culture" in "cultural confidence" refers to the narrow sense, that is, the institutional culture and the conceptual culture in the vertex network, which are mutually contained, infiltrated and transformed [5]. The connotation of cultural self-confidence is embodied in self-confidence in three aspects: Chinese excellent traditional culture, revolutionary culture and advanced socialist culture.

2.2 The Significance of Cultural Confidence

Today's China has got rid of the predicaments of "beating" and "starving" in the past and has become the world's second largest economy. Its international status has been improved unprecedentedly and its changes are earth-shaking [6]. Cultural self-confidence is the spiritual support for the development of socialist culture with Chinese characteristics. It is also a high level of self-confidence that leads the social trend of thought, condenses social consensus and spreads Chinese voices. Cultural confidence is a country, a nation and a political party's full affirmation of their own cultural values and firm belief in their own cultural vitality. With the emergence of ethnic tribes and countries, the common conceptual culture of mankind has begun to rise into an institutional culture. Secondly, institutional culture will gradually transform into conceptual culture [7]. In this process, there are not only exchanges of different civilization forms, but also collisions of different civilization forms. The basic requirement of cultural self-confidence is to remove blind exclusiveness and conservatism. Only in this way can an open vision, tolerance and tolerance of "taking" be formed. To develop a socialist culture with Chinese characteristics, realize the two centennial goals and enjoy the right to speak in the world, we must have a high degree of cultural confidence.

3. The Intrinsic Implication of Cultural Confidence

3.1 Cultural Confidence Based on Subject

Chinese culture is not static and established, but is a historical process of continuous generation. Therefore, Chinese traditional culture, revolutionary culture and socialist culture with Chinese characteristics formed in different historical periods are not separated, but come down in one continuous line. The orientation of culture must belong to the level of consciousness and spirit. Any idea that exaggerates the role of culture or even denies the material foundation will make idealistic mistakes. Consciousness plays an active role and is crucial to the subject's behavior. Only by maintaining a confident psychological state can the subject actively practice. Therefore, the essence of culture contains historicity and reality, which determine the basic attribute of the culture itself to keep pace with the times, and also show the generation of continuous change and development of culture. People's identity is actually the identity of this imaginary community, while cultural imagination is the key to the self-identity of the nation and the country. Under the background of cultural globalization, the socialist culture with Chinese characteristics will be displayed unreservedly in front of all countries in the world, under the scrutiny of human civilization, at the same time, it will also encounter the impact of foreign culture. Therefore, for a country, culture will play an important role in how to maintain value self-confidence instead of being in a state of loss and confusion in the conflict of different civilization forms and to better realize value reconstruction [8].

3.2 Cultural Confidence Based on the Relationship between Subject and Object

Since its establishment, the Chinese Communist Party has clearly defined Marxism-Leninism as its guiding ideology. Adherence to Marxism as its guiding ideology is the essential embodiment and fundamental requirement of socialist economic, political and cultural development. Facing the infinite future world and the unknown world, people must use the experience formed in the past to grasp, and to be sure that they can grasp is the so-called self-confidence. The practical relationship of cultural self-confidence is that the subject uses certain media to create culture and culture is created according to his understanding of the world and his own needs. Obviously, if the guiding ideology of Marxism is to play a real role in practice and be accepted by the Chinese people, it must continuously absorb and utilize the rich ideological resources in the traditional Chinese culture to change the social reality. The development of economy needs the support of national brands, while the actual support of national brands is brand culture that contains specific cultural values under certain cultural accumulation. It is the foreshadowing of our achievements today and the driving force for our future and new achievements. For a nation in a state of continuous generation and development, cultural confidence shows people's firm belief in the correctness of their traditional spirit and future direction. Only on the basis of cultural consciousness can cultural confidence be generated. Only in this way can the enthusiasm of creating culture be generated and the knowledge itself be developed in a direction beneficial to its own needs.

3.3 Cultural Confidence Based on Object

The Chinese culture has gone through 5,000 years of vicissitudes and years. It is extensive and profound. It has a long history and is full of the distinctive characteristics of the Chinese nation. Through the baptism and precipitation of history, it has developed into a world-renowned excellent culture with national characteristics. A number of self-agents as subjects form a field, in which a subject can claim self-confidence and also try to show self-confidence. The excellent traditional culture of China has become the gene of the Chinese nation, rooted in the hearts of the Chinese people, and exerts a subtle influence on the Chinese way of thinking and behavior. The differences and particularities of various cultures have deep confidence that they will never forget to return. To some extent, cultures are incomparable and it is difficult to tell which is advanced or which is backward. Cultural products and services exist as independent people and need to meet people's needs. They have the attribute of transforming into economic benefits through the market and realizing certain benefits. In the new era, our inheritance and promotion of excellent traditional culture, the development of excellent revolutionary tradition under the leadership of the Chinese Communist Party and the continuous innovation and development of advanced socialist culture are vivid manifestations of attaching importance to our own culture and enriching the spiritual world.

Cultural self-confidence means that people, as the subject of practical activities, positively identify with the culture of their own era, society and country, which reflects the self-confidence of the subject in practical activities and shows the benign interaction between the subject and the object. This is a two-way historical process of subject objectification and object subjectification based on practice. It exerts a subtle influence on every Chinese in a special way at any time and place, providing a historical basis and a realistic foundation for the development of socialist culture with Chinese characteristics. When we recognize and evaluate the results of this cultural imagination, it always contains many factors such as specific emotions, interests, ideology and so on, which is fundamentally a complicated process of re-imagination. Therefore, in contemporary China, socialist cultural confidence with Chinese characteristics is the mass foundation and prerequisite for road confidence, theoretical confidence and institutional confidence.

4. On the Path of Firming Cultural Confidence

Cultural self-confidence is not born, but is constantly formed in the process of development and is dynamic. At present, China is a cultural power, not a cultural power. Since the Opium War, the Chinese nation has been in a cultural atmosphere of "learning from the West" for a long time. In a

certain sense, this is premised on a certain degree of cultural insecurity. Then, why do we have the cultural confidence of socialism with Chinese characteristics?

4.1 Inheriting Excellent Traditional Culture

Firmly cultural self-confidence to inherit the excellent traditional Chinese culture and realize creative transformation and development. Therefore, we have every reason to carry forward the excellent traditional culture, have a sincere reverence and historical pride for the excellent traditional culture of our nation, and give our own national culture full confidence. Now our country has got rid of the backward situation in the past and has made qualitative leaps in economy, politics, culture, society and ecological civilization. These realities tell us that the “Chinese dream” of the great rejuvenation of the Chinese nation is very close to us. From this perspective, we can see that cultural self-confidence is essentially the subject's attitude towards culture, which comes from a high degree of cultural consciousness. Self can expect others to affirm their self-confidence, but in fact it may not necessarily be recognized by others. As a huge spiritual force, culture can determine the value orientation and actions of people to a certain extent, and can also affect the creation and development of institutions, science and technology and economy. In order to accurately grasp the new trend of cultural development and change in the present era, we should strive to develop advanced socialist culture with a sense of urgency. Cultural awakening and consciousness are not only related to the prosperity and development of culture itself, but also related to whether a nation, country and political party can stand firm and develop continuously.

4.2 Safeguarding the Diversity of Human Culture with the Due Responsibility of a Big Country

China has always advocated diversity in the development of human civilization. Different countries and nations have their own ideological and cultural differences. There are only differences in color and beauty, and there is no difference between high and low. Every country and every nation, strong or weak, big or small, should have their ideology and culture recognized and respected. The premise of cultural self-confidence is to know where the confidence comes from. The excellent traditional Chinese culture has lasted for more than 5,000 years without interruption or fault. This is our confidence. However, when western ideas impact on Chinese civilization, some people are often blind to the advantages of foreign cultures and turn a blind eye to their decadent ideas. Of course, cultural confidence requires passion and does not reject slogans. However, it is necessary to avoid falling into a single uproar, and it is also necessary to return to the original and open up a new historical spirit and practical and rational ability to work, innovate and create. Epoch is usually associated with reality and historicity, which also determines the openness and transcendence of the continuous development of theory and thought. Therefore, Mao Zedong repeatedly stressed that Marxism should be combined with Chinese traditional culture, “Marxism must be realized through national forms. There is no abstract Marxism, only concrete Marxism. As a conscious and subjective existence, human beings need the nourishment and infiltration of culture to determine the ideal height of their beliefs, to truly define “who I am” and then to find a spiritual home of peace and tranquility.

4.3 Cultural Confidence Must Change from Instinct to Reflection

Reflective cultural confidence means rethinking cultural legitimacy. The Chinese people have been trying hard to find a way out and have never given up their dream of moving towards national independence and prosperity. In today's world of economic globalization, value pluralism and civilization diversity, China respects each country's exploration and choice of its own civilization norms and civilization process, opposes all powerful forces, and adds fresh blood to human civilization. The “essence” of culture has been accumulated in a long history. The red revolutionary culture and the advanced socialist culture are the fertile soil rooted in the excellent traditional Chinese culture and together constitute the three sources of cultural confidence. Compared with social development and progress indicators such as politics, economy, science and technology, culture is not only a goal, but also an effective guarantee to help other goals to be realized smoothly

and with high quality. The Communist Party of China has led the Chinese people to continuously combine the guiding ideology of Marxism with Chinese traditional culture, and has successively generated revolutionary culture and socialist new culture in the historical practice of revolution and construction.

4.4 Adhere to the Guiding Position of Marxism

It is worth mentioning that western countries regard the development of their own civilization as the natural choice of all mankind, and regard it as the only correct development path and mode, which is vigorously promoted all over the world. Cultural confidence is generated on the basis of the unity of particularity and universality of national culture. On the one hand, Chinese excellent traditional culture should participate in cultural globalization with an inclusive mind. After the Opium War, China was full of all kinds of thoughts, but all of them have become the past. History has proved that only Marxism can lead the Chinese people to find a way out. Choosing Marxism is not an accident, but a historical necessity. It is not only the people's choice but also the historical choice. Mainstream culture is a sinicized Marxist culture. How can it guide the healthy development of other cultural forms and fundamentally shape the values of other cultures under the coexistence of multiple cultural forms? The vigorous development of culture has given our road the characteristics of the times, and has become a scientific road in line with China's national conditions and the requirements of the times. It has also become a concentrated expression of the country's soft power, national self-esteem and self-confidence. Culture has become the foundation, pillar and motive force for road selection and continuous development.

5. Conclusion

Cultural self-confidence has been constantly stressed in recent years, but we are not confident enough in the connotation and development of socialist culture with Chinese characteristics. General Secretary Xi pointed out that the Chinese dream is interlinked with the beautiful dreams of people all over the world. Cultural power is bound to be an important part of the Chinese dream. The strategy of cultural power will provide new reference and thinking for the development and innovation of human culture. We can neither regard the globalization of cultural exchange as a dogma that fetters our thoughts and behaviors, nor can we regard the cultural development situation that has achieved results in practice as perfect, but we should adapt to the changes in the domestic and foreign situations. Cultural self-confidence is the cornerstone of the construction of socialism with Chinese characteristics. Its reality and the openness and innovation dimensions brought by the times also make it the direction and historical choice for socialism with Chinese characteristics to realize new development in the new era under the background of globalization.

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