

The Dual Dimensions of the Formation of Cultural Confidence and the Path for Elevation

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Abstract: Cultural confidence is the new key word for China's cultural development that generate strategic importance to Chinese and global development. Culture is a complicated system. The culture of a nation stands for aesthetic appreciation, pursuit and ideals from ancient to modern times, linking the past with its future." Cultural confidence" under today's Chinese context refers to socialist culture with Chinese characteristics. Chinese nation will not be able to rejuvenate itself without strong cultural confidence and a rich and prosperous culture. As the important element of Chinese Path, the development of cultural confidence has its own strict logic. Based on historical dimension, cultural confidence is the impart and inherit of the 5000 years of outstanding cultural traditions. The cultivation of determined cultural confidence needs further reform upon cultural system. With cultural confidence, we can show the muscle when we have the foreign cultural exchanges.

1. Introduction

China has been a powerful country after 40 years of reforms and opening-up. Both the comprehensive national power and the international status of China have significantly improved. People's living standard and cultural level also improve. Many scholars have already focused on the succession of excellent Chinese traditional culture, concluding that cultural industry must be developed to meet people's expectation. However, the way they consider about this matter is quite narrow. I believe that we must consider it flexible, analyzing it from the formation of culture and the useful path to carry forward the excellent Chinese culture.

2. From Object Cognition to Attitude Appearance: The Formation Logic of Cultural Confidence

2.1 Culture is the Target of Confidence

In order to achieve cultural confidence, we must clearly know that culture is the target of confidence. Culture this word origins from book of changes: "What is culture? It is about the law of mankind and nature." Liu Xiang (2004, p.174) firstly used culture in his book Shuo Yuan. It refers to the phenomenon caused by different situations. And the customs made by this. Essentially, culture belongs to objective law. It is mankind's behavior bases on objective law. Mankind is the actor of culture. Under a certain series of behaviors, culture is formed. The thinking system of individuality is divided into abstract part and concrete part. With these two modes, mankind can understand the world with the complicated phenomenon (Li Yiyuan, 2013, p.3). Also, mankind can explore the unknown world with objective law. Culture isn't abstruse, vague and insubstantial. It is tangible. During the time of entertainment and working these kinds of activities, mankind could truly know the existence of culture. Also, culture is intangible. Mankind need certain concrete event to realize the existence of culture. And then certain common rules or laws are made. Mankind need to follow.

Cultural connotation has become increasingly rich as time goes by. Now the academic circles believe that there are three types of culture, material culture, institutional culture and spiritual culture. Material culture is the material wealth creates by mankind for their day-to-day needs. It

includes food, clothes, houses and so on; institutional system is the rules and regulations mankind make to maintain social order. It includes public order, laws and so on; spiritual order is the common opinion value and ideology inherited over generations and admitted by most people. It contains religious faith, literature and art.

2.2 Confidence is the Attitude towards Culture

Cultural confidence can't be naturally created. It is the attitude base on culture. Culture confidence is not simply the combination of culture and confidence. Cultural confidence bases on the comprehensively master of the whole history and the correctly grasp of cultural development. It is the certain judgement for its own cultural value (Shi Wenzhuo, 2017, p5). In essence, cultural confidence is individual's adherence, proudness succession and development of his own nation's cultural value system. For every Chinese, cultural confidence is the full affirmation of Chinese culture, the full affirmation of Chinese culture's vitality and influence (Chen Shuguang & Yang Jie, 2016, p.3). From macroscopic view, culture confidence is the mental state that a nation could clearly know its cultural connotation and be certain about it; from microcosmic view, culture confidence is the value approval and identity recognition of individual of his own culture (Qin Zhilong & Wang Yan, 2016, p.3). Culture confidence is individual's confidence toward his own culture. Such confidence origins from the accurate orientation of its own culture value and quality. It also comes from the respect and inheritance of excellent traditional culture (Wu Xue, 2017, p.1). For Chinese nation, culture confidence comes from the 5000 yeas long accumulated excellent traditional culture. It comes from the inheritance and development of Chinese traditional culture of daughters of China (Wang Zaibang, 2016, p.4). The improving of culture confidence must rely on Chinese excellent traditional culture. It has its own charms in many ways. Talking about cultural confidence, we always firstly recall the excellent traditional culture inherited for generations. Chinese culture is an old culture system with firm structures and distinct characteristics occurred in Yangtse River and Huang he River. It refers to literature, science, language, morality, laws, philosophy, religion and other areas. It is the refine of social laws, natural laws. It is the wisdom of Chinese nation. Excellent Chinese culture has become the important support of cultural confidence. Cultural confidence is a more fundamental, broader, and deeper form of self-confidence. China's fine traditional culture, which was born out of more than 5,000 years of civilization, and its revolutionary and advanced socialist culture, which was born out of the great struggles of the CPC and the people, house the deepest aspirations of the Chinese people, representing a unique symbol of our nation. We must promote our core socialist values, promote a national spirit that is based on patriotism and a contemporary spirit that is based on reform and innovation, and enhance the inner strength of the entire Party and all people of China. So, Chinese excellent traditional culture is the foundation of cultural confidence (Wang Jiarong, 2017, p.2). The affirmation and recognition of Chinese excellent traditional culture helps strengthen cultural confidence.

3. Chinese Excellent Traditional Culture Cultivates Self-confidence

China has already established a profound cultural confidence. Also, it has a long history as its shield. Chinese nation has rich and abundant cultural relics and history. It set a solid foundation for the creation of excellent Chinese traditional culture in history.

3.1 The Abundant Contents of Chinese Excellent Traditional Culture Enrich the Details of Self confidence

The Chinese Excellent Traditional Culture is broad and profound. Thousands of daughters of China have created unique culture through 5000 years. It has become the treasure for nowadays' Chinese people. We have the four great inventions of ancient China, Confucian classics, poems. We even have the mankind miracle the Great Wall, the imperial palace. We have rich and pluralistic literature. We have noble moral sentiment and value pursuit. We have the refulgent philosophy and religious thoughts etc. The "one country two systems", "regional national autonomy system", "destiny of mankind community", and "belt and roads", all contains the excellent Chinese

traditional culture. These are all the wisdom and treasures of Chinese people, the resources of self-confidence.

3.2 The Time Value of Chinese Excellent Culture Strengthens the Capability of Self-confidence

President Xi Jinping (2016) points out that the key part to maintain Chinese nation's character during worldwide cultural conflicts is to inherit excellent Chinese traditional culture. Cultural confidence is a more fundamental, broader, and deeper form of self-confidence. China's fine traditional culture, which was born out of more than 5,000 years of civilization, and its revolutionary and advanced socialist culture, which was born out of the great struggles of the CPC and the people, house the deepest aspirations of the Chinese people, representing a unique symbol of our nation. We must promote our core socialist values, promote a national spirit that is based on patriotism and a contemporary spirit that is based on reform and innovation, and enhance the inner strength of the entire Party and all people of China. It has the charms transcends nation and space-time. The excellent Chinese culture has already gone out many years ago. It plays an important part for mankind civilization progress. The excellent Chinese culture change the prejudice that other country thinking about China. It helps improve the national stage of China. The time value of excellent Chinese is quite remarkable. We never have the self-center idea. As it says, "Don't do to others what you don't want others to do to you." This is how the excellent Chinese culture influences Chinese people. Most Chinese have moral sense and responsibility. It is how Chinese people behave. Whenever we have conflicts with other countries, we always hold the view "seeking common ground while reserving differences". Such diplomacy shows that the wise chooses to seek common while the fool chooses to seek difference. This conception of seeking harmony supplies deep cultural details to build a socialism harmonious society.

3.3 The Inner Sprit of Chinese Excellent Traditional Culture Cheers up Self-confidence

President Xi Jinping (2014) emphasizes that excellent traditional culture is the foundation of a country, a nation. If we lose it, we lose our spirit. The maintenance of spiritual home can't leave the support of excellent traditional culture. There are countless sayings that can cheer up people. "We must still be alert even if when we are safe." It teaches us that we must have the sense of crisis. "The key part of policy is to comfort the people. We must know their hardness." It teaches us to concern about people. "For the goodness of people, we must be diligent." The inner spirit of excellent Chinese traditional culture is the foundation for the elevation of cultural self-confidence. All these words are very familiar to us. It becomes the inner spirit guidance for Chinese people. It has great meaning for cultivating cultural self-confidence.

4. The Path for Improving Cultural Self-confidence

4.1 Probing and Constructing Excellent Chinese Traditional Culture

The national living standard improved rapidly. The demands of spiritual culture for people also improve. Many people need a higher standard of soft demand. The traditional cultural product couldn't satisfy the demands anymore. Thus, the public voice calls for cultural innovation. President Xi Jinping (2017, p.340) says, "We must seriously hackle the traditional culture resources. Make the cultural relics thrive again. First, we must make a thorough plan about carding the excellent Chinese traditional culture. The excellent Chinese traditional culture must be scientifically developed and used. Work hard to fulfill the creative transformation and creative development of the traditional culture. Secondly, the excellent Chinese traditional culture provides a solid foundation. The excellent Chinese traditional culture is the essence inherited for more than 5000 years. It has its own unique wisdom and thoughts. But we must be aware that even if the excellent Chinese traditional culture is the essence. Still it couldn't 100% match the actual development of new era. So, we must take the essence and discard the dregs. In order to promote cultural innovation, we must gradually perfect the steps of preserving, protecting, inheriting, popularizing excellent Chinese traditional

culture. Those are the key parts to make culture development localized. Hence let excellent Chinese traditional culture spread on the world stage. Besides, we must inherit excellent Chinese traditional culture through academy, putting more efforts to study and propagate excellent Chinese traditional culture. The academic research must scan widely abroad, taking the advantage of global cooperation. We must innovate new approaches of spreading and development for excellent Chinese traditional culture. Under the Chinese development of contemporary socialism modernization construction in the new normal, we must analyze the new phenomenon to propagate and educate better. Enrich the contents of excellent Chinese traditional culture and show the contemporary individuality. Prepare well for the two centenary goals. We must maximum the advantage of cultural industry on technology innovation and economic development. During the time of excellent Chinese traditional culture propagation, we must comprehensively use modern technology. Only with the thrive of excellent Chinese traditional culture, can people have deep impression about Chinese culture. It is the best way to cultivate cultural confidence.

4.2 Deepening Cultural System Reform

The liberation of productive forces must experience reforms. Culture has its own prosperity also because of several times of reforms. In the big reforming plan, cultural reform plays an extremely important role. It itself motivates progress. The value of deepening cultural reform is to eliminate all negative systems that postpone progress. Then it could boost cultural development. Firstly, we must determinedly walk the path “two benefits”. Culture has double attribute. It is not only an ideology but it also has commercial attribute. The social benefit must be obtained during reforming. The reform mustn’t influence social benefit. The reform of cultural system mustn’t be an exception either. We can’t neglect the economic benefit because of reform. Secondly, the aim of reform is to serve people. We must deeply understand people’s cultural requirements. Innovate new forms of mass activities. Perfect cultural public serving system. Develop cultural people-benefit project. Construct cultural public welfare. Create new forms of public cultural activities to satisfy people’s mental needs. Thirdly, construct a modern cultural industry system. It must contain studying, market and enterprises. Promote industrial convergence as quickly as possible. We must cultivate new type of cultural industry to let economy and culture have positive interaction, building a profound foundation for constructing a powerful socialist country.

4.3 Let Excellent Chinese Traditional Culture Walk to World Stage

Cultural soft power and economic power are the two key points for the rising of a nation. The soft power mostly shows through culture. It is a necessary ability for the development of culture. It has become the source for the union of one nation. Cultural soft power also helps to improve competing ability at international competition. It is the key point to spread Chinese culture abroad. Excellent Chinese traditional culture must go abroad to catch overseas attention. It is the necessary path to let overseas’ people know and accept Chinese solutions and Chinese stories. Thus, it helps to promote cultural soft power. People in other countries will know the unique character of Chinese excellent culture. It requires us to hold the belief of “going out”. Chinese excellent traditional culture is the wisdom of our nation. It has great inclusiveness and epochal character, which is also the character of Chinese people. Propagate traditional culture can weaken the power of “cultural conflicts” and “cultural hegemonism.” It makes people in different nations admire each other, communicate with each other and respect each other. It has great meaning for the global cultural advancement. Secondly, we must have certain strategy to help cultural products go abroad. We must strengthen arrangement and supervision of cultural products. Also, tax preference must give to this kind of product. The government must support it. Help it lessen the burden of going abroad. The third part is to create the trade culture that countries help countries with “belt and road” policy. Certain activities like movies sharing, books translating are held to help foreign young people have a better understanding of the excellent Chinese traditional culture, eliminating the misunderstanding that other countries have about us. Create a new data cooperation network to enhance the communication and cooperation among teenagers, news presses and social groups, seeking for a new path of cooperation and exploring different ways to cooperate. Create a solid foundation for

spreading and propagating excellent Chinese culture. Work hard to make excellent Chinese culture go abroad. Release the great power of our nation. Establish an image of responsible regional power to make Chinese people proud of being a Chinese.

It is inevitable that new era enlightens new idea. New idea guides new practices. In the process of developing socialist culture cause, we must follow the guidance of Xi Jinping (2017, p.313) Thought on Socialism with Chinese Characteristics for a New Era, carrying forward socialism. Under the background of new era, against the background of economic globalization and multi-unit culture, culture export is a must-be tendency. We must shoulder the great destiny of the great rejuvenation of Chinese nation, actively propagate and carry forward the excellent Chinese traditional culture, enhance Chinese culture self-confidence and undergo cultural Chinese culture export. We should intense our cultural competitive power and make cultural interactions from the original cultural export in order to be in a position of equal conversation with the western world under the new national environment.

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