**Research on the Promotion of National Soft Power by a New Type of Think Tank with Chinese Characteristics**

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**Abstract.** The new think-tank with Chinese characteristics has the advantages of thinking, achievements and talents. It is not only the main body of Marx's theory research and construction, but also the important carrier of upgrading and going out of the national soft power. Pushing China's values into the world is the main manifestation of a new think-tank with Chinese characteristics and a strong cultural self-confidence. It is also the historical mission of new think-tank with Chinese characteristics. It will play an important role in further promoting the prosperity of socialist culture and mastering the right of international discourse.

**Introduction**

Both China and the world are in the midst of profound and complex changes. China is still in an important period of strategic opportunity for development; the prospects are bright but the challenges are severe. All comrades must aim high and look far, be alert to dangers even in times of calm, have the courage to pursue reform and break new ground, and never become hardened to change or inactive. We will unite the Chinese people of all ethnic groups and lead them to a decisive victory in building a moderately prosperous society in all respects and in the drive to secure the success of socialism with Chinese characteristics for a new era.

Since the 18th National Congress, The Central Committee of the party stands for the strategic height of the great rejuvenation of the Chinese nation, closely around the strategic goal of building a socialist cultural power, strengthen the development of socialist cultural construction Chinese characteristics, including the formation of the cultural self-confidence, cultural consciousness and cultural play, that is " Xi Jinping's view of cultural confidence ". The formation of Xi Jinping's view of cultural confidence", which has its own logic, but also throughout the general secretary Xi Jinping on the "great rejuvenation of the Chinese nation's historical logic, Marx doctrine of Chinese socialism value logic, the logic of practice" correctly grasp. The report of the 19th National Congress of the CPC includes eight parts which made an important discussion to strengthen cultural self-confidence, promote cultural prosperity, profound answers in the global strategic planning new cultural construction period, pointed out the direction of cultural construction, promote the construction of culture provides fundamental follow, the basic form of comprehensive, scientific and complete system the work system and work frame, is an important part of the Party Central Committee governance new ideas and concepts of the new strategy.

China characteristics of new think tanks in January 20, 2015, general office of the CPC Central Committee and State Council issued "on the strengthening of China characteristics of the new think tank construction opinion" (hereinafter referred to as the "opinions"), put forward to strengthen the China characteristics of the new think tank construction, establish and improve the decision-making consultation system. Xi general secretary in the nineteen report of the party's "strengthen cultural self-confidence, promote socialist cultural prosperity" discussion, stressed the need to strengthen the China characteristics of new think tank construction, deepen the research and construction of the Marx doctrine, accelerate the construction of philosophy of social science Chinese characteristics. Think tank has the advantages of thinking, achievements and talents. It is not only the main body of Marx's theory research and construction, but also the important carrier of upgrading and going out of Chinese philosophy, social sciences and national soft power. Will the Chinese culture and
contemporary values to China world is mainly reflected Chinese characteristics of new think tanks strengthen cultural self-confidence, but also China features new think tank's mission, will further promote socialist culture thriving and prosperous, play an important role in promoting the reform and opening up and modernization.

The New Type Think Tank with Chinese Characteristics has a Superior System Environment

The basic principle of Chinese characteristics of new think tanks is to adhere to the party's leadership, grasp the correct direction, in the direction of socialist China characteristics as a guide, based on the national conditions, the spirit of "knowledge knowledge for the people, serve the country" and the value of the pursuit of increasingly rapid development in economy and society and the deepening of international exchanges in the background, full of "China experience" "China thought" and "China style". China characteristics of new think tanks shouldering the theoretical research, cultural creation and dissemination, public opinion guiding and consultative political suggestions and other important mission, but also strengthen cultural self-confidence, the important support of the socialist culture is an important manifestation of thriving and prosperous, and an important component of the national soft power of foreign communication and exchange of the modernization of national governance system, should play a greater the function in promoting cultural prosperity and development and reform, reflect the history of play. International well-known think tank "National Development Research Institute of Peking University professor Yifu Lin" founded on the current development think tank, high expectations message: "I hope we can think tanks in the world as, contribute to national rejuvenation."

The combination and collision of Western Marx and Chinese traditional culture formed a unique socialist road with Chinese characteristics in modern times. Chinese think tanks (research institutes) and scholars integrate traditional culture into Marx doctrine, realize the Sinicization of Marx doctrine, and create a new theory and culture with Chinese brand. China characteristics of new think tanks adhering to the "knowledge for the people, knowledge serve the pursuit of value, according to the situation at home and abroad, based on the national conditions, to further enrich the theory and culture, to create a new concept, new theory, new wisdom of foreign financing, forming a special Chinese culture system, leading the development of the international community, guidance international practice, international planning problem.

The New Type of Think Tank with Chinese Characteristics Promotes the Advantages of the National Soft power

Contention of a hundred schools of thought. Tsinghua University National Research Institute president Hu Angang pointed out that the "opinions" issued open " the China All flowers bloom together[2]. Our country's culture and ideology, has a long history, as early as the spring and Autumn period, the emergence of a homemade the grand debate the contention of a hundred schools of thought, and create brilliant Qin culture, has been affected. The "Jixia Academy" was the most prestigious "national intelligence", "the Jixia school" through careers, indulge people in the world speak good advice. The Chinese new type think-tank with Chinese characteristics is to emulate the ideological collision and ideological confrontation in the spring and Autumn period. Every think tank must have the expression and persistence of self-thought and mark the self-thought. With the publication of "opinion", more and more think tanks sprung up, forming a grand think-tank system, including the think tanks of the party and government departments, the think tanks of social science research institutions, the think tanks of universities, the military think tanks, the research think tanks, the corporate think tanks and the private think tanks. In the past two years, think tanks have shown a trend of alliance. The alliance of think tanks is the characteristic way of China's think tank leading to foreign think tanks. The eastern civilization emphasizes the view of the world in a holistic view. In the complicated international situation, all the properties of single individual or group to study things, only to carry out the research on multiple cross level, cross regional, cross organization and cross discipline, to integrate all wisdom resources, promote socialist cultural prosperity of
Rongchang Sheng. The domestic think tank alliance includes the local think tank alliance established by region, according to the establishment of the industry think tank alliance, the organization think tank alliance established according to the organization type and so on. According to the "local think-tank alliance" mostly by the local federation of social science circles form, such as: Tianjin, Shandong, think tank alliance, Hunan think-tank alliance, Nanjing think-tank in accordance with industry alliance; the establishment of the "industry think tank alliance" mainly by industry associations or research center has set up, such as Internet governance, the global shipping alliance think-tank think tank, Chinese education alliance, the national science and technology think tank think tank, Chinese language alliance think-tank alliance; according to the type of organization established "for the alliance" is mainly composed of influential countries or organizations sponsored, such as: "The Belt and Road" intelligence cooperation alliance, the SCO economic think-tank alliance, the group of twenty, the Central League think-tank for enterprise alliance.

Uploading the important media. The system of the people's Congress is the fundamental way and the way of realizing the political and political affairs of the people of our country. Corresponding to the people's Congress system, think tanks can professionally reflect the demands of the public or different stakeholders, provide different levels of decision-making consultation results, and indirectly play the role of participating in the government's deliberation and administration. Because the Chinese characteristics of new think tanks includes the Academy of Social Sciences, development research center of the State Council official think -tank, also contains from social and private think tanks, these think tanks can get closer to the grassroots, to more fully the basic information on the base of new situations and new things and new changes can be more timely and accurately grasp, through professional analysis, processing, can be the first time to form to transfer "interests" necessary "in material" when decision makers need, advocated the policy will affect the formulation of public policies. At the same time, the think tank alliance between official think tanks and private think tanks is more conducive to the upward transmission of grass-roots information. This is the advantage that foreign think tanks do not have.

The important subject of civil diplomacy and global governance. The alliance of all kinds of think tanks and think tank has gradually shown a unique role. Think tank diplomacy can be seen as a folk diplomacy, less formal diplomacy etiquette, increasing the wisdom of the diplomatic game. The twenty group (G20) leaders' Eleventh Summit (Hangzhou Summit) was successfully held. The think tank played an important role. Its contribution was affirmed by general secretary Xi Jinping. Tsinghua University China and the world economy Research Center released the annual "BRIC mechanism development strategy report", "China play", "Chinese experience" and "China wisdom" to create the world's most influential South cooperation ", issued the strongest voice of a gilded signboard" to the world, showing the power of confidence. The alliance of think tanks is also showing the advantages of collaboration and sharing, and regional or industrial cooperation is being formed, and the achievement of a single think tank is difficult to achieve. For example, the Internet governance alliance released the "Internet think-tank and national governance annual report", is the crystallization of more than 20 universities and research institutions hundreds of intelligence experts collective wisdom, is a cross interdisciplinary communication and cooperation of the typical representative of academia, industry and politics work. Chinese characteristics of new think tanks are focus on the formation of consultative political suggestions, theoretical research, cultural creation and dissemination, public opinion guidance, foreign exchange, social services and other functions in one of the huge intelligence system, its unique value of firm our cultural self-confidence, promote thriving and prosperous socialist culture will play a more and more important and influential international academic influence and social influence.

The Way to Promote the Soft Power of the Country

With the great rejuvenation of the Chinese nation, the international community is forming the consensus of the two "double center pattern" between China and the United States. In order to avoid the occurrence of "Hughes bottom Germany trap, China Chinese characteristics of new think tanks need to be in the traditional culture of" Renyilizhi letter "in-depth processing and innovation, has
formed the humanistic spirit and value concept of contemporary world to spread and deepen converging interests, enhance inclusive cooperation. Strengthen cultural self-confidence, China characteristics of new think tanks need excellent culture to enrich and interpretation of Chinese tradition, make it more valuable function of integration in the international arena, in China in second "one hundred years", the formation of a large number of original cultural achievements and symbolic culture, build China into an international cultural center. With the help of "cultural power" and "cultural power" soft power influence the progress of science and technology, the international political and economic development.

The five principles of peaceful coexistence come from the excellent traditional culture of the Chinese nation. Traditional culture advocates "and" and "benevolence". "The book of rites," to mean "in the world, a Yan, Yan Yu things." We should regard "harmony" as the root of the growth of all things, and the "benevolent people" in Mo-tse non Le, we must strive for the benefit of the world, that is to say that only "benevolence" can be "promoted" between countries. The important exposition of Xi Jinping's general secretary's confidence in culture is "cultural confidence, a more basic, broader and more profound confidence, "We must strengthen our cultural confidence and theoretical confidence and system confidence. In the final analysis, we must strengthen cultural confidence and cultural confidence is a more basic, deeper and more lasting power " [3].

Summary

This exposition provides a direction for the construction of a new type of think tank with Chinese characteristics, and provides a theoretical follow. In the process of realizing the great rejuvenation of the Chinese nation, how to firmly believe in culture is a problem that needs to be seriously considered in the new type of think tank with Chinese characteristics. In dealing with the conflict and controversy surrounding countries, such as the South China Sea sovereignty issue, China and India, long hole area confrontation patrol normalization Diaoyu Islands, China market economy status and problems, think tanks need to reflect national cultural self-confidence, timely voice in the international community, and traditional media, together with the formation of the government and the public diplomacy coordination the linkage effect of three-dimensional, thinking of the competition with the international community for the international discourse, the country's soft power fully and objectively show in the international society, the national standing on the moral and righteous, get rid of the passive situation in the past struggling.

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[3] Xi Jinping. Xi Jinping made an important speech at the party building 95th anniversary celebrations of the party, July 1st.2016.