The Path of China's Current Cultural Confidence

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Abstract. Cultural self-confidence is an important manifestation of the degree of soft power of a country's culture and determines the status of a country on the international cultural arena. At present, China faces a complex and ever-changing international environment, and cultural self-confidence has become an invisible competitive force. The three paths, discovering the traditional excellent culture with universal value, being compatible with the excellent culture of other countries in the world, and producing advanced culture in the new era, can create the necessary conditions for the improvement of Chinese cultural self-confidence.

Introduction

Since China joined the WTO, it has faced a complex situation in which opportunities and challenges coexist and culture and economy blend. It is true that China has made a rapid progress in economic development. However, compared with the economy, it still has a huge cultural gap between China and Western developed countries. This huge cultural gap has brought great challenges to China's cultural self-confidence. In a sense, it is an obstacle to the Chinese culture going to the world. In this context, how to find a path to improve China's cultural confidence is particularly important.

Discover Outstanding Traditional Culture with Universal Values

China has a long history and profound cultural heritage. During the development of more than 5,000 years, it has accumulated rich cultural forms in human history, which have made important contributions to human civilization. Under the influence of China's long-term agricultural civilization, Chinese culture is mainly a cultural system based on the background of agricultural civilization. During the period of farming civilization, these cultural contents played a positive role in laying the cultural foundation of our country. However, with the outbreak of the Opium War, we have seen that China's traditional farming culture has been subjected to the most serious challenge, even rising to the height of national security and national survival. This reflects the adaptability of China's traditional farming culture in the development of world culture. In other words, can traditional culture represented by China's farming culture has new development space? “From the culture, the Chinese have always advocated optimism and consummation. They have a natural resistance to disasters and tragedies, leading to the advent of modern risk society, coping with disasters and losses, and failing to cope with disasters.” [1] It is precisely because of this trait that in the two Opium Wars and the early days of the War of Resistance Against Japanese Aggression, in the process of competing with the invaders, China showed obvious disadvantages. We can understand this situation as a powerful advantage of industrial civilization over agricultural civilization. However, if we think about this issue further, we will find that this actually refers to the question of whether the culture under a civilization has universality. In the past 100 years, when the world’s development tide has surged, many countries have carried out vigorous industrial revolutions, realized tremendous development of productive forces, and developed advanced industrial culture, China, still “self-sufficient in the circle of agricultural culture” has been partialized. This has already appeared in the situation where the development of Chinese culture and world culture is out of line and China lagged behind. At the same time, this can also be
considered as a crisis of low universality in Chinese traditional culture. Does it only have one way of the acceptance of western industrial civilization, accepting the assimilation of Western culture and realizing the universalization of Chinese culture? the answer is negative. Chinese traditional culture is formed in the context of agricultural civilization from a macro perspective. However, there is no denying Chinese traditional culture has the excellent cultural content with universal values in. The success of reform and opening up shows us that the Chinese Communist Party with Chinese people find out a non-Westernized modernization path. The precondition for this success is that Chinese culture has the factors of universal values. Therefore, it is of great significance to continue to explore the traditional cultural factors that have universal values and bring new nutrients to the world culture.

In the process of exploring Chinese traditional culture, the focus should be on the culture of “Chinese traditional culture that reveals the subjectivity and initiative of human beings, promotes the humanistic spirit of Chinese traditional culture, and enhances the confidence of cultural self-confidence”. In fact, with the development of modern society, Chinese traditional culture has shown its own unique value, which has become more apparent in post-modern society. Compared with the Western humanistic spirit, the humanistic spirit in Chinese traditional culture is not based on the individual, not on the scale of the individual, but on the interests of the group rather than the individual, and make the harmony between the heaven and human as the highest value. That is the reason why postmodern theory seeks cultural resources from Chinese traditional culture. From the discussion of Zhang Xiaoping, we can see that there is still a lot of space for the exploration of Chinese traditional culture. China needs to improve its cultural self-confidence, and the path from the traditional culture with universal values needs to be broadened.

Be Compatible with Other Countries' Excellent Cultures

Openness is another important indicator of a country's cultural self-confidence. The reform and opening up implemented in 1978 is a great feat of China's going to the world. It is also an important manifestation of China's emancipation of the mind, and it also includes China's determination to enhance cultural self-confidence. On April 10, 2018, Xi Jinping emphasized in the keynote speech at the opening ceremony of the 2018 Annual Meeting of the Boao Forum for Asia: China's open door will not be closed, it will only open wider and wider! This is the strongest voice of the central government on reform and opening up in the new era. Such a reform situation requires us to embrace the world with a bigger mind. In this process, in addition to resisting the impact of bad thoughts on China, we must adopt an inclusive attitude towards foreign excellent culture. The important foundation of cultural prosperity is the diversification of culture. Cultures outside of China are heterogeneous cultures relative to Chinese culture. These heterogeneous cultures have their own unique values. They also have a wide range of universal values and are important resources for China to learn from. “Introducing advanced culture is an urgent appeal. It is still very important to promote the development of science and to learn to use Western culture without entanglement with capitalism and socialism.”

The developed capitalist countries represented by the United States occupy the mainstream of advanced culture. For example, American Hollywood culture is popular all over the world. The United States adheres to a political-cultural integration strategy throughout the cultural export process: culture serves politics and political support culture. “The ultimate goal of this strategy is to serve the overall national interests of the United States. It is established and implemented under the direct guidance of the US government, based on the unparalleled political, economic, and military advantages of the United States, and globally based on American culture. The dominant position is guaranteed.” In the TV dramas with relatively weak ideology, American TV dramas have integrated diverse cultural elements from all over the world. Take "Shameless" as an example. According to the "Shameless" TV series adapted by British literary works, both the characters and the plots are full of elements of American culture. "The Shameless People also preached the spirit of advocating liberalism in the United States, but we don't have to rise to the level of cultural
aggression when we watch the drama. In the drama, there is a plot of legal system and disregard for the spirit of liberalism, but when it comes to contradictory between survival and law, survival is much more important than the legal system."[6] This practice of integrating foreign cultures is a strategy for the development of American culture. In fact, in addition to the content compatibility, the United States has adopted a strategy of taking advantage of its strengths when it increases its cultural presence outside the United States. In the era of traditional media, the United States already has a strong newspaper group, and has established its own contact points around the world. In this way, the right to speak in the United States can be carried out worldwide. With the development of new media on the Internet, the United States is at the forefront of the world in terms of voice. The new media of the Internet has made the traditional media industry in the United States a good opportunity for development. The integration of traditional media and new media has given the United States a vast world of performances around the world. Through the website, the United States can disseminate its own information, film and television to the world in the first time. This communication power cannot be achieved by any country in the world. In other words, this communication power has earned the United States an absolute voice in the world. It can be seen that the United States has strengthened its inherent cultural strength through inclusiveness, further increasing the cultural confidence of the United States and enabling the United States to respond to diverse cultures from all over the world in a more inclusive manner. At this point, China needs to actively absorb and learn from the American experience and form its own cultural development model on the basis of fully exploiting the Chinese traditional culture. With a solid cultural foundation, we can be more calm and inclusive when faced with foreign culture.

Create Advanced Culture in New Era

The development of the world today has entered the fast lane. With the development of high technology such as the Internet, digitalization and intelligence, the traditional concept of cultural development has been difficult to adapt to the current social reality. In addition to the diversification, openness and integration of the development of world culture, it also has obvious characteristics of science and technology culture. It can also be said that the technology culture will occupy the main position of cultural development in the future for a long time. Faced with such a trend of cultural development, in order to improve cultural self-confidence, China must have a forward-looking view and strive to create advanced culture in the new era. "Currently, the entire international community is moving forward in an all-round way. China is also in this tide and is striving to gather all the new positive forces for the great rejuvenation of the Chinese nation. Only a culture full of confidence and hope can prompt us to be close to and achieve the goal gradually, cultural self-confidence has become an important condition for the great rejuvenation of the Chinese nation."[7] The increase in cultural self-confidence has risen to the height of the country. In the report of the 19th National Congress of the Communist Party of China, Xi Jinping proposed to strengthen cultural self-confidence and promote the prosperity of socialist culture. China is a socialist country. How to develop an advanced culture with socialist characteristics through its own efforts, and to be able to attract attention to the world is an important proposition to enhance cultural self-confidence in the new era. The spiritual core of "Wandering Earth", including the feelings of the home country, the plot of the homeland and the rescue mode of collectivism, make the West feel different from the Hollywood model. In a situation where science fiction films are filled with the entire world, Wandering Earth can win, which depend on its values that are very different from the Western world. In the sci-fi film full of the current world, "Wandering Earth" can win, the more reason is that it expresses the values that are very different from the Western world. This detail can be seen as a typical case of China's creation of advanced culture in the new era. However, we must also see that there are still some resistance factors in the process of developing advanced culture. "First of all, due to the rapid development of current high technology and the popularization of digital information networking, more frequent and fierce collision of various ideologies and cultures, The Western hostile forces have not stopped the ideological infiltration work in China. We still need to be vigilant to prevent The attack of sugar-coated shells."[8] Adhere to
the correct direction of value, and at the same time be able to sharply grasp the trend of world cultural development, and constantly create new cultural forms to meet their needs, focusing on the most basic and common cultural needs of the people of the world. Only in this way can China develop more advanced culture under the new situation. At the same time, our country’s cultural self-confidence will arrive at a new level only if we develop advanced culture.

References


