

# Opportunities, Challenges and Countermeasures Facing Chinese Cultural Confidence in the New Era

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## Abstract

**In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping put forward: "Culture rejuvenates the country and the nation is strong. Without a high degree of cultural confidence, without cultural prosperity, there would be no great Chinese national rejuvenation." This is for us that the theoretical clarification of cultural Self-confidence in the new era provides important guidance. Cultural Self-confidence is the overall judgment of the historical origin, development and spiritual characteristics of Chinese culture. It is the full affirmation and active practice of its value, and the firm confidence in its vitality.**

## Keywords

**Culture; National Movement; National Revival.**

## 1. Introduction

The issue of cultural Self-confidence will show the characteristics of different times with different times. In the historical position of the new era, cultural Self-confidence is facing new opportunities and many inevitable challenges. Therefore, it is of great significance to explore countermeasures to enhance cultural confidence in the new era. [1]

### 1.1. A New Realm of Cultural Self-confidence Development

From the perspective of the history of the development of Chinese culture, the important point that distinguishes Chinese culture from other national cultures is that it has not stopped flowing in its thousands of years of inheritance and development, and has formed a unique cultural system. Due to the traditional social class ordering thought of "skills, farmers, industry and commerce", [2] cultural development has always been valued by the ruling class.

From ancient times to the present, many classic writers have clarified their cultural views in their works, expressing their attitudes towards cultural construction and development. Especially since the founding of the party, the Chinese Communists have continuously summarized the important role of cultural construction in social development during the historical process of revolution, construction, and reform, and have achieved fruitful theoretical results.

The 19th National Congress of the Communist Party of China reviewed and unanimously passed the "Articles of Association of the Communist Party of China (Amendment)." The congress believes that the socialist culture with Chinese characteristics is an important part of socialism with Chinese characteristics and is a powerful spiritual force that encourages the whole party and people of all ethnic groups to march forward bravely. The congress agreed to include the socialist culture with Chinese characteristics into the party constitution along with the path of socialism with Chinese characteristics, the theoretical system of socialism with Chinese characteristics, and the system of socialism with Chinese characteristics. The issue of cultural Self-confidence has become an important link in the field of theoretical construction, making cultural Self-confidence in the new era face a new realm of development.

## 1.2. A New Foundation for the Development of Cultural Self-confidence

The development of cultural Self-confidence requires sufficient nourishment and a solid foundation. The realization of the Chinese dream of the great rejuvenation of the Chinese nation provides rich nourishment and a solid foundation for the development of cultural Self-confidence. With the continuous development of society, the level of social productivity has increased significantly. At present, our country has entered a critical period of building a well-off society in an all-round way. While the people's material life has been greatly improved, the pursuit of spiritual products and the expectations of spiritual and cultural life continue to increase, which provides a realistic basis for cultural construction.

To realize the Chinese dream of the great rejuvenation of the Chinese nation, we must adhere to the idea of cultural confidence. To make the thought of cultural confidence rooted in everyone's heart, it is necessary to realize the great rejuvenation of the Chinese nation and let every Chinese person have a sense of national pride. The two are complementary. There are crises in our national development and cultural heritage, but crises and opportunities can be transformed in many cases. Traditional culture needs to be improved in some aspects, and it needs to inject new vitality into it from the advanced socialist culture, seek cultural innovation, and make cultural development more in line with the needs of society. In modern China, due to the invasion of Western capitalism, the Chinese people have been bullied, and national pride and pride have been hit. In particular, the trust in traditional culture has declined. Scholars and some people of insight at the time also realized this. The problem, they introduced some new ideas from the West to make up for the shortcomings. However, due to the particularity of China's national conditions and social structure, the application of foreign ideas to China at that time had little effect. After that, the Marxist theory was combined with China's reality to continuously promote Marxism, so that the Chinese people regained their cultural confidence in the national rejuvenation, and brought cultural confidence in the new era to a new foundation for development.

## 1.3. New Directions for the Development of Cultural Self-confidence

In today's world, the competition among countries has changed from economic and military strength to competition in comprehensive national strength, and cultural factors have increasingly become an important factor for countries to gain advantages in international competition. China's opening to the outside world is deepening, and we have more convenient channels for cultural exchanges with foreign countries. But at the same time, Western values and mainstream ideologies have also had a huge impact on our people, especially young people. In order to avoid being assimilated and to shape our own value system, we must form our own strong cultural support. General Secretary Xi Jinping once pointed out, "Improving the country's cultural soft power is related to the 'two hundred-year' struggle goals and the realization of the Chinese dream of the great rejuvenation of the Chinese nation." [3] As the world's second largest economy, apart from politics and economics In addition to the military's leading position, China must form a strong competitiveness in cultural construction and strengthen its cultural soft power. Forty years of reform and opening, my country's comprehensive national strength has achieved world-renowned achievements. But we must clearly understand that our country is still facing many tests and dangers. In the early stage of reform and opening up, my country paid too much attention to economic construction and relatively ignored the improvement of cultural and spiritual strength, which caused an imbalance between the two. In order to change this situation and to realize the development strategy of cultural power, the party and the government have formulated a series of cultural development strategies, which point out the direction for cultural construction and make cultural Self-confidence in the new era face a new realm of development.

## 2. Challenges Facing Cultural Self-confidence in the New Era

With the continuous development of science and technology, the factors and methods that affect cultural Self-confidence have become increasingly complex. The interaction between globalization, marketization, and networking has formed a diverse social background. Cultural competition has become increasingly fierce, making new The cultural Self-confidence of the times faces many challenges.

### 2.1. Ideology and Values are under Impact

On the one hand, diversification is a general trend in the development of the world today. The cultural exchanges between countries in the world are conducive to the integration of cultures. [4] However, some decadent ideas from the West took advantage of the trend and flowed into our country, causing an impact on mainstream ideologies such as core socialist values. Some people lose their due value standards, value judgments and value choices in the face of cultural shock. For example, when buying clothes, many people give up comfort requirements, blindly chase big, famous, and imported brands, dismiss high-quality domestic clothing brands, and form a trend of comparison, which has created a great obstacle to social development and progress. On the other hand, under the conditions of a market economy, the cultural market is booming and presents a prosperous scene. However, market regulation is spontaneous and blind. Many cultural production companies blindly pursue benefits and abandon some cultural subjects that are beneficial to social development but have low economic benefits. For example, some intangible cultural heritage has lost its inheritors, and some historical sites have been demolished because it is difficult to integrate into the local construction plan... Such behaviors have severely damaged the value of traditional culture. Modern people have a social mentality where entertainment is supreme and entertaining to death. Under the influence of this social mentality, the functions of education and cohesion of traditional culture have been weakened. People only regard culture as an after-dinner pastime, which strengthens cultural entertainment, Commodity and service functions, which are very unfavorable to the inheritance and development of culture.

### 2.2. Chinese Cultural Centripetal Force Faces Challenges

The advent of the Internet age has unknowingly changed people's life and communication methods, and inevitably changed the cultural environment, cultural methods and cultural relations. With the changes in these factors, Chinese cultural centripetal force is facing severe challenges.

On the one hand, national cultural identity is challenged. Cultural Self-confidence is a sense of identity of the Chinese people with the value orientation of the Chinese nation, and it is the foundation of national cohesion. However, since the birth of the network virtual society, the Internet has connected the world together and blurred the boundaries between countries. Western countries try to use universal values to split the relationship between various ethnic groups in our country, which has brought great challenges to national identity. For individuals, especially young people, because their own values are not mature enough to resist the negative factors in the virtual world, they are easily influenced by the wrong values such as extreme individualism and money worship, forming a psychology of worshipping foreigners and weakening patriotism. So that it weakens the national cultural identity.

On the other hand, the national centripetal force has also been challenged. While the Internet has brought us convenience in life, it has also changed the way of communication between people. People have gradually become accustomed to communicating with people behind the screen and keyboard, and the mainstream cultural communication methods have suffered a certain impact. Many people believe that the virtual world is a place outside the law, which spreads many violent elements, pornographic videos, and feudal superstitions in virtual

communities, which seriously weakens the value of culture. [5] Some people with ulterior motives in foreign countries also output some film and television works with distinctive cultural symbols of their own countries through the Internet, so that young people can indulge in them and achieve a cultural output. This invisibly impacted the centripetal force of our national culture.

### **3. Countermeasures to Enhance Cultural Confidence in the New Era**

Cultural Self-confidence is a sign of the growth and development of a nation. In the new era, people's demand for high-quality cultural products is also increasing day by day. In order to resist cultural invasion, and to adhere to the Chinese road, promote the Chinese spirit, and condense Chinese strength, we must explore countermeasures to enhance cultural confidence in the new era.

#### **3.1. Strengthen the Party's Ideological Leadership**

The Communist Party of China is a strong core of leadership, and it must continuously strengthen the party's leadership in the ideological field. To realize cultural Self-confidence, we must adhere to the guidance of Marxism, vigorously promote the combination of Chinese culture and social practice, and realize the creative transformation of cultural achievements. In recent years, with the improvement of material living standards, people's demand for spiritual and cultural products has increased. Demand has stimulated production, and the cultural industry has developed rapidly in a short period of time. As people's education levels continue to deepen, people begin to consciously protect the outstanding achievements of the Chinese nation's civilization. These phenomena have a positive effect on the realization of cultural Self-confidence. But at the same time, we must also see that there are still some people who separate advanced socialist culture from excellent traditional culture, and fundamentally deviate from the principle of cultural inheritance and development. Even more, some people regard Western discourse as the golden rule and practice. The values of capitalism are still complacent. General Secretary Xi Jinping pointed out: "The Chinese Communists are neither historical nihilists nor cultural nihilists. The Chinese Communist Party has always been a loyal successor and advocate of China's excellent traditional culture." [6]

Modern society due to social turbulence and cultural invasion It did make us question our own cultural traditions, but history proves that this approach is wrong. Therefore, even if there is still dross in our culture, we still need to continue to innovate and give it new connotations of the times, but we must have confidence in it. The correct attitude towards culture should be under the guidance of Marxism, under the strong leadership of the Communist Party of China, combined with the new requirements of social development in the new era, to make certain identifications and trade-offs of local culture, choose its essence, and remove the false and keep the truth. In addition, we must stick to the main position of Marxist ideology and firmly oppose and resist the erosion of Chinese culture by Western capitalist ideology.

#### **3.2. Deepen Cultural System Reform**

To enhance cultural Self-confidence, we must continuously improve cultural soft power and continuously deepen cultural system reform. In the process of deepening the reform of the cultural system, first of all, we must insist that the direction of cultural development is consistent with the direction of socialism. Our country is a socialist country, and this special nature determines that cultural reform must be compatible with socialism, and we must adhere to the path of socialist cultural development. Second, the reform of the cultural system must adhere to the people-centered value position. Culture serving the people is the most important and prominent issue in cultural development. Our country is a socialist country under a people's democratic dictatorship. Persistence in serving the people is the starting point and

goal of the country's work. Therefore, we must highlight the people's importance in the process of deepening the reform of the cultural system. The central position must uphold the concept that cultural achievements are created by and shared by the people. Finally, under the conditions of a socialist market economy, it is necessary to adjust the relationship between the government and the market. As the government, it is necessary to streamline administration and delegate power, transfer part of its power to cultural enterprises, and enhance the activity of cultural enterprises, so that these enterprises have more autonomy to adjust their development plans in accordance with market fluctuations. But at the same time, the government must fulfill its duty of supervision and purify the unhealthy trends in the cultural market. Due to the particularity of the cultural industry, when deepening the reform of the cultural system, social benefits should be put before economic benefits, and economic benefits should not be blindly pursued. The two should be coordinated to achieve a benign interaction.

### **3.3. Adhere to the Strategy of Combining Bringing in and Going out**

To enhance cultural Self-confidence, it is also necessary to combine bringing in and going out to continuously promote the prosperity and development of socialist culture. With the continuous deepening of reform and opening up, the Internet industry has gradually grown, and the political, economic, and cultural exchanges between China and other countries in the world have become closer. This is an inevitable trend of social development. Whether it is economy or culture, if we want to develop healthily and rapidly, we must insist on the combination of bringing in and going out. On the one hand, to give Chinese culture new connotations of the times, it is necessary to continuously absorb the outstanding achievements of foreign culture as the nourishment for cultural development. The sense of cultural identity not only comes from our own nation, but also from different countries, regions and people.

## **4. Conclusion**

If we want to gain recognition from all countries in the world, we must also spread our cultural achievements. The "One Belt One Road" initiative proposed by General Secretary Xi Jinping not only promotes the development of the world economy, but also spreads Chinese culture to all parts of the world. In addition, as a superstructure, culture has a positive guiding role in the development of the country and society, but this role requires a carrier, that is, a strong comprehensive national power. Therefore, to enhance cultural Self-confidence, we must continuously promote the improvement of comprehensive national strength and continuously promote the vigorous development of the cause of socialism. On the premise of abundant material materials, the social benefits of culture can be more prominent, thus forming a strong spiritual force. If any nation abandons its national culture and loses the nourishment of its local culture, it will not only fail to achieve new and comprehensive development, it will even lead to destruction. The Chinese culture has a long history, and its former advanced and profound is our confidence to enhance the cultural confidence of the new era. We must firmly grasp the opportunities given to us by the new era, but the road to a cultural power also faces many challenges. Being good at seizing opportunities and having the courage to face challenges is the spirit that must be possessed to enhance cultural confidence in the new era.

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