

Study on the Firm Adherence to National Cultural Confidence in the New Era

Qiuzhong Ou^{a,*}, Wen Huang^b

Wuhan Business University, Wuhan, Hubei, China

^a476014380@qq.com, ^b1176184893@qq.com

*Corresponding author

Abstract: *The world is different from the past, and mutual exchanges of culture become faster than ever because of the new web era, causing some people to be confused about both domestic and foreign cultures and to lose confidence in the national culture. Based on this fact, this paper studies the identification with and the characteristics of national cultural confidence, and the methods of enhancing national cultural confidence, and puts forward four suggestions to strengthen national cultural confidence, namely, the firm adherence to the national cultural confidence view through theoretical studying; the firm adherence to the innovation and practice of national cultural confidence through striving forward; the firm adherence to assimilating advanced culture through rejecting arrogance; the firm adherence to the belief that a strong nation leads to a strong national culture through working hard for the national prosperity.*

Keywords: *New Era, National Culture, Cultural Confidence, Firm Adherence*

1. Introduction

The famous Chinese scholar, Mr. Yang Shuzi, once said, “Without modern science and technology, a country or a nation will be backward and crumble at the slightest touch; however, without national traditions and humanistic culture, a country or a nation will become alien and crumble without even being touched.” This fully highlights the significance of national culture, as it is intertwined with the prosperity and decline of countries and nations. In today’s digital age cultural dissemination occurs rapidly; however, many individuals in some countries or nations have lost their sense of self, particularly those who propagate so-called “cultural separatism” from the main culture in some areas. This ideology aims to dismantle the influence by seeking to eliminate its presence in areas like thought, culture, and ideology, thereby severing cultural and ethnic ties. This has led to doubts and uncertainties about traditional culture among the populace, eroding their confidence in traditional culture and prompting them to instead embrace foreign cultures. In light of this situation, this article intends to initiate a discussion on national cultural identification, characteristics and methods. It will also propose suggestions on enhancing national cultural confidence.

2. Identification with the Cultural Confidence

Cultural confidence refers to the full affirmation of the cultural value of a country, a nation, or a political party, and a firm belief in the vitality of its own culture [1]. Culture is a basic reflection of the way of life of a nation, and nation is the subject and carrier of the generation, transmission and development of culture. Nation creates culture, but nation is also integrated by culture, and the cultural identity of nation and the national identity of culture are continuously strengthened in coexistence. In essence, cultural confidence is a conscious psychological identification, a firm belief, and a cultural attitude. Cultural confidence is a more fundamental, broader, and deeper confidence, and it is the most basic, profound, and lasting force in the development of a country or a nation. Without high cultural confidence and without the prosperity and revitalization of culture, there can be no great revival of nation. Cultural confidence is higher level of national spirit formed after cultural self-awareness and cultural self-existence, and cultural confidence should always seek to find the unchanging cultural tradition in the cultural forms. Cultural confidence should be firmly grasped like the cultivation of a community of shared future for the nation.

For example, in China, it is proposed that it should necessary to enhance cultural confidence, develop

advanced socialist culture, promote revolutionary culture, and inherit fine traditional Chinese culture. In the history of more than 5,000 years of civilization, the Chinese nation has nurtured and developed a unique and profound Chinese culture, which has provided a powerful spiritual support for the Chinese nation to overcome difficulties of all kinds. Cultural confidence is not only a full affirmation of the value of one's own culture, but also a firm belief in the vitality of national culture. Only by and affirming cultural confidence can we better inherit and carry forward excellent traditional Chinese culture, thereby enhancing the cohesion and centripetal force of the Chinese nation, and casting solidly a strong sense of community for the Chinese nation.

The identification with one's ethnic group, the identification with one's culture, and the identification with one's self-confidence have built a solid foundation for the confidence in national culture.

3. Characteristics of the Cultural Confidence

As is well known, from the essence of national cultural confidence, it possesses the characteristics of ethnic group, collectivity, continuity, and openness. National cultural confidence is established and socially transmitted by all members of the nation in their shared social life, and it requires collective action to be completed. The establishment and development of cultural confidence is a continuous process with distinct reality and openness, and regardless of the circumstances, it demonstrates the firm adherence of the people to beliefs, perseverance and willpower.

Zhang Junsheng believes that as a cultural subject's attitude towards object culture, national cultural confidence possesses fundamental ethnic group, distinct contemporaneity, essential practicality, value orientation, and broad inclusiveness [2]. These characteristics are specific manifestations of the connotation of cultural confidence, and are important aspects of understanding the contemporary value of cultural confidence and grasping the strategic thinking on cultural confidence.

Zhou Yang posits that social existence encompasses both material and spiritual aspects, and as a spiritual entity, national self-confidence possesses its own distinctive characteristics, including sacredness, transcendence, ideality, firmness, and rationality [3]. These characteristics instill in the members of the nation an unwavering in the ultimate goal of the nation's future development, a steadfast faith in the boundless creativity of the nation's members, and a constant drive to advance the cause of the nation. This ensures that people neither become overly arrogant nor unduly humble, and even after experiencing hardships, they can face real-life challenges and look forward to better future for their nation, writing new, brilliant chapters in their national history.

From the perspective of demographic characteristics of cultural confidence, there are differences in the degree of cultural confidence among different groups. According to the survey in China, there are significant differences in cultural confidence between men and women, with women overall having higher cultural confidence than men [4]. In terms of age, the level of cultural confidence young people is higher than that of other age groups, with the highest proportion of people born in the 1990s and 2000 holding high cultural identity and confidence in cultural development. Cultural identity shows a downward trend with increasing age; however, the generational changes in confidence in cultural development are entirely linear. There are differences between the 1970s and 1980s generations, but they are not significant; however, the 1970s generation is significantly lower than the 1950s and 1960s generations.

As can be seen from the above, cultural confidence exhibits different characteristics when analyzed from different perspectives. However, there is no denying that cultural confidence possesses characteristics of ethnic group, firmness, practicality, and inheritability, which form an organic whole. Once any of these aspects encounter issues, the soil for national confidence will lost, and the organic entity composed of ethnic group, culture, and confidence will also lose its color and become turbid.

4. Methods of Strengthening Cultural Confidence

Strengthening cultural confidence is related to the rise and fall of the country, cultural security, and the independence of the spirit. In general, to enhance national cultural confidence, the most basic method is to study history and understand culture. Traditional culture is generated in the long process of development, so we need to understand culture by studying history. We should have a deep understanding of historical traditional culture, red revolutionary culture, and contemporary culture. In addition to understanding our own history, we also need to understand the history. By studying history, we can better

recognize the charm of fine culture.

Besides, some experts and scholars have also summarized some effective methods from practice, which are worth referring to. Yang Fangfang, et al, based on the implementation of rural revitalization strategy in Guangxi in China, have systematically analyzed the effectiveness of Guangxi's national culture inheritance and innovation practices, summarizing the "Guangxi experience" as changing ideological concepts, reshaping cultural ecology, improving cultural construction, achieving digital empowerment, and stimulating the mainstay of the public, promoting the creative transformation innovative development of Guangxi's national culture, and also providing vivid cases for the cultural development of China's border ethnic regions and boosting rural revitalization[5].

According to Jiang Shujian, Nanning City in China has built a cultural development system with rich cultural connotation, splendid contemporary color, rich innovation, openness and inclusiveness towards the outside world, unique style and distinct personality, which enhances the recognition and practice of fine traditional and modern cultures[6]. Combined with the requirements of the times and local advantages, Nanning has made an innovative development in the system, strengthening cultural exchange with the outside world, enhancing cultural confidence, providing the people with rich spiritual food and continuously meeting the people's new expectations for a better life.

Taking Weifang's traditional ethnic sports kite as the research object and using methods such as literature and logical analysis, Ma Yixiao and Jiao Yifan has discussed the dissemination paths of traditional ethnic sports culture, putting forward some suggestions such as improving relevant policies and strengthening policy guidance, combining the school education system learn about traditional culture, developing media for dissemination and expanding dissemination paths, innovating forms of expression and showcasing traditional ethnic sports culture from multiple perspectives [7].

The identification of national cultural confidence, the characteristics of national cultural confidence, and the practical approaches to enhancing national cultural confidence, are all subject to individual perspectives. However, they cannot be separated from the interdependent and mutually inclusive internal logical relationship of culture, nation, and confidence. Severance of any party will destroy the connotation of national cultural confidence and lose its essential features.

5. Suggestions of the Firm Adherence to Cultural Confidence

5.1. Theoretical study: firming up the main cultural leadership

It is necessary to carry forward the bloodline of the main fine culture and enhance the cultural confidence of the people. If a nation has a long and history, their ancestors should have created a rich, colorful, and profound cultural system in the course of productive labor, greatly enriching the treasure house of human history and great contributions to the progress of human civilization. They should actively and properly protect the various material and intangible historical and cultural heritages left to us by our ancestors, and endow them new meanings in the light of the new era, new features, and new requirements [8].

It is necessary to firmly grasp the cultural leadership and consolidate the ideological front. Ideological work is an extremely important task, concerning the safety and stability of the country, and even its survival. Therefore, the key to grasping cultural leadership is to firmly hold the ideological leadership. Holding the ideological leadership is the key means to ensure the stability of the ideological front and the long-term peace and prosperity of the country. Emphasizing strengthening the main fine cultural leadership not only sets a new pattern for the nation to advance in the new era, undertake new missions, and promote the construction of a cultural power, but also point out a new direction.

It is necessary to strengthen national self-confidence and condense powerful spiritual strength. National self-confidence is a nation's belief in its country's strong vitality and bright future in the world, and its high recognition of its own country's sense of existence and value, manifested in the love, loyalty pride, and sense of responsibility of its own people towards their own country. It is the internal driving force for the country's strength, the powerful internal for the survival and development of its own people, and the spiritual pillar of a nation's prosperity.

5.2. Striving forward: upholding and innovating national cultural confidence

In the new era, upholding cultural confidence requires not only adhering to the correct direction but

also continuously developing in practice. Moreover, it requires continuously expanding its influence in an open environment. In the new era, upholding confidence not only requires theoretical innovation but also, more importantly, practical innovation.

The fine traditional culture of a country is the wisdom and experience accumulated by the people in their long life practice. It is the source strength for cultural confidence and the root of cultural identity. To be confident in the national culture means to adhere to the unique values and spiritual pursuits of the nation formed in the long historical practice, and to guard the root of fine traditional culture [9].

Firmly upholding cultural confidence also lies in affirming the extent to which the spiritual life needs of the present are met. The cultural cause and the cultural industry are important components of the fine culture. They play an indispensable role in meeting the people's spiritual and cultural needs and promoting the comprehensive development of individuals. On one hand, the cultural cause is oriented towards public welfare mainly improving the level of public cultural services through government investment and management, to ensure the people's basic cultural rights and meet the people's spiritual and cultural needs. On the other hand, the cultural industry is a sector that meets the people's diverse spiritual and cultural needs by allocating resources for cultural production through the market.

Besides, the leap in theory is not reflected in the novelty of words or the self-consistency of logic, but in answering practical questions and leading the development of practice. Building a strong cultural country is not only a profound theoretical proposition but also a significant practical issue. The people of the country need to provide support for the construction of a strong cultural country, and meanwhile the need to continuously open up new fields and new tracks for the prosperity and development culture in practice, promoting the transformation of the innovative theories into practical forces, and advancing the in-depth development of the construction of a strong cultural country, a cultural construction report that does not fail to live up to history or the people.

5.3. Rejecting nihilism and arrogance: embracing advanced foreign culture

Cultural nihilism erases cultural differences, completely negates history, and is an advocate of foreign "universal values." They have an attitude towards the foreign countries similar to Gorbachev's, fully the idea of borrowing from others. Contrary to the argument of national nihilism, the theory of national arrogance overestimates the importance of one's own nation, elevating above all others, and fostering a haughty sense of self-importance [10]. Neither the theory of nihilism nor the belief in national superiority is beneficial to their national image or the prosperity and development of the country. Both are stumbling blocks on the path to the rejuvenation of the nation. They should reject cultural nihilism and arrogance.

Each civilization has its own unique characteristics and aspects that are worth learning. The mutual learning and exchange between different civilizations can promote common growth and progress. The reason why a civilization has been able to thrive and continue to this day is due to its open and inclusive concept, constantly gaining momentum and resources in the exchange with foreign cultures. World culture cannot be dominated by one or a few countries; its perfection can only be achieved on the basis of the common of various ethnic and national cultures. In the process of pursuing modernization and cultural innovation, people need not only to be inclusive towards foreign cultures but also to achieve fusion of national and foreign cultures. This fusion is not simply an act of taking, but a key issue of cultural self-awareness of the nation is to solve the problem of the integration of its own culture with foreign cultures. A strong foundation and the acceptance of new ideas lead to a thriving culture and a strong nation cultural exchange has become an important part of each country's participation in global development.

The mainstream consciousness of national and foreign cultures has similarities, but there are also differences in value. Once a culture is formed, it often has meanings that transcend the race and the times. The development of culture lies in its ability to keep pace with the times and society, to be constantly updated and to evolve. This requires the people to integrate their traditional cultures with the spirit of the times. From the perspective of historical materialism, culture is part of the superstructure. The thoughts that culture reflects are not always synchronized with social reality; some may surpass the current social conditions, while others may lag behind social development. This is what we refer to as advanced and backward cultures. We should actively draw on the fine and advanced cultures from abroad, absorbing all the useful elements from foreign cultures, to achieve a blend of national and foreign cultures. Through cultural innovation, we can form a new culture that adapts to the characteristics of the times and globalization, so that the national cultures can develop in with the advanced cultures of other nations around the world, and become an important and irreplaceable part of world advanced cultures. This is

what we often refer to using the stone from another mountain to polish our own jade.

5.4. Striving for strength: adhering to the belief in the construction of a cultural power

Building a cultural power is a strategic plan for a nation to demonstrate its development resilience and continue to make efforts. It is the era's task to transform the nation's culture from "big" to "strong". It is an integral part of advancing the construction of a strong nation and the great cause of national rejuvenation. It is an inherent requirement for the development of the country. It is a practical need to enrich the spiritual world of the people, and it is an important measure to expand the international influence of national culture.

Striving in the new era and embarking on a new journey, the people are committed to promoting cultural prosperity, building a cultural powerhouse, and the innovative development of civilization. For example, China has made strategic arrangements for the construction of a cultural powerhouse, and proposed major measures to advance the construction of a cultural: improving the ideological work responsibility system to provide a fundamental guarantee for the construction of a cultural powerhouse; optimizing the supply mechanism of cultural services and cultural products to clarify position of putting people first in the construction of a cultural powerhouse; improving the comprehensive governance system of the network to create a clean and positive social environment for the of a cultural powerhouse; building a more effective international communication system to expand the external influence of Chinese culture and put forward the requirements for the construction of a cultural powerhouse. These measures also point out the direction of prosperity and development of socialist culture with Chinese characteristics.

It is argued that, with firm cultural confidence and high cultural awareness, successfully complete the era tasks of building a strong cultural nation, including adhering to the correct direction of cultural construction, and run the leadership of the fine culture over cultural work throughout the entire process of building strong cultural nation; arming ourselves with the party's innovative theories, and under the guidance of the fine cultural thought, writing a new chapter in the construction of strong cultural nation; fulfilling all the tasks of the new era's new cultural mission, and adding luster to the innovative practice of building a strong cultural nation; making the creative transformation and innovative development of fine traditional culture, and creating landmark achievements in the construction of a strong cultural nation; continuously consolidating and developing the mainstay of the national culture, and laying a solid foundation for the construction of a strong cultural nation; grasping the laws of cultural development, and correctly handling all kinds of relationships in construction of a strong cultural nation.

6. Conclusions

The current world is undergoing significant changes, presenting both challenges and opportunities for China. This is a world transitioning from a unipolar to a multipolar system, with the call for globalization resounding worldwide. Politics, economy, and culture are continuously intermingling, mutually restraining and promoting each other. On one hand, NATO's aggressive advancements, the Russia-Ukraine war, and the Palestine-Israel conflict have plunged the world instability. The contest between China and the US, as well as the one between China and Europe, have placed major power diplomacy in a clear yet mysterious state, bringing challenges to the world. On the other hand, the expansion of SCO member states, the deepening cooperation between China and Russia, the continuous advancement of the "Belt and Road" initiative, and the strong launch of China's high-level opening up to the outside world have also brought tremendous opportunities to the world. Moreover, in the context of internet era, various information spreads instantly across the world, bringing about negative emotions that can easily lead people to lose their direction and identity. At the same time, this has created an excellent opportunity for stable and peaceful China to develop rapidly. In the face of challenges and opportunities, we need to take action in the cultural aspect. That is, we need to overcome obstacles, strengthen our cultural confidence, and at the same time, avoid being overly proud. We need to appropriately absorb advanced foreign cultures. We should adhere to advanced thought and theory on cultural confidence, recognize and understand the essence of cultural confidence, and master the ways to enhance it. We should innovate cultural confidence in both theory and, and understand that strengthening cultural confidence requires building a strong nation. In addition to confidence in culture, we should also have confidence in theory, route and system with Chinese characteristics. Only thus, can we have the firm confidence in culture.

References

- [1] Yun Shan. *Cultural Awareness, Cultural Confidence, and Cultural Strength - Reflections on the Development of Chinese Culture (Part II)*[J]. *Red Flag Manuscript*, 2021,(16), 4-8.
- [2] Zhang Junsheng. *The Discussion on the Concept and Essential Characteristics of Cultural Confidence* [J]. *Journal of Dalian University*, 2017, 38(01), 5-8.
- [3] Zhou Yang. *The Construction of National Self-confidence under Globalization* [D]. *Liaoning Normal University*, 2016.
- [4] Beijing Daily. *Survey|Characteristics of Cultural Confidence among Residents in China* [R/OL]. [2024-04-07]. <https://cj.sina.com.cn/articles/view/189389294170e2834d02001i9ey>
- [5] Yang Fangfang, Liang Yihan, Liang Zhiming. *Research on the Inheritance and Innovation of Guangxi National Culture under the Background of Rural Revitalization Strategy* [J]. *Journal of Guangxi Vocational and Technical College*, 2024, 17(05), 34-41.
- [6] Jiang Shujian. *Study on Enhancing National Cultural Confidence in Nanning in the New Era* [J]. *Journal of the Communist Party School of Nanning*, 2021, 23(06), 50-53.
- [7] Ma Yixiao, Jiao Yifan. *Cultural Self-confidence: Research on the Propagation Path of Weifang Kite Culture in National Traditional Sports* [J]. *Sports Essence*, 2024, 43(07), 40-43.
- [8] Hao Haihong. *The Four-level Theoretical Implications of Xi Jinping Thought on Cultures* [J]. *Social Sciences Journal of University in Shanxi*, 2024, 36(11), 7-11.
- [9] Fang Shiyong. *On the Essence and Practical Path of Strengthening Cultural Confidence in the New Era* [J]. *Journal of Qiqihar University (Philosophical and Social Sciences)*, 2024, (09), 42-45.
- [10] Zhou Yuguang, Zhou Yang. *Construction of National Self-confidence under Globalization* [J]. *Journal of Liaoning Normal University (Social Sciences)*, 2016, (39), 04, 6-10.