

Research on the Way of Integrating Chinese Excellent Traditional Culture into New Era Culture from the Perspective of Cultural Confidence

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Abstract. Entering a new era, we are in the decisive stage of building a well-off society in an all-round way. It is also an important stage for us to realize the Chinese dream of great rejuvenation of the Chinese nation. Promoting cultural soft power, building cultural self-confidence and realizing cultural power are the guarantee of winning the international competition in the world today. We should adopt effective ways to realize the modernization, popularization and internationalization of Chinese excellent traditional culture; use modern scientific and technological means to make Chinese excellent traditional culture "live" at the present time; and carry out colorful activities to turn inheritance into endogenous motive force. Since the Eighteenth National Congress, the Party Central Committee, with Comrade Xi Jinping as its core, has carefully analyzed the general trend of cultural development at home and abroad. On the basis of road self-confidence, theoretical self-confidence and system self-confidence of socialism with Chinese characteristics, it has again put forward cultural self-confidence. At the Nineteenth National Congress of the Party, General Secretary Xi Jinping further emphasized the idea of cultural self-confidence and formally established the strategic objective of cultural development in the new era Mark. Therefore, a full understanding of the culture and cultural self-confidence of the new era is conducive to promoting the construction of socialist culture with Chinese characteristics in the new era, enriching and developing Marxist ideology, enhancing foreign exchanges and enhancing international discourse power.

Keywords: cultural self-confidence, excellent traditional Chinese culture, new era culture.

1. The Connotation of Cultural Confidence

Cultural self-confidence is an important basis to measure the survival and development of a country and a nation. In today's society, the economic and technological strength of every country is constantly improving. The dominant contest based on economic and technological strength has basically reached a relatively stable state. However, the invisible contest of cultural soft power has increasingly become the focus of competition among countries. Since ancient times, "if you want to destroy a country, you must first destroy its culture." This shows the importance of cultural security. Especially in the information age, culture, as a soft power, plays a more and more important role in the competition of comprehensive national strength in the international community by means of information. Cultural development is inseparable from cultural self-confidence. In today's increasingly fierce cultural competition among countries in the world, as a developing country, it is also very important for China to strengthen cultural construction and enhance cultural self-confidence. Especially in the context of the new era, the main contradiction of society has been transformed into the contradiction between people's growing need for a better life and unbalanced and inadequate development. The good life should include the good material and spiritual aspects, as well as other aspects of development. However, at all levels, we will face the collision of traditional and modern, original and foreign, Eastern and Western cultures, which requires us to adhere to a scientific stand on the issue of cultural self-confidence and put ourselves in a correct position.

The cultural self-confidence of the new era should contain two meanings: first, the cultural self-confidence of the new era is the attitude of self-confidence and recognition to the spiritual and material wealth gradually formed in the process of realizing the two hundred-year goals. Cultural self-confidence in the new era is mainly the recognition and self-confidence of our national culture. Secondly, cultural self-confidence in the new era is the development of socialism with Chinese characteristics, adhering to the national cultural characteristics, deeply rooted in our country's deep cultural fertile soil; adhering to the revolutionary history, inheriting the "red gene"; adhering to the

future, we should firmly grasp the correct direction of cultural development and develop socialist advanced culture on the basis of innovation.

2. The Necessity of Integrating Chinese Excellent Traditional Culture into New Era Culture

As a country's unique traditional Chinese culture passed down from generation to generation, it can often constitute a country's "internal consistency". General Secretary Xi Jinping has repeatedly stressed that a country and a nation can not live without soul. We should take the socialist core values as the command, dig deeply into the excellent traditional Chinese cultural spirit, build up cultural self-confidence and realize the cultural power. Chinese people follow the code of conduct brought by Chinese traditional culture. Chinese excellent traditional culture is also a strong link of national unity and national identity. In today's globalization, we should actively advocate peace and cooperation and actively develop ourselves through the idea of "the community of human destiny" and "one belt and one road" and strive to promote the common development of the world at the same time.

However, some excellent traditional cultures have appeared, which are inherited by oral and non-material forms. With the continuous development of society, people communicate more and more frequently, but the use of some national symbols, national language, is becoming less and less, which leads to the disappearance of this part of culture in a long time stream. For some excellent traditional ethnic cultures and crafts, because the basic mastery of these cultures is the elderly, the lack of excellent inheritors of these traditional ethnic cultures or crafts will easily lead to the situation of "people go singing and rest, people die and art is absolute".

In today's world, economic globalization inevitably leads to the globalization of international cultural exchanges. In today's world, China is increasingly entering the center of the world stage. At the same time, it will also face the risk of westernization and differentiation. At the same time, our country is in and will be in the primary stage of socialism for a long time. The mainstream values are vulnerable to unprecedented shocks due to the surge of various social trends of thought. Although we have made remarkable achievements in economic construction since the reform and opening up, the promotion and development of cultural soft power is not as optimistic as the rapid economic improvement, and Chinese culture is in a weak position.

As a self-affirmation from the heart, self-confidence in Chinese excellent traditional culture is a positive attitude. Only with self-confidence can we have the courage to accomplish the goals and tasks of socialist modernization with Chinese characteristics. Under the background of economic globalization, capitalist powers infiltrate various western political thoughts into developing countries by means of economic expansion and mass media in order to achieve their political purposes. Among them, the most representative trends of thought are neo-liberalism, post-modernism, democratic socialism and new nationalism, which have impacted people's understanding of traditional Chinese culture. At the same time, since the reform and opening up, China's economic restructuring, social value orientation and evaluation standards tend to be utilitarian, secular and diversified, which poses great challenges to the socialist core value system. "Multivariate values give people greater freedom of choice, but also make people's moral judgment blurred, or even reverse the right and wrong. The self-confidence of Chinese excellent traditional culture originates from the success of China's development, and is put forward in the light of the realistic needs of China's cultural development. Only by developing socialist culture with Chinese characteristics in an all-round way can China make further efforts to overcome the difficulties at this stage.

3. The Way of Integrating Chinese Excellent Traditional Culture into New Era Culture

3.1 Strengthen People's Identification with National Culture

Cultural identity refers to the recognition of consistency between individuals and individuals, individuals and groups, as well as between individuals and the outside world. It is a process in which

individuals or groups internalize a certain cultural system in themselves and consciously evaluate things and regulate their behavior according to the criteria of the system. Cultural identity is the foundation of the survival and development of a nation and a country. It is not only the source of individual spirit, but also the core force of cohesion of social groups. National identity is "the recognition of national cultural traditions, values, political ideas and national sovereignty by members of a country. This recognition is an important cohesive resource of national consciousness, as well as the political capital of the country's leading group. It is the key to maintain the existence and prosperity of a country's political party."

Globalization of information and internationalization of means of communication have made the cultural dissemination of various countries in the world more and more extensive, the degree of communication more and more deep, and the frequency of communication more and more close. Different national cultures have no choice but to conform to and integrate into this world trend. Western developed countries, owing to their economic and technological strength and their control over information, began to use their set of concepts to evaluate and influence the traditional values of other countries. Developing countries and less developed countries are facing such a strong cultural penetration, which makes it difficult to resist, resulting in a major impact on their cultural identity and severe challenges. We must strengthen people's identification with our national culture.

3.2 Optimizing the Transformation of Chinese Culture into Sinicization, Timing and Popularization

Culture is a kind of immaterial, its transmission and inheritance need a certain carrier, we can choose a rich and colorful cultural carrier, one book, one painting, one person and one scene can become the material carrier of culture; at the same time, the way of cultural expression can be colorful, sound, image, photoelectricity and other can be used to highlight the charm of culture. Whether it is the carrier of culture or its expression, it should be combined with modern and contemporary characteristics, and adopt some methods that can be accepted and appreciated by the public to optimize the transformation of Chinese culture into Chinese, contemporary and popular culture.

Since the Eighteenth National Congress of the CPC, the new leading group of the CPC Central Committee, with General Secretary Xi Jinping as its core, has repeatedly stressed that in the new era we must vigorously promote the excellent traditional Chinese culture and better promote the construction of socialism with Chinese characteristics. In the report of the Nineteenth National Congress, Comrade Xi Jinping clearly pointed out that "we should dig deeply into the ideological concepts, humanistic spirit and moral norms contained in the excellent traditional Chinese culture, inherit and innovate in accordance with the requirements of the times, so that the Chinese culture can show its permanent charm and style of the times."

3.3 Use Modern Scientific and Technological Means to Make the Excellent Traditional Chinese Culture "Live" in the Present

In daily life, we should firmly grasp the mainstream media and self-Media positions, and use modern scientific and technological means such as the Internet to make the excellent traditional Chinese culture "live" in the present. We should actively use the propaganda positions of radio, television, various APPs, and various propaganda boards to carry out the propaganda work of Chinese excellent traditional culture in a normal way, and guide people to consciously establish basic moral norms such as abiding by rules and regulations, being courteous and trustworthy, solidarity and mutual assistance, so as to make media culture an important means of promoting the theme of Chinese excellent culture.

3.4 Develop Colorful Activities and Turn Inheritance into Endogenous Motive Force

We will carry out various thematic activities with the theme of traditional Chinese culture in a planned way, and strive to integrate excellent traditional Chinese culture into people's daily learning and life. We should fully develop and utilize public service facilities such as red patriotic bases, museums and memorials, make full use of national day, Mid-Autumn Festival and Dragon Boat

Festival, and carry out a series of activities with the theme of inheriting and promoting Chinese traditional culture. While fully promoting Chinese traditional culture, we should deepen people's understanding of the Party and the country. Family identity, so that cultural heritage has a continuous endogenous power.

4. Summary

The culture of the new era is not a newly created culture in the new era, but deeply rooted in the excellent traditional culture of China and developed from the excellent traditional culture of China. Excellent traditional Chinese culture is our foundation. No matter what difficulties we encounter, we should always adhere to the excellent traditional Chinese culture and carry it forward.

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