

Research on Cultural Confidence of College Students under Xi Jinping's Thoughts in New Era

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Abstract: Cultural confidence is the foundation and soul for the national long-term development, and it is the deeper, more durable and basic strength. Contemporary college students, as the pillar and hope of the nation, shoulder the great responsibilities of national rejuvenation. To firmly develop cultural confidence is of pragmatic significance for cultivating college students to realize the "Chinese Dream" of great rejuvenation of the Chinese nation and build a socialism powerful cultural country.

Culture has always been an important cornerstone of a nation's inheritance and development, the bloodline of a nation's long history and the spiritual home of the people. At the 95th anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping pointed out that "to stay true in the mission and forge ahead, we must adhere to the road confidence of socialism with Chinese characteristics, theoretical confidence, institutional confidence and cultural confidence, persist in the party's basic line, and push forward the great cause of socialism with Chinese characteristics." It can be seen that cultural confidence is the inherent requirement and inevitable result of road confidence, theory confidence and institutional confidence, and it is a deeper, more durable and basic strength. After the 19th National Congress of CPC, Xi Jinping calls on to firmly develop cultural confidence. Without the high confidence of culture and prosperity of culture, there is not the great rejuvenation of the Chinese nation.

1. The Introduction to Cultural Confidence

What is cultural confidence? It is to identify and firmly develop the vitality, influence and creativity. "Cultural confidence essentially refers to a conscious psychological identity, firm belief and correct cultural mentality." It is the confidence for the value, capacity and future of culture, and it is a inherent spiritual force. The culture of cultural confidence is the culture in national meaning. In other words, cultural confidence is the confidence for national culture, and the conscious belief and calm mindset of self-value, self-capacity and self-development in cultural aspect.

Some scholars think that cultural confidence is the high affirmation of cultural connotation, and the firm belief for cultural features and vitality. Its characteristics are reflected in these three aspects, including the respect and sense of pride for culture, the courage and boldness to absorb and transform foreign culture, and the sense of respect and confidence for the prosperous development of culture. In the new era, to firmly develop cultural confidence is to combine with current construction of Chinese socialism culture, firmly believe that people is the subject of cultural construction, and firmly develop the confidence of Chinese splendid traditional culture.

2. The Current Status of Cultural Confidence of Contemporary College Students

Contemporary youth shoulder the great mission of national prosperity, national rejuvenation and people's happiness. The youth is strong and the country will be prosperous. The younger generation has ideals, skills, and responsibilities, and the country will have a future and the nation will have hope. College students are the force and successor of the development of socialism cause with Chinese characteristics, the important group of socialist cultural construction, the national important talent resources, and the hope of the nation and the future of country. Their cultural confidence and

ideological and political quality is directly related to realizing the “Chinese Dream” of great rejuvenation of the Chinese nation.

In modern times, information develops rapidly, social development speeds up, communication between people is more convenient, and countries are closely related to each other. The economic globalization brings the impact of western multi-culture, the ignorance of national culture, and excessive pursuit of material benefits because of economic confidence. With the advent of network information era, more and more students are used to obtaining information from Internet. The multi-culture generates students’ curiosity. Students lack attention and in-depth understanding of national culture, the confidence of national culture and how to cultivate and practice cultural confidence.

By random sampling, this paper selects 470 students from three colleges and universities in Xi’an, conducts the questionnaire of “The Cultural Confidence of College Students”, and analyzes the data collected. The results show that, on the whole, college students hold identity attitude toward Chinese traditional culture and socialist culture with Chinese culture, lacking confidence and recognition, and hold the attitude of borrowing and tolerance toward foreign culture, shown in three aspects.

2.1 The insufficient attention on related theories of socialism culture with Chinese characteristics and culture confidence

The advanced socialism culture with Chinese characteristics is national, scientific, and mass culture with Chinese characteristics, guided by Marxism, with the basic goal of cultivating ideal, ethical, cultural, and disciplined citizens, facing modernization, facing the world, and facing the future. The results of questionnaire show that some students pay less attention to socialism culture with Chinese characteristics and lack the understanding of related theories.

According to this survey, in terms of cultural confidence, 60% of college students think that the youth, as the pillar of the times and the successor of the cultural inheritance, shall undertake the mission of cultural inheritance and national rejuvenation. However, about 50% of college students have less understanding of related theories on cultural confidence and know less how to firmly develop cultural confidence.

2.2 The high identification and insufficient confidence of Chinese traditional culture

In this survey, most college students hold identification attitude toward Chinese traditional culture, and show high sense of pride and attention. Specifically, students who like watching TV programs of developing Chinese traditional culture account for 68%, there are 45% of students who like reading ancient poetry and classics, and the percentage of students who think that traditional culture ideology is helpful to their life and study is 80%. It can be seen that Chinese traditional culture takes a place in the ideology of contemporary college students. However, in this survey, almost the half of college students show that they do not know if the inheritance and development of Chinese traditional culture will be impacted in the 21st century, with the close communication of the world, accelerating economic globalization and the introduction of foreign culture, and there is insufficient confidence for the future of Chinese traditional culture.

2.3 The inclusive and opening attitude toward foreign culture

In this survey, students who pursue blindly foreign culture, especially European and American culture, Japanese and Korean culture account for 40%. Specifically, they worship foreign festivals and ignore some Chinese traditional festivals; the language communication mode mixed by English and Chinese is formed in daily communication. They show strong interests in foreign culture, 40% of students think that foreign culture can better inspire curiosity and interests than Chinese traditional culture, and 30% of students believe that foreign culture is correct so long as it is popular. In general, there is the lack of comprehensive understanding of foreign culture, reasonable analysis and capacity of analyzing and differentiating.

3. Measures to Firmly Develop Cultural Confidence for Contemporary College Students

3.1 To be guided by Marxism

As a socialist country, China's cultural ideology should play the role of socialist ideology. The reason why Marxism is the guiding ideology is determined by the scientific, revolutionary and practical nature of Marxism. Marxism was born in Europe in the 19th century. Since its birth, it has been regarded as the guiding ideology and scientific action guideline by the world proletariat. However, the spread of Marxism in any country cannot replace the culture of the country and the nation, which is exactly the development history of this country for thousands of years and the soul and root of this country. Marxism can guide people to accurately recognize and discern the essence and dross of traditional culture, provide scientific value standards to indicate the correct direction for people to inherit and carry forward the excellent traditional culture, fully activate the excellent genes of Chinese traditional culture, and endow the endless vitality for the future. Therefore, contemporary college students shall strengthen the learning of Marxism theory and pay more attention to ideological and political theory courses.

3.2 To be nurtured by excellent Chinese culture

Tradition is a huge force. It is a stable structure preserved in the blood of the nation and is constantly being inherited, exerted and applied. Tradition has influenced the way Chinese people think and influenced China's national spirit. The history of mankind is also a process of constantly breaking old traditions and establishing new traditions. Our traditional culture is popular. The so-called tradition is not a fixed fait accompli, but is constantly changing and advancing with the times. With the development of society and the change of people's concept, there will inevitably be a new culture and a new trend that will change the customs. Culture is created by human beings, and it is a tool to cope with the environment, to adapt to human development and to promote material and spiritual civilization. Chinese traditional culture is profound. It is the spiritual pillar of the Chinese nation, the soul of the nation, the profound foundation for developing advanced socialist culture, and an important support for building a shared homeland for the Chinese nation.

Cultural confidence is definitely not cultural arrogance. Chinese traditional culture has a huge charm and a long history of 5,000 years. The Confucian culture, represented by Confucianism, has profoundly shaped the Chinese people's way of thinking and spiritual character in the long history, vigorously promoted excellent traditional culture, and enhanced the cultural confidence of the Chinese nation. However, for traditional culture, its decaying contents shall also be pointed out. It is necessary to take its essence and discard its dross, and the spirit of freedom, scientific spirit and enterprising spirit in western culture can also be absorbed and learnt.

In contemporary era, the game between big powers is more a comparison of hard power and a comparison of military, economic, and technological strength. However, in the communication of big countries, culture, as soft power, is very important. So the influence of culture is hard to be reflected if just focusing on soft power and ignoring hard power. Our Chinese civilization is attractive for many people. It is the foundation of China's five thousand years and reflects the crystallized wisdom of the Chinese nation. In the new era, along with the process of the great rejuvenation of the Chinese nation, the awakening of the nation, our culture will shine with wisdom, and the cultural soft power will continue to grow. Contemporary college students should combine culture with the national conditions, combine with the national practices, and take a socialist cultural road with Chinese characteristics.

3.3 To extensively absorb western advanced culture

With the economic globalization, China's foreign policy continues to advance forward. In the integration of the whole society, western civilization has been continuously imported into China. With the progress of science and technology, and the output of commodities, the influence of culture is increasing. But throughout the process, western civilization did not replace Chinese civilization. Culture is not a multiple-choice question. It is not "Chinese culture in western use" or "western culture in Chinese use". Chinese and Western civilizations shall be continuously

exchanged and integrated. Contemporary college students shall regard the collision of Chinese and western civilizations from the perspective of inclusiveness and acceptance, absorb the excellent parts of western culture, strengthen the cultural identity of the Chinese nation, and take a socialist culture road with Chinese characteristics.

The socialist culture with Chinese characteristics originates from the Chinese excellent traditional culture bred by the Chinese nation over 5,000 years of civilization history, cast in the revolutionary culture and advanced socialist culture created by the party leading the people in revolution, construction and reform, and deeply rooted in the great practice of socialist with Chinese characteristics. In the process of development, the socialist culture with Chinese characteristics, while strengthening the excellent culture of the Chinese nation, constantly absorbs the scientific, free and enterprising spirit in western culture. To develop socialist culture with Chinese characteristics is to develop a national, scientific and mass socialist culture, guided by Marxism, adhering to the Chinese culture, based on the current Chinese reality, combining with the conditions of the current era, facing modernization, facing the world, and facing the future, and to promote the coordinated development of spiritual and material civilization of socialist. It is necessary to persist in serving the people, serving the socialism, adhere to the blossom of all flowers and contention of a hundred schools of thought, keep creative transformation and innovative development, and constantly create new glory of Chinese culture.

In order to stick to cultural confidence, there should be the wisdom of opening and acceptance, communication and integration, and the willpower of avoiding acting in a Procrustean way and going with the stream. Contemporary college students shall undertake the mission of national rejuvenation and firmly develop cultural confidence.

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