

The Role of Cultural Innovation in Building Modern Value Orientation

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ABSTRACT. *As a form of concept, culture reflects the political economy at a certain historical stage and plays a role in promoting the political economy. Cultural innovation is the driving force for a country's long-term development and an important symbol of the country's spiritual activities. Practicality, criticism and openness are the basic connotation of China's cultural innovation. Practicality is the core, criticism is the direction, and openness is the guarantee. Inheriting and developing Chinese culture should be based on the socialist core values. Start from the value orientation of Marxist values, national spirit and the spirit of the times, guide innovation and development so as to enhance the vitality, inspiration and attraction of Chinese social science through innovation.*

KEYWORDS: *Cultural innovation, Connotation, Value orientation*

1. Introduction

Culture is people's concept and spiritual activities and their products, which is created in practice. Culture is a unique phenomenon that distinguishes human beings from the natural world and is the embodiment of people's spiritual strength. As the spiritual strength for people to transform the world, culture should seek its own development in practical activities, and innovation becomes the internal driving force for the development of the whole culture and even the social development. Culture is increasingly becoming an important factor in the competition of China's comprehensive national strength and international status. The 19th National Congress made new arrangements to promote cultural innovation, requiring that cultural construction should be based on stimulating cultural creativity. However, in the field of innovation at present, there is a wrong idea that emphasizing politics and economy and ignoring cultural concepts. At the same time, the connotation in cultural innovation pays attention to western cultural philosophy and ignores the guidance of Marxist cultural theory. In terms of value orientation, it is divorced from the Chinese spirit and blindly pursues the world value identity, which hinders the great development of China's cultural innovation. This paper believes that only by truly grasping the connotation and value orientation of cultural innovation can we truly achieve the goal of building a socialist cultural strength country and realize the great rejuvenation of Chinese social sciences.

The basis of cultural innovation is social practice, and innovation is the requirement of the development of culture itself. Therefore, culture is the basis of cultural innovation. Chinese cultural innovation is based on the content of Chinese culture. Cultural innovation is to analyze the cultural content, which is the fundamental way of cultural innovation. Hu Jintao talked about promoting the great development of Chinese culture, and pointed out that inheritance is the basis and innovation is the key. These two are the conditions for the cultural development and survival of any country in the world. At present, there are three main contents of Chinese culture: Chinese traditional culture, Marxist culture, foreign western culture and modern thoughts. These together form modern Chinese culture.

Cultural innovation must inherit the traditional Chinese culture, which is a kind of culture that reflects the unique national temperament and image formed by the development and changes in social practice from the ancient to the present. It is a summary of all the ideas and spiritual characters that emerged in the historical process. Any nation anywhere in the world has its own traditional culture. The Chinese traditional culture is precisely produced in the Chinese civilization created by the ancestors of the Chinese nation, and has been passed on to this day, with distinct national characteristics. Chinese traditional culture takes Confucian culture as its core, including various schools of thought and the foreign culture absorbed later, and various folk culture forms, forming a unique traditional culture in China. For traditional culture, we should pay attention to two aspects: first, we cannot stick to traditional culture and refuse cultural innovation. No culture is perfect. Culture needs constant development and improvement. Second, no one can deny traditional culture and only talk about cultural innovation. Any culture has its source and its own law of development. Any form of cultural innovation also needs to find its own source of innovation. Cultural innovation cannot be separated from the inheritance of traditional culture. Inheritance is not an exact copy, but an innovation in the development of traditional culture. This is the way to truly inherit traditional culture.

Cultural innovation should be based on Marxist culture, which is the core of modern Chinese culture. As the cultural core of feudalism, Confucianism in traditional culture has been abandoned by Chinese society with the development of the times. The current Marxist culture, as a modern culture, is adapted to China's social practice. Marxist culture includes three aspects: the first is the cultural view of dialectical materialism and historical materialism. Marx defines the concept of culture and its related thoughts, reveals the logical relationship between culture and nature, culture and economy, culture and politics, and develops the general and special laws of culture in human society. The second is the people-oriented view of culture. Marx believes that people are the main body of culture. A culture without people cannot be called culture. The relationship between culture and people is the most important relationship of culture. Culture serves people's practice and is created by people in practice. The third is the cultural view of spiritual production. Economic basis determines superstructure. Human production contains culture. Production includes material production and spiritual production. The relationship and laws between the two also represent Marx's cultural thoughts.

2. Cultural Innovation

Cultural innovation is developing continuously in communication, so what kind of connotation does China's cultural innovation have and what kind of characteristics does it contain? Academic colleagues have interpreted it from different angles. At present, the main point of view is to study the connotation of cultural innovation from the analysis of literature and western cultural philosophy. These viewpoints are undeniably advanced and effective, but they do not involve the core Marxist culture of Chinese culture. As the ideology of Chinese spiritual life, Marxism should occupy the most important position in cultural innovation. Only by understanding culture from the perspective of Marxist cultural view can we get the true connotation of Chinese cultural innovation.

China's cultural innovation is practical. Practice is the core concept of Marxist epistemology, and practicality is also the point of view that Marxism is different from other thoughts in dealing with things. Zygmunt Bbauman believed that "culture is a way of human practice that integrates knowledge and purport." In Marxism, social existence determines social consciousness, cultural innovation and cultural innovation is the conscious activity that human beings produce after they know the world and transform it. Practice, as a development process, puts forward different requirements for cultural innovation in different historical stages, which has become an era subject of cultural innovation. Therefore, cultural innovation cannot be separated from practice. Only through continuous spiritual production, communication and development in practice can cultural innovation have vitality and competitiveness. Practice cannot be without cultural innovation, which provides guidance and purpose in practice, so that practice can better transform the world. Cultural innovation carries out the practicality in real production, and the combination of cultural innovation and practice does not only make the innovative meaning have cognition from thought but also from reality. The practice embodies the cultural innovation, which is practical and generates the practice connotation of socialist cultural innovation and creates a new practice paradigm of cultural innovation.

Cultural innovation has a critical character. If practicality is the realistic meaning of Marxism embodying cultural innovation, then criticism is the revolutionary meaning of cultural innovation. The primary task of cultural creation is to understand the culture in reality and the shortage of cultural conditions, develop culture in criticism, deny on the basis of the original culture, and finally realize cultural innovation. So, where is the criticism of cultural innovation embodied and what is the difference between this and Marx's cultural criticism? Cultural innovation focuses on human criticism. Cultural criticism attempts to analyze the concept of human beings from the alienation of human beings. Marx believed that the cultural criticism of "the opposition between freedom and self-reliance, consciousness and self-consciousness, and object and subject" pushed out the alienation of labor from the perspective of human alienation and pursued a kind of human liberation. The aim of the criticism of cultural innovation is of course the all-round development of human beings, but in the path, more emphasis is placed on

the changes derived from alienation. We must realize that we cannot criticize for the sake of criticism, but truly understand the essence of human beings from criticism.

Cultural innovation is open, which is the basis reason why Marxist theory is still full of strong vitality. The openness of cultural innovation is the expression of understanding reality. For cultural creation, understanding the cultural situation is the premise of innovation. The starting point of Marxist culture is not the metaphysical “absolute spirit”, but the real people. Marx said in *German Ideology* that “the premise we started to talk about is not arbitrary, not dogma, but some realistic premise that can only be put aside in imagination. These are some real individuals, their activities and their material living conditions, including the material living conditions they already have and created by their own activities. “A clear understanding of reality becomes an open condition that must be carried out in a clear understanding of reality. Then cultural innovation is our concrete actions to face up to many realistic problems in our current culture.

3. Conclusion

Cultural innovation must stick to its value orientation. Value orientation is the the concept form of value that culture chooses to become, which plays a guiding role and value measure in practical activities. Therefore, what kind of value orientation reflects what kind of culture, cultural innovation is based on its own culture, and value orientation directly affects the development way and ultimate goal of cultural innovation. Any country's value orientation is applicable to its own national culture. China's cultural innovation must conform to China's modern value orientation. Especially in the current context of cultural globalization, insisting on China's own cultural value orientation is the key to cultural innovation.

Cultural innovation should set up Marxist values, which are an important part of Marxist philosophy and the guiding ideology for the development of Chinese culture. If we set up Marxist values, we can understand the goals and tasks of the current Chinese cultural innovation. People's social status and environment are different, so value orientation is different. In class society, value orientation also has class nature. The cultural value orientation of western capitalist countries is the pursuit of capital, and the values of egoism and “money first” have become the core point of western culture. Since China's reform and opening up, with the increasing frequency of cultural exchanges with the international community, the trend of diversification of values is inevitable. Therefore, in today's diversified culture in our country, the main values of our country should vigorously advocate the values of Marxism. Because Marxist values provide the most correct methodology and world outlook for Chinese culture and guide the way forward for cultural innovation. Marxist values are the values of advanced culture in three aspects: first, Marx advocated the free liberation of human beings. In the final analysis, cultural innovation is a better practice for people. On freedom, Marx believed that “every progress in culture is a step towards freedom.” The freedom and liberation of human beings is Marx's lifelong pursuit and the basic stand of Marxist values. Second, balance the relationship between individual and collective. Cultural innovation will inevitably damage the interests of

some people in its development. How to balance this relationship? Marx believed that only in a socialist society one can display talents. Human development cannot be separated from collective development. Individuals and collectives are interactive. Third, the pursuit of social fairness and justice. Fairness and justice are the common value orientation of people and the development direction of cultural innovation, but under the capitalist value of profit, it is impossible to truly realize fairness and justice. Socialism pursues the equality of human beings, and at the same time, it also pursues true fairness and justice.

In the speech at the UN General Assembly, General Secretary Xi Jinping pointed out: “Without the inheritance and development of civilization, without the promotion and prosperity of culture, there will be no realization of the Chinese dream.” If we want to realize road confidence, theoretical confidence and institutional confidence, we need constant cultural innovation. Cultural innovation develops the current Chinese cultural system with connotation, which digs deeply into the traditional culture at home and abroad, and needs to create a new concept of integrating China and foreign countries. We firmly believe that continuous innovation in culture will definitely create new splendor in Chinese social sciences.

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