

A Study on the Value of Cultural Self-confidence Cultivated by the Rise of "National Tide"

Guo Lin, Liu Hao, Wei Yong*

College of Political Science and Law, Xinjiang Normal University, Urumqi, 830017, China

*Corresponding author

Abstract: Culture, as a country's soft power, internally condenses the hearts and minds of the people, and externally displays the "image of a big country". In recent years, "National tide" has quietly emerged carrying Chinese culture. Boosting the development of "National tide" aims to strengthen cultural confidence. However, cultural inferiority and dregs restrict the development of "National tide", the growth space of "National tide" is not fully expanded, and the "pseudo-National tide" hinders the rise of "National tide", which restricts the cultivation of cultural confidence. To lead the "National tide" and strengthen cultural confidence, we should take some measures such as inheriting and developing excellent traditional culture, expanding the "National tide" development circle and strengthening the guidance of socialist core values of enterprises.

Keywords: "National Tide"; Cultural confidence; The Chinese culture

1. Introduction

The report to the 19th NATIONAL Congress of the CPC clearly points out that without a high degree of cultural confidence and without the flourishing of culture, there will be no great rejuvenation of the Chinese nation.^[1] The fifth Plenary Session of the 19th CPC Central Committee proposed the strategic goal of strengthening cultural confidence, flourishing cultural undertakings and cultural industries, improving the country's cultural soft power, and building China into a cultural power by 2035. This shows that to promote the prosperity of socialist culture and realize the great rejuvenation of the Chinese nation, we must uphold cultural confidence.

In recent years, the phenomenon of "National tide" has developed, from the beginning attached to brand products to now throughout the cultural development of various industries. The emergence and development of "National Tide" not only undertakes the mission of the rise of Chinese brands and Made-in-China, but also highlights the Chinese culture and Chinese wisdom contained in "National Tide" brand products and cultural activities, which improves citizens' recognition of Chinese culture to a certain extent, and thus enhances citizens' cultural confidence. At the same time, the improvement of self-cultural recognition will enhance citizens' recognition of "National Tide" cultural activities and their favorable impression of "National Tide" brand products, thus promoting the better development of "National Tide". In this way, a benign model of mutual benefit is formed, which to some extent promotes the in-depth development of "National tide" activities, and ultimately improves citizens' cultural identity and strengthens their cultural confidence.

2. The cultural connotation of "National tide"

"National Tide"-- "National" refers to Chinese elements and "Tide" refers to trends. In short, "National fashion" refers to trends with Chinese elements. Through the in-depth exploration of "National tide", we can find its deep cultural deposits and infinitely rich cultural factors -- Chinese art, Chinese spirit, Chinese wisdom..... These are the treasures of Chinese culture and the core of the emergence and development of the phenomenon of "National tide". In the process of communication and development, "National tide" acts as a carrier of cultural communication. It shows Chinese culture in the form of fashion brand products, film entertainment and cultural activities, improves citizens' cultural identity and shows strong cultural confidence.

2.1. "National tide" contains Chinese culture

Cultural confidence is the foundation. Chinese culture has penetrated deep into the hearts of millions of Chinese people. It is the gene and soul of Chinese culture.^[2] Chinese culture is the soul of a country and a nation. "Governing oneself with Taoism and governing the world with Confucianism" is the core positioning of Ancient Chinese Confucianism and Taoism culture, representing the depth and breadth of Chinese culture. Following the trend of "National trend", The Chinese brand launched the "Splendid" series of products, drawing inspiration from Confucian and Taoist culture and painting "plum, orchid, bamboo and chrysanthemum" on the products in the way of traditional Chinese ink painting, implying that people should be noble and noble, virtuous, modest gentleman, mountain hermit, It expresses the basic moral qualities of Benevolence, righteousness, propriety, wisdom and faithfulness of Confucianism, and the basic way of life of Taoism, which is self-consciousness, adaptation to nature and quietness. With the help of the rich content and perfect system of traditional Chinese schema symbols, "National Tide" excavates the cultural essence of the Chinese nation accumulated over thousands of years, shows the broad and profound Chinese culture, and demonstrates the high recognition and firm confidence in Chinese culture, traditional virtues, literature, art and technology.

2.2. "National tide" contains revolutionary culture

Revolutionary culture is a socialist value-oriented culture led by the Communist Party of China, guided by Marxist theory and with "revolution" as its spiritual core. The spirit of party establishment, Jing gang shan spirit, Yan 'an spirit and Xi bai po spirit are the most representative in revolutionary culture. General Secretary Xi Jinping attaches great importance to revolutionary culture and has stressed on many occasions that we must make good use of and inherit red resources and red genes. To build "National tide" as the red carrier of spreading revolutionary culture, it is necessary to strengthen the confidence of revolutionary culture, carry forward the revolutionary spirit, tell good red stories and inherit red genes.^[3] In order to inherit revolutionary culture and remember revolutionary martyrs, on the occasion of the centenary of the founding of the CPC, the CPC Central Committee, local governments, party and government organs and colleges and universities have carried out various "National tide" cultural activities to eulogize the great CPC. Social practice activities in the Red Holy Land, Party history study and education activities, red film and television exhibition, red revolutionary opera singing, original revolutionary theme animation collection activities, etc. All kinds of activities will extol the Chinese Communists' revolutionary spirit of fearlessness, advancing one after another, fighting bravely and facing death with indifference, as well as their ambition and determination to transform the world.

2.3. "National tide" contains advanced socialist culture

The COMMUNIST Party of China must firmly grasp the orientation of advanced culture and take it as its mission to raise the banner, gather the people's support, educate new people, revitalize culture, and display its image.^[4] Core socialist values are the essence of advanced culture and represent the direction of advanced culture. We should use core socialist values to gather strength and build character, and the core of cultural confidence is confidence in values. Under the background of "National tide", the online payment platform continues the New Year tradition with the activity of "Collecting the five blessings and welcoming the New Year". Based on the National level, "FuQiang Fu" and "HeXie Fu" symbolize the prosperity and strength of the motherland and the harmonious and beautiful society; Based on the personal level, the "patriotic blessing", "friendly blessing" and "professional blessing" imply that citizens have the initial patriotism, friendship, harmony, love and dedication to their jobs. The "Five Blessings" will help the development of the "National tide", and the core socialist values will lead the ideological trend and build consensus. Core socialist values are ideals, beliefs and ethical norms shared by the whole of society, and provide spiritual impetus for social ideological change and cultural reform and innovation.

3. The restrictive factors of cultivating cultural self-confidence with the rise of "National tide"

The rise of "National tide" has a gradually mature development process, and some problems have been exposed in practice that restrict the cultivation of cultural confidence. Clarifying the restrictive factors of cultivating cultural confidence in the rise of "National tide" has a positive effect on correcting deviation and guiding "National tide" to exert positive energy.

3.1. Cultural inferiority and dross restrict the development of "National tide"

The Confucian thought of "no profit, no reform" has long imprisoned Chinese people's thoughts. They do not understand cultural introspection, and let the traditional culture become more and more corrupt over time, and finally immersed in the "sauce jar".^[5] This is extremely detrimental to the development of "National tide", the promotion of cultural inheritance and the strengthening of cultural confidence. In modern times, advanced thinkers and politicians tried their best to get rid of the old system, old culture and old ideas of feudal superstition, and changed the backward appearance of Chinese society and the humiliating status of the international society, which to some extent impacted Chinese traditional culture, and Chinese people inevitably had doubts and self-abasement towards their own culture. Although Today's China's international status is constantly improving, its voice is gradually increasing, and China is changing to actively participate in the formulation of international rules and committed to building a community of shared future for mankind, the psychological impact of cultural inferiority still exists. This cultural inferiority mentality can lead to the development of Chinese culture in the United States is the "tide" in the lack of energy, cannot show their active and actively, such as rich of confused traditional Chinese culture in the development of "the tide" has not been reflected, Yin and Yang to reconcile whether science, pulse recipe widely questioned whether effective, there has been no cognitive deep cultural connotation of traditional Chinese medicine. This shows that the traditional culture in the development of "National tide" can't be fully expressed.

It is one of the preconditions for firm cultural confidence to correctly distinguish and explore the essence and dregs of culture. Essence and dregs refer to the relative distinction of usefulness to the political system, economic development, ideology and culture of the society at that time in a certain historical scope. Tailor-made for traditional society the old rules and regulations, the old culture ideas, such as three cardinal guides the p5 and feudal theocracy, a large part of the now advocates freedom, democracy, equality of the new socialist era doesn't work, is the essence of the traditional society pursues in the era of the development of the current is transformed into dross, can't in conformity with the current society advocated values. If the subjects of "National tide" activities only focus on economic interests and are superficial, they cannot correctly distinguish between cultural essence and dregs, which has certain constraints for promoting ideological and cultural renewal, promoting "National tide" to spread Chinese culture, and thus achieving the goal of firm cultural confidence.

3.2. The growth space of "National tide" is not fully expanded

The growth space of "National tide" is not fully expanded mainly because the scope of "National tide" audience needs to be expanded. On the one hand, for "National fashion" products, the street style design is suitable for the majority of young consumer groups, and the thick and heavy color color collocation is far from the dress requirements of formal occasions, which indicates that some "National fashion" products do not conform to the general aesthetic standards of citizens, resulting in a relatively small audience circle. Citizens on the other hand for some "the tide" have no opinion, cultural activities, such as the popular rap music and similar variety show, intended to show the Chinese culture in different ways, promoting China's original towards the world, but the innovation of the mode of transmission and the citizen's thinking curing, lead to citizens for similar "the tide" activity is repulsive.

Secondly, the offline development of "National tide" is relatively bleak. Giants on the one hand, a lot of online sales, after the formation of traditional offline entity shop has run into a survival plight, entity shop for innovation, product on the new rate is low, shop rent, etc all kinds of high cost, combined with the electric business platform rise a huge impact on the real shops, lead to a lot of department stores and shopping centers are closed, Thus, consumers' shopping concepts and ways are changed, which leads to the lack of soil for the survival and development of "National tide" brand offline. On the other hand, the influence of "National tide" offline cultural activities is limited. For example, in 2019, The theme of "Let the city Understand the Mountain, Let the world Understand China" was held in Long hu, Zhejiang Province, aiming to create new art and creativity with the ingenuity of the nation and bring the world intangible cultural heritage in the mountains into the city. In 2020, the "North Railway Station Chinese Tidal Theater Festival" will be held in Jing 'an, Shanghai, aiming to inherit the quintessence of Chinese culture and show Chinese culture. Although such offline "National tide" activities were successfully held and had profound significance, they only stayed in a narrow field with certain limitations and regionalism, insufficient publicity and limited influence.

3.3. The trend of "fake countries" hinders the pace of cultural development

Those high-quality products and activities that truly reflect Chinese culture are called "National tide", while those fake cultural products and activities that only earn profits but are not worthy of the name can only be regarded as "fake National tide", which is also the main restricting factor affecting the promotion of cultural development of "National tide". For example, enterprises have a wrong understanding of the phenomenon of "National tide", and the product quality problem of "National tide" is easy to be ignored. Influenced by the "conformity effect", after a hot spot appears, more people tend to follow the trend. "The tide" market is no exception, many companies want to borrow the wind of "the tide" make a surplus, but they lack of China's cultural "soul" and "god" of deep cognition, they "such as" the tide "banner, its background of neon lights, such as ghosts, Japanese yamato-etheme to create "pseudo National tide" product, Taking advantage of the young people's pursuit of maverick and different mentality, and crowding out the "National tide" market at a lower price to make profits, hindering the "National tide" to promote cultural development and strengthen cultural confidence.

Secondly, "fake tide" in business only economic benefits and ignore product quality problems. In developing "China tide", didn't get much attention to the quality of your goods, the earliest launch of "the tide" product "Taobao" of the imperial palace in December 11, 2018 new palace make-up on Taobao mall, because of its gorgeous grace packing once the love of consumers, but according to the consumer the follow-up, the imperial palace make-up compared with other same price brand product experience is poorer, There are many problems. Finally, on the night of January 5, 2019, all cosmetics products were removed from the "Palace Museum Taobao" and temporarily suspended production. The "pseudo-state tide" has seriously restricted the development of the "state tide", damaged the image of Chinese culture in the hearts of citizens, and has a great hindrance to the inheritance and development of Chinese culture and the construction of a cultural power.

4. Measures to cultivate cultural confidence in the rise of "National tide"

On the basis of clarifying the factors restricting the rise of "National tide" to cultivate cultural confidence, targeted measures to cultivate cultural confidence are put forward, which will help enhance citizens' identification with Chinese culture, promote the persistent development of Chinese culture, strengthen cultural construction, enhance citizens' National pride, and strengthen cultural confidence.

4.1. Inheriting and developing fine traditional culture and strengthening cultural confidence

To carry on and develop fine traditional culture and strengthen cultural confidence, we need to make Chinese culture "live" in the process of modernization, re-examine the supporting role of Chinese culture in the process of modernization, and ensure that Chinese culture stands firm in today's times and keeps pace with The Times.

To strengthen cultural confidence, first of all, we need to dig deeper into the fine traditional Chinese culture and ensure that Chinese culture enjoys widespread acceptance. On the basis of enhancing the identity of Chinese culture, we should adhere to rational thinking and always maintain a critical and innovative attitude, take the essence and discard the dross from traditional culture, eliminate the false and retain the true, make continuous progress with The Times, and make the "old" culture glow with new vitality in the baptism of time. Secondly, we should untie the binding rope of culture and let Chinese culture come out. Citizens must first break heart for a long time accumulation of cultural inferiority complex, enhance self-confidence, pride, the Chinese culture that confidence is not a cultural monism, splitting, more than cultural isolation, must have the nation is the world, from National to widen the vision of the world, to bo, director of hundreds of oneself of the short, enhancing the cultural tolerance and reduce its repulsive, We will promote exchanges between Chinese culture and the cultures of the rest of the world and get rid of the dilemma of being unable to get out." China tide" is not a flash in the pan, shall be on the basis of inherit the outstanding traditional culture development innovation actively, will the Chinese culture essence into trend products, cultural activities, to the product as the carrier, activity leads to promote the development of "the tide" better, thus improve the citizens of the Chinese traditional culture identity, more effectively firm cultural confidence.

4.2. Expand the "National tide" development circle and strengthen cultural construction

It needs more platforms, resources and policies to help it gradually mature and improve. It needs to

strengthen cultural construction, expand the development circle of "National tide", break through the online circle and minority circle, expand to the offline circle and the public circle, and exert influence in more circles.

Expand the development of "the tide" spheres of first product designers and organizers have profound cultural reserves and a high degree of cultural self-confidence, to achieve mastery through a comprehensive study of the Chinese culture to create many model, product styles and more recreational activities, meet different age, different people demand for "China tide" culture, under the theme "China tide" to strengthen the construction of culture, In order to improve the cultural identity of citizens and strengthen their cultural confidence, we should spread Chinese culture in a way that the people like to see. Secondly, let the "National tide" active offline, not only rely on its own survival and development, but also to give full play to external forces, especially the state's macro-control ability. The government should strengthen policy and financial support for offline stores of enterprises, strengthen market supervision of "National tide" to a certain extent, raise the threshold of "National tide" access standards, and remove "fake National tide" products, so that "National tide" not only "live", but also "live" real. For some "National tide" cultural activities, we can strengthen the dissemination through exhibitions, live broadcasts and other ways, so as to truly let "National tide" approach everyone and further enhance the cultural recognition and cultural confidence of citizens.

4.3. Strengthening the guidance of core socialist values in enterprises

To promote the development of "National tide", strengthen cultural confidence, enterprises should be based on socialist core values, strengthen the guidance of corporate socialist core values, and enhance National identity and social responsibility. The right path is at the heart of the remarkable achievements in China's socialist cause.

To help "the tide" development to strengthen the construction of cultural confidence mechanism, a new era enterprises should insist on xi new age the ideas of socialism with Chinese characteristics, adhere to cultural confidence the fundamental^[6], adhere to the direction of the development of the socialist culture, insist to serve for the socialism, the historical mission of serving the people, enhance China's cultural identity. On the one hand, while accurately grasping the opportunities brought by market environment changes, enterprises should not blindly follow the trend, but also dare to face and solve the accompanying challenges. To have mind, have bear, there is knowledge, reading a good book of "with the word" at the same time, more want to learn the book of "no words", set up the correct "combination", should be "unjust and rich and noble in my clouds" state, in the right way to spread the Chinese culture, can't be completely negative enterprise borrow "the tide" for the practice of economic interests, but more should pay attention to social benefits. On the other hand, enterprises should have their own cultural beliefs. Every successful enterprise attaches great importance to the establishment of corporate culture, especially the establishment of corporate values. In this way, culture can be properly imported into the market economy, Chinese culture can be more firmly embedded in "National tide" products, help the rise of "National tide" to cultivate cultural confidence, and convey Chinese culture and tell Chinese stories well.

5. Conclusions

Xi Jinping has stressed that cultural confidence is more fundamental, broader and deeper. As a carrier of displaying Chinese culture and spreading Chinese spirit, "National tide" plays a subtle role in enhancing citizens' cultural confidence. The fine traditional Chinese culture represented by Confucianism, Buddhism and Taoism, the revolutionary culture bred by the people under the leadership of the Communist Party of China in the course of revolutionary construction and reform, and the advanced socialist culture are all important components of Chinese culture. In the process of practical development, there are some factors restricting the cultivation of cultural confidence, such as citizens' cultural inferiority complex, cultural dregs restricting the development of "National tide", relatively sluggish offline development of "National tide" leading to insufficient expansion of growth space, and the emergence of "pseudo-National tide" by enterprises in order to earn profits and hinder the rise of "National tide". In the aspect of cultivating cultural self-confidence, the rise of "National tide" can inherit and develop excellent traditional culture and insist on critical innovation. Expand the development circle of "National Tide", break through the development from online to offline circle, and strengthen the publicity; Measures such as strengthening the guidance of enterprise socialist core values will promote the better and faster development of "National tide". Process of China's rise is in the midst of the cultural

power, the power mechanism to nurture cultural confidence rise of "the tide", must be rooted in Chinese culture essence, focus on the world development trend, and the road of socialism with Chinese characteristics, closely combined with the theory and system, to cultivate strong cultural confidence, "the tide" development power implementation power of socialist culture.

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