

# The Practical Significance of Cultural Confidence Leading Cultural Inheritance and Development

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**Abstract:** Cultural confidence is the full affirmation and active practice of the cultural values of a nation, a country and a political party, and the firm confidence in the vitality of its culture. The theory of cultural confidence is rich in connotation and profound in thought, which will run through all levels of building a strong socialist cultural country, and is a theoretical guide for building China spirit, China value and China's strength in the new era. It is of great practical importance to lead the development of cultural heritage with cultural confidence, to lay the foundation of strong national power for cultural development, to build a new era of thought leadership, to open up a unique development path for cultural prosperity, to promote the prosperous development of cultural undertakings and industries, to promote the general improvement of national cultural quality, and to enhance the theoretical consciousness of building a strong cultural nation.

**Keywords:** Cultural Confidence; Excellent Traditional Culture; Inheritance and Development; Practical Significance

## 1. Introduction

The accumulation of five thousand years of history has made the Chinese nation create a splendid culture. From the perspective of theoretical value, the excellent traditional Chinese culture has rich levels and broad connotations [1]. Even today, the great national spirit contained in excellent traditional culture still provides strong spiritual motivation and value support. The theory of cultural confidence is rich in connotation and profound in thought, which will run through all levels of building a strong socialist cultural country, and is a theoretical guide for building China spirit, China value and China's strength in the new era. Cultural confidence needs the nourishment of excellent traditional culture. Only by rooting in the fertile soil of excellent traditional culture and combining with the requirements of the times to carry out innovative development and creative transformation can cultural confidence be promoted in the longer term. We should strengthen cultural confidence, promote the creative transformation and innovative development of the excellent traditional Chinese culture, inherit the revolutionary culture, develop the advanced socialist culture, and constantly create new glories in Chinese culture and build a socialist cultural power.

With the progress of society and ideology, how to inherit and develop China's excellent traditional culture has become an issue to be faced and solved in the new era [2]. It is necessary to innovate propaganda means, expand the influence of Chinese excellent traditional culture, make full use of mass media and provide more space for the propaganda of Chinese excellent traditional culture with the network as the carrier. It is necessary to optimize the learning environment, enhance the cognition and recognition of Chinese excellent traditional culture, and lay a solid foundation for the inheritance and development of Chinese excellent traditional culture. It is necessary to strengthen our cultural confidence, dialectically treat the relationship between foreign culture and Chinese traditional culture, keep a clear head in the face of the cultural infiltration of the United States and Western countries, participate in the world's multi-ethnic cultural exchanges and learn from them, and constantly enrich and expand the treasure house of Chinese excellent traditional culture. It is necessary to promote the creative transformation and innovative development of Chinese excellent traditional culture, process and transform traditional culture, supplement the missing parts in self-examination, enrich the connotation of Chinese excellent traditional culture, add new vitality to Chinese excellent traditional culture, and give spiritual strength to achieve cultural confidence.

## **2. Lay a Strong National Strength Foundation for Cultural Development**

As a superstructure and social ideology, culture promotes the development of social productive forces by consolidating and developing the corresponding economic foundation, lays a material foundation for enhancing comprehensive national strength and provides the necessary spiritual conditions [3]. Cultural confidence is the endogenous power to realize human development. When people form their cultural identity in their minds, they will strengthen their cultural confidence, establish a sense of caring for the future and destiny of the country and society, stimulate their inner spiritual strength, build up their ideals and beliefs, and shoulder the social responsibility and the responsibility of the times. Cultivate strong cultural creativity with a strong cultural country and inject fresh water into the great rejuvenation of the Chinese nation. "The key to building a socialist cultural power is to enhance the creative vitality of the whole nation's culture." This important conclusion provides a basic basis for building a socialist cultural power.

Under the general pattern of globalization, the position and role of culture in the competition of comprehensive national strength are more prominent. On the road to the rejuvenation of the Chinese nation, only by prospering culture can the national cultural security be maintained. Therefore, building a socialist cultural power is an inevitable choice for the Chinese nation to pursue self-improvement and for the rejuvenation of the Chinese nation. On the basis of growing economic strength, material civilization and spiritual civilization should be grasped at the same time to effectively enhance cultural strength. To win the initiative in international competition, cultural advantages must be formed as soon as possible to continuously enhance the overall strength of culture and expand its international influence. Under the background of frequent cultural exchanges and confrontations in the world, occupying the commanding heights of global cultural development can take the initiative in the fierce international competition, and cultural confidence can be demonstrated to the greatest extent [4].

## **3. Build the Ideological Leadership in the New Era**

Ideology is related to flags, roads and national security. Firmly grasp the leadership of ideological work, strengthen cultural confidence, strengthen theoretical arms, pay attention to strategies and methods, pay attention to practical results, constantly consolidate the guiding position of Marxism in the ideological field, and consolidate the common ideological foundation of the people throughout the country. Strengthening cultural confidence is not only an important guarantee to resist the infiltration of western ideology and safeguard national cultural security, but also the foundation to unite people's hearts and enhance national cohesion [5]. With this heartfelt cultural confidence, development advantages can be continuously transformed into the right to speak and influence in the ideological field. In particular, we should take a clear-cut stand against and resist the long-term distortion of mainstream ideology and all kinds of erroneous thoughts and viewpoints that question reform and opening up and Socialism with Chinese characteristics, so as to win the support of the masses and achieve ideological unity in the struggle.

Do a good job in the ideological battlefield of the Internet, manage the network according to law, and create a clear cyberspace. Earnestly do a good job in ideological work, strengthen responsibility, strengthen the construction and management of propaganda and ideological and cultural positions, strengthen the management of competent departments and territories, so that all kinds of positions are always in the hands of the state, and do not provide channels for the dissemination of wrong ideas and opinions, so as not to let ideological leadership fall behind [6]. Create a number of new mainstream media with diverse forms, advanced means and strong competitiveness, and improve the communication, guidance, influence and credibility of news public opinion. Take the online mass line well, be good at understanding people's feelings and public opinions through the network, actively respond to netizens' concerns, solve doubts and doubts, build consensus, and build concentric circles online and offline.

## **4. Promote the General Improvement of National Cultural Quality**

Cultural confidence is the basic premise of national cultural quality, and in essence it is to strengthen the historical basis and realistic rationality of Socialism with Chinese characteristics culture [7]. Socialism with Chinese characteristics culture, originated from Chinese excellent traditional culture, is cast in revolutionary culture and advanced socialist culture, and rooted in Socialism with Chinese characteristics' great practice. Adhere to the orientation of advanced socialist culture and

adhere to the business philosophy of Chinese traditional culture and modern advanced culture, making it the executor and backbone of cultural inheritance, practice, development and innovation in the new period [8]. Continue to emancipate the mind, forge ahead, strengthen international cultural and artistic exchanges and cooperation, and absorb and integrate all outstanding foreign cultural achievements into today's advanced socialist culture in the process of cultural inheritance and development, so as to further enhance the cultural quality of the whole nation.

Promoting national cultural literacy is a systematic project, which involves the formation, development and inheritance of individual cultural literacy. Traditional culture is pregnant with rich knowledge and wisdom. We should apply what we have learned to practice and cultivate students' enthusiasm for learning traditional culture. The addition of traditional culture courses will make students learn, change passive learning into active learning, and enhance their awe and belief in their own cultural vitality. Emerging media is the main battlefield for young people to obtain information. Effective publicity and guidance by using emerging media such as WeChat and Weibo to promote the main theme of national culture can effectively improve national cultural literacy. Family, school and society work together to create a learning atmosphere of traditional culture and effectively improve individual cultural literacy, which means the improvement of national cultural literacy.

### **5. Open up a Unique Development Path of Cultural Prosperity**

Without a high degree of cultural confidence and cultural prosperity, there would be no great rejuvenation of the Chinese nation. Only by promoting the prosperity of socialist culture can we better boost the confidence and fighting spirit of the people throughout the country. Taking a good long March in the new era is to forge ahead bravely towards the Chinese dream of building a socialist modernization power in an all-round way and realizing the great rejuvenation of the Chinese nation. Only by promoting the prosperity of socialist culture can we better adapt to the people's growing needs for a better life, promote the national quality and social civilization to a new height, enrich people's spiritual and cultural life, fully protect basic cultural rights and interests, and enrich their sense of cultural acquisition and happiness [9]. Open up a unique development path of cultural prosperity, realize a new cultural leap and create a new cultural glory on the road of cultural development in Socialism with Chinese characteristics.

In the process of cultural inheritance and development, we should adhere to the guidance of Marxism, strengthen and improve the Party's leadership in cultural construction, adhere to the position of Chinese culture, adhere to the people-centered, adhere to serving the people and socialism, persist in letting a hundred flowers blossom and a hundred schools of thought contend, persist in promoting the creative transformation and innovative development of Chinese excellent traditional culture, and persist in putting social benefits first and unifying social and economic benefits. These contents constitute the basic essence of Socialism with Chinese characteristics' cultural development road [10]. Only by promoting the prosperity of socialist culture can we better unite the powerful forces to cope with major challenges, resist major risks, overcome major obstacles and solve major contradictions, and win the victory of building a well-off society in an all-round way and winning the great victory of Socialism with Chinese characteristics in the new era.

### **6. Promote the Prosperity and Development of Cultural Undertakings and Industries.**

Cultural construction is an important cause of casting souls and concentrating. Cultural confidence leads cultural inheritance and development. Prosperous development of cultural undertakings and cultural industries is the basic way to meet people's spiritual and cultural needs, enhance people's spiritual strength and build a spiritual home shared by the Chinese nation. It is helpful to contribute to the development of socialist culture, adhere to and develop Socialism with Chinese characteristics; It is helpful to better meet people's cultural needs and realize people's new expectations for a better life; It is helpful to educate people with culture and literature, enhance people's spiritual strength and promote people's all-round development; It is helpful to cultivate and carry forward the socialist core values and build a common spiritual home for the Chinese nation; It is helpful to inherit Chinese civilization, enhance the influence of Chinese culture and develop a new form of human civilization [11].

Developing cultural industry is an inevitable choice to strengthen national cultural confidence and enhance cultural soft power. To measure the quality and level of cultural industry development, the most important thing is not economic benefits, but to provide cultural products that can meet people's

cultural needs and enhance people's spiritual strength. Prosperity and development of cultural undertakings and cultural industries are committed to meeting people's cultural needs and enhancing people's spiritual strength [12]. The prosperity and development of cultural undertakings and cultural industries are guided by the socialist core values, ensuring that cultural undertakings and cultural industries always develop healthily in the right direction. Creating cultural products with profound thoughts, exquisite art and excellent production and constantly improving people's ideological consciousness, moral standards, civilized accomplishment and the level of civilization of the whole society are not only conducive to condensing a sense of belonging and identity in firm cultural confidence, but also conducive to enhancing the communication and influence of culture in communication.

## 7. Enhance the Theoretical Consciousness of Building a Cultural Power

Theoretical consciousness refers to a political party's theoretical awakening and conscious action, including a conscious understanding of the position of theory in historical progress and the function and role in social development, a conscious grasp of the law and trend of theoretical development, and a conscious responsibility for the social and historical responsibility of developing theory. Theory not only reflects reality but also foresees the future, not only maintains reality but also criticizes reality, not only regulates and guides social and human activities, but also is relatively stable and innovative. Just like the development of anything has its objective laws, theory also has its unique development laws. Theoretical consciousness is to correctly grasp the development law of theory under certain historical conditions, apply and innovate according to the law, give full play to the guiding role of theory and promote the development of theoretical science.

Strengthening cultural confidence and strengthening the fundamental consistency of socialist ideological construction show a high degree of theoretical thoroughness and theoretical consciousness. The inheritance and development of culture need to keep pace with the changes of objective reality, eliminate those elements with the limitations of the times, constantly absorb new blood and rejuvenate. This attitude of facing reality and seeking truth from facts is itself a manifestation of confidence. Theoretical consciousness is rooted in the summary of historical experience and lessons, but it can transcend history and standardize, criticize and guide reality. With theoretical consciousness, the universality, regularity and essentiality of history and reality can be scientifically grasped, and we can learn nutrients from traditional culture and morality and move from inferiority to confidence [13]. Strengthen theoretical consciousness, take scientific theory as guidance, accurately grasp the new historical position, new changes of the times and new requirements of development of Socialism with Chinese characteristics, and constantly strengthen the political understanding of driving and escorting.

## 8. Conclusions

Cultural soft power is an important part of the country's comprehensive strength, and strengthening the national cultural soft power is an inevitable requirement for building a socialist modern power. The enhancement of cultural soft power should first start with establishing the cultural confidence of the whole people. Inheriting and innovating Chinese excellent traditional culture has become an important starting point to enhance cultural confidence. We should actively promote the innovation and development of Chinese culture on the premise of strengthening cultural confidence. Chinese excellent traditional culture is the theoretical foundation of cultural confidence. We must combine the needs of the times and social development, inherit and develop excellent traditional culture, and make it glow with new vitality in the new era.

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