

# The Logic of Cultural Self-Confidence in the Perspective of National Rejuvenation—— Exploring the Responsibility of Traditional Chinese Culture in the Journey of Rejuvenation

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**Abstract:** Culture is about astronomical, is more about humanities. In the long history of 5,000 years, traditional Chinese culture is one of the most precious spiritual wealth, which runs through the development of the times, social changes, national destiny, and the future of the country. Today's China ushers in the background of the new era of "getting strong", realizing national rejuvenation. Moving to the center of the world stage has become a new topic of the times. And a new journey, a new stage, and a new leap forward require ideological guidance. This article is based on the study of the lecture, "The Way of Water, Walking the Cultural World - The Cultural Responsibility of the Great Rejuvenation of the Chinese Nation". Focusing on the inevitable connection between socialist ideological culture with Chinese characteristics and traditional Chinese culture, we will explore the logic of Chinese culture and cultural self-confidence in the journey of national rejuvenation, especially in the history of the Communist Party of China.

**Keywords:** Cultural Self-Confidence, Great Rejuvenation, Traditional Thought and Culture

## 1. Introduction

If civilization is classified as material wealth, then culture is more inclined to spiritual wealth, Chinese culture has a long history, and the Chinese culture accumulated by history, especially the excellent traditional Chinese culture that has been preserved through the washing of time, has become the source of the endless national spirit and the national cultural context, and has become an important embodiment of the internal driving force of a country's development. It determines whether a country can go steady and far, and whether it can constantly win new victories. Therefore, General Secretary Xi Jinping has repeatedly stressed the importance of culture, and the spiritual wealth generated by culture is a necessary condition and fundamental driving force for realizing the road to rejuvenation. It is the heavy historical task of contemporary youth to critically inherit traditional Chinese culture, especially to understand the outstanding traditional culture in the context of the times, to extract the advanced socialist culture from the fertile soil of China's excellent traditional culture, to create and innovate, and to promote the voyage of Chinese culture in the new era.

The Second Lecture of the Course "The Way of Water, the World of Culture and Media- The Cultural Responsibility of the Great Rejuvenation of the Chinese Nation" focuses on the foundation of culture, the power of culture, and the journey of culture, focuses on the cultural responsibility in the process of great rejuvenation, and places the silent Chinese culture in the dual discourse system of individuals and countries, Meng Xiaosi The professor's lectures made the media students feel that the responsibility of cultural inheritance is great.

Cultural self-confidence is the self-confidence tested in practice, and the self-confidence tested in the torrent of history. Cultural self-confidence in the new era is that individuals in it not only have a full understanding of the present of culture, but also have a full understanding of the development process of culture and the future of culture, and on this basis, they establish a vision and desire for the future of national prosperity and national rejuvenation. Through the practice of fighting the epidemic, China's "people-oriented" value concept has been more fully demonstrated, the cultural wisdom of traditional Chinese medicine has been more fully carried forward, the cohesion of the Chinese nation has been further enhanced, the influence of Chinese culture in the world has been expanding, and the socialist culture with Chinese characteristics has continuously radiated new vitality and vitality in the new era.

Under the epidemic, the connotation of cultural self-confidence is also expanding, from the attention to mainstream culture to the attention of traditional Chinese medicine, Chinese herbal medicine, etc., the cultural system highlighting Chinese characteristics is constantly being constructed, which benefits the people of the country and continues to provide a steady stream of well-being for the people of the world. For example, the role of Chinese medicine in the prevention and control of the epidemic in various countries in the world can not be underestimated, and the World Health Organization has also given a positive evaluation of Chinese medicine, which shows that Chinese culture continues to expand its connotation and extension while not forgetting the original, absorbing foreign countries and facing the future, so that it is in line with the main topics of the world today and the problems faced by mankind, and uses the power of culture to effectively build a better future for human society, serve the general trend of human social development, and the general process of human civilization development.

## 2. A crisis triggered reflections on cultural self-confidence

In 2020, a sudden pandemic in the field of public health has brought profound impact and changes to the entire human society, and it seems to lift the veil to make more problems and differences stand out. The different measures taken by various countries in the face of the epidemic, in addition to reflecting the differences in the concepts of the system, ideology and the people they influence, are also the differences between the two cultures that simply emphasize individual interests and emphasize the coordinated coexistence of collective and individual interests. The "democratic" discourse system that Western society has been building up all along emphasizes that current affairs have the right to express their own views and make their own choices, and believes that China's socialist democracy is a democracy that restricts freedom, and that collectivism has no democracy. This also makes it easy to understand the behavior of people in Western society in the face of the menacing epidemic, and the Western society that emphasizes self-interest and freedom has therefore completely different attitudes and effects from China. In the past, China has always hoped to build a discourse system of "characteristics", emphasizing that our socialism is socialism with Chinese characteristics, which of course includes culture, and for the first time put forward the concept of "cultural self-confidence" in the Eighteenth National Congress of the Party, emphasizing the need to pay attention to cultivating and carrying forward the cultural foundation, essence and ideals, which actually builds up the discourse system of "advantages", from "shoes fit" to "not only fit but also wear comfortably", this advantage is in the party leading the people. The people's war against the "epidemic" has been more fully demonstrated. The reason why China has been able to achieve world-renowned achievements in fighting the "epidemic" and achieving the effect of "protecting a country's people" is not only the support of the system, not only the scientific decision-making and deployment of the Party Central Committee, but also the charm of Chinese culture that has flowed for more than 5,000 years.

General Secretary Xi Jinping came to Wuhan during the anti-epidemic period the first sentence is that the party and the people thank Wuhan, which is a heroic city. Epidemic prevention, epidemic prevention, and epidemic resistance, the spirit of responsibility and achievement that Wuhan has shown in the face of major dangers has also been rooted in national culture and has become an important embodiment of the great anti-epidemic spirit. At the same time, behind its spirit is also the embodiment of urban culture, Wuhan is an open, inclusive, dare to be the first city in the world, nine provinces through the Ququ, commerce, trade, personnel gathered and intertwined here; Wuhan is a heroic city, not only because it is rich in Qu Yuan, Yue Fei and other heroic figures of the historical origin, but also in the fight against the "epidemic" Great sacrifices made in the struggle for the country, for the people and for the world.

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### **3. Cultivate culture both inside and outside, and promote the great cause of rejuvenation**

#### ***3.1 China's cultural system, cultural development and cultural inheritance***

General Secretary Xi Jinping's attitude toward traditional culture, the role of traditional culture in the cause of socialist construction, and the role of Chinese culture in the great cause of national rejuvenation have all been described in detail, and the young generation, as the new people of the times who promote the realization of the great task of national rejuvenation, must be rooted in the Chinese cultural system and the process of inheritance and development. A country has a system of cultural inheritance, the Chinese nation in the long-term development, the formation of a specific Chinese cultural system, including national spirit, philosophy, literature, art, writing, history and other multi-dimensional content, rather than a single system, integration is the premise and foundation for the survival and development of the country.

In the process of the development of Chinese society, three major cultural systems of traditional culture, revolutionary culture and socialist culture have gradually been formed, of which traditional culture is fertile soil, foundation, and source of deep-seated strength, revolutionary culture and socialist culture have produced cultural characteristics that conform to the development of the times on the basis of tradition and absorption of foreign countries, so the three should be in the same vein, inheriting the relationship of development, and some of the cultural essences of this are conducive to promoting social progress and meeting the needs of the people. Therefore, it has been summarized as the cultural spirit, including the spirit of the Red Boat and the spirit of poverty alleviation, which consistently constitutes the spiritual genealogy of Chinese culture, is the most important element that distinguishes Chinese culture from other cultures, and is the most important element that distinguishes Chinese culture from other cultures the essential difference lies.

Chinese culture belongs to both the geographical category and has cultural implications, and in the process of inheritance and promotion, it will also encounter resistance and obstacles, and modern China will be slaughtered by others, accompanied by economic and political backwardness, and the resulting cultural lack of self-confidence will become a "trough period" of cultural dissemination. However, the fact that the Chinese nation has turned from decline to prosperity has proved that the national spirit and national culture are still the spiritual source that inspires and supports the unremitting struggle of the Chinese people, and has become the internal driving force for rebirth after suffering disasters.

#### ***3.2 Rooted in traditional cultural genes***

The first step of cultural self-confidence is to clarify the origin of culture, the source of culture, and the evolution of culture, which in the final analysis is to root the genes of excellent traditional culture. China has a long history, and the achievements of five thousand years of material civilization have made great contributions to all mankind, and the intangible cultural heritage with people as the carrier is even more accumulated and formed bit by bit by the working people in ancient China in the process of gradually understanding and transforming society. President Xi Jinping has quoted scriptures on many occasions, which is precisely an important embodiment of traditional culture's concern for reality, from the three emperors and five emperors in the Yellow River Basin to the collision of Chinese and Western ideological trends in modern times, the awakening of the consciousness of saving the survival of the dead, and the traditional Chinese culture with its rich ideological accumulation and unique inheritance and extension, which has built up generations Chinese cultural genes, every contemporary youth has come from the depths of history and absorbed the nourishment of traditional culture.

Traditional culture has a pluralistic possibility of its inheritance and development. Traditional culture was not formed in one era, and it has undergone multiple tests such as social changes and changes in the national system, but the unification of Chinese characters has become an extremely crucial element in its continuous development. Secondly, China has a tradition of recording general history since ancient

times, and the history books of different periods make the study of traditional culture feasible. Moreover, Chinese culture itself is the product of the mutual integration of multi-ethnic cultures, the Chinese national culture is also inclusive, and the ideological culture of different schools and regions has been transformed into a part of traditional culture, which has become an important source of today's exploration of cultural self-confidence, and is also the basis for the road to rejuvenation.

### ***3.3 Expand the fertile soil of national culture with innovation in the context of reality***

In addition to China's traditional ideology and culture, the revolutionary culture nurtured by poverty and backwardness to national independence and formed by the party and the people in the course of struggle, as well as the socialist culture in the process of sinification of Marxism, are also important forces in promoting the prosperity and strength of the country and the rejuvenation of the nation, which is itself an innovative development of traditional culture, itself is a process of cultivating cultural internal skills, and in the process of inheriting and carrying forward Chinese culture. We should pay attention to the coordination and unification of ontology innovation and institutional mechanism innovation, not only forge a strong physique for cultural development, but also inject inexhaustible impetus into its development from the institutional mechanism; at the same time, we must not neglect the innovation of scientific and technological means and communication methods, and spread the culture of the new era in a new way that is more in line with the needs and requirements of the people.

Traditional Chinese ideology and culture have injected living water into the spread and development of Sinicized Marxism. The actual background of traditional culture is the greatest reality of Chinese culture, and the process of struggle and construction led by the CPC in leading the people to carry out arduous exploration is the process of constantly promoting the integration and interweaving of Chinese culture and Marxist ideology and culture, and thus a revolutionary culture and socialist culture have been formed. On the road of socialist construction in the new era, General Secretary Xi Jinping talked about Marxism-Leninism in a simple and simple way, always talked about traditional culture everywhere, and was a model for the unity of Firm Believers in Marxism and the inheritance and promotion of traditional culture. In order to spread Chinese culture well under the background of the new era, it is all the more necessary to pay attention to the guidance in the ideological field, promote the better integration of "foreign" Marxist culture and China's new reality, new contradictions, new characteristics, and new stages, realize the transformation from simple cultural dissemination into one-stop dissemination of cultural undertakings and cultural industries, and promote the new development of socialist ideology and culture with Chinese characteristics led by innovation.

### ***3.4 Promote the voyage of the giant ship of Chinese culture through mutual learning***

Chinese culture was conceived on Chinese soil, but in the final analysis, it was also formed and developed in the course of mutual learning among civilizations, and modern China was deeply affected by the all-round backwardness caused by closure, and rejuvenation became the greatest dream. Based on the great cause of rejuvenation and the century-old changes, only by opening up can China develop; China will regard opening up as a cause of continuous advancement; the Communist Party of China, standing in the new era, has a sense of the overall situation in mind, promotes the concept of community to penetrate the hearts of the people, and while promoting Chinese culture, especially Marxist thought, to go out, it will actively absorb the beneficial elements of foreign cultures and strive to explore cultural mutual learning New ways, new platforms.

The voyage of Chinese culture needs the support of different discourse systems, starting from learning to praise, understanding each other's culture, adult beauty and learning humor to strengthen the ability to communicate with the world; it is necessary to rely on the means of foreign trade to promote culture in the mode of cultural trade; it is necessary to base itself on non-governmental exchanges, so that the government and cultural activities and cultural projects maintain an arm's distance, communicate people's hearts with invisible hands, and promote folk cultural exchanges; equal respect, pay attention to two-way exchanges, introduce and go out to combine, Learn from the world with your discernment. At the same time, "going out" should be based on telling The Chinese story well, being good at telling Chinese wisdom and Chinese attitudes in international occasions, and providing Chinese solutions for the world.

## **4. Conclusions**

Churchill once said, don't waste a crisis. In the face of a devastating public health incident, China

gave a qualified answer sheet, which is behind the differences between the two social systems and cultures of the East and the West. At the two key points in the history of the past one hundred years, through this epidemic, we should have a deeper thinking and understanding of Chinese culture, and it should be the mission of young students to learn and talk about Chinese culture well in the context of the epidemic. In the face of major crises, cultural dissemination should respond to social concerns, pay attention to the degree of relevance with society, and respond well to key issues such as what China needs, what is needed for national rejuvenation, what the people need in their daily lives, and what is needed for social progress. I realized that it is the Chinese culture that has supported the journey of a hundred years of struggle, and Chinese culture is the context and soul of it.

With the way of water, the culture of the world, the foundation of culture is to moisturize people, the power of culture is to communicate the soul, and the journey of culture is to inherit and innovate. This article explains that the journey of culture is an inevitable choice for both internal and external cultivation, and the author believes that cultivating and promoting firm cultural self-confidence can be used as a starting point from the following aspects:

1) Taking the ideology and culture of socialism with Chinese characteristics as the base point, we will explore the guiding position of Marxism in the cultural field. Marxist ideological methods, especially The Sincicized Marxist ideological methods are an important criterion for us to critically inherit traditional culture, and feudal ideas such as "three from four virtues" can be decisively discarded because they violate the ideological development needs of the new era.

2) Guided by core values. The core values of socialism are the core summary of the excellent spiritual characteristics of the current era, and they are the overall viewpoint, and the core values put forward requirements from three dimensions, so that personal development and national and social progress are closely linked.

3) Build a solid foundation for traditional culture and continue to draw nourishment from it. From "benevolent people love others" to "I will have no self," the core spiritual characteristics of the Chinese nation are in the same vein, and the collectivism and altruism emphasized by it have become the spiritual source for generations of Chinese sons and daughters to devote themselves to the construction of the motherland.

4) We should pay close attention to the systematic teaching of ideological and political systems and open up the whole society to study on all platforms. From the compulsory education stage to university education, China has a relatively complete teaching system for the ideological and political science class, giving full play to the relevance of the ideological and political science class to ideology and culture, the new exploration of all-media platforms, Internet means, and dissemination of Chinese culture, and finding inspiration from the three major cultures, which can not only better serve the teaching of the ideological and political science class, but also enhance the radiation of Chinese culture.

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