

From Cultural Resistance to Cultural Commitment: A New Path for Cultivating Cultural Confidence Based on the Law of College Students' Cultural Cognition

Tang Lv Junchi

Chongqing Electronic Engineering Vocational College, Chongqing, China

Abstract: *Cultural self-confidence is essentially a psychological concept, which belongs to the categories of "cognition" and "will", and has to go through four stages of cultural resistance, cultural compliance, cultural respect, and cultural belief. Colleges and universities should carry out differentiated training based on the cognitive stage of college students, so as to enhance the effect of cultural self-confidence cultivation.*

Keywords: *cultural self-confidence; cognitive law; college students; cultivation; path*

1. Introduction

College students shoulder the important mission of national rejuvenation and national prosperity, and need to cultivate cultural self-confidence in order to resist the invasion of bad thoughts. The essence of cultural self-confidence is a psychological concept. Before forming cultural self-confidence, it must go through four stages: cultural resistance, cultural compliance, cultural respect, and cultural belief. Therefore, colleges and universities should grasp the laws of cultural cognition of college students, so that the behavior of cultural self-confidence cultivation is more accurate and effective.

2. Definition of the Concept of Cultural Cognitive Law

2.1. Cognitive Laws

Cognition refers to "the process by which people acquire knowledge or apply knowledge, or the process of information processing" [2]. Humans mainly build cognition through feeling, perception, memory, thinking, imagination and language. Cognitive development of human beings has rules to follow. At present, the cognitive development concept of Swiss psychologist Jean Piaget is widely used in the field of psychology. Piaget believes that the essence of cognitive development is that the cognitive subject completes the adaptation to the object through actions. The "action" mentioned by Piaget here includes both the "movement" embodied in the body and the "thinking" in the human brain. In his view, the formation of cognition is not achieved overnight, but is divided into various stages of development. Each stage is interlinked, and the level of cognition is continuously strengthened. Therefore, different cultivation methods need to be adopted for each stage of cognitive development.

2.2. The laws of cultural cognition

Culture refers to "the sum total of material and spiritual wealth created by human beings in the whole process of social and historical development". The law of cultural cognition is the law that reflects the psychological change process of people's perception of culture, internalization of culture, and pursuit of culture, that is, the law of people's "processing" culture. Like people's cognition of other things, people's cognition of culture cannot be one-sided and generalized as a whole of development. It is also divided into multiple stages of development, and each stage is progressive. According to the viewpoint of psychology, people's cognition of a culture can be divided into four stages: cultural resistance, cultural compliance, cultural respect, and cultural belief. Among them, cultural resistance is the lowest stage, which can also become a "dangerous stage", and cultural belief is the highest stage, which can also become an "ideal stage", which is the highest goal of cultivating cultural self-confidence.

3. The inner logic between cultural cognition law and cultural self-confidence cultivation Conclusions

3.1. Grasping the Law of Cultural Cognition Makes the Cultivation of Cultural Self-confidence More Accurate

According to the law of cultural cognition, people's cognition of culture is staged, which is embodied in "staged differences". In the process of cultivating college students' cultural self-confidence in the past, colleges and universities often ignored the existence of stage differences in cognition. Whether colleges and universities organize cultural lectures or carry out cultural practice activities, they basically participate in classes or a specific group, such as party activists and league members. In this way, students at different cognitive stages are trained with the same content, and the effect of training will be greatly reduced. By grasping the laws of cultural cognition, students can be divided into different stages, and different cultivation methods can be adopted for different stages, so that cultivation behaviors can be more accurate and effective.

3.2. Grasping the law of cultural cognition makes the cultivation of cultural self-confidence more focused

Culture refers to "the sum total of material and spiritual wealth created by human beings in the whole pro The research foothold of the cultivation of cultural self-confidence should be the college students themselves. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has mentioned cultural self-confidence many times, and major colleges and universities have extensively explored the cultivation path of college students' cultural self-confidence, from curriculum design, activity creation, teacher training, campus culture construction and many other aspects. Innovation helps college students to form a "deeper and broader" cultural self-confidence, but the implementation effect of some colleges and universities is unsatisfactory. The reason is that the main body of cultivation, that is, the college students themselves is ignored. Grasping the law of cultural cognition and grasping the various stages of students' cultural cognition can promote colleges and universities to take college students as the orientation in the process of cultivating cultural self-confidence. According to the actual differences of college students, a personalized cultivation method is proposed to make the cultivation behavior more focused.

3.3. Grasping the law of cultural cognition well to make the cultivation of cultural self-confidence more systematic

Cultivating college students' cultural self-confidence is a systematic project. The law of cultural cognition divides students' awareness of culture into four stages: cultural resistance, cultural compliance, cultural respect, and cultural belief. Therefore, the cultivation of cultural self-confidence is to take relevant measures based on these four stages, so as to change college students from cultural "unconfidence" to "cultural self-confidence". College students at different stages have different understanding and acceptance of culture. Grasp the law of cultural cognition well, in the process of cultivating cultural self-confidence, colleges and universities draw up the idea of cultivating cultural self-confidence. It will realize the overall integration from the low-end stage of cultural resistance to the high-end stage of cultural belief, and make the cultivation behavior more systematic and scientific.

4. A new path for cultivating cultural self-confidence based on the laws of college students' cultural cognition

4.1. Cultural resistant stage: Be a "compass" for good college students' cultural self-confidence

Cultural resistance refers to a negative psychological state such as the subject's disapproval of Chinese culture, sneering or even hostility. For example, some college students unilaterally believe that Chinese culture is "outdated", "feudal" and "conservative", and that Western culture is "advanced", "novel" and "exciting"^[3]. As a result, in terms of cultural choice, "I am obsessed with Westernization without deeply understanding the background of Western culture, and I hate tradition without understanding what Chinese tradition is." For students at this stage, ideological and political workers should point out their unhealthy cultural mentality in a clear-cut way, prevent the continued spread of such concepts, and point out the direction for college students to form a correct cultural outlook.

4.2. Cultural compliance stage: Be a "catalyst" for good college students' cultural self-confidence

Cultural compliance refers to the subjective "can't", "unwilling" or "dare" to oppose this culture because of the constraints of external objective conditions. For example, my country promulgated the "Law of the People's Republic of China on the Protection of Heroes and Martyrs" in 2018, which pursues legal responsibility for acts of insulting, slandering or otherwise infringing upon heroes and martyrs. Based on this law, some acts under the guise of "self-reflection" and "self-criticism" that actually distort and deny revolutionary culture and promote historical nihilism have been effectively curbed, forming compliance with revolutionary culture and advanced socialist culture. Although the subject avoids wrong behavior through compliance, due to lack of knowledge, its behavior is blind, passive, and unstable, and cultural choices may be voluntary or forced. Therefore, at this stage, it is necessary to further increase education and publicity, carefully select the bright spots in traditional culture, and continue to convey the "good voice of China". Through specific cultural cases, college students can truly perceive the unique charm of Chinese culture, so as to catalyze college students from the heart identification with Chinese culture.

4.3. Cultural Respect Stage: Be the "Stability Instrument" for good college students' cultural self-confidence

Cultural reverence refers to the phenomenon that the subject tends to be consistent with the culture in terms of cognition, emotion and behavior, resulting in voluntary compliance with the culture. The distinguishing mark of cultural respect and cultural compliance lies in whether the subject's recognition of culture is "voluntary". College students at this stage can perceive the charm of Chinese culture and identify with this culture. However, due to the lack of understanding of Chinese culture and the lack of emotional support for this culture in their hearts, they cannot form a resonance with Chinese culture, and they will not reshape their original values because of Chinese culture. So the reverence formed may change over time or encounter some external disturbance. At this stage, the task of ideological and political workers is to be a stable instrument for this "sense of respect", and to spend time on explaining the connotation of Chinese culture thoroughly and clearly. Let the students' cognition of the value orientation of Chinese culture at this stage become stable, and let this knowledge enter their minds and hearts, and guide them to gradually form their belief in Chinese culture.

4.4. Cultural Belief Stage: Be a "thermo bottle" for good college students' cultural self-confidence

Cultural belief means that the subject has a deep understanding of Chinese culture and its value principles, and has a positive emotional experience. Make it a belief of oneself, integrate with the original values, establish a normative motivation system, and implement a normative monitoring system. Cultural belief is the goal of cultivating cultural self-confidence. Once college students form a cultural belief, Chinese culture will permeate into students' world outlook, outlook on life, and values, and guide students' behaviors at all times, that is, let college students understand the value of Chinese culture. The goal of "internalizing in the heart and externalizing in the action" has been achieved. At this stage, what ideological and political workers need to do is to "warm up" the cultural emotions formed by college students through a series of means such as practical activities, so that college students can stay in the stage of cultural self-confidence for a long time.

5. Conclusion

In the important speech at the celebration of the 100th anniversary of the founding of the Communist Party, General Secretary Xi Jinping pointed out that "cultural self-confidence is a more basic, broader and deeper self-confidence". College students shoulder the important mission of national rejuvenation and national prosperity, and need to cultivate cultural self-confidence in order to resist the invasion of bad thoughts. The essence of cultural self-confidence is a psychological concept. Before forming cultural self-confidence, it has to go through four stages: cultural resistance, cultural compliance, cultural respect, and cultural belief. Therefore, colleges and universities should grasp the laws of cultural cognition of college students and make the cultivation of cultural self-confidence more effective. Precise and effective.

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