

On the Importance and Countermeasures of Cultural Confidence Education for College Students in the New Era

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Abstract—As the disseminator and creator of Chinese culture, it's necessary for the college students to cultivate their cultural confidence for it's essential for them to sustain traditional Chinese culture, promote cultural deposits and advance the construction of Chinese culture. Based on the importance of cultural confidence, this article proposes to further cultivate the college students' confidence in the Chinese culture and strengthen their sense of cultural identity by improving their ability of cultural appreciation, reforming the curricular layouts of higher institutions and constructing the cultural communication platforms.

Keywords—*cultural confidence; college students; the new era; importance; countermeasures*

I. INTRODUCTION

As the world we're living is becoming more and more globalized and intertwined, culture is playing an increasingly important role in the construction of the comprehensive national strength, for which China has been attaching extremely great importance to the development and construction of culture. For China in the new era, the cultural confidence is generally believed to be the most fundamental one among the "Four Confidences" in the process of socialist construction. President Xi Jinping has stressed the great importance of cultural confidence on different occasions. In the new era, due attention should be paid to the cultural education for college students for they're the main constructors and promoter of traditional Chinese culture in the near future.

II. THE IMPORTANCE OF CULTIVATING CULTURAL CONFIDENCE AMONG THE COLLEGE STUDENTS

Chinese President Xi Jinping has pointed out in his speech that the cultural confidence is more fundamental, broader and deeper among the Four Confidences. [1] The excellent traditional culture of the Chinese nation has been formed through over 5,000 years of historical and cultural development, and promoted by the revolutionary culture and advanced socialist culture that has emerged from the great struggle of the party and the people. College students in the new era are the main force for learning, creating and

communicating the traditional culture. They shoulder the great responsibility of carrying forward Chinese culture and enhancing its vitality. Therefore, only when they are confident in traditional Chinese culture is it likely to go global. The cultivation of cultural confidence among the college students is of special importance in the new era.

A. Important for Sustaining Traditional Culture and Promoting Cultural Deposits

To cultivate college students' confidence in traditional culture in the new era means to have them take the initiative to study and conduct research on it based on recognizing the significance of traditional culture, and link it with modern social life for creative transformation and innovative development.[2] As a special group of people, the college students in the new era are playing an irreplaceable role in the inheritance and innovation of traditional culture. Their cognition and confidence in traditional culture have a great influence on the public attention to the traditional culture. Undoubtedly, the profound traditional culture is the source of cultural confidence among college students in the new era. In many other countries in the world, the establishment of Confucius Institutes and the study of Chinese characters show that an increasing number of people in the world are learning about China, especially the traditional Chinese culture. However, the inheritance of the excellent traditional culture is dissatisfying in China today, such as the benevolence, righteousness, propriety, wisdom and credit of the Confucianism. Though the competition in today's society is fierce, many people don't understand the root of their country, and tend to ignore the fact that the historical development of the country's culture is truly important. The college students in the new era are the future of our country, so their cultural confidence is not only related to their own prospects, but also the fate of the country in the future. In this sense, the ignorance of traditional culture is to deny everything we possess, especially for the college students.

B. Important for Learning and Constructing the Advanced Socialist Culture

The advanced socialist culture is the combination of traditional Chinese culture and contemporary social practice,

which has actively absorbed foreign excellent cultural achievements. Through the reform, innovation and advancement, the advanced socialist culture represents the direction of China's social development and trend and reflects the trend of development and progress of human civilization. It is a culture of tenacious vitality. All of these require that the college students in the new era devote themselves to the cultural construction. During the social practice in the new era, only when the college students are confident about the advanced culture, and turn that confidence into the power of construction, have a clear understanding of their leading position in the construction of the advanced socialist culture, and consciously learn, disseminate, innovate and develop the advanced culture, can they fully fulfill their glorious mission. On the other hand, the cultural confidence is conducive to overcoming both self-conceitedness and self-abasement. Self-conceitedness here refers to being arrogant and rejecting all the foreign cultures, while self-abasement to self-inferiority and blindly admiring western cultures. In the new era, under the guidance of Xi Jinping's thoughts on socialism with Chinese characteristics for a new era, we should boost our confidence in the strong vitality of the advanced culture, learn from both the traditional culture and foreign cultures, and focus our efforts on the study of our own problems and improvement of our own culture, as well as on the construction and development.

III. THE CURRENT SITUATION OF CULTURAL CONFIDENCE AMONG THE COLLEGE STUDENTS

With the rapid development of Chinese economy, Chinese cultural development has shown vigorous vitality in the recent years. However, due to the incongruity between culture and economy, the spiritual civilization and the material civilization, Chinese government has also noticed the deficiency of cultural construction. So, the government departments have carried out a series of reforms on cultural and education policies and strengthened education on the cultural knowledge and cultivation of cultural affection for college students, which have witnessed great success. However, under the influence of the intertwined cultures and other factors, there are still many problems faced with the cultivation of cultural confidence among college students in the new era.

A. *Inadequate Understanding of Traditional Chinese Culture*

China is one of the ancient civilizations with profound cultural roots and excellent traditional culture, which provides inexhaustible spiritual wealth for the overall development of the country. Nowadays, most colleges and universities have set up courses related to traditional culture in form of specialized courses or common required courses. However, due to the facts that most of the courses are optional, and the lectures are given to hundreds of students simultaneously in the same classroom, the course hours are limited etc., most college students do not take the initiative to read the reference books after class and their mastery of traditional culture is far from good.[3] At present, a large number of students find the traditional culture boring and difficult to understand. For this, they are not clear about why and how to inherit traditional culture. By contrast, many other countries are actively

protecting historical cultures, such as actively applying for cultural heritage in the world during the same period. It can be seen that the understanding of traditional culture among the contemporary Chinese college students should be enriched and deepened.

B. *Improvable Sense of Identity of the Advanced Culture*

The advanced socialist culture is the product of the comprehensive development of Chinese economy, society, culture, etc. in the new era, which leads Chinese culture to a stronger position by integrating the essence of traditional Chinese culture and foreign cultures. As the backbone of Chinese cultural development in the new era, the college students are shouldering the important tasks of prospering the advanced socialist culture. In reality, their weak sense of cultural identity is mainly embodied in the following aspects:

Firstly, under the influence of globalization, the border of culture is becoming more and more unclear, during the course of development, Chinese culture is absorbing more and more cultural factors from the capitalist countries in the world, which causes a strong fear and pessimistic attitude among them. So a lot of them believe Chinese culture will develop on the track of diversified western cultures.[4] Secondly, influenced by utilitarianism since the development of the market economy in China in the recent 40 years, college students have been excessively pursuing the material interests and hedonism, while ignoring the strong need of the spiritual culture. Thirdly, as many problems have emerged in China in recent years, such as the problems in the fields of employment, housing, pension, retirement and so on, a lot of college students are showing a negative mentality and even doubt about the Chinese social system. In addition, the lack of guidance of the correct social values and psychological adjustment in the process of education for college students also lead to their complaints and even their apprehensions.

IV. COUNTERMEASURES OF CULTIVATING CULTURAL CONFIDENCE AMONG THE COLLEGE STUDENTS

As the pioneers, leaders and devotees, the college students in the new era are walking in the forefront of our times.[5] Therefore, we have to take a series of effective countermeasures to cultivate their cultural confidence to better develop our country.

A. *Improving Their Cultural Judgments*

With the progress of science and technology and the deepening of cultural exchanges, the college students now have access to various cultural resources. In the process of cultivating cultural confidence, it is essential for them to foster a strong identity of their own culture from the bottom of their hearts. Above all, for what the society really needs are the professional talents, they should accumulate profound specialized knowledge by learning well the professional courses. They should even innovate the specialized knowledge on the basis of fully learning the predecessors' cultural achievements. Secondly, they should take seriously the study of ideological and political theories, college Chinese, psychology and other courses. Although these courses are not

professional required courses, what they teach in class is the basic and common knowledge that every college student should have a mastery of. Besides, the college students should also attend some special lectures and seminars to familiarize themselves with the academic frontiers. Only by accumulating abundant knowledge can they be more and more confident in dealing with the diversified problems in the future.

B. Cultivating Cultural Confidence through Teaching Practice

College is the most important place to cultivate specialized talents, who should be comprehensive with full quality and various abilities. First of all, students should be encouraged and supported to carry out a variety of academic, entertainment and other activities, through which they are receiving a more comprehensive education and their knowledge is increased. At present, many activities in schools are formalized. For example, colleges often invite professors from other colleges and universities to conduct academic exchanges. Therefore, publicity and supervision should be strengthened to realize the purpose of these activities. Secondly, Chinese colleges and universities generally attach great importance to education of the Marxist theory and traditional culture for all students. However, the curriculum still needs to be improved. Reforms should be conducted on the former education mode of indoctrination, the assessment standards as well as the teaching methods. To change the current situation, teachers at colleges should show a high degree of cultural confidence by strengthening their own quality and leading by examples.

C. Disseminating the Advanced Culture through Campus Cyber-culture

Living in the new era of information and the Internet, the dissemination and communication of information is more convenient and rapid for college students. In this era, the college students are exposed to a variety of cultures, and the decadent cultures are all-pervasive among them. As college students, they are easily disturbed and tempted by the degenerative information. Therefore, education on the network culture should be strengthened. First of all, they should foster a strong sense of the Internet security. They should try to forbid themselves from visiting unhealthy websites and spreading unfounded rumors. Secondly, they should make a full use of the advantages brought by the Internet—make the campus websites with their own characteristics through the class web pages and discussion of the advanced culture or

through exchange and discussion of professional knowledge with micro-blogs, WeChats, and web pages. [6]

D. Deepening Understanding of Culture through Activities

The college students should actively participate in activities organized by schools, classes and the student associations, such as the dormitory cultural festivals, reading cultural festivals, tomb-sweeping festival as well as the legal publicity day, the environmental protection day and the like. When participating in activities, they will understand more deeply the purpose and significance of these activities or even put forward suggestions through reflections upon the activities. This is very important for them to learn knowledge and improve their cultural literacy and comprehensive quality. In addition to the campus activities, they should also take part in as much social practice as possible.

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