

# On the Development of Culture Industry of Shaanxi Province and the Education on Cultural Self-Confidence at College

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**Abstract.** Since the seventy years of the founding of New China, great progress has been made in the development of the culture industry of Shaanxi Province. Since the 19<sup>th</sup> National Congress of the Communist Party of China, the education of cultural self-confidence at college has been enhanced continuously. However, there still exists a lot of space in the education of cultural self-confidence at college combining the development of culture industry. This paper analyses the deficiency of the education of culture self-confidence at Shaanxi colleges combining the analysis of the current situation of the development of culture industry, and probes the relevant suggestion for the combination of the two aspects so as to provide the beneficial reference.

## Introduction

Since the 17<sup>th</sup> National Congress of the Communist Party of China, with the gradual implementation of the strategy of the development of the national economy and society promoted by culture, the country's culture industry has developed unprecedentedly, and the education of cultural self-confidence for the citizens has been intensified. Meanwhile, the research on culture industry and cultural self-confidence has increased constantly. As a large province of culture resources, the rapid development of the culture industry of Shaanxi Province has been made with the guidance of the Communist Party of China in recent years, which has become the abundant resources and efficient carrier for colleges to enhance the education of culture self-confidence. Therefore, this paper mainly researches the deficiency and relevant suggestion in the implementation of the education of cultural self-confidence at colleges with the combination of development of culture industry in Shaanxi Province.

## The Survey of the Culture Industry Resources of Shaanxi Province

Shaanxi is a large province of cultural resources, and its long history has produced rich cultural resources, which includes the following aspects classified from the perspective of cultural content types:

1. The history culture represented by Zhou, Qin, Han and Tang dynasties, including the Zhou Li culture of Baoji, the Qin dynasty culture of Xianyang, the culture of East Han dynasty, West Han dynasty and the Three Kingdoms of Hanzhong, the Shang Yang culture of Shangluo, the Shih Chi culture of Hancheng, the Medicine King Simiao Sun culture of Tongchuan, the farming culture of Yang Ling, the Silk Road culture of Xixian New District, the culture of Great Tang dynasty of Qujiang and Qianling, and the site culture of Chang'an city of Han dynasty, etc.;
2. The "red" culture dominated by the Chinese revolution;
3. The folk culture dominated by three regions of Guanzhong, Shanbei and southern Shaanxi;
4. The religious culture represented by Taoism of Louguantai and Buddhism of Famen Temple;
5. The industrial culture represented by "Dahua 1935";
6. The regional geography culture represented by the global geoculture of Zhongnan Mountains, including the Qinba and Han River culture, the Yinghu culture, the Shangyu ancient road culture of Ankang, the desert landscape culture of Shenmu county and Fugu county of Yulin City, the Xiyue culture of Huashan in Huayin, the Hukou culture of the Yellow River, and the ceramic culture of Yaozhou District of Tongchuan city;

7. The humanity culture represented by Ancestor Worship of Huangdiling Tomb, including the culture of the Banpo clan and the tea-horse culture of Daba Mountains, Ziyang County, etc.;

8. The modern art culture represented by “Chang’an school of painting” and “Shaanxi army of literature and art”.

The rich and diversified cultural resources above endows Shaanxi a large number of cultural heritage, and have got better inheritance and development in the new era, forming a system of cultural industry with relatively complete categories and industrial chain, involving some segmental culture industry, such as radio, film and television industry, publishing industry, animation industry, cultural tourism and exhibition industry, and so on.

According to “Shaanxi province’s 13th five-year plan for the integrated development of culture and tourism, Shaanxi province has 3 world cultural heritage sites, 235 national key cultural relics protection units, 74 items on the national intangible cultural heritage list, 441 items at the provincial level, 1,415 items at the municipal level and 4,150 items at the county level; Xi’an drum music, Ansai paper-cut, Yanchuan paper-cut, and shadow puppet theater of Huazhou district were successfully selected into the United Nations list of intangible cultural heritage of humanity; The national cultural ecological protection experimental area of northern Shaanxi and the national ecological protection experimental area of Qiang culture have been built and made great progress; Currently, there are 50 representative inheritors of intangible cultural heritage projects at the national level, 385 at the provincial level, 1,281 at the municipal level and 3,977 at the county level; The cultural infrastructure network at the provincial, municipal, county, town and village levels has basically taken shape, with the establishment of one cultural industry demonstration park of state-level, 11 cultural industry demonstration bases of state-level, 8 animation enterprises of state-level, 41 cultural industry demonstration bases of provincial-level and 101 cultural industry demonstration units of provincial-level. [2]

### **Current Situation of Cultural Industry Development in Shaanxi Province**

The above rich cultural resources are the foundation of the development of Shaanxi’s cultural industry. Since the beginning of the new century, Shaanxi has made remarkable progress in the development of cultural industry. It is embodied in the following three aspects:

1. The number of corporate units keeps increasing.

According to “The Series Report No. Twelve on economic and social development achievements of Shaanxi province in the 70 years after the founding of new China” recently released by Shaanxi Bureau of Statistics, the number of unit of legal person of Shaanxi cultural industry was only about 5800 in 2004, and it reached 17100 in 2013, and the number of culture and related enterprises above designated size reached 1205, with the proportion in the country increasing by 2.1%, which increased by 0.9% over five years.[1]

2. Operating income scale expands unceasingly.

It is indicated in the report of Shaanxi Bureau of Statistics that the cultural industry revenue of Shaanxi has reached from 15.16 billion yuan in 2004 to 75.11 billion yuan in 2013, and the operating income of culture and related industries above designated size in Shaanxi are 84.38 billion yuan in 2018, with the proportion in the country increasing to 1.0%, which increased by 0.4% over five years.[1]

3. The added value of the cultural industry grows rapidly.

The report shows that from 2004 to 2017, the added value of Shaanxi’s cultural industry increased from 6.53 billion yuan to 91.11 billion yuan, with an average annual growth rate of 22.4%. [1]

4. The contribution to economic growth improves significantly.

According to the report, the added value of cultural industry accounted for only 2.06 percent of GDP in 2004, and 4.16 percent in 2017, ranking the sixth among all provinces (municipalities and districts) in China, with a significant increase in its contribution to economic growth.[1]

## **Current Situation of Education on Cultural Self-Confidence at Colleges**

Since the 19th National Congress of the Communist Party of China, colleges and universities across the country have generally strengthened the education of college students' cultural confidence. The following is a brief review of this issue:

### **1. Contents of cultural self-confidence education in colleges and universities.**

Overall, the current education content on cultural self-confidence at colleges mainly includes the following aspects: ideological education, political concept education, ethics norm education, social relations education, culture consumption view education, culture character education and the mainstream culture education, which are centred on the beliefs of the Marxism and Leninism, the identity for the excellent traditional culture and the inheritance of revolutionary spirit.

### **2. Methods of cultural self-confidence education in colleges and universities.**

At present, most college education on cultural self-confidence can basically integrate excellent traditional culture into classroom teaching, social practice, campus culture, daily management, life service and other education links, realizing the cultural man-educating in whole process, which makes college students achieve the unity of knowledge and action. There are two main approaches adopted:

(1) Classroom teaching: It is mainly carried out in the form of political theory courses and traditional culture courses. Teaching methods include heuristic education, indoctrination education, combination of indoctrination and inspiration, and combination of theory and practice.

(2) Extracurricular practical activities: It includes traditional cultural activities such as Chinese culture festival, cultural lectures to popularize traditional cultural knowledge, and cultural exchanges between China and foreign countries, with the purpose of popularizing traditional Chinese culture and enhancing students' interest in local culture.

Among them, the organization of education is the following: the university party committee as the core leadership stratum, student affairs office, youth league committee, teaching center of ideological and political courses and other mass organizations as the management and executive stratum, and the class or community as the autonomous learning group, which consists of three stratum of the leadership core, daily education and teaching, and the learning group to carry out the education activities on culture self-confidence.

In a word, colleges and universities have formed the education system dominated by colleges, departments and teachers, established the interactive mechanism and evaluation mechanism of multi-participation, explored the path of collaborative education among families, schools and the society, and used WeChat, microblog, blackboard, publicity board and other technologies and tools.

### **3. The effect of cultural self-confidence education in colleges and universities.**

Through the comprehensive application of the above education methods, cultural self-confidence education in colleges and universities has achieved some expected results. However, some colleges and universities still have some problems, which mainly include the following two aspects:

(1) The lack of sufficiency in the education process is manifested in the separation of classroom education of cultural cognition, the edification of cultural confidence emotion and the practice of cultural confidence, resulting in an inadequate education process.

(2) The educational content is not highly compatible and targeted, which is manifested as boring, empty, idealized and politicized content, which is divorced from college students' academic, emotional, career development and other practical problems, resulting in the lack of humanistic care and low compatibility with the daily life, interests and needs of college students; at the same time, there is a lack of hierarchical design, commonly using unified standards, fixed content and a single method to educate students, resulting in low compatibility with the order of cultural cognition and understanding of college students, and the lack of educational joint force.[4]

## **Suggestions on Cultural Self-Confidence Education at Colleges Based on the Development of Shaanxi Cultural Industry**

Aiming at these problems, especially the problem of education content divorced from the college students' academic and career development reality, based on the present situation of Shaanxi's culture industry development and the government's plan, the author suggests that colleges in Shaanxi

province dig deeper into the cultural industry resources, and combine closely the teaching of majors set at their colleges with their cultural self-confidence education. The respective examples are set as follows:

1. Majors of Human Resource Management, Environmental Design, Tourism Management, and Marketing.

“The 13<sup>th</sup> Five-year Plan for the Integration Development of Culture and Tourism” by the People’s Government of Shaanxi Province points out that “all local departments of culture and tourism should focus on the cultivation and introduction of scarce, high-end and inter-disciplinary talents, especially in the creative design, technology research and development, management, marketing planning, and other fields, in order to speed up the cultivation of high-quality and professional talent team.” [2] Therefore, colleges and universities offering majors of Human Resource Management, Environmental Design, Tourism Management and Marketing can carry out cultural confidence education in combination with this plan, so that the education highly conforms to the actual career development of college students and achieves real and far-reaching educational effects.

2. Majors of Chinese Language and Literature, Drama and Film Literature.

The plan puts forward that the cultural connotation extract should be strengthened in the development of cultural industry. This provides the practice platform of self-confidence education for the colleges setting up major of Chinese Language and Literature and Drama, Film and Television and Literature, and they can organize students to understand all kinds of cultural resources of Shaanxi, refining accurately the connotation of each culture, which make the students deeply understand the cultural charm, and spontaneous improve their cultural confidence.

3. Majors of Business Administration and Public Administration

The plan puts out that local governments should actively cultivate main body of the market and regulate the behavior of cultural enterprises. This provides practical teaching materials and internship platform of cultural self-confidence education for the colleges setting up major of Business Management and Public Management, which make the students acquire true and profound cultural confidence in the major internship.

4. Majors of Finance and Securities Investment.

The plan proposes to realize the integrated development of culture and tourism, improve the financial policies for the development of cultural enterprises, and do a good job in the analysis of investment and financing of cultural industry, which provides fresh materials for colleges and universities offering finance, securities investment and other majors to carry out cultural confidence education.

5. Majors of English, Business English, International Trade, News Communication.

The plan proposes that Shaanxi should actively develop an export-oriented cultural industry, which will surely provide rich and practical resources of cultural self-confidence education for colleges and universities offering English, Business English, Translation and other foreign languages, International Trade, News Communication and other majors.

6. Majors of Software Engineering, Science and Technology of Electronic Information and E-commerce.

The plan proposes that Shaanxi should “vigorously develop the application of technologies related to smart tourism, smart marketing, smart services and smart management” in the development of cultural industry, and cultivate and form a creative industrial chain and industrial cluster, develop animation game products, digital virtual tourist attractions and landscapes [2]. This is obviously conducive for colleges and universities offering Software Engineering, Science and Technology of Electronic Information, E-commerce and other majors to carry out in-depth grounding and lofty cultural self-confidence education.

7. Majors of Product Design, Visual Communication Design, and News Editing and Production.

“Creative design of tourism derivatives should be accelerated to maximize the dissemination of regional culture,” the plan proposes. This is a valuable resource for cultural self-confidence education in colleges and universities that offer Majors of Product Design, Visual Communication Design, and News Editing and Production.

### 8. Majors of Leisure Sports and Nursing.

The plan proposes “to promote the development of sports tourism in our province, vigorously promote sports fitness and entertainment activities, and form an industrial system integrating sports fitness and leisure with tourism, entertainment, rehabilitation, catering, culture and media.” This provides a vast field of cultural confidence education for colleges and universities offering Majors of Leisure Sports and Nursing.

### Summary

In conclusion, the development of Shaanxi cultural industry provides rich teaching resources and broad practice platform for the colleges and universities to carry out cultural self-confidence education, and the combination of both can effectively make up many current shortcomings for the current university education on cultural self-confidence, like boring content, single method, separation from students’ career development reality, and achieve a high degree of unity of theoretical property and applicability in education.

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