

# Enhancing Capacity to Build an Advanced Culture and Strengthening Cultural Self-Confidence: Forging a New Splendor for Socialist Culture in the New Era

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doi:10.56397/SSSH.2023.10.02

## Abstract

The 20th Party Congress has put the promotion of cultural self-confidence and self-improvement and the forging of a new glory of socialist culture in front of the whole Party as an important task for the comprehensive construction of a modernized socialist country and the strengthening of the Party's ability to govern. Under the new situation of new opportunities and challenges in the new era, if we want to build a modern socialist country in all aspects, we must adhere to the road of socialist cultural development with Chinese characteristics, enhance cultural self-confidence, build a strong socialist culture around raising the flag, gathering the people's hearts, educating new people, promoting culture and displaying the image of a socialist cultural powerhouse, develop a socialist culture that is modernized, scientific and popular among the nation and the people, and stimulate the creative power of national cultural innovation and enhance the ability to realize the goals of a modernized, scientific and popular socialist culture. The development of a modern, world-oriented and future-oriented national, scientific and popular socialist culture will stimulate the cultural innovation and creativity of the whole nation and enhance the spiritual strength for the great rejuvenation of the Chinese nation. Therefore, it is necessary to have an accurate position in understanding, at least grasp three aspects: firstly, we should accurately grasp what culture and advanced culture are; secondly, we should recognize the necessity of continuously improving the ability to build advanced socialist culture and enhancing cultural self-confidence; and thirdly, we should continuously improve the ability to build advanced socialist culture and enhance the key point of cultural self-confidence. Only by grasping these three aspects can we continue to enhance the soft power of national culture and the influence of Chinese culture on the new journey of building a modern socialist country.

**Keywords:** culture and advanced culture, cultural competence and cultural confidence, necessity, key points

## 1. Presentation

Since the 16th National Congress first put culture construction in an extremely important position, the facts have fully proved that it is not enough to stop thinking at the mere level of culture. Rather, it is necessary to expand the thinking, to the level of cultural construction. As a strategic issue that concerns the whole situation, has a clear position on it. General Secretary Xi Jinping said that "the strength of a country or a nation is always supported by the prosperity of its culture, and the great rejuvenation of the Chinese nation needs to be conditioned by the development and prosperity of the Chinese culture", and the goal of our struggle is already very clear, and in order to realize such goals and ideals, the strong economic foundation is, of course, the first and foremost. But without an advanced, scientific, democratic and civilized cultural atmosphere, it is also a paper exercise. Therefore, whether the cultural construction can be successfully promoted is particularly important; cultural self-confidence is also a more basic, broader and deeper self-confidence. And cultural capacity building and even cultural confidence is more and more prominent. Therefore, the "culture" of the

correct knowledge and understanding of the more in the first place, in order to improve the cultural construction, firm cultural confidence, and constantly improve the construction of advanced socialist culture, first of all, we must have a clear understanding of the connotation of the “culture” and the grasp. To improve cultural construction, to strengthen cultural self-confidence, and to continuously improve our ability to build an advanced socialist culture, we must first have a clear understanding and grasp of the connotation of “culture”.

## 2. Connotation of Culture and Advanced Culture

Culture is a concept that is very rich in connotation and extremely broad in scope. So far, culture scholars at home and abroad have had more than 260 different ways of talking about it. The first comprehensive generalization of culture was made by the British sociologist Taylor, who, in his book *Primitive Culture* published in 1871, gave two boundaries to culture: one is that culture encompasses a wide range of social phenomena; the other is that culture embodies human abilities and habits. Taylor emphasized the basic meaning of culture as a comprehensive whole of spiritual culture (as opposed to material culture), which also had an important impact on later generations. In ancient China, the word “culture” is the meaning of “civilization and indoctrination”. That is, the fruits of human social activities and the transformation of man himself. It emphasizes the transformation and derivation of the human being himself, which has some reference to the understanding of culture today.

- 1) Culture is a way of life and a way of thinking. For example, in terms of lifestyle, taking food, housing and transportation, different lifestyles reflect different cultural backgrounds. Chinese people eat at round tables, use chopsticks, share dishes, and emphasize a peaceful atmosphere of reunion. Westerners eat at square tables, use knives and forks, share dishes, each person a set of tableware, and pay attention to nutrition and hygiene. Way of thinking, take the medical technology means: Chinese traditional medicine to “look, smell, ask and cut” diagnosis, with Chinese herbs and acupuncture and massage as the main means of treatment of disease. Western medicine is to focus on the medical laboratory tests, indicators and analysis, and chemical drugs, injections, surgery, etc. as the main means of treatment. This reflects the different ways of thinking of Chinese and Western medicine, but the root is a means, the essence of which contains a profound cultural heritage behind Chinese and Western medicine.
- 2) Culture is a value. For example, Singapore, one of the four little dragons of Asia, is a multicultural and multireligious country. 70% are Chinese, the government takes cohesion as the key to a strong nation, through the National Assembly to make the people reach a consensus, set up common values, the formation of national cohesion, Singapore, the garden city country has created a miracle in many aspects. “The cohesive role of values can never be ignored”, which is precisely the deep-rooted manifestation of culture.
- 3) Culture is the process of nurturing personality and individuality. Modern cultural theory holds that the essence of culture is the shaping of personality. In the context of China’s cultural construction, the essence of culture is to “mold the four new men and improve the quality of human beings”. In fact, this is also reflected in the two functions of culture. One is the economic function: often referred to as “culture sets the stage, the economy sings the opera”, the industrialization of culture is essentially to reflect this point. One is the human function: to mold people, cultivate people, and nurture the national spirit. The second function here coincides with its essence. In the final analysis, cultural construction must ultimately be implemented to improve the quality of people, give full play to their individuality and ability to improve cultural competence, otherwise it will be a mere formality.

With regard to the above three simplified understandings, we can summarize the essential meaning of culture in this way: that is, it refers to the humanization of nature, the way of being of man and society, and it reflects the degree, manner and results achieved by the material and spiritual forces of mankind in the course of historical development. Chinese culture, especially traditional culture, has both positive and negative aspects. With the deepening development of our modernization, Chinese culture will inevitably be transformed — that is to say, we must advocate an advanced culture, what is this advanced culture? In short, it is the spiritual impetus and intellectual support that pushes human society forward, influences the spirit and soul of people, and permeates all aspects of social life. “In contemporary China, the development of an advanced culture means the development of a national, scientific and popular socialist culture that is oriented towards modernization, the world and the future, so as to constantly enrich people’s spiritual world and strengthen their spiritual strength.” In contemporary China, it is also the only kind of culture that can truly provide tangible spiritual impetus and intellectual support for China’s economic development and social progress, and it is historical, concrete, and never linked to advanced economics and politics at a certain stage of historical development. Thus, by understanding the basic connotations of culture and advanced culture, we will be able to identify where we can improve our ability to build an advanced socialist culture in a targeted manner, and will be able to maintain our cultural self-confidence.

## 3. The Need to Continuously Improve the Capacity to Build an Advanced Socialist Culture and Enhance

## **Cultural Self-Confidence**

### *3.1 Enhancing the Capacity to Build Advanced Socialist Culture and Strengthening Cultural Self-Confidence Is an Important Part of Improving the Party's Governing Capacity*

Culture, as the spiritual impetus and intellectual support for a country's economic development and social progress, is becoming increasingly global and strategic. The development of the country, the revitalization of the nation and the well-being of the people cannot be achieved without the support of a strong culture. We are building an advanced socialist culture, which is essentially cultural innovation in the midst of multiculturalism and the comprehensive absorption of the beneficial fruits of human civilization. Absorption is for the purpose of continuous creation, and its dominant, healthy and upward spirit of the national body must never be lost or weakened. Only by constantly improving our ability to build an advanced socialist culture, by insisting on and strengthening our cultural self-confidence, and by comprehensively raising our level of leadership and governance can we enable the Party to maintain a sober political awareness and a sense of anxiety in the face of the complex and changing economic and political situation at home and abroad.

### *3.2 Enhancing the Capacity to Build an Advanced Socialist Culture and Strengthening Cultural Self-Confidence Are Inherent Requirements for the Development of Advanced Productive Forces*

The history of mankind is not only a history of material production, but also a history of cultural creation. For a country or a nation, the economy is the sinews and the culture is the soul. If the sinews are weak, it will not be strong and independent; if it loses its soul, it will lose itself. Prosperous culture is not only an important force to enhance the material productivity, but also an important symbol to strengthen the comprehensive national strength. The driving force of culture is the economy, and behind the economy is culture. At present, to improve the ability to build advanced socialist culture and enhance cultural self-confidence, it is necessary to improve the ability to develop and manage the cultural industry, and the development of the cultural industry and the construction of advanced socialist culture is the development of advanced productive forces.

### *3.3 Enhancing the Ability to Build an Advanced Socialist Culture and Strengthening Cultural Self-Confidence Is an Important Guarantee for Building a Harmonious Socialist Society*

Society is a large and complex system. Only when all aspects and elements of society are made compatible, closely coordinated and harmonized can society function normally and develop smoothly. To stay in power for the long term and to continue to promote social development and progress, the Party must adapt to the new situation of profound changes in China's economic and social structure, place a high priority on building a harmonious socialist society, and stimulate the vitality of social creativity. In order to maintain social harmony and stability, it is necessary to give full play to the advantages of advanced socialist culture, guide people to learn to deal with and resolve conflicts with the power of culture and the use of legal means, and gradually form a society in which cultural construction is led by core socialist values and in which all people make the best use of their abilities, enjoy the benefits of their own lives and live together in harmony.

## **4. Key Points for Continuously Improving the Capacity to Build Advanced Socialist Culture and Enhancing Cultural Self-Confidence**

Building an advanced socialist culture boils down to upholding the guiding position of Marxism, developing socialist ideology, and providing strong theoretical guidance, public opinion support, spiritual strength and cultural conditions for building socialism with Chinese characteristics.

### *4.1 Strengthening the Guiding Force of Advanced Socialist Culture*

Advanced socialist culture is the guiding force in China's socialist modernization. As a culture of social consciousness, advanced socialist culture changes people's ideology and state of mind, maintains social identity and forms social consensus by giving full play to the positive role of scientific theories and values in arming, guiding, shaping and inspiring people.

#### *4.1.1 To Adhere to the Guiding Position of Marxism in the Field of Ideology*

Scientific theory is the soul of culture. Marxism is the fundamental guiding ideology on which we founded the Party and the country, and it is the soul of building advanced socialist culture. "Ideology concerns the flag, the road and national political security." We must stand on the height of consolidating the Party's ruling position and safeguarding the country's cultural security, soberly recognizing the importance and necessity of adhering to and consolidating the guiding position of Marxism in the field of ideology. General Secretary Xi Jinping has emphasized that "economic construction is the central work of the Party, and ideological work is an extremely important task of the Party." Therefore, it is necessary to strengthen the Party's leadership of ideology, to ensure the correct direction of news and cultural propaganda with positive guidance and effective management, and to promote the healthy development of cultural undertakings.

#### *4.1.2 Guiding the General Cadres and Masses to Establish the National Spirit and the Spirit of the Times*

Advanced socialist culture has a strong national spirit and the spirit of the times. The national spirit is the spiritual condensation of a nation's way of life and values, and is the spiritual support on which a nation relies for its survival and development. The spirit of the times is a reflection of the progressive spirit of a political party, a country or a nation, and is the inexhaustible driving force for their development and progress. Political parties, countries and nations without the character of the times are ossified and can hardly innovate and develop in the tide of the times. Therefore, in order to build an advanced socialist culture, it is necessary to continuously enhance the self-confidence and cohesion of the nation through various channels and means. The understanding and mastery of Chinese culture by many Chinese people is quite profound and rich, thus enabling the Chinese people to create well-known great achievements in many fields at many times in history, by virtue of their cultural ability formed by their unique culture. In Chinese culture, which has been passed down from generation to generation, people have responded to all kinds of social and natural challenges with this cultural competence, dealing with all kinds of problems in society and the family, in production and in life in a skillful and sophisticated manner. The fact that China's economic and social life has lasted for more than 5,000 years is the result of this cultural force, this cultural capacity.

#### *4.2 Enhancing the Penetration of Advanced Socialist Culture*

Culture marks the state of progress and degree of civilization of a society, and its value is realized through its penetration into economic and social life. Advanced socialist culture deserves stronger penetration.

##### *4.2.1 Advanced Socialist Culture Should Permeate Economic Construction*

The advanced socialist culture can only reflect its advancement and penetration if it is rooted in the center of economic construction. It is especially reflected in the cultivation of entrepreneurial culture. To solve the deep-rooted contradictions and problems in economic and social development, it is necessary to make bold changes and innovations from the traditional ideological concepts, social psychology and other cultural dimensions formed in the past. Cultural industry has become the most effective breakthrough for economic growth. Cultural industry is the "sunrise industry", is the new economic growth point is becoming more and more people's consensus.

##### *4.2.2 Advanced socialist Culture Should Permeate Ideological and Political Work*

By mobilizing various forms of culture to penetrate people's hearts and minds, the functions of culture in educating, shaping, cultivating and nourishing people are really brought into full play. Can be in the ideological and political work to draw more people's language, civilian style, enhance the attraction and infectious ideological and political work. We must be fully aware of and prepared for the important task of vigorously inheriting and carrying forward the excellent traditional culture of the Chinese nation, vigorously promoting advanced socialist culture, and ensuring the cultural security of our country. The cohesion of society as a whole should be enhanced by democratic methods of coordination, communication and service.

##### *4.2.3 Advanced Socialist Culture Should Permeate the Construction of Ideology and Morality*

The role of culture is subtle. Whether it is the realization of sustainable economic development or the promotion of comprehensive human development, the construction of ideology and morality is crucial. The construction of ideology and morality is indispensable to the construction of any kind of culture in any society. Our ideological and moral construction today requires the establishment of an ideological and moral system that is compatible with the socialist market economy, harmonized with the socialist legal norms, and undertaken with the traditional virtues of the Chinese nation. Only by establishing such a system of ideology and morality that keeps pace with the times can we guide people to form a common ideal of struggle, and thus truly and practically implement the rule of the country by virtue. Confucius once said, "To govern with virtue is like the North Star, residing in its place while all the stars are arching over it," particularly emphasizing the importance of moral governance. "Gentleman's virtue wind, small man's virtue grass, grass on the wind will be supine," emphasizing the moral in social life of the sensitization and incentive role. The strengthening of moral governance is also rooted in culture, especially the penetration of advanced culture.

#### *4.3 Enhancing the Competitiveness of Advanced Socialist Culture*

As material living standards continue to rise, the spiritual and cultural needs of the people are growing rapidly, characterized by multi-level, multi-form and diversity. Stimulated by this great social demand, all kinds of culture and art are developing competitively, and many kinds of cultural products and services are emerging in large quantities, and efforts to improve the competitiveness of advanced socialist culture have become the inevitable requirement of the development of the times. Culture has the dual attributes of ideology and industry. This dual attribute makes culture not only have the function of ideology, but also have the function of industry itself, which can create economic benefits. The development of culture industry is the trend of the world today, and culture industry is the sunrise industry with the most development potential, which has become an important symbol of the development of national economy of a country or region. If we want to improve the

competitiveness of advanced socialist culture, we must have a strong industrial entity as a strong backing.

Therefore, it has become a key entry point to study and formulate policies for the cultural industry, actively cultivate cultural enterprise groups, extensively absorb social capital, encourage, support and guide the development of private cultural enterprises, and form a cultural industry pattern in which State-owned enterprises are the mainstay and enterprises of various ownerships develop together. The competitiveness of advanced socialist culture is ultimately reflected in the quality of cultural products. Under the conditions of socialist market economy, the market is an important channel for the dissemination of culture, and the main position for advanced culture to compete with backward and corrupt culture. Without an audience market for cultural products, there is no way to talk about competitiveness. The first and foremost task in building an advanced culture is to produce more excellent spiritual and cultural products and masterpieces. The best is to reflect the new era, celebrate the new life, create new forms, that is, we often talk about carrying forward the main theme, reflecting the truth, goodness and beauty. Good quality should be able to win awards, cultural production to produce good quality, must establish brand awareness. There is no good brand, is currently an important measure of cultural prosperity or not. Quality is the basis of the brand, we must establish brand awareness and improve product quality. Of course, it is also indispensable to establish and improve the cultural incentive mechanism, formulate and improve some policies, measures and methods to create encourage talents to compete fairly, promote outstanding talents to stand out, and cultivate a number of high-quality theoretical, journalistic, publishing, literary and artistic workers.

The development of advanced culture is a more complex social project than economic development. Only by adhering to the forward direction of advanced culture and following the laws of building socialist spiritual civilization. Only by adapting to the requirements of the socialist market economy can we promote the development and prosperity of culture. Historical experience tells us that it is vital to firmly grasp the dominant power and leadership in the field of ideology. We should re-examine and re-position the status, role and function of cultural construction from the strategic height of developing, maintaining and realizing the cultural interests of the masses, ensuring cultural security and consolidating the ruling position. Establishment of culture is a pillar industry, sunrise industry, cultural economy is an important economic growth point of the new concept; break away from the old idea of culture on the culture of culture, to establish the integration of economic and cultural, economic and cultural together to grasp the new idea. The liberalization of the resolute liberalization, the control of the resolute control, and strive for the prosperity of cultural undertakings, the rapid development of the cultural industry, to provide a strong organizational guarantee and strong policy support, to create good conditions for development and the environment.

## 5. Conclusion

Culture is the soul of a country and a nation. Culture is the soul of a country and a nation. Without a high degree of cultural self-confidence and the prosperity of culture, there will be no great rejuvenation of the Chinese nation. We must adhere to the road of socialist cultural development with Chinese characteristics, stimulate the vitality of cultural innovation and creativity of the whole nation, and build a strong socialist cultural country. This also echoes the saying "It is history's choice and the people's choice that our Party has become the ruling party. Strengthening the Party's ability to govern is the demand of the times, the demand of the people."

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