

## Research on the cultural confidence of college students in the new era

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**Abstract:** *A nation will be strong if its culture is strong. To achieve the great rejuvenation of the Chinese nation, we must have strong support for cultural prosperity and prosperity. In the new era, college students' "cultural confidence" has become a problem that cannot be ignored. "Cultural confidence" is the affirmation and confidence of Chinese traditional culture, which is beneficial to the self-growth of college students and the construction of the mainstream ideology, thus realizing the "dream of a powerful country". Therefore, it is an important way to strengthen the "theoretical confidence" of the college students by strengthening the guidance of the mainstream ideology of the society, giving full play to the active role of the network participation and promoting the traditional culture of the Chinese nation.*

**Key words:** New era; college students; cultural confidence

### 1 The connotation of cultural confidence

Culture is an important embodiment of a nation, a nation's vitality, creativity and cohesion, and is also an important nourishment for a nation, a nation's vitality, creativity and cohesion. To achieve the great rejuvenation of the Chinese nation, we must have strong support for cultural prosperity and prosperity. Since the nineteen Congress of the Communist Party of China, comrade Xi Jinping, starting from the historical height of promoting the national rejuvenation, puts the construction of socialist culture with Chinese characteristics in an extremely important position in the administration of State Administration and socialist modernization, and creatively answers the fundamental problems of Chinese characteristics of socialist cultural construction with a series of new ideas and new strategies, such as the principle of idea, target task practice path and so on, which clearly shows the Chinese logic of the powerful cultural construction, and forms the basic cultural strategy of adhering to and developing socialism with Chinese characteristics in the new era.

College Students' cultural confidence means that college students have a clear recognition and strong recognition of the excellent traditional culture of the nation in the background of multi-cultural interaction. They can distinguish, awaken and reflect the foreign culture rationally. They are neither blind worship nor full negation, but they should be criticized and used for reference. In the process, the whole social culture is integrated, upgraded and developed. And cultural confidence is a confidence and belief in the culture of the nation,

which is embodied in a country and national identity for the cultural value of the nation, a clear grasp of the existing culture, and a firm belief in the prosperity and development of the future of the culture.

## **2 Ways to strengthen cultural confidence**

### **Firstly, to strengthen the traditional culture education and cultivate the cultural inheritance and innovation ability of university students**

To strengthen traditional culture education, we must enhance college students' awareness of learning traditional Chinese culture. Not only to impart excellent traditional cultural knowledge to college students, but also to lead college students to explore the foundation of Chinese culture consciously, improve their initiative to study Chinese excellent traditional culture and cultivate their enthusiasm for the creativity and inheritance of traditional culture so as to stimulate their pride and history of Chinese traditional culture.

As the college students in the new era, they should conscientiously practice the construction of the socialist core values, with the guiding ideology of Marx as the soul, the theme of the common ideal of socialism with Chinese characteristics, the spirit of nation and times as the ideological standards, and consciously strengthen the cultural confidence.

### **Secondly, to inherit the Chinese traditional culture**

In the new era, college students must fully understand the traditional culture and be fully aware of the value of Chinese traditional culture and deeply excavate the essence of national culture, take its essence, go to its dross, adapt it to the characteristics of the times, harmonize with modern civilization, and consciously realize the harmonious docking of national culture and present generation.

### **Thirdly to learn from the achievements of the world civilization**

As the college students in the new era, they should absorb and draw on the achievements of different civilizations. They should respect and absorb the civilized norms, values and ideals which are recognized by most of the countries and people of the international community, and take them as an important resource for the construction of new value consensus so as to keep the tide of globalization and maintain a sober national consciousness. All the ethnic groups build a harmonious and diversified world culture system through cultural collision and integration.

### **Finally, to improve the ability of cultural innovation**

We should constantly promote the innovation of cultural content, institutional mechanism and mode of communication, and create the cultural products with strong vitality and meet the people's spiritual and cultural needs. The era is calling young people to firmly fulfill their new historical mission. College students are young people who have more opportunities to receive modern knowledge education and benefit from the socialist system. At the same time, the majority of the young students should be the practitioner of socialist construction. They should be highly responsible to the country and the people, further strengthen the sense of responsibility, seize the rare opportunity, pick up the burden of revitalizing the Chinese culture and meeting the new challenges, become the backbone of the socialist cultural construction and contribute to enhancing our cultural soft power and realizing the dream of the Chinese nation's cultural power in the past century.

### 3 Conclusion

In a word, culture is the spirit and soul of a nation. A powerful nation often has a strong cultural confidence and national dignity so as to enhance the national cohesion and make the nation radiate a strong creative power. The competition of the comprehensive national strength in today's world is manifested in all aspects of politics, military, science and technology, and culture. The promotion of cultural soft power can, in turn, promote the promotion of hard strength, safeguard national security and social stability, improve the image of the country, and promote the all-round development of the God. Culture represents national identity and national image. As the young college students in the new era, they should further enhance the sense of responsibility, seize the rare opportunities and incumbent on the burden of revitalizing China and strengthen our country's cultural soft power.

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