The Value of Chinese Excellent Traditional Culture in the New Era

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Abstract

The rich traditional culture represents the culmination of a country and its people's wisdom, encapsulates the historical backdrop of national development, serves as a fundamental resource for national identity, and plays a crucial role in national construction. Moreover, it serves as a guiding light, inspiring individuals to embark on entrepreneurial endeavors. The rich traditional Chinese culture has a long history. It is a culture created by the ancestors of the Chinese nation and inherited and developed for generations to come. It is a culture with distinctive national characteristics, a long history, and profound connotations. It embodies the deepest spiritual pursuit of the Chinese nation and represents the unique spiritual identity of the Chinese nation. Entering the new era, we should strengthen our cultural confidence, fully tap into the essence of the excellent traditional Chinese culture, pay more attention to the creative transformation and innovative development of the excellent traditional Chinese culture, constantly draw nutrients from the excellent traditional Chinese culture, and give full play to the value of the excellent traditional culture of the times.

Keywords

Cultural confidence, Chinese excellent traditional culture, new era, the value of the times

1. Research background

The excellent traditional Chinese culture is the essence of the Chinese nation accumulated through the vicissitudes of life and the crystallization of the Chinese civilization. It is the spiritual lifeblood of the Chinese nation and a fertile soil for nourishing the core socialist values, giving the Chinese culture a solid foundation for a firm foothold in the turbulent world culture (Zeng Zhicheng, 2019). Since the reform and opening up, China's economic strength has been significantly improved, followed by the promotion of the international political status, so the development of higher requirements for the development of culture. Culture is not produced out of thin air, it is gradually formed with the development and accumulation of human history and has a subtle influence on human society. High importance to the development of culture is an important magic weapon for a country and a nation to remain in an invincible position. In view of this, General Secretary Xi Jinping is forward-looking from the perspective of history and national development and puts cultural construction in an unprecedentedly important position. Under the background of the growing voice for cultural construction, the excellent traditional Chinese culture has also ushered in the golden period of its development. Especially since socialism with Chinese characteristics has entered a new era, a major change in the principal contradiction in Chinese society has taken place. In the face of the people's growing need for a better life, the importance of fine traditional Chinese culture has become increasingly prominent. Five thousand years of history have forged the excellent traditional Chinese culture, which belongs to the treasure of the whole Chinese nation. Therefore, vigorously promoting the innovative development of the excellent Chinese traditional culture has become
the top priority in the field of culture. However, the innovative development of China's excellent traditional culture is not satisfactory, the development of the Internet gives people access to a culture increasingly diversified, diversification, some Western countries by means of cultural exchange crazy output their values, the innovative development of Chinese excellent traditional culture caused a certain extent. In addition, due to the public's understanding of the excellent Chinese traditional culture is not deep enough, the cultural carrier has not been fully utilized, and the cultural essence has not been explored to the greatest extent, so the innovative development of the Chinese excellent traditional culture still has a long way to go. "The socialist culture with Chinese characteristics originates from the excellent traditional Chinese culture bred by the 5,000-year civilization of the Chinese nation". It can be seen from this that the importance of the excellent traditional Chinese culture is self-evident. Therefore, it is of great significance to seize the important juncture of the new era and explore the path of dialectically analyzing the development status of traditional culture on the basis of promoting the innovative development of Chinese excellent traditional culture (Jia Jintao, 2021).

In today's world, various countries and nations pay more and more attention to the excavation and inheritance of their own culture, which is related to the construction of national and national ideology and the choice of development path. Chinese excellent traditional culture is rich in content, and the thought essence in today's life still plays an irreplaceable role, predecessors first thinking about life, for us today has important reference value, including their own cultivation, human relations, the relationship between man and nature and the relationship between countries is still worth our thinking and reference, some principles for the world of human civilization development still has an important guiding role. Nowadays, the international community is complicated, the development of fierce competition between countries, and how to build in the development of the national cultural foundation at the same time and actively into the development trend of human civilization, related to a national cultural value cognition, and then directly about the national development path choice, is the self-definition between itself and the world, self-promotion, mutual understanding, and common development process. Therefore, to achieve high-quality development in China in the new era, we must attach importance to the value of Chinese excellent traditional culture and provide spiritual support for the development with the essence of Chinese excellent traditional culture.

Today, countries and even every individual in the world are inevitably influenced by foreign cultures and diversified thoughts, and how to stick to their own spiritual home has become more and more important. To stick to one's own spiritual home is to adhere to its own cultural identity, constantly absorb the essence of excellent traditional Chinese culture, especially Confucian culture, integrate with the new era spiritual values of socialism with Chinese characteristics, and reasonably absorb the excellent components of foreign culture, can it show the unique cultural vitality. Only when cultural supply is rooted in such cultural vitality can it highlight its cultural confidence in the international political, economic, and cultural competition pattern.

2. The embodiment of the value of Chinese excellent traditional culture

2.1 It will help strengthen cultural confidence and provide spiritual support for China's development in the new era

The value of Chinese excellent traditional culture in the new era is more concentrated on the concept of cultural confidence, broad cultural confidence refers to the country, nation, or party of their cultural value and identity, this, identity is to their cultural survival ability, and national, national vitality on the basis of firm confidence and faith. Cultural confidence is the full affirmation and active practice of a nation, a country, and a political party to its own cultural value, as well as the firm confidence in the vitality of its culture. In the context of globalization, with the increasingly frequent cultural exchanges, cultural confidence becomes the foundation of the development of a country and a nation. Chinese excellent traditional culture is the cultural gene of the Chinese nation. From the perspective of cultural confidence, how to better inherit and carry forward the excellent traditional Chinese culture and make it more brilliant in modern society is a question that everyone should think about (Gong Lichao, 2023). From the perspective of cultural subjects, culture comes from people. As a person with social attributes, his cultural confidence is mainly reflected in his value cognition of the cultural thoughts of the country and his identity to the current social environment and is further reflected in the trust, cherish, and respect of the cultural atmosphere and cultural environment.

From this perspective, cultural confidence emphasizes a kind of subjective feeling obtained by individuals from the ideological and spiritual levels. Only the nation and the masses with strong cultural confidence can have the ability to change the environment, innovate the social environment, optimize their personal ideological cognition, and
improve the level of their personal ideological and political consciousness. With the support of the development and construction of the country, it can obtain a fundamental and sustainable stable development state.

2.2 It is conducive to promoting the building of the common values of all mankind

Today, international exchanges have been rid of the influence of time and space, communication between people is becoming increasingly convenient, and the closed inheritance of culture is no longer possible. It is an inevitable requirement of social development to move Chinese excellent traditional culture internationally. Chinese culture has its own inclusive, which provides the premise for China's excellent traditional culture abroad, human common value pursuit increasingly reflected in the cultural exchange, peace, development, fairness, justice, democracy, and freedom is the common value pursuit of mankind, it also provides the ideological basis for international cultural exchanges. When the excellent traditional Chinese culture goes to the world, the Chinese culture will benefit all mankind and show the unique charm of the Chinese nation; on the other hand, it is to learn from the achievements of the world, enrich the common values of the excellent traditional Chinese culture, adapt to the development of The Times, and strive to build a new form of human civilization.

2.3 It is conducive to breaking down the barriers of civilization and promoting the construction of a new form of human civilization

The excellent traditional culture thinks about and expresses the fundamental problems of the survival and development of human beings, and contains wisdom light, and important enlightenment to solve the problems of the times. With the enhancement of China's national strength, traditional culture is sending out charming charm on the world stage with its unique value. In the face of the profound changes unseen in a century, unilateralism and "anti-globalization" comeback, globalization suffers from enormous challenges. At this time, China launched the initiative to build a community with a shared future for mankind, deeply integrating the traditional Chinese thought of "great harmony" with the contemporary trend of globalization, committed to forming a more open development environment and a more benign global interaction, building a more progressive and prosperous China and the world, contributed to the future of human society, provide a completely new path selection. This is in line with the trend of the sound development of globalization. It reflects the win-win, win-win, win-win world feelings and cultural confidence, It also conveys to the world China's judgment on the direction of human civilization. Therefore, small-minded thinking must be abandoned, to recognize that Chinese modernization is based on the fine traditional Chinese culture and China's national conditions. At the same time, it integrates and draws on the useful development experience of various countries, based on the grand concept of China and the world, with "Each beauty has its own beauty, the beauty of the beauty, beauty and beauty come together, the world is in great harmony" of the Chinese philosophical thinking, entrust and transcend traditional international relations; With the concept of peace, development, cooperation and win-win results, break down barriers, differences and conflicts between different nations, peoples and religions. Its internal goal is both to benefit the Chinese people and to promote the common development of the world, it focuses on the progress of the whole human civilization.

3. Measures to give full play to the value of Chinese fine traditional culture in the times

3.1 Give full play to the role of science and technology and invigorate the traditional cultural era

Science and technology provide strong technical support for the revival of traditional culture. Through digital collection, storage, restoration, research, and other ways, the traditional culture, especially the cultural relics, is permanently preserved and continuously reproduced. The vitality of excellent traditional culture from traditional culture intrinsic value and spirit, including love, people-oriented, integrity, justice, harmony, core ideas, unyielding, dedication, the needy, good, filial piety old love the Chinese traditional virtue, promote social harmony, encourage people to be good ideological and cultural content such as the Chinese humanistic spirit. "Integrity and innovation, new roots." The inner spirit and appeal of the excellent traditional culture are passed down from generation to generation, and the participation of science and technology makes the inner spirit and value of the traditional culture more dynamic of the times.

3.2 Innovate the way of cultural inheritance, so that the fine traditional culture has a long history

The inheritance of Chinese excellent traditional culture means that the development of Chinese excellent traditional
culture is formed by generations of Chinese people with their wisdom. It is not an overnight and easy process, but a precious heritage preserved after the refinement of time. There has never been a shortage of creators of civilizations in history, but not all civilizations can cross the long river of history to profoundly influence generation after generation of people. It is the inheritance of the excellent traditional Chinese culture that makes the traditional thoughts, traditional literature, traditional customs, and other cultures bloom together, and so the Chinese nation has always maintained the bargaining chip of its own characteristics in the forest of nations in the world. The inheritance and development of excellent traditional culture not only needs to keep pace with the times and bring forth the new in form but also needs to keep up with the trend of the times and make good use of network media. Only in this way can the excellent traditional culture continue to shine a new brilliance of the times in the contemporary era (Ai Xiaojuan, 2022).

To protect and inherit the fine traditional culture is the responsibility and responsibility of generations. The construction of the system of inheriting fine traditional culture depends not only on the law of intellectual property rights to protect the treasures of Chinese culture but also on the formulation and improvement of policies on cultural management, cultural development, and cultural innovation, so as to form a guarantee mechanism conducive to the construction of the system of inheriting fine traditional culture. In the new era, protecting and inheriting the fine traditional Chinese culture is of great significance to the continuation and development of the spirit of the Chinese nation. With the joint efforts of the whole society, we should create a good social atmosphere, so that the fine traditional Chinese culture can be passed on from generation to generation and grow forever.

3.3 Innovate ways of cultural exchanges so that fine traditional cultures will shine through exchanges and mutual learning

It is necessary to use a combination of mass communication, interpersonal communication, and other ways to give full play to the functions of new media, establish a platform for people-to-people and cultural exchanges, reflect the profound value of excellent traditional culture in an all-round and multi-angle way, and promote the most basic cultural genes of the Chinese nation in a way that people like and participate extensively. The outstanding achievements of civilization in traditional culture will be spread to the common people through some plain language, words, pictures, pictures, songs and dances, TV programs, network videos, radio broadcasts, and other forms. On the other hand, we should encourage the development of cultural industries, build distinctive cultural brands, and make good use of developing high-quality cultural products to further show the world the unique cultural charm of local customs and customs contained in the excellent traditional Chinese culture (Chen Liyuan, 2023).

The long history of five thousand years has created extensive and profound Chinese excellent traditional culture, and many thoughts contained in the Chinese excellent traditional culture have had a positive impact on the current social development. In the context of the new era, promoting the innovative development of fine traditional Chinese culture is not only a vivid interpretation of cultural confidence but also a great initiative in line with the trend of The Times. In general, the innovative development of Chinese excellent traditional culture has made great progress and great achievements, which benefits from the opportunities of the times brought by the current society, but at the same time, it is also necessary to deeply realize that opportunities and challenges often coexist. The innovative development of China's excellent traditional culture still has some urgent problems to be solved. Therefore, it is particularly important to promote the innovative development of Chinese excellent traditional culture under the background of the new era, so as to fully show its advantages.

On our new journey, we need to strengthen our confidence in our culture, integrate China's development practices with the essence of fine traditional Chinese culture, consolidate the cultural foundation for China's development, and give full play to the value of the fine traditional Chinese culture of the times.

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