

China's Cultural Confidence under the Normalization of the COVID-19 Pandemic Control from the Talent Show

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Abstract

"National rejuvenation cannot be separated from cultural rejuvenation". On the occasion of the 100th anniversary of the founding of the Communist Party of China, this paper is based on the analysis of the current situation of cultural confidence research at home and abroad, a talent show is used as a point to see the folk cultural exchange and national governance capacity, so as to propose that establishing cultural self-confidence is important to resist ideological aggression and achieve the rejuvenation of the Chinese nation.

Keywords

The pandemic control; Cultural confidence; Cultural revival.

1. Introduction

Following the Party's 18th National Congress, Xi Jinping has mentioned cultural confidence on many occasions. In his speech at a Ceremony Making the Centenary of the Communist Party of China, Xi pointed out that "cultural confidence is a more fundamental, broader and deeper confidence". Establishing cultural confidence is not only an important means to resist Western ideological aggression, but also a booster to improve national soft power and achieve national rejuvenation. At present, the world is in the midst of a major change unprecedented in a century, and the outbreak of the COVID-19 pandemic, as the third major event to change the world agenda since the 21st century, has undoubtedly intensified the development of changes in the world order. While the pandemic control in many Western countries is out of control, China, under the leadership of the Communist Party, has won the battle to prevent and control the epidemic, turning this period of risk gathering into a window of opportunity, [1] and offering a helping hand and humanitarian help to other countries, and the people's self-confidence in the Chinese government has increased significantly. How to further build up cultural confidence in the context of the normalization of the pandemic control should become an urgent issue to be studied.

2. Current Status of Research on Cultural Confidence in Socialism with Chinese Characteristics

The issue of cultural confidence is currently a hot issue in domestic political research, and many excellent scholars have already made profound interpretations on the connotation of cultural confidence, the path of its construction, and Xi Jinping's cultural outlook. However, there is a lack of understanding of the importance of cultural self-confidence at this particular time from the perspective of state-to-state communication and from the level of ideological security in the global perspective. Some scholars have also studied China's cultural exports since the beginning of the new century, and two scholars, D. Becard and P. M. Felipe, have analyzed the ways in which China has engaged in "cultural diplomacy" during the period 2003-2018. They argue that Chinese media, films and Confucius Institutes are important manifestations of China's cultural soft power, and that China is increasingly using "cultural diplomacy" as an important tool in its

international engagement strategy. This conclusion is partly an affirmation by the West of China's growing cultural soft power, and partly a realist concern about China's growing international influence. [2] It also shows that China needs to establish its image as a peaceful rising power to the world with the concept of a community with a shared future for mankind as its grip. Starting from a talent show, this paper analyzes the deeper reasons behind the hot phenomenon and its practical significance through the methods of seeing the big picture in a small way, comparative study, and citing data. Comparing the excellent governance ability and global governance concept shown by the CPC and China government since the outbreak of the the COVID-19 with the pandemic prevention situation in Western countries, the paper analyzes the importance of the victory of epidemic prevention and control in promoting Chinese culture and establishing cultural self-confidence, and argues that strong cultural self-confidence is an important force provided by achieving the great rejuvenation of the Chinese nation.

3. Cultural Confidence at Different Levels

3.1. Cultural Exchange and Export at the Civil Level

On February 17, 2021, a talent show called "Chuang Together 2021" was launched, which differs from previous shows in that it is positioned as an "international cultural exchange growth show". Among the 90 contestants, 25% are foreign participants, who come from Japan, Russia, Thailand and other countries. The outstanding strength of the foreign contestants and the hospitable spirit of the domestic contestants have sparked a lot of discussion among the audience. This phenomenon can not be separated from the effective prevention and control of the epidemic in China and the tolerance of foreign cultures in Chinese society. According to Cato China's "I want to add different cultural experiences to expand my horizons" survey, the popularity of foreign cultures rose from 56% in the second quarter to 78% in the fourth quarter of 2020. Underlying this trend is a sense of confidence and pride in the government's outstanding performance in the pandemic control, as well as China's historical experience of cultural intermingling since ancient times.

The exchange and integration of world cultures is a basic feature of human society and a process that cultural innovation is bound to undergo. Chinese culture has been open and tolerant, and it has continued to collide and integrate with foreign cultures in order to continue its vitality. It has also been proven that a flourishing culture is a culture that knows how to take in and take out, and a powerful nation is a nation where culture blossoms. During the Tang Dynasty, when cultural exchange was at its peak, Changan had a resident foreign population of 100,000 people, and many of the popular cultures of the Tang Dynasty, such as garlic, hu ma cakes, hu whirlwind dances, hu songs... from food to entertainment, were also re-creations after the collision and fusion. It was by absorbing the diverse cultures from neighboring countries and the West that the cultural charm of the Tang Dynasty is still enjoyed by foreign people and has become a symbol of the splendor of Chinese traditional culture. [3]

Under the wave of globalization, cultural communication has become an important means to enhance international influence. We should not only warmly welcome the spread of excellent cultures from all over the world in China, but also actively promote Chinese culture to the world. In "Chuang Together 2021", not only are there outstanding Japanese dancers using Chinese-style songs for dancing adaptations, but Chinese participants also show foreign contestants Chinese traditional culture such as Chinese costumes and folk dance. This program also shows the development potential of Chinese entertainment industry and the open and tolerant Chinese attitude to fans in many countries such as Japan, Thailand, Korea, the Philippines and Vietnam through overseas channels. The Chinese culture can be enhanced through the show, and the show can show the world the international image of China as a peace-loving country.

3.2. Numbers Significance of the Country's Outstanding Performance in the Pandemic Control for Cultural Confidence

The more than 20 foreign contestants on the show were willing to spend three weeks in isolation, trying to overcome barriers of language and culture, not only because of the huge volume of the Chinese entertainment market, but also because of the major victory achieved by the Chinese government in the prevention and control of the epidemic: the pandemic in many foreign contestants' countries was out of control and their performances and even their lives were affected to varying degrees, so coming to China to participate in the show not only gave them an additional way to realize their dreams, but also as an opportunity to work.

Since the outbreak of the COVID-19 pandemic in late 2019, it has turned into a major global public health event that needs to be faced by all countries in the world. In the early stages of the outbreak, China faced a situation more severe than any other country at the moment, but the Chinese government delivered a satisfactory answer to the people, and to the world. The Party Central Committee, with Xi Jinping at its core, demonstrated firm political determination. And under the unified leadership of the Party, China won the war on epidemic prevention and control, reflecting the strength of the system of socialism with Chinese characteristics and the advanced nature and leadership of the Communist Party of China. Faced with the outbreak of this unknown infectious disease, the Chinese government took strong measures: cities were closed and home quarantined to reduce the infection rate, the CPC members and medical personnel went to the front line to assist Wuhan, and Vulcan Mountain and Thor Mountain hospitals were erected, which demonstrated to the world China's strong organizational and governance capabilities. Those measures also showed that the CPC and government adhere to a people-centered approach, and the distinctive attitude of relying on the masses. This has increased the trust of the Chinese people in the government and their national pride, and is conducive to enhancing the confidence in the road, theory and culture of the system of socialism with Chinese characteristics.

As the world's largest developing country, China, guided by the concept of a community with a shared future for mankind advocated by General Secretary of the CPC Xi Jinping and the new concept of global governance, has actively assumed its due international responsibility and promoted the global fight against the epidemic with practical actions. With the successful development and mass production of Chinese vaccines, the Chinese government announced on October 8, 2020 that it has joined the COVAX Facility, making a solemn commitment to the world to promote the COVID-19 vaccine as a global public product. Currently, China has provided vaccine assistance to 53 developing countries, including Pakistan, and has exported and is exporting vaccines to 22 countries, which is a concrete practice of the concept of human health community advocated by General Secretary Xi Jinping. The concept of a community with a shared future for mankind comes from the traditional Chinese concept of the wellbeing of humanity, and the traditional values of "harmony culture" and "unity of righteousness and profit" will be demonstrated to the people of the world through the assistance. The outstanding performance of the Chinese government in the fight against the pandemic not only demonstrates China's high sense of international responsibility and increasingly powerful soft power, which has significantly increased people's awareness of China's

influence in Western countries and attracted foreigners to seek development opportunities in China, but also shows Western countries that the idea of "zero-sum game" in the field of international relations is not desirable. and that countries need to work together to overcome the difficulties of the times.

4. The Significance of the Times in Establishing Cultural Confidence

4.1. Young People Are the Most Important of the Subjects of Cultural Confidence

In recent years, such talent shows are common in China, and the prototype comes from the "idol culture" and entertainment mechanism of Japan and Korea. Since the 1990s, a large number of Korean films and TV dramas, Japanese animation and Japanese and Korean stars have entered the China market, and young people, as a highly receptive group, have been greatly influenced by Japanese, Korean, and European and American culture. This phenomenon is not only detrimental to young people to learn, support and inherit Chinese culture, but also to the formation of correct values.

Young people are the main group of people who are penetrated by Western values in China, and they are also the backbone of the country's future construction. With using the Internet for a long time, the young receive information quickly, and is deeply influenced by Western culture. We need to cultivate the cultural confidence of young people, help them establish the right outlook on life, the worldview and values, lead them to establish correct value standards, improve their ideological defense, and proactively inherit and spread Chinese culture. In the new period of historical development, youth with strong cultural confidence will play a vital role in the process of achieving the rejuvenation of the Chinese nation. Therefore, it is urgent to cultivate the cultural confidence of youth. We need enhance the sense of identity and belonging of young people to our traditional culture. [4]

4.2. Achieving the Rejuvenation of the Chinese Nation Is the Goal of Establishing Cultural Confidence

"Achieving the nation rejuvenation is the greatest dream of the Chinese people and the Chinese nation since modern times", and the rejuvenation of the nation is inevitably accompanied by the rejuvenation of culture. The current international relations are intricate and complex, and all countries in the world are constantly formulating and adjusting their development strategies according to the environment they are in, and culture is precisely the basic factor in their strategic considerations. In the fierce competition for comprehensive national power, the influence of cultural factors and the use of cultural power have become indispensable tools. [5] Developing excellent socialist culture, creating excellent literary and artistic works, and establishing the cultural confidence will help meet the cultural needs of the people and ideologically unite all people in the struggle to create a new situation of socialism. In the course of the pandemic outbreak, the Chinese people took Chinese culture as a powerful spiritual force, followed the command of the Party Central Committee, worked together with one heart, stand with each other in solidarity, and jointly achieved a great victory in the fight against the pandemic. And in the context of the normalization of pandemic prevention and control, continuing to cultivate cultural confidence, and firmly establish the national spirit with patriotism at its core and the spirit of the times with reform and innovation at its core, the Chinese will definitely unite as one.

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