

Research on the Cultivation Approaches to Cultural Confidence among College Students

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Abstract

The Chinese excellent traditional culture, as the soul support of the country, embodies the spiritual pursuit of the Chinese nation, is related to the direction of the country's development, and provides inexhaustible power for the country's development. How to cultivate the college students' cultural confidence is the key to the current ideological and political education in universities and the development of socialist culture with Chinese characteristics. College students are the main force of the times, who are the builders of socialism and the practitioners of the rejuvenation of the Chinese nation. However, influenced by social trends and external environment, the cultivation of cultural confidence among college students has faced new challenges. Therefore, based on the problems existing in the cultivation of cultural confidence among college students in the new era, this study proposes specific and feasible cultivation approaches, aiming at improving the effectiveness of ideological and political education in colleges and universities, promoting the development of college students' cultural confidence, and improving students' personal comprehensive quality.

Keywords

Cultural confidence, College students, Ideological and political education, Cultivation of cultural confidence.

1. Introduction

Since Chinese reform and opening-up policy was implemented, China has made great progress in politics, economy, military, science and technology. Nowadays, people are no longer living for food and clothing, and their requirements for spiritual and cultural life are constantly improving (Shan, 2019). As a result, cultural confidence has received a great deal of attention. How to cultivate the cultural confidence of college students in higher education has become an important task of the times, and fostering a high level of cultural confidence is an inevitable requirement for building a socialist cultural power with Chinese characteristics (Huang and Gu, 2021). The issue of cultural confidence is not only a major topic for cultural construction, but also an important proposition for promoting the Chinese spirit (Yang and Wang, 2019). However, at present, there are some problems in the cultivation of college students' cultural confidence, such as insufficient cognition of excellent traditional culture, insufficient understanding of revolutionary culture and blind worship of western culture, which hinder the cultivation of college students' cultural confidence.

In view of these problems, this study aims to carry out cultivation approaches from four perspectives: social education, school education, family education and self-education. In terms of theoretical significance, this study takes college students as the research object. By analyzing the value and existing problems of the cultivation of college students' cultural confidence, this study aims to broaden the research horizon of ideological and political education, enrich the

theoretical system of ideological and political education, provide some inspiration for the cultivation of cultural confidence in colleges and universities, and provide some enlightenment for the reform of ideological and political education in colleges and universities. In terms of practical significance, this study aims to enhance college students' understanding of excellent traditional culture, promote their cultural discrimination ability, and assist students to establish a correct cultural mindset through specific cultivation approaches, in order to achieve the goal of cultural confidence cultivation.

2. The Value of Cultivating Cultural Confidence among College Students

2.1. Beneficial for Improving the Personal Qualities of College Students

Young college students' outlook on life, world and values are basically formed in the university stage, the cognition and consciousness of culture acquired in the university will influence and accompany students' life (Ren et al., 2018). By learning excellent traditional culture, college students can absorb the essence of excellent traditional culture, identify with excellent culture in mentality, apply the concepts of excellent traditional culture to their own reality, form good moral habits, so as to achieve the improvement of their own quality.

2.2. Beneficial to the Development of Ideological and Political Education

Compared to learning knowledge, guiding college students to establish correct values and cultivate moral character is more urgent. As an important battlefield for cultivating students' cultural confidence, the main task of ideological and political courses is to cultivate modern talents with good moral character and high political competence (Wu, 2019). Integrating cultural confidence into the ideological and political education system not only provides a new perspective for the theoretical system of ideological education, but also aids to comprehensively improve the ideological and moral level of college students. At present, ideological and political education in universities should continuously keep up with the times. University teachers should innovate ideological and political education models through multimedia and information technology, improve the timeliness of ideological and political education, and enable students to learn more proactively.

2.3. Beneficial to Resist the Invasion of Western Social Ideological Trend

With the acceleration of globalization, various thought from the West continue to pour in. In the face of diverse cultures, students need strong cultural confidence to show the unique charm and value of our own culture, which is very crucial for the maintenance of cultural security (Wu, 2019). As a special group, college students' ideological trend directly affects the development of the country. Therefore, facing the complicated culture, college students should take a firm stand, dialectically treat the Western culture, and improve the ability of cultural discrimination. Through in-depth study of traditional excellent culture, students can understand the connotation and charm of Chinese culture, consciously cultivate cultural confidence, and resist the Western cultural hegemony.

3. The Problems of Cultural Confidence among College Students

3.1. Insufficient Recognition of Excellent Traditional Chinese Culture

Shen (2020) points out that culture is the spiritual home of a nation. The Chinese excellent traditional culture is the crystallization inherited from the development process of the Chinese nation, which is a true portrayal of the development process of the Chinese nation. Therefore, it is indispensable for college students to inherit and promote the excellent traditional Chinese culture. However, some college students lack recognition of Chinese traditional excellent culture. It mainly includes three aspects. Firstly, there is a lack of understanding of the value of

Chinese excellent traditional culture. Currently, some college students are more inclined to learn knowledge related to their future employment or further education, neglecting the study of traditional culture. Undoubtedly, it has had a negative impact on traditional culture. Secondly, some college students lack the ability to discern culture. During college, it is a crucial period for the formation of outlook on life, world and values. With the acceleration of the pace of globalization, the cultural thoughts of various countries begin to penetrate into the life of college students. Faced with a variety of culture, some college students lack the ability to select and distinguish culture. Thirdly, some college students lack confidence in traditional culture. Influenced by the current trend, some college students believe that culture should seek for new changes. Nevertheless, some individuals are not aware of the connotation and source of culture, even ignore the significance of culture, which often leads them to believe that cultural studies are ineffective.

3.2. Insufficient Understanding of Revolutionary Culture

Huang and Gu (2021) point out that in the long revolutionary practice, the Communist Party of China led the Chinese people to create a revolutionary culture with profound historical deposits and rich spiritual connotations, such as the spirit of the Long March and the spirit of Yan'an. Firstly, due to the peaceful living environment, some students are not very familiar with the revolutionary culture. Additionally, the knowledge of revolutionary culture obtained by college students from the older generation is also relatively limited, so some students lack a comprehensive understanding of revolutionary culture. Secondly, some college students still lack the ability to resist historical nihilism abroad. Since college students themselves have not experienced the revolutionary war period directly, some college students have deviations in the connotation and significance of revolutionary culture, believing that revolutionary culture is a unique product of the revolutionary era and is not suitable for the present (Huang and Gu, 2021). Therefore, college students need to cultivate Chinese cultural confidence. Under the circumstances, colleges and universities should integrate revolutionary culture into the educational process to help students distinguish bad information and resist the impact of some negative western culture.

3.3. Blind Worship of Western Culture

With the deepening of reform and opening up and the acceleration of globalization, some non-native cultures begin to enter China. In the process of cultural exchanges and development with foreign countries, China has drawn many advanced experiences and made breakthroughs in various fields, which provides impetus for Chinese economic development. However, the continuous penetration of western culture is still a challenge to Chinese mainstream culture.

In this era where people's living standards are increasingly improving, some people are not aware of the impact of these negative cultures. Negative information is quietly integrated into different aspects of Chinese society, beginning to bring intrusion on the values and minds of some young people. Firstly, it is the blind imitation of Western culture. For example, in recent years, South Korean TV dramas have become popular in China. As a result, there is a "Korean wave" among some college students. Some students began to blindly buy clothes, supplies, posters related to South Korean stars, and even began to imitate the behavior of South Korean stars in movies and TV dramas. At the same time, some students also began to admire Western festivals, blindly following them without knowing their cultural origins and customs. Celebrating foreign festivals and taking foreign names have become a way to erode the cultural confidence of new generation. Some individuals are so keen on celebrating Christmas and Easter that they forget some traditions such as the Dragon Boat Festival and the Double Ninth Festival. Due to the phenomenon of cultural erosion, universities should transmit the correct cultural views to the new generation as soon as possible. Secondly, the erosion of negative Western values. In recent years, due to the rapid development of information technology,

college students have become the main audience of new media, and Western cultures have entered the view of college students through online platforms. Although information technology has brought convenient information to students, it is also mixed with negative information, such as the Western values of hedonism and materialism, which are beginning to attack some students. College students are in the critical period of value formation, negative information will give them wrong guidance. Due to the erosion of negative information, the behavior of some college students has begun to change, leaving behind diligence, frugality, and hard work.

4. The Cultivation Approaches to Cultural Confidence among College Students

Yan (2021) points out that a nation's cultural confidence is not an unconditional admiration for culture, but an ability to creatively transform and develop its own culture. In the context of cultivating core socialist values, enhancing the cultural confidence of college students is an essential way to promote the effectiveness of ideological and political education for college students. At present, how to cultivate students' cultural confidence has become a heated topic of higher education reform. This paper will propose approaches to cultivating cultural confidence among college students from four aspects: society, school, family and self-education.

4.1. Cultivating Cultural Confidence through Social Education

Society is one of the external environments for the growth and development of students, a sound cultural atmosphere and a healthy social network environment provide an important guarantee for the cultivation of students' cultural confidence. Therefore, social education should start with creating a good cultural atmosphere and building a healthy network environment. In terms of creating a good cultural atmosphere, the guiding role of public cultural venues should be fully employed (Qiao, 2020). Government should attach importance to the educational role of public cultural venues such as libraries, cultural centers, exhibition halls, and museums, so as to play an important role in cultivating the cultural confidence of college students. Government can regularly organize students to participate in themed education activities in corresponding cultural venues, allowing them to experience the charm of Chinese culture and enhance their sense of identification with Chinese culture through participation. In addition, the government can also cultivate students' cultural confidence through community culture. By carrying out cultural publicity activities and theme activities in the community, students can fully devote themselves to social practice, thereby strengthening students' understanding of social culture, enhancing students' social responsibility, and promoting students' identification with Chinese culture.

In terms of building a healthy network environment, on the one hand, government should make use of the positive functions of new media to constantly strengthen the construction of network culture environment. For example, the publicity of Chinese excellent traditional culture, revolutionary culture and advanced socialist culture should be further strengthened, so that the network can be filled with positive energy (Huang and Gu, 2021). On the other hand, the relevant departments should improve the management of the network cultural environment. In recent years, due to the high-speed development of information technology, some problems have appeared in the network environment, which hinder the cultivation of college students' cultural confidence. Therefore, the relevant departments should further intensify the monitoring and management of the network cultural environment, formulate corresponding laws and regulations, and impose serious crackdowns and penalties on network illegal behaviors.

4.2. Cultivating Cultural Confidence through School Education

Wu (2021) points out that the educational output of cultural confidence in colleges and universities is a vital way to enhance the cultural confidence of college students. Colleges and universities can cultivate students' cultural confidence from the following two aspects. Firstly, a healthy campus cultural environment is needed, which includes making good use of potential campus environmental culture and maintaining campus network culture. In terms of making good use of potential campus environmental culture, colleges and universities should create a good campus cultural atmosphere for students through bulletin boards, blackboard posters, broadcasting stations, campus television stations, campus newspapers and magazines, etc. These potential campus cultural resources can subconsciously promote the moral education of students, thus further promoting cultural confidence. In terms of maintaining campus network culture, college students live in a highly developed era of information technology, some students are easily induced by negative information. Therefore, the relevant departments should strictly supervise the campus network and prohibit the contents that are not conducive to the physical and mental development of students. In addition, colleges and universities should guide students on how to use the Internet in a healthy and safe way, so that the Internet can become a tool to promote the development of students' cultural confidence.

Secondly, universities should establish a reasonable curriculum system. Huang and Gu (2021) point out that classroom education is the main channel for consolidating the cultural confidence foundation of college students. Therefore, universities should strictly follow the goal of cultivating cultural confidence and reasonably set up their curriculum system. To begin with, universities should further highlight the leading position of ideological and political courses. The ideological and political theory course, as a venue for teachers to directly cultivate students' cultural confidence, should be given attention. Furthermore, ideological and political courses should keep up with the times, add some elements that students are interested in, arouse the classroom atmosphere, activate students' cognition, and enable students to participate more actively. Meanwhile, college teachers are also required to pay attention to the complementary role of other traditional courses such as general courses and professional courses, the relationship between ideological and political courses and traditional courses are interrelated and mutually promoting. Therefore, colleges and universities should coordinate the relationship between the two in curriculum setting, so as to realize the combination of Chinese excellent culture and college curriculum.

4.3. Cultivating Cultural Confidence through Family Education

As an effective way to cultivate students' cultural confidence, family education plays an important role in the growth and development of students as well. Family education can promote the cultivation of students' cultural confidence from two aspects. One is to shape a sound family atmosphere, and the other is to strengthen the exemplary role of parents. In terms of shaping a sound family atmosphere, a good family atmosphere can guide children to cherish life, be content, be grateful and give back (Qiao, 2020). Family education has an essential role to play in the development of children's moral character, and parents should cultivate their children's patriotism and spirit of hard work. In addition, parents should also educate their children to enjoy helping others, respect the elderly and cherish the young, and have a sense of responsibility (Qiao, 2020).

In terms of strengthening the exemplary role of parents, parents are the first teachers of children, children will unconsciously imitate their parents' behavior in family education. Firstly, parents should develop their own cultural quality. By reading excellent traditional classics, parents can strengthen their own understanding of excellent traditional culture and guide their children to learn about it, facilitating their children understand it. Secondly, parents should keep up with the trend of the times and strengthen the learning of information technology and

network resources. Based on the internet and information technology, parents can understand the current national policies and guidelines, continuously improve their knowledge level, and enhance their identification with excellent traditional culture. Finally, parents should pay attention to their words and deeds, and put the excellent traditional Chinese virtues into practice in their daily lives. Through the example of their parents, children are able to learn to be grateful to the motherland, contribute to society, show filial piety to the elderly and respect others.

4.4. Cultivating Cultural Confidence through Self Education

Cultivating cultural confidence among college students is a difficult task of the times and a complex long-term mission. The cultivation of cultural confidence requires a combination of multiple forces. In addition to the external environment, self-education also plays an important role. Consequently, college students should form a correct cultural attitude from the perspective of self-education, cultivate their cultural confidence, and make themselves excellent socialist builders (Wu, 2019). The self-education of college students can start from the following two aspects, including improving their own cultural quality and strengthening the awareness of cultural innovation. In terms of improving their own cultural quality, college students can only maintain confidence in Chinese culture in the context of multiculturalism by studying and deeply understanding the connotation and charm of Chinese culture (Qiao, 2020). Firstly, college students should actively study the principles of Marxism, understand the content of the theoretical system of socialism with Chinese characteristics (Wu, 2019). Secondly, in the face of multiculturalism, college students should watch more classic books, film and television materials containing excellent Chinese culture, in order to improve their cultural quality and cultural identification ability.

In terms of strengthening the awareness of cultural innovation, college students should establish the perception that different cultures are equal to each other (Zhao, 2021). College students are in a multicultural era, who should rationally think about foreign cultures, learn from the essence of other culture, and combine it with our national conditions to create a culture suitable for our society. At the same time, college students should cultivate a spirit of innovation based on existing cultural achievements. By raising reasonable questions, students can cultivate the ability of independent thinking and problem solving. In addition, college students should also actively participate in cultural innovation activities, contribute to Chinese cultural innovation, and improve their sense of cultural belonging and identity (Zhao, 2021).

5. Conclusion

Culture is the soul of a country and a nation, and cultural confidence is the internal driving force for achieving the great rejuvenation of the Chinese nation (Ren et al., 2018). College students are the hope of the nation and the backbone of future national development. College students' adherence to cultural confidence plays a major role in their adherence to confidence in their path, theory, and system (Ren et al., 2018). Therefore, it is crucial to cultivate the cultural confidence of college students in higher education. Based on the problems of college students' cultural confidence, this paper proposes the cultivation approaches from four levels: society education, school education, family education and self-education, aiming to improve college students' cultural confidence and help them resist the erosion of Western multiculturalism. Meanwhile, this paper aims to enrich the theoretical system of ideological and political education and further promote the development of the discipline of ideological and political education.

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