The Value Implication, the Severe Situation and the Way to Improve the Cultivation of College Students' Cultural Self-confidence in the New Era

Hanxiang Zuo, Yibin Zhao
School of Marxism, Xi 'an University of Science and Technology, Xi'an, Shaanxi, China

Abstract: Cultural confidence is a more basic, deeper, and lasting power. Under the background of the new era, cultivating college students' high cultural self-confidence is not only closely related to the goal of building a strong cultural and educational country but also the key to realizing these goals. At present, college students are faced with many challenges in cultivating their cultural self-confidence. These challenges include external factors, the penetration of Western culture，and the spread of bad Internet culture; As well as internal factors, universities pay more attention to professional education than humanities education, cultural self-confidence education planning and teaching methods lag, college students lack self-discipline and critical awareness, etc. In the face of these severe situations, it is necessary to optimize the three aspects of scientific planning, strengthening cultural self-confidence education and enhancing the subject consciousness of college students, to continuously enhance and strengthen the cultural self-confidence of college students.

Keywords: Cultivation of Cultural Self-confidence; The New Era; College Students; Path

1. Introduction

Culture is rooted in the ideological system of a country and a nation, and is the soul and cornerstone of national inheritance, accumulation, stability，and development. [1] It not only carries the memory of the past but also serves as a beacon for the future. The prosperity of culture is directly related to the prosperity of the country and the strength of the nation. If college students lack self-confidence, self-knowledge，and self-reliance in culture, it will not only lead to psychological confusion and confusion, hinder the overall development of individuals, but also pose a threat to China's cultural power strategy and ideological security. Therefore, in the context of the new era, it is of extremely important strategic significance and practical value to deeply analyze the value and challenges of cultivating college students' cultural self-confidence and actively explore the path and strategy of effectively promoting college students' cultural self-confidence, which is indispensable for promoting the country's cultural prosperity and realizing the great rejuvenation of the nation.

2. The Value Implication of Cultivating College Students' Cultural Self-confidence in the New Era

Culture is the soul of a country and a nation, and is the link of inheritance, for individuals, it is the cornerstone of existence and development; For countries and nations, it is the inner source of vitality, cohesion, creativity, and striving spirit. [2] In the context of the new era, cultivating college students' cultural self-confidence is not only crucial to promoting their all-round development but also an indispensable part of building a strong cultural country.

2.1 Important Qualities to Promote College Students' Personal Growth and Talent
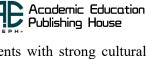
Under the background of the new era, the growth and development of college students should not only enhance their ability, personality and knowledge level, but also strengthen their moral and cultural literacy. Among them, it is particularly important to strengthen the cultural self-confidence of college students, which not only helps to strengthen their ideals and beliefs but also edifies their sentiments and enhances their sense of responsibility, so as to promote the all-round development of individuals. First, cultural self-confidence helps to strengthen ideals and beliefs. Ideals and beliefs are the key

factors to ensure the healthy growth of college students, and cultural self-confidence provides a solid foundation for the establishment of ideals and beliefs. Culture is like fertile soil, which can nurture ideals and unite beliefs. Without an advanced and profound cultural foundation, it is difficult to produce lofty ideals; Without cultural confidence, it is difficult to establish strong beliefs. Therefore, facing the infiltration and temptation of various cultures in real life and network world, college students should consciously strengthen their ideals and beliefs. Second, cultural self-confidence helps cultivate moral character. The excellent traditional Chinese culture contains a wealth of ideas and traditional virtues, such as benevolence, people-oriented, honesty, justice, etc., which are of great significance for cultivating college students' cultural self-confidence. Under the nourishment of excellent culture, college students can strengthen moral cultivation and pursue a higher life realm and taste. Third, cultural self-confidence helps to raise awareness of responsibility. The concept of "responsibility" is not only reflected in the growth and development of contemporary college students, but also deeply rooted in traditional Chinese culture. As a value pursuit, responsibility consciousness runs through everyone's life. China's excellent traditional culture and revolutionary culture is permeated with a high sense of responsibility and humanitarian feelings for the motherland and the nation. [3]

2.2 Important Support for Building a Strong Cultural Country

Cultural self-confidence, that is, the firm affirmation of their own cultural values and ideals, is the key to stimulate the cultural creativity of college students and promote the construction of cultural power. This confidence is not only a deep sense of identity and pride in the motherland and national culture but also a deep belief in the vitality, influence, and creativity of culture. First, the cultivation of cultural self-confidence is crucial to the construction of a strong cultural country. As the main force of social and cultural undertakings, college students' cultural self-confidence can stimulate their endless creativity and enthusiasm, and promote the prosperity of cultural undertakings and the development of cultural industries. With the modernization, socialization, and internationalization of China's higher

education, college students with strong cultural confidence will play an even bigger role in the dissemination and innovation of Chinese culture. Second, strengthening the cultural self-confidence of college students can provide a strong spiritual support for the construction of China's cultural power. Cultural self-confidence is closely related to college students' individual mental state, motivation and vitality of doing business. By deepening the understanding and identification of Chinese culture, college students can draw spiritual nutrients from Chinese culture, and transform this cultural power into an inexhaustible driving force for hard work, overcoming difficulties and pioneering innovation.

3. The Severe Situation of Cultivating College Students' Cultural Self-confidence in the New Era

3.1 External Situation

Under the tide of globalization, western civilization has made a significant impact on China's cultural ecology. With the intensification of international cultural exchanges and collisions, Western lifestyle, values and consumerism pose challenges to the cultural subjectivity of our country through various media, especially to the college students who have not yet formed stable values. Robert Samuelson once described economic globalization as a "double-edged sword" that promotes economic growth and technological progress while also threatening national sovereignty and local culture. [4] Western fast food culture, such as McDonald's, KFC, Hollywood movies, and brand consumption, such as Apple and luxury bags, have imperceptibly influenced the lifestyle and value orientation of our young generation. Due to their strong curiosity and quick acceptance of new things, college students are more susceptible to the influence of these foreign cultures, which not only weakens their sense of identity with local culture but also may erode the advanced values and spiritual characteristics contained in Chinese culture. The negative factors in Western culture, such as consumerism, money worship, hedonism, and individualism, hurt college students' fine traditions such as collectivism and hard work, and then affect their cultural self-confidence. At the same time, the proliferation of network culture, especially the trend of "three vulgar culture" and

pan-entertainment, further dispelled the traditional cultural values and constituted an obstacle for college students to form a correct cultural view. Driven by capital, emerging media continue to push entertainment content, resulting in college students' shallow pursuit of culture and neglect of the importance of excellent traditional Chinese culture. In the face of these challenges, we need to strengthen cultural education, and enhance the cultural discrimination and judgment of college students, to strengthen cultural confidence, and maintain and carry forward our excellent cultural traditions.

3.2 Internal Situation

First, culturally confident educational planning and teaching methods are backward. In the school teaching plan, the excellent traditional Chinese culture should be incorporated into the school's public curriculum system. At present, most universities in China have incorporated courses on cultural self-confidence into their public electives. Compared with the public elective courses, the public elective courses in Chinese universities are generally independent, lack systematic planning for the content of culturally confident education, and show a tendency of fragmentation and isolation in teaching content, teaching design, and teaching methods. It can be seen that the current cultural self-confidence education plan in Chinese colleges is lagging behind, and there is a certain gap between the importance of improving the cultural self-confidence of college students. In terms of educational methods, compared with the rich and colorful Internet cultural products and cultural forms, the educational methods of cultural self-confidence in colleges and universities are relatively backward and the form is relatively simple. At present, the education of cultural self-confidence in colleges and universities follows the traditional classroom teaching method, that is, the one-way output of teachers. Although the way of interaction and communication between teachers and students has been advocated in recent years, this way has not changed fundamentally. Culturally confident education still stays in the way of teaching, with less use of intuitive demonstration, field visits, simulation teaching, hands-on operation, discussion, and other ways.

Second, students lack self-discipline and critical consciousness. In the Internet information age,

the amount of information increases exponentially, and the content is complex and rich. The lack of self-restraint and critical consciousness of college students makes them weak in resisting Western culture, historical nihilism, and bad culture on the Internet, and easy to be affected. [5] First of all, in the information age of the Internet, all kinds of information are dazzling and dazzling, and college students' self-restraint ability is constantly weakening. They only have a "fleeting interest" in learning cultural self-confidence education. Perhaps they are interested at the beginning, but in the process of learning, Soon he loses his interest, motivation, and stamina. At the same time, college students are also sensitive to the temptation of online movies, TV shows, variety shows, making friends, games, short videos , and other information, which is full of bad culture and Western culture, which will seriously affect their cultural self-confidence.

Third, today's college students lack a strong sense of criticism, whether in study or life, they are easy to follow the crowd, or even blindly. [6] For example, in terms of lifestyle, influenced by Western culture, some college students pursue Marvel movies, Western fast food, Western brands, Western festivals , and literary works; In learning, corroded by utilitarian thoughts, some students follow the herd mentality to apply for various diplomas without a complete study plan; In terms of career planning, due to the influence of hedonism, some college students excessively pursue jobs in developed cities, without considering the social development needs of the country and their reality. At the same time, due to the lack of critical ideological understanding, the ability to identify Western culture, historical nihilism, and some bad cultures on the Internet is weak, and it is easy to be fooled and eroded.

4. Path Optimization for Cultivating College Students' Cultural Self-confidence in the New Era

On the basis of analyzing the severe internal and external situation of the cultivation of college students' cultural self-confidence, it is necessary to actively explore the two aspects of strengthening the education of cultural self-confidence and enhancing the subject consciousness of college students, so as to build an optimal path for the cultivation of college students' cultural self-confidence in the new era.

4.1. Strengthen Cultural Self-confidence Education: Cultivate College Students' Cultural Self-confidence Effectively

First of all, we should improve and innovate the teaching methods of cultural self-confidence. Specifically, the first is to actively integrate cultural discourse with life in cultural confidence education to enhance its attraction and affinity. Culture comes from the practice of life. We should promote the integration of cultural discourse with life discourse, popular discourse, and classical discourse, and change the knowledge infusion and mechanical application of cultural self-confidence education in the past. [7] The second is to enrich the ways and methods of cultural confidence education by integrating vivid examples related to the content of cultural confidence education, such as background stories, picture explanations, micro-videos, micro-videos and micro-movies, into traditional classroom teaching, so as to enhance the appeal and penetration of cultural confidence education. Actively use information technology to carry out virtual simulation teaching of culture, establish a cultural education cloud platform, deeply restore historical situations, historical figures and historical stories, and create visual, 3D and immersive teaching situations for college students. The third is to make full use of the advantages of the Internet, using the advantages of the Internet to create new cultural and educational channels. College students' cultural self-confidence education needs to make effective use of the Internet to produce relevant content into short videos, animations, microfilms, MOOCs , and other forms, and carry out extensive communication and interaction with the help of new media platforms, to enhance the interactivity, interest , and normalization of cultural self-confidence cultivation. So that college students from many angles, all-round by the excellent Chinese traditional culture, revolutionary culture, and socialist advanced culture baptism, enrichment. [7]

Secondly, enrich the emotional experience of cultural confidence. On the one hand, as an important place for educating people, colleges and universities can organize cultural knowledge competitions, cultural theme activities, cultural essay calls, cultural performances , and other activities integrating with excellent traditional Chinese culture at cultural nodes such as important traditional festivals and major historical anniversaries according to local characteristics, and guide students to apply their professional knowledge and theories to cultural innovation and innovation. And in the cultural innovation and innovation to form a healthy upward, noble character, courage to struggle, dare to fight spiritual culture. [8] At the same time, schools can also organize students to carry out on-site cultural education and cultural investigation in the course setting and arrangement. Make use of local cultural resources such as libraries, museums, memorials, cultural centers, and red tourist attractions, organize student visits, and field teaching. Driven by the digital culture strategy, cultural venues should actively integrate information technology into the traditional text introduction and physical cultural relics display to speed up their digital process. For example, historical culture is reproduced in the form of situational drama, and virtual reality technology is used to strengthen the proximity of culture. Compared with classroom teaching, this fresh cultural experience can arouse their emotional resonance and enhance their cultural pride and sense of belonging. At the same time, schools can also carry out various forms of social practice such as summer research, volunteer service, community service , and public welfare service, so that they can personally experience and feel the broad and profound Chinese culture in a variety of social practices.

Finally, strengthen the construction of campus culture. Dialectical materialism regards man and the environment as a specific, interacting, interacting, historical unity. In the process of transforming the environment with their initiative, human beings will also be affected and limited by the specific environment. College students in the stage of planting and heading, their ideas and value orientation are relatively unstable and unstable, they need a fresh and refreshing, full of positive, upward, and good cultural environment. As a college student in study period, the campus is their main place of residence, so they can integrate cultural elements into the campus river, road, architecture, sculpture, garden, learning, experiment, entertainment, and other communication methods, and integrate cultural elements into the campus radio, school newspaper, school magazine, publicity column, and other communication channels. Let the students enjoy

the influence of the excellent Chinese culture in the cultural soil.

4.2 Enhance the Subject Consciousness of College Students: Improve the "Immunity" Against Western Culture, Historical Nihilism, and Bad Internet Culture

First of all, strengthens college students' network quality, improves their ability to distinguish network information, and enhances their awareness of resisting bad information. In the Internet information age, the dissemination of information on the Internet expands and changes the way of information acquisition for human beings. As the natives of the Internet, college students enjoy convenience in obtaining information, communicating, expressing opinions, shopping, and so on. At the same time, because they are not yet involved in the world, their minds are not mature, their self-discipline and self-control abilities are poor their information recognition and evaluation ability are weak, and they are vulnerable to the influence of Western culture, historical nihilism, and bad culture in cyberspace. Therefore, it is urgent to improve college students' network quality and information recognition ability. First, it is necessary to improve the knowledge of the Internet, especially the understanding of algorithm recommendations. This method uses behavior, attributes, scenes, and other data, and uses mathematical algorithms to infer user preferences according to user preferences, to achieve personalized and accurate content recommendations. Therefore, it is extremely important to correctly understand the rules and intentions of algorithm recommendation, recognize its advantages and limitations, and avoid falling into the "information cocoon" and not being calculated by regulations. The second is the conscious resistance to the "three vulgar" culture. Vulgar, vulgar, kitsch and other cultural phenomena have a long history, but with the popularization of Internet information technology, especially the popularization of emerging algorithm recommendation technology, the rapid rise of "three vulgar" culture has caused a great impact on the Internet cultural ecological environment. College students should strengthen the construction of ideological morality and cultural accomplishment, consciously resist the "three customs" and prevent the breeding and spreading of "three customs" culture. [9]

Secondly, students' critical thinking abilities should be developed. In today's complex information environment, the collision, conflict, and contradiction of various cultural forms are becoming more and more intense, from cultural products to cultural forms to cultural consciousness, from language habits to lifestyles, all of which have a profound impact on us. As active and keen college students who are easily affected by the external environment, they should not only cultivate critical thinking but also learn to look at problems from the perspective of differentiation and development. For Western culture, we should deeply realize that under the trend of globalization, there will be more and more international cultural exports, exchange , and even collisions and conflict. We should neither be isolated nor accept it completely without discrimination, but should always maintain a dialectical thinking, and firmly resist the erosion of decadent and backward concepts and lifestyles from the West while absorbing the essence of Western culture. [10] For historical nihilism, we should have a clear understanding of its idealistic historical view and not be seduced by it. Do not blindly follow the trend of various bad network cultures, adhere to the correct value orientation, and avoid being induced by content that seems harmless to people and animals but contains bad private goods, and be unconsciously misled.

Finally, cultivate college students' cultural innovation consciousness and ability. Contemporary college students shoulder the important task of creative transformation and innovative development of the excellent traditional Chinese culture, inheriting, carry forward and innovate the excellent traditional Chinese culture, give it a new era connotation, and enhance the cultural attraction, cohesion and centripetal force. The consciousness and ability of cultural creation are not "born to know", but "learn to know" and "learn to know", which requires college students to understand, understand and master cultural knowledge, visit and participate in the creation of traditional culture and art more often, and integrate innovative elements into traditional culture and art according to the law of modern cultural development. Make it more adaptable to the needs of today's times and closer to contemporary art aesthetics. At the same time, the Internet information technology represented by artificial intelligence also provides an

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unprecedented opportunity for the inheritance and innovation of our culture. College students should use information technology to innovate new communication methods and methods, make ancient cultural stories, traditional exquisite skills and profound cultural thoughts into short videos, animations and publicity albums, and combine them with fashion products, modern culture and their derivative products, to inherit, innovate and develop the excellent traditional culture of China. [11]

5. Conclusion

Cultivating college students' cultural self-confidence in the new era is a long-term and arduous task, which requires continuous efforts and continuous innovation to promote cultural self-confidence education in a more scientific, systematic ，and comprehensive way. Only by strengthening cultural self-confidence can we realize the Chinese dream of the great rejuvenation of the Chinese nation. Therefore, we should continue to deeply analyze the current situation and challenges of cultivating college students' cultural self-confidence, constantly explore and practice effective cultivation paths, and contribute wisdom and strength to cultivating college students with high cultural self-confidence in the new era.

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