Cultivation of College Students’ Cultural Consciousness and Cultural Confidence

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Abstract. In this paper, the author introduces the concept of cultural consciousness and cultural confidence, describes the present situation of the cultural consciousness and cultural confidence of the college students, analyses the reasons why the college students lack cultural consciousness and cultural confidence in modern times. At last, the author puts forward some ways to cultivate college students’ cultural consciousness and cultural confidence.

1. Introduction

Culture is the core element of social morality and the important symbol of national soft power, and also the source of university enlightenment. The report of the 6th Plenary Session of the 17th Central Committee of the Communist Party of China clearly put forward the historical task of “cultivating a high degree of cultural consciousness and cultural confidence”. The basic characteristic of university culture lies in its advancement and guidance. University is not only the main place of inheriting and creating excellent culture, but also the important leader of the cultural consciousness and cultural confidence of the whole nation. Under the multicultural background, ideological and political education, as an important base for training talents, is the main place for universities to train talents with high cultural consciousness and cultural confidence, as well as the fundamental task and direction of ideological and political education and even higher education. The purpose of the ideological and political education is to education people, arouse the students cultural consciousness and cultural confidence and take the initiative to set up the correct cultural confidence.

2. Cultural Consciousness and Cultural Confidence

Fei Xiaotong first put forward the concept of cultural consciousness in 1997. He pointed out that the cultural consciousness means that people who live in a certain cultural and historical circle have a self-knowledge of their culture and understand its origin, formation, characteristics and development orientation. Self-knowledge is to strengthen independence of cultural transformation and obtain the independent status of cultural selection to adapt to the new environment and the new era. Cultural consciousness can be understood as the cultural self-awareness, self-reflection and self-construction of individuals and the whole nation.

Cultural confidence is a kind of faith and confidence. Cultural confidence can be summarized as the full trust and affirmation of an individual, a nation or a country to its own cultural value. Cultural confidence comes from the depth of history, which is essentially faith in the vitality of culture. To enhance cultural confidence, people need to examine the historical and traditional culture rationally, learn from the history and culture of the world, foreign cultures, and the achievements of modern civilization.

3. The Relationship between Cultural Consciousness and Cultural Confidence

Cultural consciousness and cultural confidence are related to each other essentially. With cultural consciousness, people will recognize themselves correctly, and will establish a correct point of view,
attitude and self-confidence. With cultural confidence, people will be more alert, more powerful, and will struggle voluntarily toward their goals. Therefore, with cultural consciousness, people can accumulate and build up cultural confidence. With cultural confidence, cultural consciousness can be stimulated. In the process of cultural cognition, reflection, development and innovation, cultural consciousness and cultural confidence interact with each other to help people to achieve a new height of cultural construction.

4. The Present Situation and Reasons Why Students Lack Cultural Consciousness and Cultural Confidence

In the current environment, due to different reasons, college students who lack cultural consciousness and cultural confidence are influenced by a variety of factors to form different ideas and concepts. The correct ideas and wrong ideas are intertwined, and the advanced culture and the backward culture collide with each other, which have a great impact on the mainstream culture, lead to the contemporary college students confused and disoriented on cultural beliefs.

Partly due to the lack of self-cultivation and education, the current college students show the deficiency of cultural knowledge. This ignorance leads to the lack of culture, which is the basis of cultural consciousness and confidence. Without cultural support, college students cannot view traditional Chinese culture correctly from the perspective of history and the world, and will lack due pride and identity of national culture.

The external influence is an important reason for the lack of cultural consciousness and cultural confidence. With the globalization of economy, society and politics, people's ideas and values become diverse. In real life, college students also face a variety of cultural forms, both the traditional Chinese culture and western bourgeois culture. This kind of objective, ideological confusion on value and relatively weak cultural construction eventually lead college students to the blind pursuit of contemporary thoughts. The lack of social responsibility will lead to the lack of ideals and beliefs. In the process of realizing personal ideals, one cannot combine personal ideals with the destiny of a country, let alone cultural consciousness and cultural confidence.

The lack of cultural consciousness and cultural confidence in college students is firstly manifested by their low sense of identity to national culture and mainstream culture. Cultural diversity objectively forms a space different from the traditional national culture and has a profound impact on the college students who grow up with globalization. In this new multicultural form, the different foreign ideas and values are intermingled, which makes some students gradually forget and be unfamiliar with the traditional Chinese culture, and are more willing to accept foreign culture. Some ideas are also impacting the college students’ moral outlook, values and world outlook, making them doubt and shake the national culture and the existing social moral and ethical norms. Generally speaking, at present, college students’ cognition of traditional culture and mainstream culture mostly stays on the surface. This phenomenon deserves attention and reflection. How to find effective ways to help and guide students to establish spiritual identity of tradition and mainstream culture has become a prominent problem in ideological and political education in colleges and universities.

In real life, the moral value of college students is not clear. It can be seen that college students are keen on the western culture of Christmas, valentine's day, Halloween, Easter, and so on. Some college students regard western values as the standard, showing their acceptance and praise for western culture in psychology, following and imitating various western behavior styles, and imitating and accepting western life styles. This has inevitably led to the confusion of some college students' values, led to the ambiguity of some college students' moral values, and even caused serious moral conflicts.

Some college students lack enthusiasm of main culture participation. The campus in the new era is full of a variety of cultural elements, which influence the growth of college students all the time. At present, although cultural activities on campus have achieved certain results, not many students participate in them, and they are still passive. To some extent, this restrained the development of college students’ personality, imagination and creativity.
5. Ways of Cultivating College Students’ Cultural Consciousness and Cultural Confidence

The cultivation of college students’ cultural consciousness and cultural confidence stems from the university’s strong sense of cultural mission. Contemporary Chinese universities should get rid of the pure utilitarian and instrumental obsession, walk out of the ivory tower and integrate into the trend of the times, keep in mind their national mission and cultural responsibility, and consciously understand and grasp their own historical responsibility of inheriting and developing the excellent Chinese culture. The realization of this goal helps to cultivate college students’ cultural consciousness and cultural confidence through effective ideological and political education.

5.1 Strengthen the Education of Traditional Culture and Cultivate College Students’ Cultural Subject Consciousness

Culture needs subject consciousness. Lack of subject consciousness, the soul of the nation will have no foothold. Only when people have established their own cultural subject consciousness can they communicate and have dialogue with other cultures and learn and absorb from others. At present, college students are blind to the absorption of foreign cultures because their subjective cultural awareness is not firm or clear enough, and they have many uncertain attitudes towards the traditional national culture. The subject consciousness is embodied in the self-esteem and confidence of the traditional culture.

China has thousands of years of traditional culture, containing rich cultural and ideological and political education resources. In the practice of promoting ideological and political education, the content should be emphasized, let students feel the charm of traditional Chinese culture, make students understand the basic history, cultural traditions and moral concepts of the Chinese nation, and form a strong cultural identity on the basis of the recognition of the excellent Chinese cultural traditions, so as to enhance national self-confidence and pride, and realize their consciousness, confidence of the excellent traditional culture.

5.2 Guide College Students to Carry out Self-education and Cognition and Make Correct Cultural Choices

As a mature cultural psychological state, the key to cultural consciousness and cultural self-confidence is to enable students to make correct cultural choices under the guidance of cultural rationality, which is based on the individual’s correct cognition of the cultural environment. College ideological and political education is an effective way to guide college students to carry out self-education and cognition.

The ideological and political education can improve students’ cultural identification ability, and its aim is to guide students to maintain the basic socialist cultural values and self protection consciousness, cultivate the ability to distinguish and identify clearly what is advanced and excellent culture, what is a corrupt and degenerate culture. Secondly, the ability of cultural identification is the premise of cultural identity. Only when college students have the ability of cultural identification and make clear the advantages and disadvantages of different cultures can they make the choice of identification. Cultural identity is the determination of an individual's cultural identity and sense of cultural belonging, as well as the love, acceptance and support of one's own culture. The core goal of cultivating college students’ cultural identity is to enhance their sense of national mission. By conducting ideological and political education work to cultivate college students' cultural identification ability and sense of identity, people should grasp the characteristics and trend of popular domestic and international culture, understand the college students’ cultural needs, reasonably relieve the anxiety of college students' cultural life, guide the cultural behaviors of college students in the direction of the positive and healthy development.
5.3 Build Campus Culture, Promote Cultural Integration and Encourage Cultural Innovation

As the cradle of new knowledge, universities should adhere to cultural innovation, dig deeply into the connotation of traditional Chinese culture, and become the real cradle of advanced culture. Universities are also the frontier for the integration of scientific rationality and humanistic feelings and the cultivation of outstanding scientific talents with cultural attainment. Therefore, people should attach importance to the cultivation of scientific rationality spirit and humanistic feelings of college students, and complement each other in teaching plans, curriculum systems and curriculum settings. Therefore, to build an excellent campus culture is the premise of promoting cultural integration and cultural innovation, and is also an effective way to cultivate college students’ cultural consciousness and cultural confidence.

Campus culture is a kind of collective culture, which is mainly implied in various cultural and sports activities, and through the development of these cultural and sports activities, people can cultivate and show the campus’s youthful vitality. Campus culture should be built on the basis of inheriting China’s traditional culture, while absorbing and learning from the excellent results of world culture, connecting with the actual situation and characteristics of the school and students, and constantly improving on the basis of theory and practice, so as to make the campus culture adapt to the requirements of social development and keep the vitality. On the whole, it not only keeps the campus culture alive, but also achieves the cultural consciousness and cultural confidence and cultural consciousness of college students.

5.4 Build High-Quality Internet Culture Carriers and Resources

With the development of the Internet and new technologies, the network has a profound impact on the educational environment. The ideological and political education of college students increasingly relies on the network. The main reason why college students distort their world outlook and values is the impact of foreign cultural factors, and this kind of information mostly comes from the Internet. Therefore, university ideological and political education needs to build high-quality network culture carrier and cultural resources attract college students, carry out education and activities through the network, and cultivate the cultural consciousness and cultural confidence of college students.

Through the construction of high-quality network culture carrier and resources to cultivate college students’ cultural consciousness and confidence, the first step is to strengthen the functional construction of the school website. There should be publicity of socialist core values and mainstream values on the campus network, as well as relevant knowledge of traditional national culture, so as to create a suitable network space for the cultivation of college students’ cultural literacy and values. Secondly, the network forum, blog, micro blog or Dingding group into the campus network ideological and political education of the new carrier. These new social network can enable college students to be the subject and express their true feelings. In addition, while building the carrier and resources of network culture, ideological and political educators should also do a good job in information supervision to ensure that they can obtain information at the first time and grasp the ideological trends of college students, so as to take measures at the right time. The whole nation should have cultural consciousness and cultural confidence. And the university must cause each teacher and students to establish the cultural consciousness and confidence. College students should take the lead in adhering to socialist core values and mainstream cultural orientation, in maintaining advanced culture and social morality, and in practicing self-cultivation and integrity.

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