

Analysis of the Practical Significance and Implementation Path of Strengthening Cultural Confidence

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Abstract: Strengthening cultural confidence is the core concept and important content of State leaders's cultural thought. As the world trend enters a century of unprecedented change and the rapid development of economic globalization and the Internet, culture has increasingly become a key area of competition among countries. In the face of the ubiquitous cultural penetration in western countries, only a firm cultural confidence can maintain the local culture from being eroded, and then ensure their own cultural safety. Strengthening cultural confidence concerns cultural security, the destiny of the country and the prosperity of the nation. This paper discusses the theoretical logic and practical significance of firm cultural confidence from the perspective of global perspective, and discusses the realization path of firm cultural confidence.

Keywords: Cultural Confidence; Cultural Safety; Practical Significance; Realization Path; Cultural Thought

1. Introduction

Strengthening cultural confidence is the core concept and an important content of State leaders's cultural thought. State leaders vision, the firm cultural confidence as "is a matter of the rise and fall, is a matter of cultural security, the big problem of national spiritual independence" attaches great importance to, he with strategic perspective from historical height, global vision, national future three dimensions deeply reveals the extreme importance of firm cultural confidence, for our construction culture power, pointed out the direction of promoting national rejuvenation.

2. The Theoretical Logic of Firm Cultural Self-confidence

Culture is a very broad concept, and many experts and scholars have tried to give a

unified and authoritative definition, but so far there are still many differences. The interpretation of cultural thoughts in the academic circle is mainly in its innovative thoughts, dialectical logic, strategic connotation, theoretical orientation, distinctive features, original contribution, etc. However, the in-depth discussion and research of culture has not stopped. As a way of human existence, culture is a social and historical phenomenon, which is formed in the long-term creation of human society and carries the massive spiritual and material accumulation of the development of human history. It can be seen from this that culture is not only condensed in material, but also largely detached from material, which is also one of the important reasons why culture is difficult to be accurately defined for many years.

Cultural confidence is to strengthen the foundation and cultivate the root, combine the basic principles with China's specific reality, develop a contemporary culture and adapt to the society, and constantly endow the fine traditional Chinese culture with new connotation of The Times [1]. For many years, the cultural field has been the key area of attention and struggle, and cultural security has also become one of the important non-traditional security fields. Especially when the world into the big change in one hundred, around the thought between powers and game increasingly fierce, and culture as an important ideological carrier, naturally become the focus on object, to the United States represents some power is the culture as a tool to maintain the world hegemony, large-scale cultural penetration in the world. In the face of the complex situation, State leaders considers the situation and attaches great importance to culture as the soul of the country and the nation. In his speech at the symposium on philosophy and social sciences, he clearly pointed out: "Cultural confidence is a more basic, deeper and more lasting force." At the

celebration of the 95th anniversary, State leaders called on the whole People to "strengthen confidence in the path, theory, system and culture". In the report to the meeting of 2021, State leaders stressed: "Culture prospers the country and prosperity, culture and the nation is strong. Without a high degree of cultural confidence and without cultural prosperity, there will be no great rejuvenation of the Chinese nation." The report also put forward the new mission of "promoting cultural self-confidence and self-improvement, casting a new glory of society culture". It is clear that strengthening cultural confidence plays a vital role in ideological guidance, spiritual gene and important support for building China into a great modern country and realizing national rejuvenation. Strengthen cultural confidence, and realize the role of cultural spring breeze and rain. A good Chinese story requires a firm and correct direction to meet the spiritual and cultural needs of the people. Only serving the people and serving the people can inspire the people, thus improving the cultural soft power and the cultural level of the people [2]. In the face of the increasingly complex international situation, only by strengthening cultural confidence can China's cultural security be basically guaranteed and the path of Chinese modernization go further.

Cultural confidence means that the people of their own country and nation fully affirm and consciously recognize their own country and national cultural concepts and cultural values, and maintain firm confidence in the cultural vitality and cultural prospects of their own country and nation. For the Chinese people, strengthening cultural confidence is the Chinese nation's full recognition and high degree of confidence in the society culture with China. Firm cultural confidence, is not arrogant blindly confident, nor blindly worship foreign self-denial. To deeply understand the connotation of cultural confidence, we should at least grasp the following two aspects of theoretical logic:

First of all, the historical materialism should be taken as an important basis for understanding the cultural confidence. historical materialism tells us that the economic foundation determines the superstructure, and the spiritual culture, as the category of social consciousness, belongs to

the content of the superstructure and is a reflection of the specific economy. Thus it can be seen that culture is the product of The Times, and with different times, culture also inevitably has the profound imprint of The Times. Although the "three cultures" mentioned by State leaders originated at different times, they are all excellent cultures of the Chinese nation. They are interrelated, inseparable and connected in the same vein. So firm cultural confidence is advancing with The Times of system engineering, the new era new journey we must insist to thought in the ideological guiding position under the premise of strengthen the cultural exchanges with the world, both cultural confidence and safeguard national cultural security, play a good cultural heritage, cultural innovation, culture, the important role of cultural support, let the charm of Chinese culture silently into the social economic and other various aspects, make its effect on the high quality of economic development and social civilization progress, and then for Chinese modern power construction strength, build consensus.

Secondly, State leaders important discourse on cultural confidence must be taken as the basis of understanding. State leaders has clearly pointed out that "The excellent traditional Chinese culture bred in the development of more than 5,000 years of civilization, the culture and advanced society culture bred in the great struggle of the people, accumulate the deepest spiritual pursuit of the Chinese nation and represent the unique spiritual identity of the Chinese nation". Here, State leaders talked about "three cultures", namely "fine traditional Chinese culture" and "advanced society culture", which constitute the main content of society culture with China. The "three culture", not only contains the excellent genes and veins of Chinese traditional culture, more contains the China struggle in one hundred firm feelings and ideal faith, also contains the unremitting fighting spirit of the Chinese nation and the long-term accumulation of the deepest spiritual pursuit, this is the deep foundation of Chinese civilization has a long history, is also our firm cultural confidence deep style. In short, to strengthen confidence in culture means confidence in the fine culture of the Chinese nation and in the people's belief, national spirit, and cultural mission.

3. The Practical Significance of Firm Cultural Self-confidence

Strengthening cultural confidence concerns cultural security, national destiny and national rejuvenation. Discuss the practical significance of strengthening cultural confidence will help us to have a deeper understanding of the current situation of China's cultural security, the bright prospects of Chinese modernization and the great rejuvenation of the Chinese nation on the basis of a clear understanding of the complex and volatile global situation.

3.1 Strengthening Cultural Confidence is Conducive to Ensuring the Security of Chinese Culture

With the in-depth development of economic globalization, the Internet and all kinds of new media are widely used, communication and interaction between countries, especially cultural interaction and communication more frequently, culture is more and more become the focus of competition between countries, non-traditional security problems gradually highlighted, and among them, the cultural security is especially valued. Although the strengthening of world ties is conducive to cultural exchanges and economic cooperation between different countries, promoting the common global progress and promoting the building of a community with a shared future for mankind, it also provides convenience for some hegemonic countries to promote their own values or conduct cultural infiltration and suppression of other countries.

As early as at the end of the age of great navigation, when the foreign powers began to carry out their colonial policies, the cultural aggression and infiltration of the colonies had already begun. For example, when the Inca Empire was invaded by Spain, the colonial Pizarro accused the people of the Inca Empire of being "heretics" and invading them on the grounds that "God created all things and gave the land under the governor". Although the Incas fought desperately, they failed to avoid colonization. Subsequently, the Spanish colonists began to carry out large-scale cultural aggression in the Inca Empire under the religious cloak, and adopted various ways to suppress or even eliminate the local indigenous culture. As a result, the underdeveloped Indian indigenous culture

almost disappeared in the long river of history. In modern China, it also had the same experience. In the Treaty of Wangsha, the United States clearly required the establishment of churches at China's treaty ports, which opened a channel for large-scale cultural aggression against China by foreign powers in the future.

The important reason why the great powers are so keen on cultural aggression is that it can greatly reduce the cost of their plunder. Through the suppression of local culture, the local society can gradually form the trend of questioning, denying and even abandoning the local traditional culture, take the initiative to draw close to the colonial patriarchal culture, and gradually form spiritual identity and reduce the consciousness of resistance. Even if the final decision is made to resist, it will choose a relatively moderate approach, with the more successful case being the non-violent disobedience movement led by Ali, the important leader of the Indian independence movement. Although it is necessary to affirm the basic goal of Gandhi for national liberation, in the specific process, the leadership of the movement led by Gandhi always used "non-violence" to strictly restrain the masses, even in the face of the brutal suppression of the British colonists. In the case of any action beyond "non-violence", Gandhi immediately condemned or even suspended the movement. This compromise has led to very limited results of the Indian national independence movement, which has greatly affected the awakening of the Indian nation.

Although the global colonial system has now disintegrated, some developed countries led by the United States have not given up their cultural infiltration into other countries. On the one hand, this is because the cultural infiltration of other countries helps to maintain the global hegemony of the United States. Through establishing the identification and even worship of American cultural deformity in the world, it can largely put on the cloak of "justice" for many illegal international actions of the United States, and it is easy to get wide support from international public opinion. On the other hand, the cultural infiltration of other countries is also conducive to eroding the independence of other countries' policies. By influencing or controlling the state power of the elite who deeply identify with American

culture, formulate national policies conducive to the United States. In particular, in view of the decline of the comprehensive national strength of the United States, cultural penetration has become a low-cost but effective tool to maintain the global hegemony of the United States. As the second largest economy in the world, China has naturally become an important object of penetration.

Facing the cultural infiltration of some countries, China's cultural security situation is grim. In particular, as the world enters the profound changes in a century, all qualified countries hope to occupy a dominant position in the changing situation. Therefore, using abnormal means to highlight the superiority of their own culture and to expand the abnormal identity in the international community becomes a simple and effective means. For China, an important basis for maintaining its own cultural security in such a complex environment is to maintain a strong cultural confidence.

First of all, the firm cultural confidence can form a consciousness to resist the infiltration of foreign culture in the whole society. The important reason for the success of cultural infiltration in other countries is that the local society widely doubts the local culture. Affected by this, the local society cannot have the consciousness to resist the infiltration of foreign culture. Therefore, the basic factor for China to maintain the security of local culture is to enhance cultural confidence. Only in this way can Chinese society gradually form the consciousness to resist the infiltration of foreign culture, and the leading power and national cohesion of Chinese culture be enhanced.

Secondly, maintaining cultural confidence can enhance the efficiency of cultural communication. If the local society does not have enough cultural confidence, it is not only difficult to resist the infiltration of foreign cultures, but also tends to choose a more conservative attitude in the communication with other cultures. Current globalization has been deeply rooted in the hearts of the people, cultural communication density reached an unprecedented degree, does not conform to time trend, only keep the local culture full confidence can also with confident attitude to communicate with other culture, unswervingly own cultural development path, absorb other

cultural achievements, in the cultural exchange and mutual learning civilization inclusive development.

3.2 Strengthening Cultural Confidence is Conducive to Enhancing National Cohesion

From the perspective of philosophy, the economic foundation determines the ideological superstructure, but the culture is also relatively independent. Therefore, in many cases, there may be an unbalanced relationship between cultural development and material production, which makes the culture have a unique influence on the development of the society. Since the Industrial Revolution, technology or economy has exerted an increasing influence on the whole nation, but culture, as a traditional factor, still plays an irreplaceable role in enhancing national cohesion. Culture usually plays a fundamental role in the formation process of national psychology, national character, value orientation and behavior mode, and then plays an important role in the development of the whole country. As the world has entered unprecedented changes in a century, the status of culture in national development has been rising and gradually become an important part of national soft power.

China is one of the ancient civilizations, with a profound cultural accumulation, the maturity of national culture crown in the world?. The excellent traditional Chinese culture has become an important link to maintain the cohesion of the Chinese nation. In the darkest hour of the Chinese nation in modern times, traditional culture became an important spiritual pillar for the Chinese nation to overcome many hardships, supporting the Chinese nation to gather mighty strength and then gain national independence. At the difficult moment of the blockade in modern European and American countries, traditional culture has become the spiritual support for the Chinese nation to break through the blockade and walk out of the road of Chinese modernization. With the drastic changes in the global and economic environment, China is once again facing major challenges and historical opportunities, and traditional culture has become the spiritual driving force for the great rejuvenation of the Chinese nation in the new era.

In order to further play to the excellent

traditional culture in promoting the great rejuvenation of the Chinese nation and enhance national cohesion, since the eighteenth meeting, the social from all walks of life are actively explore and study how to better safeguard national cultural security, release cultural potential, expand cultural propaganda, promote cultural innovation, condensed national consensus, this is the core of the development of Chinese culture security, is also the focus of attention from all walks of life. In order to better promote the inheritance and development of Chinese traditional culture, strengthening the cultural confidence is undoubtedly the most basic link. This is not only the need to further guarantee the security of Chinese culture, but also to promote social development in the new era. State leaders has made important cultural confidence, he specifically pointed out: " to adhere to the society culture development path with China, promote creative transformation of Chinese excellent traditional culture, innovative development, inherit the development of the society advanced culture, stimulate the whole nation culture innovation creativity, the construction of society culture power." [1] Therefore, the firm cultural confidence in the new era is to maintain pride and confidence in the excellent traditional Chinese culture, and to maintain conscious confidence in the culture and advanced society culture created by Chinese through arduous exploration and creation. In a word, we must continue our cultural blood, adhere to our ideals and beliefs, safeguard our cultural security, stimulate our cultural vitality, and shoulder our cultural mission.

In the cultural turmoil of unprecedented changes in a century, the strength of national cohesion has become one of the important criteria to judge the national development level in the new era. In the period of value diversification under the support of Internet technology, national cohesion as a basic factor of social development is not weakened, but shows a trend of enhancement. Even if the quantifiable data in all fields of a country perform well, if national cohesion declines, the society may be torn apart or even extreme, and the formulation and implementation of major national policies will be greatly restricted. Take France, a powerful country in Western Europe, as an example. As one of the five

permanent members of the United Nations, France's comprehensive national strength has been in a first-class position for a long time. Especially after the establishment of the European Union, France further strengthened its global influence and consolidated France's position as a great power. With this help, France was once active on the international stage, from the civil war to Syria, the unrest in West Africa and the crisis in Ukraine. However, with such a good foundation, France has not gradually developed to a higher level, and its comprehensive national strength and international influence have shown a continuous decline in recent years. In particular, after the outbreak of the conflict in the world, France did not show the responsible attitude and mediation ability of one of the five permanent members of the Security Council. The diplomatic decision has always been blindly following the United States and some compromises with Russia, neither effectively promoting the ceasefire nor benefiting France. As a result, France's international image has also plummeted.

One of the important reasons for France's predicament is the decline of national cohesion. In recent years, large-scale riots have frequently broken out in French society, which not only damaged the normal social order, but also caused huge direct or indirect loss of wealth, and seriously affected the normal development of the whole country. During the Yellow Vest Movement, for example, a large number of protesters poured into public places, and many important commercial areas were hit. During the round of protests on March 16, 2019, demonstrators and police in the eighth district of Paris clashed violently, shops were looted, and protesters threw street tiles or burned trash cans, vehicles and open coffee seats, hitting the normal economic activities of the country. In desperation, the France government had to compromise, and many normal economic reform measures could not be implemented, paying France a heavy price. Through the case of France, we can clearly see the importance and complexity of national cohesion to the country. For China, national cohesion is more important. Therefore, strengthening cultural confidence and enhancing cultural confidence has become an important topic in front of the whole Chinese society. Chinese culture does not only include

the splendid five thousand years of traditional culture, but also covers the current society culture with China. Therefore, to strengthen cultural confidence is not only the Chinese nation's firm confidence in its own cultural value, cultural mission and cultural prospects, but also the unremitting adherence to the lofty concepts and beliefs of the China. At the same time, cultural confidence is also the due meaning of Chinese-style modernization. This is because only by maintaining sufficient cultural confidence can we build a strong society culture on the basis of the path of modernization, which can match the profound heritage of the Chinese civilization, the cause of society with China, and the reality of building a community with a shared future for mankind.

3.3 Strengthening Cultural Confidence is Conducive to the Practice of the Chinese-Style Modernization Path

Since the sixth Plenary Session of the meeting of 2021 put forward the concept of "Chinese modernization road", all walks of life have made a lot of in-depth research and interpretation on many important issues such as the theoretical premise, historical context and practical requirements of the Chinese modernization road. Many of these studies have broken through the traditional Sinicization, introduced the perspective of science, economics and even history, gradually constructed the basic theoretical framework of the road of Chinese style modernization, and made a theoretical and theoretical interpretation and theoretical support for the road of Chinese style modernization to the world. As the name suggests, the specific concept of "Chinese style modernization road" should focus on "Chinese style", which means the modernization road with unique Chinese color and different from other countries. Moreover, "Chinese style" has a specific direction of social nature, which refers to the Chinese style modernization road led by the society culture with China, which is essentially different from the modernization road of European and American countries.

History has proved that the path of Chinese-style modernization is not only an inevitable choice for the China and the Chinese people, but also an important global conclusion in line with the general trend of

human society. In addition, the realization of the goal of the great rejuvenation of the Chinese nation also needs to adhere to the Chinese-style modernization road. In the new era of development in the new era, the path of modernization, on the one hand, points out the right way to combine China's national conditions and development needs, that is, to follow the path of high-quality economic development. On the other hand, the road of Chinese-style modernization can also effectively give the standard and the main process of achieving real common prosperity, that is, to achieve common prosperity for all the people. However, in order to take the path of Chinese-style modernization, we should not only improve the "hard power" at the material level, but also put forward high requirements for the "soft power" at the spiritual and cultural level, that is, to realize the coordinated development of material civilization and spiritual civilization. Only the national economic construction and the society advanced culture to create an organic combination to provide effective spiritual support for Chinese modernization, and the process, Chinese modernization road can essence and Chinese excellent traditional culture essence organic linking, formed with Chinese excellent traditional culture and the society advanced culture as the main body of the new cultural life.

Obviously, the road of Chinese-style modernization cannot be separated from cultural support, so the first condition to ensure the full implementation of the Chinese-style modernization road is cultural confidence. Because "cultural confidence is the most basic, deepest and most lasting force in the development of a country and a nation." In the report of China, State leaders is pointed out that state leaders to "lead the society core values, develop the advanced society culture, inheriting Chinese excellent traditional culture" on October 7, 2023 to 8 national propaganda and ideological and cultural work conference, the first proposed and system" thought "of state leaders, especially put forward the cultural construction in the Chinese modernization of prominent position.

On the one hand, enhancing cultural confidence will help Chinese society to widely understand the path of Chinese modernization psychologically. The main premise of the

development of anything is to be widely recognized by the society. However, social psychology generally needs a long theoretical period to explain the construction of a new thing. However, once the social psychological acceptance time is too long, it will lead to the cost of publicity and construction costs soared, which may eventually affect the development of things and the construction effect. Therefore, grasping the special law of social psychology tends to be familiar with things, highlighting the cultural attributes of the road of Chinese modernization, especially the effective inheritance of traditional culture and the vigorous exploration of society culture in the new era, plays a decisive role in promoting the road of Chinese modernization.

On the other hand, enhancing cultural confidence is conducive to improving the sustainability of the Chinese-style modernization road. With the development of natural science, most of the development paths of human society pay more and more attention to technological innovation and think less from the cultural perspective. As a result, although the development path of China is conducive to the short development of economic time and improves the technical level to a certain extent, it generally lacks sustainability. Because culture is the spiritual basis for the operation of human society, "a good culture is an important link for a country and a nation to share weal and woe and blood." Only when the development path is combined with culture can we truly have a solid ideological foundation and spiritual strength. Therefore, strengthening cultural confidence is not only conducive to cultural development. The new society culture is conducive to raising social morale, building social consensus and promoting social integrity, so as to play a great role in promoting the road of Chinese-style modernization and provide spiritual impetus and value support for the great rejuvenation of the Chinese nation.

4. The Realization Path of Firm Cultural Confidence

About the realization of cultural confidence, state leaders has pointed out the principle of the big direction, namely "to adhere to the direction of society advanced culture, with society core values build consensus, gathering strength, with excellent cultural products

exciting, morale, with Chinese excellent traditional culture provides the people with rich moral nourishment, improve the level of spiritual civilization construction". Only by adhering to the general direction pointed out by State leaders can we ensure the right direction of building society culture and strengthening cultural confidence, more effectively and solidly promote the building of a strong society culture with China, and provide the cultural foundation and spiritual guidance for the realization of the second centenary Goal.

4.1 Young People in the New Era Should Establish Cultural Confidence

Young students are in a critical period of values, set up the cultural self-confidence to inspire youth value pursuit, help youth, to solve the confusion and problems in the field of values, make it will have, the limit of life and infinite value responsibility, associated with the fate of the country, become a man with faith and bear[2]. Cultural self-confidence is to realize the great rejuvenation of the Chinese nation, contemporary youth is not only a witness to the development of The Times, and the society builders and successors, the deepest spirit of the Chinese nation as their life motivation, the unique spiritual traits in the Chinese culture as a symbol of his youth. Establishing cultural confidence can enhance young students' cultural consciousness and active consciousness of responsibility, and achieve integrity and innovation [3]. At present, the degree of cultural exchange with foreign countries is gradually improving, and foreign culture appears in people's vision in various forms. It has a wide range and strong penetration, and it is changing people's way of life subtly. Young students are in the growth stage, and they are more likely to accept the new technology and new forms of foreign culture. At the same time, all kinds of values free from traditional education, such as the understanding of "freedom" and "universal values" in western culture, easily lead to the tilt of youth to western cultural thoughts, and the input of various film and television works and cultural products also affects the aesthetic choice of young people to some extent [4]. Young students are in a special growth stage, and they are also vulnerable to physical and psychological factors. They resonate with

various non-mainstream culture "mourning culture", "Buddhist culture" and "lying flat culture". Due to the lack of psychological cognition, they are vulnerable to the external environment and blindly follow, which bring challenges to the firm cultural confidence. Good culture and educational environment can promote the orderly development of education and teaching, cultivate the behavior habits of young people, cultivate their moral sentiment, and better stimulate their inner potential. Under the background of exploring and using social and cultural resources, based on the reality of school education position, strengthen the construction of material culture, spiritual culture, system culture, pay attention to the excavation of recessive culture, and constantly strengthen the educational function of campus culture construction [5].

4.2 Innovative Inheritance and Carry Forward the Fine Traditional Chinese Culture

Chinese modernization cannot be separated from the nourishment of Chinese culture. To strengthen cultural confidence is to creatively inherit the fine traditional Chinese culture, which was originated in the 5,000 years of Chinese civilization, because it is the foundation of modern Chinese culture, the spiritual symbol of the Chinese nation, and an important bond of national strength. Therefore, for China, an important manifestation of cultural confidence and self-improvement is to maintain a full awareness and pride of the local excellent traditional culture, and to have a firm confidence in its long-term prospects. However, if a culture wants to develop better, it must maximize the scope of its spread, and any kind of persistent culture will inevitably decline eventually. In order to avoid unnecessary loss of Chinese traditional culture, it is necessary to inherit and develop Chinese traditional culture, that is, what State leaders often called "creative transformation and innovative development", so as to carry it forward and spread it more widely.

First of all, traditional Chinese culture needs to be spread through modern media. For example, with the help of public media, the more successful conference is the Chinese Poetry Conference. By actively promoting such activities, it can effectively enhance the public's attention to traditional culture, attract

the attention of young people to the maximum extent, and lay a foundation for the industrialization development of traditional culture.

Secondly, the Chinese traditional culture needs more flexible ways of transmission. With the rise of network technology, the traditional paper media has been greatly impacted. Especially among the youth group, the acceptance degree of the Internet is very high. In order to enhance the interest of young people in the Chinese traditional culture, popular short plays, animation and online games can be introduced, and focus on building an online platform with traditional culture as the theme, so that people can combine the influence of traditional culture in daily listening and seeing, and carry forward the excellent traditional Chinese culture.

4.3 Strengthen Exchanges Among Civilizations and Absorb the Essence of Human Civilization

Only cultural communication can be fully developed, and closed culture can only die out. Therefore, strengthening the foreign language flow is an important way to build a society cultural power. On the one hand, we need to promote the traditional Chinese culture to the world in a more appropriate way. The implementation of the "going out" strategy is an important measure to realize the external dissemination of The Chinese traditional culture. However, in the implementation process, we should pay attention to the cultural habits of other countries, use the ways that can be widely accepted by the society of other countries, and put an end to simple preaching or formal indoctrination.

On the other hand, we should pay attention to the introduction and integration of the excellent culture of other countries. The important reason why the excellent traditional Chinese culture once achieved a considerable historical height is that it always maintains an open attitude. We not only welcome foreign learners, but also learn from the excellent culture of other countries with an open mind, take its essence and criticize it for reference, and effectively integrate it into the local culture. However, one of the main reasons for the decline of modern China gradually falling behind the European and American world is also the closure of culture and the excessive

lack of communication resulting in the weakening of the vitality of Chinese traditional culture.

4.4 To Correctly Grasp the Pulse of the Development of Advanced Society Culture

As a society country, China must unswervingly take thought as the basic guiding thought, adhere to the leading position in the consciousness, and integrate it into the construction process of advanced society culture. This on the one hand to adhere to the "two combination", namely in the process of promoting thought, the thought "soul, and China actual" base ", the combination with the " root " of Chinese excellent traditional culture, grasp the pulse of cultural development, so as to more effective construction with distinct era characteristics and full of advanced society culture with China. To strengthen our cultural confidence, we must take building a strong society cultural country with China as our core goal. This not only requires the country to carry out systematic construction from the macro level, give full play to the overall advantages of the Chinese system, and make a good long-term planning and systematic development for the construction of society culture with China. At the same time, we must also adhere to the people's attribute of the society culture with China. That is to adhere to the people first, to serve the people as the purpose, to meet the people's growing cultural needs as a long-term driving force.

In addition, we also need to pay attention to the coordinated development of culture and social economy. Always pay attention to social changes, guide and optimize social psychology, and then integrate cultural development into it, and always keep the adaptation of China's social development practice. In order to achieve this purpose, it is necessary to effectively integrate all aspects of resources and realize the linkage of different parts and different regions. Such as city can vigorously build library, museum and cultural activity center and other public cultural service facilities, and rural to dig cultural resources, the construction of the China history hall, the memorial, the construction of various forms of reading house, chess room style center, through regular host of public welfare activities, let more people can enjoy the

development of society culture with China [6].

5. Conclusion

In the context of frequent globalization and non-traditional security issues, cultural confidence is crucial to resisting cultural penetration and safeguarding national cultural security. By strengthening our cultural confidence, we can more confidently face the challenges of globalization, absorb and draw on the excellent cultural achievements, promote cultural exchanges and integration, and realize the diversified development of culture. Cultural confidence is of great significance to enhancing national cohesion and promoting the development of the Chinese-style modernization road. In the midst of the global cultural turmoil, strengthening cultural confidence can strengthen national cohesion and contribute to the great rejuvenation of the Chinese nation. At the same time, cultural confidence is also an important support for the realization of Chinese modernization, which can promote the coordinated development of material civilization and spiritual civilization, and provide spiritual support for China's development.

Strengthening cultural confidence is the key to addressing the challenges of globalization, safeguarding national cultural security, and promoting cultural prosperity and development. Based on both the international and domestic overall situation, To promote the building of a strong cultural country, Using the immediacy and transmission of network information, Adhere to the correct guidance of public opinion, Spread the basic theory, To publicize the latest achievements of the theory, Monitor the public opinion well, Guide young students to grasp the frontier of theory and the hot spots of The Times, Scientific view and analysis of problems; Using the publicity and promotion role of new media platforms, Strengthen the innovative development of traditional Chinese culture and the transformation of its achievements, attract people with more excellent cultural works, Infect people with stronger cultural forces, Make the level of cultural development to further meet the spiritual needs of all the people. We must correctly grasp the pulse of the development of the advanced society culture and contribute to the realization of the Chinese dream of

national rejuvenation.

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