

THE INFLUENCE AND SIGNIFICANCE OF CULTURAL CONFIDENCE: TALENTS CULTIVATION IN INSTITUTIONS OF HIGHER EDUCATION OF P. R.CHINA

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Abstract: Among the confidence in the path, theory, system, and culture of socialism with Chinese characteristics, cultural confidence has become the focus. Cultural confidence refers to recognition of Chinese traditional culture, recognition of Chinese revolutionary culture and inheritance of socialist advanced culture. In China, contemporary college students live in a more open and information-based society. Their outlook on the world, and their outlook on life and values are more easily influenced by foreign culture and social media reports. Therefore, higher education is an important approach to build up the confidence of young college students in Chinese culture. When exchanging and contacting with Chinese and foreign cultures, cultural confidence education has to be implemented, so that college students can build their cultural confidence in the comparison of Chinese and foreign cultures.

Keywords: cultural confidence, talent cultivation, universities, higher education.

Cultural confidence is a nation, a country or even a political party's full affirmation of its own cultural value, a firm belief in its own cultural vitality, as well as its own ideals, beliefs, theories, which help people respect, trust and cherish the excellent traditional culture from the heart. The process of establishing cultural confidence is the process that individuals absorb and transform social culture into the thinking mode, ideological quality and spiritual realm, forming a value demand in the process of cultural selection [1].

The process of individual's cultural choice, cultural absorption and the spiritual height expected to be achieved are also the goal, process and pursuit of talent training. At the national conference on education, General secretary Xi Jinping put forward the

fundamental questions: what kind of talents to be cultivated, how to cultivate talents, and for whom to cultivate talents. As the high-level talents training base, universities must give the scientific answers to this proposition. Colleges and universities should take on the mission of correctly establishing the cultural confidence of young college students, and cultivate socialist builders and successors with the development of morality, intelligence, sporting, aesthetics and labor in an all-round way.

1. Main factors influencing cultural confidence of young college students

1.1 Impact of foreign culture

With the development of social economy, international communication becomes more convenient, there are more channels for individuals to get information, and cultures of various countries are widely spread. Young college students are faced with the pressure of going to school since childhood. They think less about social problems and are not mature in mind. For psychological reasons such as curiosity or rebellion, they are easily influenced by foreign culture in values, aesthetic values and attitudes toward life and pursue foreign culture blindly. Their specific presentation behaviors are: indifferent to Chinese traditional festivals but keen on western festivals, not recognizing national brands but pursuing foreign brands, not paying attention to Chinese excellent culture but studying foreign cultures [2]. These behaviors show that young college students are not confident in Chinese native culture, which leads to cultural blind obedience. The root reason for these is that young college students lack the cognition of local culture.

1.2 Social media reports

With the rapid construction of information technology, social information disseminates faster and faster, but it becomes more and more difficult for the state to supervise. A large

number of information which can mislead people's cognition, have a very negative impact on young college students. The influence of publicity report on social information is wide and cognitive, and the social impact of different perspectives of information dissemination varies greatly [3]. It is difficult for people to screen information, which requires information publishers to check the information. Therefore, we should strengthen the supervision of social media, control the outside overflow of information, and correctly guide the mainstream direction of information dissemination. Only when young students get reasonable guidance in obtaining information, can they better identify their cultural identities and improve their confidence in national culture.

1.3 Guidance of Education

The youth is the hope of their motherland and the rejuvenation of their nation. Education must be purposeful, planned and organized to educate and cultivate students' mental development. The influence of education on students is the most profound, and it is an important way to build the cultural confidence of young college students. Colleges and universities must guide students to learn relevant knowledge through curriculum plan, guide students to attach importance to and think about the content of knowledge through teaching content design, and guide students to independently carry out extracurricular knowledge learning through arranging extracurricular activities. Education is the most effective way to carry out cultural confidence education.

2. The Significance of cultural self-confidence education in Colleges and Universities

General secretary Xi Jinping put forward the confidence in the path, theory, system, and culture of socialism with Chinese characteristics in the celebration of the 95th Anniversary Conference of the Communist Party of China. Cultural confidence is a kind of positive and stable state of cultural psychology, which is based on a clear understanding of its own cultural history, a full affirmation of its own cultural value, and a firm belief in its own cultural future [4]. Cultural confidence is the key to the ideological and theoretical construction of the Communist Party of China,

the future of the Chinese revolution path, socialism and the realization of the Chinese Dream: the rejuvenation of the Chinese nation. The severe lesson that the modern Chinese history tells us is that one nation without having cultural confidence and inheriting excellent culture and pursuing excellence, will lose its way, which is kind of cultural colony.

Cultural confidence is a high emotional identity of young college students to the excellent traditional Chinese culture inherited by the country and the nation, the revolutionary culture bred in the great struggle of the Communist Party of China and the people, and the advanced socialist culture. Cultural confidence is a strong drive to inspire young college students to work hard and have patriotic feelings. In doing so, it becomes the important pursuit of colleges and universities for their talent cultivation.

With the rapid development of information technology and the frequent international exchanges, people live in a society with multiple ideas and complex interests. In this society, various cultures of the world blend and collide with each other. Young college students' outlook on the world, outlook on life and values are still immature, and they are easy to lose their way in the integration of different cultures. General secretary Xi Jinping put forward that building a socialist ideology with the strong cohesive force and the leading force is an important task for the united front of publicity and ideology. Ideological work calls for the country to set the mind and build the soul for the nation [5]. Cultural confidence education and ideological work must unite highly in an organic way, which is a spiritual force for building a socialist modernization country and realizing the great rejuvenation of the Chinese nation. It is conducive to establish national pride, strengthen national cohesion, enhance national humanistic quality and people's cultural heritage, and guide people's spiritual consumption demand.

As the builder of socialism with Chinese characteristics in the new era and the important subject of maintaining and carrying forward the advanced culture of the Chinese nation, young students must establish their cultural confidence.

Therefore, all the Chinese institutions of higher education must take this unshirkable responsibility and mission to achieve this purpose.

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