

## Study on the Dissemination of Excellent Traditional Village Culture and the Promotion of National Cultural Soft Power

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**Keywords:** Cultural Power, Strategy, Cultural Soft Power, Promotion

**Abstract:** With the deepening of globalization, cultural soft power plays an increasingly important role in the competition of comprehensive national strength. All countries attach great importance to the construction of cultural soft power and incorporate cultural development into their national strategies. For our country, the national cultural soft power, improve the socialist cultural power to build strategic goals. It is not only related to the status of the world's cultural model in China, but also to China's international status and international influence. There's a 200 year relationship. There are still many problems in the struggle and Realization of China's great rejuvenation Chinese dream, and in the improvement of China's cultural soft power. Therefore, China needs to rapidly strengthen cultural soft power, build socialist cultural power and lead the country's all-round development.

### 1. Introduction

Culture is the deep reason of the development of human society and the spiritual foundation of national survival and development. With the deepening of globalization, culture has become an important part of the strong and important driving force of inclusive countries in economic and social development[1]. Therefore, all countries in the world are eager to seize the international cultural market, promote cultural development as a national strategy, and promote the development of the comprehensive national strength by improving the cultural soft power. As for our country, since the 17th National Congress of the Communist Party of China proposed "improving the soft power of national culture". At the 6th Plenary Session of the 17th Central Committee, cultural construction was guided as a national development strategy, and since then, it has clearly put forward "building socialist cultural power". According to the 18th National Congress of the Communist Party of China, building a socialist cultural force is one of the most important tasks for building a more prosperous society. We should consolidate and promote the reform of the cultural system and the innovation of the cultural mechanism. The 19th National Congress of the Communist Party of China proposed that we should adhere to the path of socialist cultural development with Chinese characteristics and stimulate the innovation and creativity of the whole country. As the strategic goal of cultural power, the importance and importance of national culture to promote software and the importance of cultural soft power in the construction of socialist culture are emphasized. Under the strategic guidance of cultural power, China's cultural soft power construction is shaking in an all-round way.

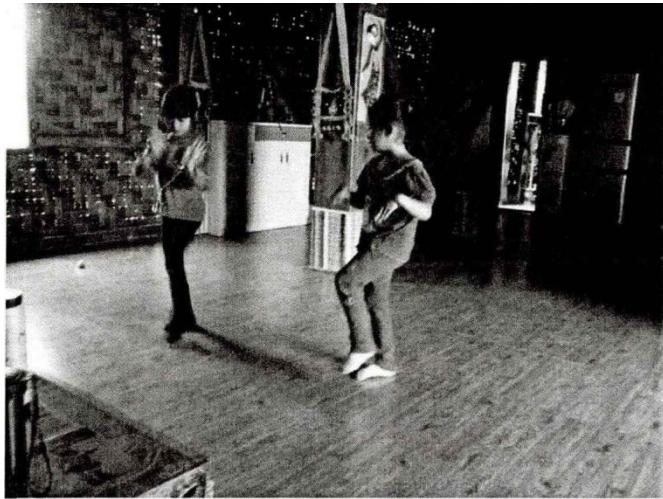


Figure 1 Little girls dancing peacock at home

## 2. The Main Content of Improving Chinese Cultural Soft Power under Cultural Strategy

The strategy of socialist cultural power with Chinese characteristics is a comprehensive, three-dimensional and multi-dimensional cultural development strategy. This strategy needs to build socialist ideology through strong unity and leadership, and actively cultivate and practice socialist core values. Emancipate cultural innovation vitality, deepen reform and boost national cultural confidence. As an important part of socialist cultural construction with Chinese characteristics, promoting the inherent combination of national cultural soft power and cultural power strategy implementation plays an important role in promoting cultural power strategy[2]. In terms of China's international status and influence, improving the national cultural soft power is the only way to build the "strategic" national cultural soft power and the "going out" strategic goal and the socialist cultural power.

## 3. Overview of Cultural Soft Power

The concept of cultural soft power is derived from the related concepts of culture, soft power and cultural power. Therefore, in order to investigate the problem of cultural soft power, we first need to avoid the analysis of these related concepts. Starting from these related concepts, the further analysis of its constituent elements and basic characteristics is an inevitable method to study the basic theory of cultural soft power.

### 3.1. Related Concepts of Cultural Soft Power

The term "culture" originally refers to the origin of Latin culture of agriculture and plant cultivation, and later extended to the spiritual field with the significance of cultivating human thinking and moral feelings[3]. In ancient China, "Zhou Li" recorded the basic principles of life and people's education of the spirit of poetry and books, which were "watching astronomy to observe the changes of time; watching the transformation of humanities to the world". Nowadays, there is no definition of cultural concept. However, most papers in China and the west point out that culture has broad and narrow significance[4]. There is no doubt about it. In a broad sense, culture is a unique way of human being and nature, and covers a wider range. Taking Cihai as an example, Cihai defines culture as the sum of spiritual wealth and material wealth created in human society and historical process.

The term "soft power" was first proposed by Joseph Nye, an American scholar[5]. He believes that soft power is an invisible spiritual power, which influences the will of other countries through charm rather than coercion, so as to achieve its own purpose. The charm of political system, diplomatic persuasion, cultural charm, the charm of international credibility, the charm of leaders and citizens. Since then, in the book "soft power: the road to success in world politics," soft power,

coercion, but the power of attraction, the ability to realize one's own will "says that here my soft power, mainly in the process of foreign exchange, appears in the country's excellent diplomatic art and play ability. From Joseph Nier's soft power theory, we can see that soft power mainly includes three levels. Therefore, soft power refers to the ability to influence other countries' preferences and achieve ideal goals through the charm of national culture, ideology, political value, diplomatic influence and other soft power.

The word "cultural power" was first mentioned by Liang Qicao in "the great responsibility of Chinese civilization to the world civilization"[6]. He pointed out. Because there is a country, this country's people's group of cultural forces gathered to continue to grow things simple. In order to help him develop and join the whole human race, I am here to understand the cultural power of national unity generated by Liang Chaowei's culture. Later, Mao Zedong pointed out in the new democratic theory that "new political forces, new economic forces and new cultural forces are all revolutionary forces in China." Mao Zedong is considered to be an important part of state power including cultural power.

#### **4. The Meaning of Soft Power in Culture**

Based on the research of soft power theory and cultural power theory, cultural soft power has gradually entered the national strategic planning. In the 17th National Congress of the Communist Party of China, the state's cultural soft power has been improved and clearly put forward. Therefore, the state pays more and more attention to the cultural soft power. Therefore, the theoretical research of the cultural soft power in the academic circle of China has always been mine. However, there are some differences in the definition of cultural soft power. Now, the meaning of cultural soft power is to understand cultural soft power from the cultural point of view[7]. Cultural soft power is basically equivalent to "cultural power", that is, the cultural soft power of a country. Cultural soft power is the weight of cultural soft power and cultural soft power. The fourth is the definition of cultural soft power. Cultural soft power is the cultural resource foundation of cultural soft power

#### **5. The Significance of Promoting National Cultural Soft Power under Cultural Strategy**

With the development of the times, the development of a strong country is not only the process of increasing the tough forces such as economic groups and military forces, but also the process of increasing the soft power such as value, concept and culture. A country's cultural soft power is based on the charm, innovation and service of its culture, and the result is its external radiation ability[8]. We will actively enhance the country's cultural soft power. In order to improve the status of Chinese culture in the world cultural pattern, it is of great significance and value to protect the national cultural security, enhance the overall strength of the country, strengthen the national unity and improve the national image. This is the only way to build socialist cultural strength and strategic objectives.

##### **5.1. Improve Cultural Soft Power**

National cultural security guarantee, national effective response, various potential cultural risks and threats, solving the threats in development, and being prevented according to its own culture and other cultural erosion[9]. Therefore, its own healthy development ensures the state of culture. The world's multi-cultural exchanges and exchanges are more frequent. With the cultural guarantee of economic security, military security and political security, the core elements of the national security system determine the important strategic factors of national security. After the cold war, the western countries led by the United States took cultural infiltration as an important means of international competition. They take advantage of their economic and technological advantages to export culture to most developing countries, especially socialist China. And dominate other cultures. This kind of infiltration of hegemonic culture brings great threat to the cultural security of developing countries. In this case, how to ensure our cultural security and safeguard our own cultural sovereignty is an important issue before us.

## **5.2. Improving Cultural Soft Power is an Important Basis for Enhancing China's Comprehensive Strength**

The strength of a comprehensive country is the international influence composed of various materials and spiritual factors, and the overall strength of a country's survival and development. In the international comprehensive national strength game of value "soft power", a country may lose a hard battle if its hard power is not good; if it has no soft power, it may not lose. ". Therefore, cultural soft power is an important foundation for the development of a country's comprehensive national strength. Anyone can occupy the commanding height of culture, and occupy the dominant position in the national game with strong cultural soft power in the world.

## **6. Conclusion**

Culture is the spirit of the development of human society and the blood of the spiritual life of the country and its development. In the era of deepening globalization, cultural soft power has become an important part of the strong and important driving force of inclusive countries in economic and social development. It is very important to maintain national cultural security, strengthen national unity and improve the practical significance of national image. To this end, countries have formulated their own cultural development strategies, through the improvement of cultural soft power, to develop the country's comprehensive national strength. In this case, China has great importance in the construction of cultural soft power. However, the development of China's cultural soft power still has shortcomings in theory and practice. There is a long way to go for China's "cultural power".

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