

On Overall Layout of Innovation and Transformation of Excellent Traditional Chinese Culture

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Abstract: Construction of cultural power is the fundamental starting point and landing of the innovation and transformation of excellent traditional Chinese culture. From the five dimensions of ideological leadership, Chinese cultural cohesion, national image attraction, influence of the international pattern, cultural development innovation, the article proposes to deeply grasp the importance and urgency of promoting the innovation and transformation of excellent traditional culture, to unswervingly promote the innovation and transformation of excellent traditional culture innovation, we should adhere to the thought on socialism with Chinese characteristics for a new era, follow the inner law of traditional culture development history, grasp the coordinated development of cultural construction and modernization, reflect the basic characteristics of time, mass, global, win-win. We will implement all the tasks of construction of cultural power in spirit of creative transformation and innovative development, condense the advantages of traditional civilization genes, promote innovation and transformation of the excellent traditional Chinese culture through the effective practice path, and achieve the goal of construction of cultural power in 2035 proposed in the 14th Five-Year Plan.

In the latest theoretical achievements of People's Government, the reform thinking and the reform method of "four beams and eight pillars" is put forward, emphasize that our reform should have a basic main framework, and so does cultural construction. An important aspect of promoting socialist culture with Chinese characteristics for a new era deeply rooted in the hearts of the people, is to lead cultural globalization into a new era with innovative development. How to promote the creative transformation and innovative development of traditional civilization genes, and cultivate contemporary high-powered values, is a big challenge to promote the innovative transformation of traditional culture genes into all aspects of social development.

1. Adhere to the thought on socialism with Chinese characteristics for a new era as a guide, build a cultural power with ideological cohesion and leadership

Excellent traditional Chinese culture needs to better expand its own advantageous genes by institutional support. Therefore, it is necessary to build a concept of socialist culture with Chinese characteristics dominated by Marxism to guide the innovation and transformation of traditional civilization genes. Adhering to the guiding position and leading role of the Marxist cultural concept in the historical process of China's cultural construction is an important guarantee for promoting cultural prosperity and developing advanced culture.

The thought on socialism with Chinese characteristics for a new era as the latest theoretical development achievements, guide the party and the people along the right direction, use scientific methods of social practice. We will build a strong cultural power with socialist ideological cohesion and leadership. As the deep reflection of the national social and economic structure and political system, the ideology is the core content of cultural work and determines the direction of cultural construction. To build socialist cultural power, we should first grasp the main position of ideology,

adhere to the guiding ideology of Marxism, follow the latest guidelines of Chinese Marxism, cultivate and practice the national high potential value concept system.

Cultivate national high potential value with the traditional civilization gene, and build a cultural power with spiritual guidance. National high potential value embodies the spiritual pursuit of people, and is the core lifeline of building common ideals and beliefs in national development, and carrying forward the spirit of contemporary Chinese society. We should be good at distinguishing right and wrong, good and evil, using the philosophical ideas, humanistic spirit and moral ideas condensed in excellent traditional Chinese culture. In the process of cultivating and practicing socialist core values, we should continuously integrate into excellent traditional Chinese culture, make innovation and transformation of excellent traditional Chinese culture and cultivation and practice of socialist core values into a deeper and closer interaction and integration.

2. Follow the internal laws of the development history of excellent traditional Chinese culture, build a cultural power that has constantly forged new brilliant Chinese culture

Chinese traditional culture has its own unique internal development law, it not only provides a fertile cultural soil for Marxism in China, also provides a firm ideal foundation to refute historical nihilism. So we should pay attention to follow the internal law of traditional culture development history in the innovation and transformation traditional gene. The Chinese Leader pointed out: “we inherit and carry forward excellent traditional Chinese culture in new era, strengthen the protection, research and utilization of ancient cultural relics, strengthen the systematic protection of important cultural and natural heritage, intangible cultural heritage, strengthen the protection and inheritance of excellent traditional handicrafts, build the Great Wall, the Grand Canal, the Long March, the Yellow River and other national cultural parks”.^[1] This is not only the modernization protection of the traditional cultural carrier, but also the beneficial continuation of the traditional cultural genes. Therefore, in the journey towards the great rejuvenation of the Chinese nation, we should change the instrumental rational thinking to treat traditional culture, avoid cutting traditional culture, follow the internal rules of the development of traditional culture while in the modern development.

To promote the innovation and transformation of excellent traditional Chinese culture, we need to highlight the influence, cohesion and appeal of culture in society history, and implement all the methods and principles that proceed from reality. Throughout the evolution history of traditional civilization, the warring states vassals the spring and autumn period, the unification and Confucianism of Qin and Han dynasties, the great national integration and openness of Ming and Qing dynasties, we can see that the change of social status has a great influence on the development of culture, and the latter also provides the former with directions and concentration. Only starting from the actual situation and analyze specific problems can we take the strengths of traditional culture, make up for the shortcomings of modern development and promote the eternal charm of Chinese civilization.

To promote the innovation and transformation of excellent traditional Chinese culture, we must show respect for the social and historical role of the development of traditional culture. The development history of traditional cultural genes is that of people's activities. Countless outstanding achievements of civilization reflect the people's engraving of life, thinking about love of country, and writing of destiny. The Chinese Leader attaches great importance to the cultural main status of people, put forward that “heaven sees to people's vision, heaven listens to people's listening” to pay attention to the status of the people's main body and the creative activities of the masses. It reflects that the innovation and transformation of excellent traditional Chinese culture should inherit the Chinese civilization, cultural development respect the people's main body status, and related to the people's cultural practice requirements.

3. Grasp the internal mechanism for the coordinated development of cultural construction and modernization construction, and build a cultural power with significant marks of civilization.

Cultural construction and modernization construction are not binary opposite, but the relationship between complementarity and integration. We should deeply grasp the internal mechanism of the

coordinated development of cultural construction and modernization construction, and realize the scientific development concept of modern innovation culture and culture feeding back modernization. In the process of promoting the development of political, economic, social and ecological civilization, the country inevitably needs to consider the problem of cultural construction, and cultural construction contains a decisive significance for the overall national modernization construction. A country and a nation cannot have a soul. As a spiritual cause, culture, art, philosophy and social sciences are of course the creation of a soul. Therefore, it is necessary to deeply grasp the internal mechanism of the coordinated development of cultural construction and modernization construction, affirm the key role of cultural construction in the process of national governance modernization, and build a value guidance to guide the modernization of China's governance system and governance capacity.

Improving the degree of social civilization is an important symbol of building modern country and a major task of building cultural power. The internal mechanism for the innovation and transformation of excellent traditional civilization in the process of China's social modernization, is actually to discuss how the division of labor and efficient cooperation in the overall system of the modernization, so as to achieve benign, scientific and sustainable development. This scientific understanding and methodology principle of development have been existing since ancient times, emphasizing the relationship between culture and social development, using system operation ideas, and clarifying the organic system of society cannot be separated from the coupling interaction and common function of the four-dimensional basic elements of economic structure, political structure, ecological structure and cultural structure.

The internal mechanism for the innovation and transformation of excellent traditional Chinese culture requires the rational allocation and organic integration of all subjects, directions, driving forces and conditional elements of the development of excellent traditional Chinese culture, so as to realize the scientific combination and reasonable order of the operation mode of the internal structure. For example, in the development of traditional civilization concept, people should cultivate faith, morality, innovation, practice and ability, government should play a leading role, enhance leadership, strengthen ideological ideas and master scientific thinking methods. To build a perfect gene concept system of Chinese civilization, and improve the degree of social civilization.

4. Reflect the basic characteristics of The Times, mass, overall and win-win nature, and build a cultural power that shines on the era and the world

The process of deep integration of excellent traditional Chinese culture and Marxism in China is also a process of mutual denial of each other, and the process of mutual integration must explore the basic characteristics of Times, mass, overall, win-win, which is determined by the inevitable logic of complementary integration of the two sides. In the political environment of ancient feudal rule, most traditional culture plays the role of the ruling class's indoctrination consciousness, its education object is people, but the purpose of education is for the interests of the ruling class, which makes the mass foundation of the traditional culture itself very weak. In the process of innovation and transformation of traditional civilization gene, we should pay attention to explore and strengthen the basic characteristics of times, mass, overall and win-win nature, so that the socialist culture with Chinese characteristics can bear the unique imprint of the nation itself.

In line with the historical trend of times. The innovation and transformation of traditional civilization genes is not only the wave of times, but also the benchmark leading of it. Traditional Chinese culture provides not only true knowledge about human social life, but also an attitude or behavior. Therefore, the key question is not whether it can give us a rationalized standard, but whether it is reasonable in social life, that is, whether it can promote the coordinated development of social life, which means that the traditional Chinese culture must be based on the needs of social life as a whole. The primary condition for innovation and transformation based on the essence of Chinese civilization thought, is that we should see the unexpected trend, seize the opportunity, innovate in keeping with the development of the times, in order to achieve the transcendence of times.

Adhere to the mass value pursuit. "Historical activities are the cause of the masses, and with the

deepening of historical activities, it will certainly be the expansion of the mass team.”^[2] In the new period, the innovation and transformation of excellent traditional Chinese culture should be people-oriented, reflect the feedback and guidance of people's life practice. At the same time, close the relationship between culture and practice, and strive to promote the popularization of the thought on socialism with Chinese characteristics for a new era. Mass characteristics are mainly reflected in two aspects: on the one hand, people need literature and art, the innovation and transformation of excellent traditional Chinese culture should be devoted to closer the psychological distance between cultural thought and the people. On the other hand, literature and art need the people, love the people, start from practice. We need to actively promote the innovation of traditional cultural works, provide popular material and independent motivation and confidence, cultivate a steady stream of creative talents. As we all know, the fundamental thought of excellent culture must be to provide spiritual food and spiritual impetus for human survival. Based on this, the excellent traditional Chinese culture should be closely related to the humanistic spirit.

Based on the overall strategic requirements. Cultural development comes from the needs of historical progress. Cultural construction should be integrated into the torrent of socialist modernization to realize the organic integration, coordination and overall consideration of Chinese characteristics and style with socialist practice for the new era. The spirit of the Chinese nation is the essence of the national thought after the test of time, practice, with the development of society constantly add new content. It represents the relatively unified way of cultural thinking, basic value orientation, basic ethics and moral standards of China, and provide conscious moral constraints and moral judgment standards of the cultural composition. The advantageous resources and active components of traditional culture can provide internal support for the development of national historical society, provide a steady stream of psychological value recognition and soul support for the creation and progress of the China, and play an important historical role in the face of crisis or opportunity. Therefore, the traditional culture that is directly connected with the national spirit is naturally the advantageous resource of the traditional culture. In the innovation and transformation of excellent traditional Chinese culture, we must rebuild the traditional culture concept of society as a whole, protect the essence and material carriers of traditional culture, and promote the development process of Chinese civilization as a whole.

The pursuit of win-win openness. The concept of win-win development stems from the tradition of Chinese civilization compatible with foreign culture. It is the eternal scientific thought of Chinese civilization and one of the essences to be inherited. Adhering to this development concept and practical theme, we will jointly promote the progress of human civilization while boosting the Chinese culture and the great rejuvenation of the Chinese nation. On the one hand, we should promote open exchanges, carry out cultural edification, enhance the international communication capacity, and show the image of a big cultural country with unique charm. On the other hand, “building a community of human destiny” and deepening the construction practice of “the Belt and Road Initiatives” put forward requirements for the integration of Chinese and foreign civilizations. To constantly enhance the influence of Chinese culture, grasp the trend, distinguish the object, precise policy, embodies facing the world trend of cultural globalization of scientific development ideas, People's Government learn from the world civilization and develop domestic civilization standing in the trend of globalization, resolutely resist the cultural homogenization of innovation ideas.

5. Implementing all the tasks of becoming cultural power with the spirit of creative transformation and innovative development

“Creative transformation and innovative development” contain dual meanings. On the one hand, it refers to giving traditional culture superior resources to adapt to the new connotation of cultural power strategic practice; on the other hand, it refers to expanding new fields and new space for the application of traditional civilization genes. Into the new stage and new journey of cultural construction, we need to carry out the task of cultural power construction with the spirit of creative transformation and innovative development, give excellent traditional Chinese culture with new era connotation, innovate excellent traditional Chinese culture with new display platform.

First, endow the traditional civilization gene with new connotation of times. The historical process of traditional Chinese culture shows that only with an open and inclusive attitude can we Undaunted by the challenges of the times and always be in the changes of innovation and transformation. Therefore, the Chinese traditional culture must be oriented to the practice of socialism, meet the demands of social morality and ethics, adapt to the needs of socialist advanced culture, meet the needs of maintain the national cultural security. This new connotation does not mean a break with the tradition, but just a dialectical connection with the tradition. That is to say, take the excellent components of traditional culture as the advantageous resource and ideological basis of contemporary socialist culture with Chinese characteristics, and strive to stimulate the soft power energy of the traditional civilization genes.

Second, expand the excellent traditional Chinese culture with a new display platform. In the era of continuous development of science and technology, the display platform of traditional culture focuses on innovation and is close to reality. Culture should be combined with fashion elements. We need to Spread Chinese culture with the sincerest emotion; explore the cultural needs of market and society, create an open and participatory cultural environment. Through new media channels, and the interaction on the new media platform, promote the integration of culture and technology. To give birth to a new cultural industry and cultural industry chain, and expand excellent traditional Chinese culture display platform. In the process of cultural integration, extract and display the spiritual identity and realistic charm of traditional culture through cultural dialogue.

The key link of expanding the display platform of excellent traditional Chinese culture is to find the specific path, form and method of integrating it into the modern society. The “five-in-one” three-dimensional culture construction path is an organic whole, enhancing the national cultural integration through the education and guidance leading path, enhancing the national cultural radiation through the daily path of public publicity, enhancing the national cultural attraction through cultural edification, enhancing the cultural cohesion through cultivating the fundamental path of practice, enhancing the cultural creativity of the country through the system guarantee. The five innovation dimensions jointly build into a “five-in-one” three-dimensional culture innovation and transformation path. To stimulate the soft power of excellent traditional Chinese culture, we must achieve “five-in-one” and “five-force functional interaction”.

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