

Finishing Building a Moderately Prosperous Society in All Respects Highlights China's Strong Soft Power

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Abstract: Finishing building a moderately prosperous society in all respects will enhance China's soft power in many aspects. First, building a moderately prosperous society is the Chinese discourse expression of the better life of human beings and it is the Chinese story of the Chinese people's realization of a better life, which will highlights China's profound cultural soft power. Second, it means that China has historically solved the problem of absolute poverty, demonstrated China's strong poverty governance capacity, and will greatly enhance China's voice in global poverty governance affairs. Third, finishing building a moderately prosperous society in all respects on schedule has fulfilled the CPC'S political commitment to the people and it demonstrates the good image of CPC .Forth, finishing building a moderately prosperous society in all respects is a great contribution China has made to the cause of poverty reduction in the new era, and shows the image of China as a great responsible and socialist country. The last, building a moderately prosperous society in all respects is a success under the guidance of Chinese Road, and it will further enhance the attractiveness of the Chinese road.

1. Introduction

At present, building a moderately prosperous society in all respects has entered the final stage, decisive achievements have been made in the battle of poverty alleviation, and the target tasks of building a moderately prosperous society in all respects have been completed or nearly completed. In 2020, under the strong leadership of the CPC, China will be able to overcome the adverse effects of the COVID - 19 viruses, win the battle against poverty, and finish building a moderately prosperous society in all respects as scheduled. This will enhance China's soft power in many aspects.

2. It highlights China's profound cultural soft power

Finishing building a moderately prosperous society in all respects is the Chinese story of people's realization of a better life. A moderately prosperous society, is the Chinese discourse expression of a better life for mankind, and it comes from ancient Chinese culture. In 1979, Deng Xiaoping referred to "Chinese style modernization" with "a moderately prosperous society"^[1]. In 1984, Deng Xiaoping further pointed out: "the so-called a moderately prosperous society means that by the end of this century, the per capita GNP will reach 800 US dollars"^[2]. In 1987, "basically realizing a moderately prosperous society" "was written into the report of the 13th National Congress of the Communist Party of China, and was determined as the strategic goal of the party. In 2002, "building a moderately prosperous society in all respects" "was determined by the 16th National Congress of the Communist Party of China as the goal of the party in the first 20 years of the 21st century. In 2012, the 18th CPC National Congress solemnly promised to finish building a moderately prosperous society in all respects by 2020. Whether it is the "communist society" representing the future development direction of human society, or the "modernization" that the developing countries in the world are striving to catch up with, these discourses are not original Chinese discourses. In particular, the concept of "modernization" can be called a strong discourse.

The international community once believed that “modernization” was a good life only for the people of western developed capitalist countries. Only by taking the road of western capitalism can we realize “modernization”. Using Chinese local discourse “a moderately prosperous society” to express the better life that the Chinese people yearn for is conducive to the construction of an external discourse system with Chinese characteristics, to enhancing the appeal of China's foreign discourse, to telling the Chinese story of the people's realization of a better life, and to competing for and enhancing China's international discourse power.

Chairman Xi Jinping pointed out that to enhance the national cultural soft power, we should strive to demonstrate the unique charm of Chinese culture, strive to improve the international discourse power, and carefully construct the external discourse system, and strengthen the creativity and charisma of the external discourse^[3]. A moderately prosperous society is an innovative discourse with Chinese characteristics based on the excellent traditional Chinese culture, and it is the Chinese discourse expression of better life for mankind. And it highlights China's profound cultural soft power. While paying attention to the great achievements and advanced experience of building a moderately prosperous society in all respects, the international community will pay attention to the excellent traditional Chinese culture behind the discourse of “a moderately prosperous society”, which will further enhance the influence of Chinese culture and national cultural soft power.

2. It enhanced China's discourse power in global poverty governance affairs.

Finishing building a moderately prosperous society in all respects means that China has historically solved the world problem of absolute poverty, demonstrated China's strong poverty governance capacity, and greatly enhanced China's international discourse power in global poverty governance affairs.

For thousands of years since human society has written records, the problem of absolute poverty has always plagued all countries in the world, including the most developed capitalist countries in the world. In the past eight years, China has achieved nearly 100 million people out of poverty, which is equivalent to the total population of a large European population. Finishing building a moderately prosperous society in all respects means that China's poverty population will be lifted out of poverty. This means eliminating the absolute poverty problem that people have been trying to solve for a long time in the mainland of China. This achievement is difficult for any other country in the world except China, which shows China's strong poverty governance ability, which will greatly enhance China's voice in global poverty governance affairs.

3. It highlights China's image as a great responsible and socialist country in the new era.

Finishing Building a Moderately Prosperous Society in All Respects Means That China Will Complete the UN Sustainable Development and Poverty Reduction Goals Ahead of Schedule. This is a great contribution China has made to mankind in the new era and will further demonstrate its national image as a great socialist and responsible country. Over the past 70 years since the founding of the People's Republic of China, China has reduced the number of people living in poverty about 800 million, accounting for 70 percent of the world's total^[4]. This is a great contribution China has made to mankind in the new era, an outstanding contribution China has made to the cause of poverty alleviation and poverty reduction in the world, and an outstanding contribution to the cause of human rights in the world. National image is an important aspect of soft power. China's tremendous achievements in poverty alleviation and poverty reduction have enabled China to fulfill its commitment to the poverty reduction targets of the UN 2030 Agenda for Sustainable Development 10 years ahead of schedule. This demonstrates China's image as a great responsible and socialist country in the new era.

4. It highlights the image of that the CPC adheres to its promise

To finish building a moderately prosperous society in all respects, the CPC has fulfilled its solemn commitment to the people. The fulfillment of ruling promises is an important way for the ruling party to win the trust of the people and establish public credibility. It is also an important way to gain the support of the people and maintain the ruling legitimacy. In 2002, the 16th National Congress of the Communist Party of China declared that the party would build a moderately prosperous society in all respects. In 2012, the 18th National Congress of the Communist Party of China made a solemn commitment to finish building a moderately prosperous society in all respects by the time the Party celebrates its centenary. Over the past 20 years, the Communist Party of China kept its promises and worked diligently to finish building a moderately prosperous society in all respects. Finishing building a moderately prosperous society in all respects is just one of the many political commitments made by the CPC during its long period of governance. In the future, there are still more ambitious goals and commitments, such as building China into a great modern socialist country in all respects.

By the end of 2020, China will have completed building a moderately prosperous society in all respects on schedule, which will further consolidate the governing foundation of the Party and strengthen the unity and cohesion of the Chinese people. Finishing building a moderately prosperous society in all respects has once again proved that the CPC is worthy of trust by the Chinese people and truly represents the fundamental interests of the overwhelming majority of the Chinese people. To complete the building a moderately prosperous society in all respects is a great achievement made under the correct leadership of the CPC. It demonstrates the CPC's strong leadership and governance capability, and will further strengthen the Chinese people's confidence in the CPC's governance capability and leadership.

5. It will further enhance the attractiveness of Chinese Road.

Building a moderately prosperous society in all respects is a success achieved under the guidance of the socialist road with Chinese characteristics, usually it was called Chinese Road. A country's development road, including its social system and basic systems such as politics, economy and culture, is an important aspect of a country's soft power, and a successful development road proved by practice can generate strong attraction for other countries. China's building a moderately prosperous society in all respects has consistently advanced along the road of socialism with Chinese characteristics. China's endeavor to complete the building a moderately prosperous society in all respects on schedule, under the strong leadership of the CPC and along the right road of socialism with Chinese characteristics, has been a great success. This will further enhance the attractiveness of China's road, enhance the public's attention and recognition of Chinese Road, and demonstrate China's strong soft power.

The road of socialism with Chinese characteristics has been proved to be the right road of development and will continue to guide China in its efforts to achieve all-round modernization and the great rejuvenation of the Chinese nation. China's road provides a second path for backward countries to achieve modernization, and provides a new choice and important reference for other developing countries in the world to realize modernization. The road of socialism with Chinese characteristics is the only way for China to finish the building a moderately prosperous society in all respects. It is also the only way to realize socialist modernization and the great rejuvenation of the Chinese nation. This road will become wider and show more clearly China's strong soft power.

6. Conclusion

Finishing building a moderately prosperous society in all respects is only the first centenary goal for the Chinese people under the leadership of the Communist Party of China. On this basis, China will continue to move towards the more ambitious goal of building China into a great modern socialist country in all respects. In the course of realizing the great rejuvenation of the Chinese

nation, let us strengthen our confidence in the governance of the Communist Party of China and strive for a better life.

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