

Study on the Methods of Enhancing the Self-Confidence of Chinese Socialist Construction Culture

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Abstract: In view of the key problems such as cultural confidence lack of innovation and The Times, disconnect between historical cognition and practice, this paper, based on Marxist cultural theory and practical experience of China's new-democratic revolution and socialist construction, combines theory with practice and empirical analysis, finds that the cause of the problem lies in the lack of in-depth research on cultural cognition, communication, innovation and practice. It is not closely connected with China's socialist construction. The methods of consolidating the ideological foundation of promoting cultural self-confidence, building the main position of cultural self-confidence and enhancing the vitality of cultural self-confidence are put forward. The practice proves that this method can effectively promote cultural self-confidence.

1. Introduction

In the face of the invasion of foreign ideologies, to build socialism with Chinese characteristics, we need to consolidate the common consciousness of the Chinese nation, have confidence in our values, ideals and beliefs, strengthen our national strength and carry forward positive energy, and enhance our confidence in socialist culture with Chinese characteristics.

Many scholars at home and abroad have carried out a lot of research on cultural self-confidence. Shen Zhuanghai emphasized that cultural self-confidence reflects "the Chinese nation's firm belief in its own cultural ideals, its infinite pursuit of cultural values and its constant demand for cultural innovation" [1]. Fan Xiaofeng [2] believes that it is necessary to "dialectically recognize history and strengthen cultural self-identification", to explore thoughts, concepts and materials that are beneficial to the present in history, to treat historical process and historical facts scientifically, and to make good use of history as an important element to strengthen cultural identification. Based on the concrete practice of soft power in the United States, Nicholas Spickman [3] deepened the study of cultural soft power, and summarized "national homogeneity, social integration, political stability, and national morale" as the decisive factors affecting cultural soft power. German philosopher Jurgen Habermas [4] expanded the theory of communicative behavior and proposed that the communicative behavior theory focusing on negotiation and procedure can also be applied to dealing with international cultural relations, emphasizing that different cultures should strengthen dialogue and exchanges, seek common ground while reserving differences, and seek common development and growth. Han Meiqun summarized these five sources of cultural confidence as "confidence in Marxist theory, confidence in socialist core values, confidence in excellent traditional Chinese culture, confidence in revolutionary culture and advanced socialist culture nurtured in the great struggle, and great practice of socialism with Chinese characteristics" [5], combined with the requirements of The Times in the construction of socialism with Chinese characteristics in China. It is also necessary to further study the path and method of promoting cultural self-confidence, and give sufficient and feasible countermeasures.

This paper analyzes the historical background and current situation of socialism with Chinese characteristics and other realistic conditions, studies the connotation, characteristics, constituent

elements and measurement standards of cultural confidence, deeply and systematically studies the theoretical source and practical basis of cultural confidence, and explains the significance of cultural confidence and the role of promoting cultural confidence from both theoretical and practical levels. It clarifies the importance of cultural confidence in the cause of socialism with Chinese characteristics, and gives practical ways to enhance cultural confidence in socialism with Chinese characteristics.

2. The problem and present situation of cultural self-confidence

2.1 The problem of cultural self-confidence

Weak sense of cultural identity, some groups lack a deep understanding of traditional Chinese culture, have vague cognition of local cultural values, and blindly respect foreign cultures. The youth group is limited by experience and knowledge reserve, it is difficult to fully grasp the cultural connotation, resulting in the lack of identity of Chinese culture.

There are defects in the communication mechanism. In the process of cultural transmission, the cultural content is distorted or simplified due to the lack of the cultural level of the communicators and the uneven quality of translation, which weakens the foundation of cultural confidence.

Lack of innovation and timeliness, some cultural works stay in the simple imitation of traditional elements, lack of deep integration with modern society and innovative expression, it is difficult to show cultural vitality.

There is a disconnect between historical cognition and practice, and the cognition of history and culture stays on the surface, failing to transform it into the spiritual force guiding real life, resulting in the phenomenon of "knowing but not being able to".

2.2 Reasons for the problem of cultural self-confidence

The impact of globalization and the influence of foreign cultures. In the process of globalization, western culture has penetrated strongly. Some groups have self-doubt in the cultural collision and form a tendency to worship foreign things.

The gap between education and inheritance, the systematic lack of traditional cultural education, the lack of in-depth understanding of the cultural origin and development of young people, resulting in a weak foundation for cultural identity.

The insufficient capacity of communication subjects, the uneven quality of cultural disseminators, and the deviation in the process of translation and interpretation aggravate the fragmentation of cultural understanding.

The lack of innovation awareness and practical ability, the lack of innovation impetus in the cultural industry, the mining and transformation of traditional cultural resources fail to meet the needs of modern society, which limits the international influence of culture.

The lack of connection between historical cognition and The Times, the study and application of history and culture only on the surface, and the failure to convert historical wisdom into a guide for action to solve practical problems.

In essence, the problem of cultural self-confidence is the breakdown of many links such as cultural cognition, communication, innovation and practice. It is necessary to deepen history education, optimize the communication mechanism, and stimulate the vitality of cultural innovation to promote the comprehensive reconstruction of cultural confidence.

2.3 Cultural confidence of The Times background

At present, China is facing more acute difficulties and problems in comprehensively deepening reform and promoting socialist modernization. It needs to take stronger measures to break through the bottlenecks of reform, solve the problems encountered in reform, and coordinate the all-round development of political, economic, cultural, social and ecological civilization. This is the most significant feature of The Times in contemporary China, and it is also the background of The Times that put forward the socialist cultural confidence with Chinese characteristics.

As one of the major trends of the 21st century, globalization is changing the world's political,

economic and cultural patterns at an unprecedented speed. With the advancement of globalization, the links between countries have become increasingly close, and the integration and collision of cultures have become more frequent. "Historically, economic globalization is the objective requirement of the development of social productive forces and the inevitable result of scientific and technological progress." With the progress of science and technology and the globalization of economy, all countries in the world have formed a "global village". The economic exchange brought about by globalization is an important trend that cannot be ignored.

Looking at the long history of human society, it is a history of the development of civilization, but also a history of exchanges between different civilizations. The Silk Road, the seven voyages of Zheng He, the famous navigator of the Ming Dynasty, and Xuanzang, the eminent monk of the Tang Dynasty, who went to India to seek the Dharma, are three vivid examples of exchanges between Chinese and foreign civilizations. They demonstrate that openness, inclusiveness and mutual learning have always been the mainstream of the development of the Chinese civilization. The long history and brilliant achievements of the Chinese civilization can be called a good example of exchanges and mutual learning among civilizations.

2.4 The basic achievement of cultural self-confidence

The basic achievements of cultural confidence can be summarized in the following dimensions:

The Thought on Socialism with Chinese Characteristics for a New Era combines the basic principles of Marxism with fine traditional Chinese culture, builds a theoretical system with Chinese characteristics, and keeps theoretical innovation abreast of The Times. As a major achievement of the innovation of Marxist cultural theory, it has clarified the direction of cultural construction in the new era and enhanced the understanding of the laws of socialist cultural development.

The establishment of the subjectivity of Chinese culture has consolidated the cultural subjectivity of the Chinese nation and strengthened its cultural identity through creative transformation and innovative development of fine traditional Chinese culture, carrying forward revolutionary culture, and developing advanced socialist culture. The building of the modern civilization of the Chinese nation, cultural development in the new era attaches importance to the integration of tradition and modernity, promotes the Chinese culture to radiate new vitality in the process of modernization, and lays a foundation for the building of the modern civilization of the Chinese nation.

The achievements of building socialism with Chinese characteristics, the economic, political and social achievements since reform and opening up, especially the establishment of the industrial system and national defense capabilities, have provided a solid practical foundation for our cultural confidence. In the modernization of national governance capacity, cultural confidence, confidence in the road, theory and system together constitute the "four self-confidence", which has become an important spiritual driving force for the modernization of national governance system and governance capacity. Socialist core values are the core of the socialist core value system, reflecting the national goal, the common pursuit at the social level and the moral code at the individual level. Socialist core values guide citizens to form a common pursuit of value, regulate the direction of social development, and clarify the goal for the progress of the country, which is the value standard followed by the whole society.

To protect and promote fine traditional culture, through measures such as the inheritance of intangible cultural heritage and the revitalization of traditional arts and crafts, the fine traditional Chinese culture is passed on alive. In-depth exploration of cultural connotations, in literary and artistic creation, academic research focus on refining the spiritual symbols of Chinese culture, to transfer positive energy to the society, enhance national cohesion.

The increase in cultural confidence has promoted the "going global" of Chinese culture, and enhanced the international recognition and influence of Chinese culture through cultural exchanges and academic dialogues.

These achievements reflect multi-dimensional breakthroughs in cultural confidence in theory, practice, historical inheritance and international exchanges. They are not only an important part of the cause of socialism with Chinese characteristics, but also provide spiritual support for the great

rejuvenation of the Chinese nation.

3. Theoretical exposition

3.1 Basic theory of socialist cultural self-confidence with Chinese characteristics

Cultural confidence means that a nation, a country and a political party fully affirm and actively practice their own cultural values, and hold firm confidence in the vitality of their culture.

Civilization, especially ideology and culture, is the soul of a country and a nation. No matter what country or nation, if it does not cherish its own ideology and culture and loses its ideological and cultural soul, it will not be able to stand up. Because China's excellent traditional culture can provide useful enlightenment for the governance of the country, and can also provide useful inspiration for moral construction, China's national governance system today is the result of long-term development, gradual improvement and endogenous evolution on the basis of China's historical inheritance, cultural tradition and economic and social development. Only by persisting in moving from history to the future and forging ahead from the continuation of the blood of national culture can we do a good job today. Without the inheritance and development of civilization and the promotion and prosperity of culture, there will be no realization of the Chinese Dream.

Confidence in values is the core: In today's era, the trend of cultural diversity is becoming increasingly prominent, and cultural confidence is more important in the urgent situation of holding cultural positions and coping with risks and challenges. As an ancient country with a long history and splendid culture, China needs to grasp the core of cultural confidence more deeply, and strengthen the role and value of the core on the basis of exploring the close relationship between the main body of cultural confidence and its core.

Confidence in ideals and beliefs: Ideals and beliefs include the pursuit of individual values of life, the planning of career prospects, and the description of the future, and are also reflected in the beautiful expectations of society, the country, and even the whole human society. The formation of ideals and beliefs is also influenced and determined by many aspects.

National self-reliance is the essential implication: cultural self-confidence is a country or nation's identity, trust and pride in its own culture, and is an important spiritual force to promote national progress and national rejuvenation. Chinese culture is rich in ideas, values and social practices, providing a solid cultural foundation for the survival and development of the Chinese nation. The self-improvement of the Chinese nation not only needs the support of material conditions such as economy, science and technology, but also needs cultural confidence as the internal driving force and spiritual pillar.

3.2 Cultural self-confidence practice path

The practice path of cultural self-confidence is the dialectical unity of inheritance and innovation. The Cultural Thought on socialism with Chinese Characteristics for a New Era takes Marxism as its theoretical background, and emphasizes that advanced socialist culture is transformed into a material force for social development through the practice of the people, and provides spiritual momentum for national rejuvenation. Through "creative transformation and innovative development" of excellent traditional Chinese culture, activate its contemporary values, such as integrating the concepts of "self-improvement" and "harmony without diversity" into the modern governance system, and consolidating cultural subjectivity. On the basis of upholding the subjectivity of culture, we advocate equal dialogue among civilizations, adopt a global vision of mutual learning among civilizations, oppose cultural hegemonism, and promote the building of a community with a shared future for mankind.

Global level identification: The global level is the first level to measure cultural confidence, and it is also the most macro and general perspective. From the perspective of the overall work of the Party and the state, the measurement of cultural self-confidence is reflected in the recognition of mainstream values, the level of cultural soft power, and the ability of cultural openness and integration.

Social level: When measuring cultural confidence, we should also pay attention to the observation and analysis of the social level. At the social level, the main object of measurement is the cultural innovation ability, cultural attraction and cultural communication effect of the society as a whole and carrier.

Requirements at the individual level: The measurement of cultural confidence is reflected in the global, social and individual levels, among which the most important and the most fundamental role is the individual level, after all, the establishment and promotion of cultural confidence is ultimately implemented by the individual.

3.3 The theoretical basis of cultural self-confidence

Marxism, as a scientific, people's and practical theoretical system, reveals the ideological function of culture and its dynamic reaction to the economic foundation. Its Sinicization achievements (such as the Thought on Socialism with Chinese Characteristics for a New Era) have established the core theoretical basis for cultural self-confidence and emphasized the unwavering adherence to the guiding position of Marxism. Marxism emphasizes the dialectical unity of material and spirit. Culture, as the superstructure, is transformed into a material force promoting social development through the practice of the masses, and advanced socialist culture has thus become the spiritual driving force for national rejuvenation.

The cultural self-confidence theory of socialism with Chinese characteristics in the new era emphasizes cultural subjectivity and spiritual independence. Cultural subjectivity is embodied as spiritual independence, which is the foundation of safeguarding cultural security and national spiritual independence. Without cultural subjectivity, political, ideological, institutional independence will be taken away from the bottom. This feature enables the Chinese nation to maintain its autonomy in the flood of history and become the core force to resist cultural dependence. Cultural self-confidence is directly related to national fortunes, cultural security and national spiritual independence. It emphasizes that by adhering to one's own cultural traditions and values, one can form a firm self, so as to maintain cultural uniqueness in the process of globalization.

The Theory of Cultural Confidence in socialism with Chinese Characteristics for a new Era creatively combines the basic principles of Marxism with fine traditional Chinese culture, activates the gene of Chinese civilization, and pushes Marxism to make a new leap forward in becoming Chinese and modern. Cultural confidence is the foundation of confidence in the path, theory, and system of socialism with Chinese characteristics.

The cultural self-confidence theory of socialism with Chinese characteristics in the new era covers multiple dimensions, including deep spirit, core status, value orientation, long-term goal, system support, construction basis, image elements and implementation path. The proper inheritance of traditional Chinese culture provides the right direction for us to shape socialist culture with Chinese characteristics and enhance cultural self-confidence in the new era.

The independent support of cultural confidence: The fine traditional Chinese culture is extensive, profound and timeless. It bears the wisdom and spirit of the Chinese nation, and is also the basis for the Chinese nation to stand among the nations of the world. Revolutionary culture is a surging force driving the development of history and stirring in the hearts of the whole nation. Revolutionary culture is not only the organic composition of the great spirit of the Chinese nation, but also the profound foundation of cultural self-confidence. Advanced culture is an important part of socialist spiritual civilization, an important force for gathering people's hearts and promoting the development of economic, cultural and social undertakings, and a practical support for enhancing cultural self-confidence.

The practical support of cultural self-confidence: the scientific feature of Marxism is that it is a theoretical system that can be closely combined with practical activities and provide direction and guidance for the development of practical activities. Applying theory to practice is essentially a process from understanding the world to transforming the world. In the new era, the remarkable achievements of socialism with Chinese characteristics have provided a solid material foundation for cultural confidence, and the continuous exploration of socialism with Chinese characteristics has also

become a continuous driving force for the construction of cultural confidence.

4. The significance of promoting cultural self-confidence

4.1 The theoretical significance of promoting cultural self-confidence

Cultural self-confidence breaks through the philosophical boundary of cultural theories, emphasizes that spiritual independence is the essential attribute of cultural subjectivity, concretifies the Marxist principle on the reaction of superstructure, and proposes that culture has a "more basic and lasting" dynamic role on economic foundation. This fills the gap in the practical guidance of Marxist cultural theory and is the innovative development of enriching Marxist cultural theory. The combination of the basic principles of Marxism and the fine traditional Chinese culture not only activates the gene of Chinese civilization, but also gives new cultural life to Marxism and forms a system of cultural theories with Chinese characteristics. This theoretical breakthrough provides a paradigm for the innovation of human civilization form.

Cultural confidence strengthens the historical logic of the subjectivity of Chinese civilization, establishes the theoretical support for the continuity of civilization. Cultural confidence is based on the 5,000 years of unbroken Chinese civilization, and through "creative transformation", it gives contemporary value to traditional culture, proving that the diversified and integrated civilization system has vitality beyond time and space. This provides a theoretical basis for deciphering "clash of civilizations". Cultural self-confidence is the theoretical core of constructing the independence of national spirit. Cultural self-confidence elevates spiritual independence to the height of "national prosperity and decline, national survival", emphasizes cultural subjectivity as the core force to resist cultural dependence, and establishes a theoretical barrier for safeguarding national ideological security.

Cultural confidence Deepening the theoretical dimension of socialism with Chinese characteristics. Cultural confidence, as a "more basic, broader, and deeper confidence," reveals the cultural roots of confidence in the path, theory, and system, and gives the theoretical system of socialism with Chinese characteristics more historical depth and a sense of civilization.

The theory of cultural self-confidence clarifies the Party's leading position in the field of ideology, elevates the century-old experience of cultural construction into the theory of "cultural leadership", and contributes theoretical samples to global political party governance. Cultural self-confidence not only opposes cultural hegemonism, but also transcends the "civilization superiority theory" and proposes the theory of coexistence of diverse civilizations, providing a basis for value consensus in building a community with a shared future for mankind. Cultural self-confidence opens up a new theoretical domain of cultural security. Through the dialectical thinking of "the combination of openness and reflection", the theory of dynamic maintenance mechanism of cultural security is established to provide methodology for developing countries to resist ideological penetration. Cultural confidence anchors the theoretical coordinates of national rejuvenation, transforms historical resources into "a more basic, deeper and lasting force", reveals the activation mechanism of national cultural genes in the transformation of modernization, and provides theoretical driving forces for the building of a strong country. Cultural self-confidence It established the theoretical direction of new forms of civilization and put forward a theory on the construction of modern civilization of the Chinese nation, which not only broke through the dualistic paradigm of "tradition-modernity", but also surpassed the Western-centric view of civilization, and opened up a new path for the evolution of human civilization.

4.2 The practical significance of enhancing cultural self-confidence

To lay the cultural foundation for the realization of the Chinese dream: everyone has his ideal and pursuit, and has his own dream. Today, everyone is talking about the Chinese dream. To realize the great rejuvenation of the Chinese nation is the greatest dream of the Chinese nation since modern times. The Chinese dream of realizing the great rejuvenation of the Chinese nation is the strongest voice of the new era. The Chinese dream of the great rejuvenation of the Chinese nation has long

been the persistent pursuit of the Chinese people and is the greatest dream of the Chinese nation. In the process of realizing dreams, cultural confidence plays a crucial role. Cultural confidence is the foundation of our adherence to Chinese culture and the fundamental guarantee for our inheritance of fine traditional Chinese culture. Only with cultural self-confidence can we keep a clear mind in the face of foreign cultural impact, maintain cultural independence and autonomy, and safeguard the cultural dignity and cultural rights and interests of the Chinese nation.

Providing spiritual impetus for enhancing cultural soft power: Cultural self-confidence is the firm belief and pride formed by a country and a nation on the basis of their own cultural identity and understanding in the course of historical development. As an important part of a country's comprehensive strength, culture has become one of the important factors in international competition. Cultural soft power is an invisible force that affects international relations, global governance and the shaping of a country's image. Cultural self-confidence is an important part of a country's soft power, which plays a crucial role in enhancing the overall image of a country, enhancing the international discourse power and promoting cultural exchanges between countries. In the context of the deepening trend of globalization and the prevailing trend of pluralism, the competition among countries in the fields of economy and politics is becoming increasingly fierce, and the cultural competition has gradually become a key factor that cannot be ignored. As the external expression of national self-esteem and self-confidence, cultural self-confidence is an important foundation of national cultural soft power.

Adding intrinsic nourishment for the construction of a strong cultural country: The report of the 20th National Congress of the Party takes "self-confidence" and "self-improvement" as the premise basis, and expounds the intrinsic nourishing role of cultural self-confidence in the construction of a strong socialist cultural country with the goal of "casting new cultural brilliance". Cultural confidence is a strong spiritual pillar of a country, but also an important basis for building a socialist cultural power, cultural confidence carries the mission of building a cultural power. Cultural self-confidence is the inner nourishment of building a strong socialist culture. Only when countries and nations have confidence, can they have greater passion and motivation in cultural innovation and inheritance, and can they better achieve cultural prosperity and development.

To establish ideological support for solving the main contradiction of society: any society is an organism in the process of change, and there is a contradictory system in this organism. Among many contradictions, one contradiction plays a key and dominant role. As long as the main contradiction is grasped, other problems can be solved accordingly. The contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life is the principal contradiction facing our society at present. Cultural self-confidence is the key to solve this contradiction.

4.3 The expression of cultural confidence

The expression forms of cultural self-confidence: the degree of mainstream value identification, the level of cultural soft power, the ability of cultural openness and integration.

The recognition degree of mainstream values refers to the ideological ideology of the mainstream society, which is the value that the majority of people, that is, the mainstream people, fully believe in or partially believe in. When individuals are fully confident in their own national culture, they will maintain sufficient concentration in cross-cultural communication, will not be swayed by the influence of foreign values, and will maintain independence, independent thinking and judgment, and will not be manipulated by others. Not blindly follow or exclude. Education is an important way to enhance cultural self-confidence. Through the development and popularization of education, mainstream values can be promoted and more people can be guided to establish mainstream values.

Cultural soft power means that a country or region influences and shapes the attitude and influence of other countries on it through its unique cultural elements, such as art, music, film, literature, sports and traditions. It is a non-military means to enhance and consolidate a country's international status and influence through cultural exchange and cultural identification. Cultural self-confidence can enhance cultural soft power, and the growth of cultural soft power can also promote

the further generation of cultural self-confidence. Cultural soft power represents the uniqueness and creativity of a country or region.

Culture is the essence and soul of a country. By displaying and spreading its unique cultural characteristics and values, a country can attract the attention and praise of the outside world. For example, traditional Chinese cultural elements, such as Peking Opera, Kung fu and Tai Chi, have been widely recognized and loved on the international stage through films and tourism, which has enhanced China's international image. Cultural soft power can also promote economic development and national influence. By creating and exporting cultural products with international influence, a country can gain economic benefits and brand value in the global market. For example, Hollywood movies and K-pop music have won a wide audience and support globally through their unique style and innovation, bringing rich economic returns to the United States and South Korea. At the same time, these cultural products have also become the image representatives of the two countries, providing support for their voice and influence in international affairs.

Cultural integration is the ability to communicate with other cultural forms in a diversified cultural trend of thought, and turn its beneficial factors into their own use. Cultural integration ability consists of the following three elements. The first is cultural cognitive ability, which refers to the ability to recognize, understand and grasp different cultures. Only with higher cultural cognition ability can we correctly understand the characteristics and values of different cultures and lay the foundation for cultural integration. The second is the ability of cultural exchange, which is the ability to communicate and exchange effectively between different cultures. Cultural exchange is an important way of cultural integration. Only through extensive cultural exchange can we realize mutual understanding and mutual learning between different cultures. The third is the ability of cultural tolerance, which refers to the ability of tolerance and acceptance of different cultures. In the process of cultural integration, there will inevitably be differences and conflicts between different cultures. Only with a high cultural tolerance ability can we resolve contradictions and realize the harmonious coexistence of cultures.

4.4 Cultural innovation ability and cultural attraction

Innovation is the source and driving force of cultural development, "cultural innovation ability is the internal driving force of social progress, cultural innovation can drive the whole society to form science and technology, economy, thought and art and other aspects of progress. The continuous introduction and germination of new cultural concepts and ideas is also injecting more vitality into the society. The integration and mutual learning between different cultures not only enriches people's spiritual world, but also provides soil and nutrients for cultural innovation.

Cultural attraction is a multi-dimensional concept, which refers to the attraction and influence of one society's cultural system on individuals or groups in other cultural systems. The expression forms of cultural attraction are diverse, which are not only embodied in the attraction of tangible cultural products and cultural experiences, but also in the attraction of intangible cultural values and cultural exchanges. Cultural attraction is the expression of cultural strength and charm, and it is also one of the ways to enhance cultural self-confidence. To measure cultural self-confidence from the perspective of cultural attraction, it highlights the influence and appeal of cultural self-confidence.

The communication of culture is essentially a bridge of information communication between the subject and the object. The value choice, behavior pattern and thinking habits reflected in cultural communication not only reflect the social and cultural forms, but also profoundly affect the cognition and behavior of social members. It can be said that the evaluation of the effect of cultural communication is not only the evaluation of a specific cultural activity or cultural content, but also the examination of the overall level of social cultural development.

5. The practice path of cultural self-confidence

5.1 Strengthen and enhance the ideological foundation of cultural self-confidence

Continuous enhancement of cultural consciousness: In the context of globalization, the collision

of multi-cultures and the mutual influence and interaction between different cultures have not only brought cultural exchanges and integration, but also brought cultural conflicts and challenges. Under such a realistic background, cultural self-consciousness and cultural self-confidence are particularly important. Only with a high degree of cultural consciousness can we maintain our uniqueness and advantages in multicultural exchanges, lay a solid ideological foundation for cultural self-confidence, and provide a solid cultural support for the great rejuvenation of the Chinese nation.

Extensively practicing socialist core values: The socialist core values are the most fundamental value system of the contemporary Chinese Party and state, the common values followed by all the people, and the most important guide to the ideological and moral development of the whole society. The extensive practice of socialist core values is the practical need of national governance, the objective requirement of social development, and the basic principle for citizens to improve their personal ideological quality and moral literacy.

Further strengthen the education of ideals and beliefs: cultural self-confidence is an important support for a country and a nation to realize self-identity and maintain cultural independence. Cultural self-confidence is not only reflected in the recognition and respect of the national culture, but also an important part of the country's soft power. In order to truly enhance cultural self-confidence, ideal and belief education, as an important way to shape the spiritual core, also plays an irreplaceable role.

5.2 Strengthen the main ground of promoting cultural self-confidence

A firm grip on ideological leadership: "The spread of globalization and the rise of multiculturalism pose a challenge to socialist ideology. Socialist ideology is facing a more complex and complicated situation. Effective ideological leadership in such a complex environment is a challenging task. Complex environments often mean multiple conflicts of interest, asymmetric information, and rapid changes in the external environment. In this context, ideological leadership requires not only a solid theoretical foundation, but also flexibility to respond to changing realities and effective leadership through a variety of strategies and means.

Accelerating the building of philosophy and social sciences with Chinese characteristics: Philosophy and social sciences with Chinese characteristics are an important component of the cause of socialism with Chinese characteristics. They have distinctive Chinese characteristics, contemporary characteristics and practical characteristics, and are important tools for us to understand and transform the world. Based on China's historical tradition, cultural resources and actual national conditions, it is committed to answering major theoretical and practical questions in contemporary China's development, providing us with a scientific worldview and methodology, and helping us better understand and grasp the development law of socialism with Chinese characteristics. At the same time, philosophy and social sciences with Chinese characteristics are also important supports to enhance cultural confidence. In the process of the growth and development of the country and the nation, philosophy and social science have the same important position as natural science.

Pay attention to the construction of network culture: to build a strong position of cultural self-confidence construction, we should focus on the adherence to the traditional cultural position, but also strengthen the competition for the new position of cultural self-confidence construction. With its huge number of users and rich forms such as instant messaging, social media, short video and we-media, network platform has become a new highland that cannot be ignored and cannot be avoided. In the process of promoting the construction of network culture, enhancing the self-confidence of socialist culture with Chinese characteristics has also become a move to adapt to the trend of The Times and cater to the development of science and technology.

5.3 Enhance the vitality of cultural self-confidence

Continue to promote the reform of cultural system: At present, there are some problems in the system and mechanism of China's cultural construction and cultural development, which are slowly becoming the shackles that hinder the development of culture. The complex external environment has also brought new challenges to the development and progress of culture. Under both domestic and international pressure, to further promote the reform of the cultural system has become the key

to our breaking the situation. In the "Decision of the Central Committee of the Communist Party of China on Further Comprehensively Deepening Reform and Promoting Chinese-style Modernization" adopted at the Third Plenary Session of the 20th CPC Central Committee, the reform of the cultural system and mechanism is regarded as an important link in comprehensively deepening reform, and the direction for deepening the reform of the cultural system in the next step is clear.

Better strengthen cultural soft power: Cultural soft power deeply reflects a country's cultural heritage and cultural connotation, and reflects the attractiveness and influence of the country's culture. Cultural soft power has gradually become an important part of comprehensive national strength and a new position for competition and competition between countries. At present, strengthening China's cultural soft power is a realistic need to enhance the self-confidence of socialist culture with Chinese characteristics, and an objective requirement for carrying out foreign exchanges and cooperation.

5.4 Use the network platform to enhance the cultural self-confidence of college students

Relying on the official websites of colleges and universities, wechat public accounts, short video platforms and other carriers, builds a comprehensive online education resource system. We will systematically sort out educational resources such as fine traditional Chinese culture, revolutionary culture, and advanced socialist culture, and establish a cultural resource library with clear categories and distinct themes.

We will create new models for educating people through online culture. We can use big data to analyze students' interests and preferences, and accurately push customized cultural and educational content. For example, through the intelligent platform to intelligently match traditional cultural classic interpretation, red story micro film and other content, to achieve personalized learning.

We will strengthen coordination between online ideological and political thinking and professional education. Cultural confidence education is integrated into the professional curriculum network platform, such as embedding the folk music appreciation module in the art course, adding the case database of science and technology to the engineering course, so as to achieve the unity of value guidance and knowledge transmission.

We can optimize dynamic evaluation and feedback, monitor students' behavior data such as browsing time of cultural content and interaction frequency through big data, combine knowledge testing, practice results and other multidimensional indicators, build a dynamic evaluation model of cultural and education effects, and timely adjust education strategies.

5. Conclusion

The improvement of cultural confidence in the new era is not only to meet the needs of cultural development, but also to promote the all-round development of socialism with Chinese characteristics.

The promotion of cultural self-confidence also faces many difficulties and tests. If these problems are not handled properly, the support and faith of the people for the cause of socialism with Chinese characteristics may be shaken.

People's identity and pride in national and local culture are on the rise, but this sense of identity and pride is not always matched with the level and speed of economic development, and sometimes even accompanied by self-contradiction.

The development of contemporary Chinese society is faced with complex dual challenges at home and abroad, and the test of cultural self-confidence is increasingly severe. In view of this situation, we must base on the strategic height of the overall development of the country, and deeply study the related issues of promoting cultural self-confidence.

Confidence in socialist culture with Chinese characteristics has been nurtured in the course of the development of the Chinese nation's civilization over the past 5,000 years. It is a valuable experience gained from the great achievements of China's revolutionary struggle, and it has gradually taken shape in the course of socialist construction since the founding of the People's Republic of China, especially since reform and opening up.

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