

Promotion of Xi'anese Cultural Confidence from the Cultural Perspective

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Keywords: Xi'an; Cultural Perspective; Cultural Confidence; Cultural Factors

Abstract. Xi'an is the most influential ancient city in Chinese history, with a profound cultural background of capital founding. This paper aims at studying the promotion of Xi'anese cultural confidence so as to enhance the sense of identity and affiliation of its people to the city, and to establish the unique features of Xi'anese culture, its core is, through their cultural confidence and their sense of pride, to make Xi'anese love Xi'an, popularize Xi'an and develop Xi'an in order to further upgrade Xi'an's international reputation and to make contributions towards the realization of Xian's dream.

Introduction

Cultural confidence is the understanding and identity of the cultural implications, effect and developmental creativity. In The Report of 19th National Congress of the CPC, Xi points out that cultural confidence represents a nation's fundamental, profound and lasting force that sustains the development of a country and a nation. The cultural confidence in Xian is the acceptance and affirmation of their own cultural value by Xi'anese, the promotion of cultural confidence enables Xi'anese to gain full confidence in their cultural heritage and innovation and even hope for development and prosperity.

1. Improvement of the Role in Xi'anese Cultural Confidence

The ancient and historical city of Xi'an, with its profound culture and great vitality and unprecedented power, marches toward the world and the future. In 2005, Xi'an Municipal Government proposed building it into to an international metropolis with historical and cultural characteristics within 10-20 years. In 2010, Xi'an hosted World Expo, having revealed the future harmonious and beautiful Xi'an. By 2020, Xi'an will have had more people full of dreams and expectations[1].

Based on the cultural deposits in Xi'an, cultivating the cultural confidence of Xi'anese, is actually the embodiment of the socialist core value. To build a culturally powerful city is a major decision made by the city government, on the premise of cultural confidence and guidance of the construction of cultural soft power so as to actively display the cultural patterns and value idea of subjectivity.

Enhancing the cultural confidence of Xi'anese is adopted to expand its influence throughout China and even across the world. Xi 'an, as the cradle of Chinese culture, should exhibit its cultural charm by making full use of its abundant culture deposits to enhance its citizens' cultural confidence and to expand its influence on the world with their sense of

pride and popularization and to make Xi'an flourish through its culture. With their cultural confidence, Xi'anese will be actively engaged in advocating and promoting Xi'an culture, attracting more people to get a better understanding of Xi'an, and playing an important role in its tourism, business and economic prosperity. Thus, to promote its citizens' cultural awareness and confidence plays an important role in the process of building a culturally strong city.

2. The Cultural Deposits in Xi'an: a Key Factor in Promoting the Cultural Confidence of Xi'anese

Culture is the soul of a city. Xi'an enjoys profound historical foundation and traditional cultural deposits, as well as the deeper spiritual pursuit of Xi'anese. Therefore, Xi'anese should have their own cultural confidence, all is based on the following factors:

2.1 History and culture in Xi'an: Located in the Yellow River basin of the Guanzhong Plain, Xi'an is the capital city of Shaanxi Province, and enjoys the fame of the cradle of the Chinese nation, its deep historical culture is the vigor and source of growth and progress for Xi'anese. About more than one million years ago, the discovery of Lantian Man in the east of Xi'an unveiled a page of human civilization. Up to about six to seven thousand years ago, Banpo Village, in Xi'an, built by our ancestors in the eastern suburb of Xi'an, represents the matriarchal society in China. In addition, 21 feudal dynasties in Chinese history has established their capital city in Xi'an, including Zhou dynasty, Qin dyansty, Han dyansty, Tang dynasty, etc., thus Xi'an serves as an ancient capital city beyond comparison with regard to the number of dynasties and span of time. Xi'an is famed for Epang Place, Mausoleum of the First Qin Emperor, and Terra Cotta Warriors. There are many famous historical attractions, such as: Daxing City in the Sui Dynasty, Daming Palace National Heritage Park in the Tang Dynasty, the Dayan Pagoda, Ruins of Ancient City Wall in the Ming Dynasty, Nude Colored Figures in Hanyang Tombs, Xi'an Forest of Steles Museum, Shaanxi History Museum, the Great Mosque, and other Chinese cultural relics[2].

Weiyang Palace in the Han dynasty, Changle Palace, Xingqing Palace, Small Goose Pagoda, Xingjiao Temple, Fenggao Capital, all these have become Chang'an Complex in the local people's minds. Therefore, with bricks in the Qin dynasty and tiles in the Han dynasty, customs in the Tang and Qin dynasties, and evening drum and morning bell, Xi'an is a culturally loaded city. *Collections of Xi'an, Poems about Chang'an, Biography of Ban Gu, The Si Ku Quan Shu of Qinling*, etc. are the series of books with unique characteristics of Xi'an culture, further revealing the history and culture in Xi'an.

2.2 The Silk Road culture: Xi'an is the starting point of the Silk Road. German geologist Richthofen, in his works *China* (1877), named the main passage to the western regions in the silk trade between China and Central Asia and India of traffic from 114 BC to 127 AD, Silk Road. Silk Road started when emperor Wu of the Western Han dynasty sent Zhang Qian (Chinese diplomatist and trailbalzer) to the western regions, starting from Chang'an (now called Xi'an), going through Gansu, Xinjiang all the way to the Central Asia, West Asia, and the channel linking the Mediterranean countries. At first, it was used to transport the silk in ancient China to the overseas countries, later on, opened the trade for the mainland of China and the Central Asia, West Asia and India. In September 2013, Chinese President Xi Jinping put forward the strategic thinking of constructing a new Silk Road economic belt. Therefore, it is

quite necessary for Xi'an to highlight its historical origin and humanities spirit, and to strengthen its cultural confidence and to enrich its culture content in foreign relations.

2.3 Intangible culture: Various cultural and entertainment facilities have been built in Xi'an, including Tangle Palace, Grand Theatre, Tang Hua Song and Dance Theater, Shaanxi Opera Theatre, Huaqing Hot Spring, Taoyuan Lake Bowling Club, and others forms, laying solid foundation for promoting the art, singing and dancing in Xi'an. Besides, Chang'an Music and Dance in the Tang Dynasty, Music and Dance in the Tang Dynasty Show, Soul of the Terracotta Warriors in the Qin Dynasty, the Everlasting Regret, Northern Shaanxi Folk Dance and so on, all these music and dance shows are performed in Xi'an to enhance the dissemination of intangible culture of Xi'an. Xi'an boasts a lot of handicrafts with local characteristics, for example, embroidery of the Qin dynasty, jade, silk, porcelain, paintings by peasants of Huxian County, tri-colored pottery of the Tang dynasty, straw painting, paper cutting in Guanzhong Plain, shadow puppet, colored steamed bread, etc. Xi'an is also well-known for its dumpling feast, shredded cakes in mutton and beef soup, noodles of Qishan county style, Chinese hamburger, Cold noodles with sesame, etc., meanwhile the catering industry in Xi'an is also very popular throughout China and in the world, these unique snacks and local food attract visitors from different parts of the world and contribute a lot to expanding the local culture influence in Xi'an.

2.4 Natural culture and modern culture in Xi'an

Xi'an, well known as an ancient capital city, with an old saying of eight rivers flowing around Chang'an, is surrounded by several rivers, i.e. Weihe River, Jinghe River, Chanhe River, etc. having supplied a source of life for its local people. With its natural distinctive landscape, there are 72 valleys and other mountains and forests around, where the local people often visit for pleasure. Located in the southeast of Xi'an, Qujiang River, once a royal garden in the Tang Dynasty, has such famous sites as Qujiang Pool, Wild Goose Pagoda, Tang Paradise, Great Tang All Day Mall, Qujiang Cool Cave. The spectacular landscape, such as The Mist of the Thatched Cottage Temple, Evening Sun over Mount Li, Drifting Snow---like Catkin along Ba River high-tech, modern civilization and culture, all these constitute the uniquely elegant and charming both ancient and modern Xi'an. The current Qujiang Nre District has become a national 5A-class scenic spot in its cultural industry and an ecological demonstration zone. Today's Xi'an has hosted over 500 scientific research institutions, involving mechanics, electronics, electricity, aerospace light industry, dozens of colleges and universities, and a traffic hub of railway, highway and airlines. All the above mentioned exhibits the abundant tourism resources and products in Xi'an, reflecting the achievements of modern social development, thus, makes the traveling in Xi'an more appealing.

2.5 The unique spiritual culture for Xi'anese: Spiritual culture is a unique ideology for human beings, emerging from their material culture. Spiritual culture refers to the culture belonging to spirit, thoughts and ideas, representing the characteristics of a certain nation and the total of their spiritual achievements in the aspects of their mode of thinking, value orientation, ethics, psychology, ideal personality and aesthetic taste, based upon their level of theoretical thinking.(Zeng Liya, 2002) Praised as a land of abundance and outstanding people, Xi'anese have enjoyed a peculiar personality. They have inherited the traditional Chinese spirit of continuous self-improvement and courageous moving

forward, with the brand of distinct Chinese culture, therefore, Xi'an culture has become a common spiritual culture for the local people from one generation to another. To others Xi'anese are aggressive, tolerant, hospitable, open-minded, but rough, foolhardy, stubborn and tough, having left an impression of honesty, hospitality, diligence, generosity, respectfulness, and the enterprising spirit, and displayed their courage and uprightness when it's necessary to make moves as well as patriotism. They are straight and decisive, frank and concise, practical and pragmatic, their life is to drink Xifeng Liquor, to eat shredded cakes in mutton and beef soup, to listen to Qin Opera, and to sing Qin Opera. Their spiritual culture and harmonious values are the commonly recognized code of conduct among them. Laoqiang Opera of Huayin County combines the natural Laoqiang with modern rock and roll, giving the audience the charm of the mixture of opera and rock. Such TV play series as *The Qin Empire*, *White Deer Plain*, and *Nothing Gold Can Stay* have well reflected the spiritual culture of Xi'anese in all ages.

2.6 Red culture in Xi'an: Not only with beautiful natural culture and rich historical culture, Xi'an also has a wealth of red culture resources. Recalling the past of war times, people can feel the fearless sacrifice of revolutionaries everywhere since they have established remarkable feats for the Chinese revolution. Xi'an Office of the Eighth Route Army, The Former Site of Zhang Xueliang Residence in Xi'an Incident, The Former Site of Yang Hucheng Residence, all serves as the red culture education base. 25th Red Army once fought dauntlessly in Gepai Town, Lantian County, and both the Wengongling Battle and Jiu Jianfang Battle, as the representatives of red culture, left us a rich memorable spiritual heritage, the red culture in Xi'an, therefore, provides very excellent materials for enhancing the quality of patriotism education.

3. Strategies for Enhancing the Cultural Confidence among Xi'anese

With the continuous development of globalization, faced with the immersion of the western culture and the gradual expansion of cultural hegemony, a lot of people affected by western culture, accepted the western culture, clothing and food, and they are keen on the western festivals, which have affected the inheritance and transmission of the Chinese culture. Under these circumstances, China should attach greater importance to the construction of cultural soft power on the premise of cultural self-confidence, meanwhile should be more active in exhibiting subjective cultural ideology and value concepts.

Cultural confidence and cultural consciousness are the foundation of the national and ethnic rise and development. 13th Xi'an Congress of Party Representatives emphasized the strengthening of the cultural characteristics in Xi'an. As the cradle of Chinese culture, Xi'an should display the its cultural charm, with its abundant culture to enhance its citizens' cultural confidence, to expand its influence in the world so as to make it prosperous. Everyone in Xi'an is obliged to propagandize its civilization, history, literature, speak and study the local dialect, disseminate Xi'an stories in order to enlarge the influence of Xi'an in China and all over the world. To reach this goal, it is a desperate necessity to promote their cultural confidence among the people in Xi'an.

3.1 Strengthening the cultural education in Xi'an and enhancing the cohesive force to boost their cultural pride

Xi'an is an ancient cultural city. Deep cultural background and cultural beliefs are the cohesive source of Xi'an people, and this cultural ascription can enable them to increase their cultural pride. So, relying on the local rich cultural resources to demonstrate its civilization and to build its culture brand, great importance should be attached to its cultural education so as to make its culture understood, to promote the ancient ruins culture, to rejuvenate the cultures of Qin, Tang, Han dynasties, to strengthen cultural exchanges among the countries along the Silk Road as well as the red culture education, to publicize modern and beautiful Xi'an, to make a good job of its ecological civilization construction, and to make Xi'an a famous tourist city, full of the history culture, the silk road culture, the red culture, the humanistic spirit culture, these cultural factors can further enhance the cohesiveness and pride of Xi'anese .

3.2 Cultivating their cultural self-consciousness and enhancing their cultural confidence

Fei Xiaotong (1997) argues that cultural self-consciousness refers to those people, living in a certain culture, should be clear of their culture, as well as its origin, development, characteristics and its development trend. Self-knowledge about its culture is to strengthen the independent ability of its cultural transformation, and make it gain its independent status, thereby catering for the new environment and cultural choice of the new era. Therefore, to achieve cultural confidence, people must be aware of their culture. Xi'anese now may be clear about their culture, history, yet they really did not understand its real meaning. Accordingly, Xi'anese should be proactive to have a deeper understanding of the historical origins and development of their culture, and reflect on it, especially to gain an insight into its origin, development, future, function and status. Besides, they should protective the local cultural resources, publicize its culture. Everyone should be responsible for cultivating their cultural consciousness. By building a strong cultural city, all the city leaders should promote their cultural consciousness, give full play to the deeper cultural function, and raise their cultural confidence so as to attract more people to invest in Xian and to travel around Xi'an to make some contributions toward its economic development.

3.3 Enhancing the cultural awareness of its citizens through the education and publicity of movie, TV, media and big data to expand its cultural charisma,

Xi'an culture involves the economic, political, social, ecological and other aspects. Under the background of big data, based on their fundamental cultural deposits and cultural spirit of contemporary value, Xi'anese should be oriented at widely publicizing their local unique culture, guiding their citizens to carry forward the profound and extensive excellent traditional culture in Xi'an, promoting their cohesive force through its culture in the process of its development, which are the responsibilities of strengthening their cultural confidence and raising their cultural consciousness.

The publicity of Xi'an culture should be conducted through education so as to strengthen the infiltration of their cultural genes, to prepare children for the correct outlook on life and love for Xi'an culture, to enhance their cultural confidence so that they will play their role of cultural edification in the construction of Xi'an. At the same time, the

advantages of the media, film and television should be used to combine the cultural advantage in Xi'an with the media technology, to enhance the cultural dissemination by means of its local cultural content and environment. Such hit TV play series as *The Qin Empire*, *White Deer Plain*, *Nothing Gold Can Stay*, and the like, have greatly enhanced the image of Xi'an and give people an easy access to learn more about the history and the local culture of Xian, meanwhile, have promoted the cultivation of its culture confidence.

Conclusion

All in all, enhancing cultural confidence is strengthening their citizen's core values. Xi'an culture contains their value pursuit, exerts a subtle influence on their ideas and way of life, and is the basic elements of holding together the will and strength of all the citizens in Xi'an. The realization of the dream of Xi'an involves both the economic rapid development and the cultural spirit. Without cultural confidence, Xi'an would have lost its spiritual and cultural power and made no rapid development in a large extent.

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