

# On Guizhou's Cultural Confidence and Cultural Modernization

Jingyao Lu

School of Economics and Management, Cangzhou Transportation University, 061199, China

1929660653@qq.com

## Abstract

**Culture is the soul of a nation, and cultural self-confidence is the key factor for a country to become prosperous and strong, and it is the spiritual pillar for the great rejuvenation of the Chinese nation. Cultural modernization is an important part of China's modernization, the soul of national modernization, and plays an important leading role in the development of my country's modernization. With the continuous improvement of the economic development speed of Guizhou Province, the construction of cultural modernization industry and the establishment of cultural self-confidence have become important goals of the development of Guizhou Province. Under Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Guizhou's cultural label represents its unique cultural concept and core value. Therefore, this paper explores the construction of cultural self-confidence and cultural modernization in Guizhou Province from the perspective of urbanization.**

## Keywords

**Cultural Modernization; Cultural Confidence; Cultural Industry; National Culture.**

## 1. Cultural Confidence and "Modernization" of Guizhou

Since the 19th National Congress of the Communist Party of China, under the leadership of the Party Central Committee with Comrade Xi Jinping at the core, and under the illumination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, various development strategies have been fully implemented. Among them, with regard to cultural construction, it is proposed that insisting on cultural self-confidence is the core issue of adhering to the core value system of pragmatism. Regarding the issue of cultural self-confidence, General Secretary Xi Jinping pointed out, "Cultural self-confidence is a more basic, broader and deeper self-confidence. The excellent traditional Chinese culture nurtured in the cultural development of more than 5,000 years, the revolutionary culture nurtured in the great struggle of the party and the people, and advanced socialist culture, it has accumulated the deepest spiritual pursuit of the Chinese nation, and represents the unique spiritual identity of the Chinese nation."

What is the significance of cultural self-confidence to a nation and a city? Cultural self-confidence is the firm belief of a nation and a region in its own cultural vitality. Cultural modernization is a solid foundation for cultural self-confidence. According to the development of ancient and modern China and foreign countries, it can be fully proved that culture is the soul of a nation, and the building of cultural self-confidence is a key stage for a country to become strong. Cultural modernization is the improvement of traditional culture, taking its essence to retain the excellent traditional culture and fully absorb the excellent culture of all mankind. On this basis, promote human modernization construction activities and promote socialist advanced cultural ideas. To some extent, cultural self-confidence directly determines the level and direction of cultural development of a region and a nation. Since the 19th National Congress of the Communist Party of China, China has had a strong competitive advantage and strong

competitiveness in all fields of the world, and China's rise and strength cannot be separated from the advocacy of cultural self-confidence, which has very important practical significance. . Guizhou is a place where many ethnic groups live together, with a profound cultural foundation and a long history and culture. With the rapid economic development of Guizhou Province, it has gradually become one of the important economic development centers in Southwest China. Building cultural confidence and developing modern cultural industries are the aspirations of Guizhou. Accelerate the construction of a modern Guizhou that is ecologically livable, a modern Guizhou that is inclusive and open, and a modern Guizhou that is colorful and happy. Among them, the most important thing is to let the core idea of socialism with Chinese characteristics in the new era enter the hearts of the people, and to combine scientific cultural knowledge with the national cultural characteristics of Guizhou to promote the modernization of Guizhou culture. Guizhou's national culture has diverse colors due to the existence of multi-ethnic groups, and enhancing cultural self-confidence is the most important way to promote the modernization of Guizhou.

## 2. National Cultural Resources of Guizhou

The population of ethnic minorities in Guizhou accounts for 39% of the total population. The ethnic culture of different customs and the living characteristics of multi-ethnic groups together create a rich and colorful Guizhou culture. Guizhou is the place with the most folk activities in my country's ethnic areas, and is known as the hometown of wine Maotai and the red revolutionary tourism base. It has a glorious revolutionary tradition and witnesses the historical turning point of China towards a new era. This is also a simple and classical place, where the four seasons are like spring.

### (1) Cultural and historical monuments

At present, there are 11 famous historical and cultural cities (towns) in Guizhou Province, among which Zunyi with a red tourism history and Zhenyuan, an ancient town with rich historical and cultural heritage, are national historical and cultural cities, Qingyan Town in Huaxi District, Chengxiang Town in Fuquan City, Chengguan Town in Dafang County, Nine places, including Tangshan Town in Shiqian County, Chengguan Town in Zhijin County, Jiuzhou Town in Huangping County, Defeng Town in Liping County, Xin'an Town in Anlong County, and Xijiang Town in Leishan County, are provincial-level famous historical and cultural cities (towns). Guizhou's historical and cultural sites make Guizhou's tourism booming, attracting tourists from all over the country, driving the development of the city, and making us all over the country love the local history and culture even more. The numerous national modernization sites in Guizhou have created the precious cultural wealth of Guizhou.

### (2) National specialties

What is impressive about Guizhou is the eating habits and gourmet snacks with local characteristics. Guizhou is located in the Yunnan-Guizhou Plateau of my country, with vast forests that can be called the kingdom of green plants. The mountain and wild wild game provides unique natural resources for the development of Guizhou's special food. Due to the long-term settlement of multi-ethnic groups, many rich local food cultures have been created.

Guizhou's home-cooked dishes are mostly seasoned with chili peppers and combined with local characteristics. There are dozens of spiciness seasoned with chili peppers alone, including hot and sour, spicy, garlic, and sauce. Second, acid is also a local favorite. Common sauerkraut include pickled sour radish, sour cowpea, sour chicken, sour duck, as well as spicy and sour hydrochloric acid vegetables and sour peppers. The fish in sour soup is the best of the Miao and Dong ethnic groups in Guizhou. The meat is tender and the soup is fresh and fragrant. The delicacies such as rice tofu, silk dolls, pan-roasting pot, Changwang noodles, Qingyan pig's

trotters have both the characteristics of various ethnic minorities and the taste of the public, and have a unique flavor.

### (3) Traditional folk art

Guizhou's national culture has given birth to many related businesses, and the dazzling array of ethnic products has made the world remember the colorful Guizhou culture. The Miao people in Guizhou are one of the most populous ethnic minorities in Guizhou, and Miao embroidery in Guizhou has a history of a hundred years. Miao girls are ingenious, and embroidery is an integral part of their lives. Miao embroidery has unique craftsmanship combined with local ethnic characteristics, and each stitch and thread has a unique historical heritage. Miao women only love embroidery, with different patterns, strong colors, and exquisite patterns, with unique cultural heritage.

Anshun local opera is also an ancient opera in Guizhou. The main performers are mostly authentic farmers, and prayers are usually held during festivals. Anshun local opera also combines knowledge and culture related to anthropology, folklore and religion, and has rich cultural connotations.

The pipa songs of the Dong nationality are intangible cultural heritage in my country, and the content of their songs are mostly legends, myths, marriage and love, customs, historical stories and conventional ancient theories. Pipa songs in Hongzhou are mainly hobby activities organized by the locals themselves. The way of spreading is that the old people teach the songs and the young people learn the songs. This is also the traditional custom of the Dong people. The pipa has exquisite craftsmanship, and most of the singing content is well-liked by everyone, which is of great practical significance to the study of the local Dong culture.

## 3. Development of Modern Cultural Industry in Guizhou

In recent years, with the rapid economic development and the rapid rise of modern industries in Suizhou, Guizhou, the cultural industry with national characteristics in Guizhou has also ushered in unprecedented challenges and opportunities, and the modern cultural industry in Guizhou has gradually become a new part of Guizhou's economic growth. support point.

### (1) The status quo of the development of modern cultural industries

Since the 19th National Congress of the Communist Party of China, the development of Guizhou's cultural industry and the expansion of the cultural market have been the focus in order to build a colorful Guizhou and realize the poverty alleviation strategy. In recent years, according to the actual development of Guizhou, the traditional cultural industry in Guizhou has been continuously transformed, and many new cultural industries have emerged.

#### 1. Cultural project construction is increasing the vitality of cultural industry development

Give full play to the leading role of major projects and vigorously implement the project-driven strategy. We should increase investment in potential projects, so that their rapid development will drive the joint development effect of related industries, and create traction and support for the province's cultural industry. In recent years, Guizhou Province has also carefully planned 131 provincial-level cultural industry projects, covering 88 counties and cities in the province, including cultural tourism, film and television, performing arts, big data and cultural technology industries.

#### 2. The investment has achieved greater results

In order to support the transformation and development of Guizhou's modern cultural industry, the government has innovated from increasing credit products to increasing service methods, broadening financing channels and establishing and improving a complete set of fifth mechanisms to support the growth of Guizhou's cultural industry. The government also actively guides and encourages financial institutions to combine the local folk customs and cultural

characteristics of Guizhou, give full play to the guiding role of credit policies in the cultural industry, and actively advocate the support of major financial institutions for the cultural industry in the most Zhou Province, and innovatively promote financial products. At the same time, it has also contributed to the development of the cultural industry.

### 3. Continuous expansion of development platform

Actively carry out exhibitions with the theme of "Colorful Guizhou", cultural activities in intangible cultural heritage villages, and publicity activities themed on "Internet + Culture". Expanding the publicity and promotion of industrial culture through various platforms has made local cultural and creative products and agricultural products widely concerned. Holding the International Folk Crafts and Cultural Products Expo allowed us to appreciate the development and growth of Guizhou folk crafts and cultural products, and made tens of thousands of folk craftsmen's handicrafts known to everyone.

### 4. Vigorously implement the brand leadership strategy

Taking "Colorful Guizhou" as the leading brand, vigorously advocates the brand-leading strategy, focuses on promoting brand innovation, and focuses on promoting the cultural industry with brand effect. Local cultural enterprises should fully explore local cultural characteristics, and discover a group of high-quality brand cultural products rich in national characteristics, cultural characteristics and industry-leading. Promote the development of related industries by highlighting industrial products, and play a big brand strategy to drive the operation of related brands.

### (2) Deficiencies in the development of modern cultural industries

Although the modern cultural industry in Guizhou has developed rapidly in recent years, due to the influence of the original economic situation and traditional thinking, there are still some outstanding deficiencies, mainly in the following aspects.

#### 1. The cultural market in Guizhou is not competitive

With the rapid development of the economy, a large number of cultural industries have emerged, but both state-owned cultural enterprises and private cultural enterprises have problems that need to be improved, market competitiveness is not strong, and brand effects are lacking. Cultural industry does not have its own prominent and original brand effect, which is a major problem of weak market competitiveness. The integration of cultural industry and products is another major problem of weak market competitiveness. In order to promote the development of the cultural industry in Guizhou Province, we should start from the platform, and create an effective development platform to enable effective funds to continuously release their capabilities in the market and improve capital utilization.

#### 2. Guizhou's cultural industry innovation means are not strong

Guizhou is located in the western region, the shortage of talents is serious, and the innovation of industrial culture is inseparable from the cultivation of innovative talents with ability. Especially in the cultural innovation industry, it is necessary to look for people who not only understand the local history, culture and customs, but also have cultural innovation awareness and management skills. Secondly, the means of innovation must be continuously strengthened, from the reform of the cultural enterprise mechanism to the innovation of the cultural industry are inseparable from the means of innovation. Guizhou Province is rich in national culture, rich in historical culture and rich in history and culture. It is a province rich in culture, but its cultural resources are still independent of the cultural industry. There is no means of cultural innovation to systematically form culture in line with modern times. There is a lot of room for improvement in the innovation of cultural industries for the cultural products required by the consumer market.

#### 3. Guizhou's cultural industry and associated industries are not deeply integrated

The development of cultural industry is inseparable from the integrated development of related related industries. The imperfect system and mechanism of culture and related industries is an important reason for the lack of deep integration. Guizhou has a colorful culture, but in the development of culture and tourism, it lacks the utilization and exploration of local characteristic culture, and will not integrate with other industries through innovative means. In particular, with the rapid development of the Internet and big data, new types of cultural industries are emerging and growing at a faster rate, which requires the integration and growth of cultural industries and other related industries.

#### **4. Modernization and Innovation of Guizhou Culture**

Since the 19th National Congress of the Communist Party of China, the speed of economic development in Guizhou has undergone tremendous changes, and all walks of life have flourished. In particular, the development of the cultural industry has encountered great opportunities, but in the face of the opportunities, it also faces many unprecedented challenges. The best way to face the challenges is the continuous innovation of the modern cultural industry. Break through the shackles of the traditional cultural industry and change the mechanism and system to realize the modernization of the cultural industry.

##### **(1) Cultural content innovation**

The core of a region's culture is the innovation of cultural content and the innovation of cultural spirit. The quality of cultural content directly determines the vitality and influence of culture. The core of cultural content innovation is the innovation of cultural connotation and cultural bearing form. The excellence of an excellent culture lies in the constant updating and optimization of its content to improve its inherent quality. The innovation of cultural content has more practical and historical significance than the quality of cultural form. When dealing with culture, we must take its essence and get rid of its dross. The value of culture lies in the absorption and tolerance of local folk customs and the pursuit of beauty.

##### **(2) Innovation of cultural experience**

The development of cultural industry lies in the development of its brand, scale and radiation effect. A culture can drive the development and growth of other related industries through its leading role. With the development of the digital economy and the Internet, the experience of traditional cultural industries can no longer satisfy the current consumer groups. The original cultural industry is centered on the appreciation of cultural products, and should gradually shift to the center of cultural experience. What consumers pay more attention to is not the product itself, but the entertainment experience brought by the product, which increases consumers' participation and fun while appreciating the culture. This kind of cultural industry will be a link that is generally favored by consumers for a long time in the future.

##### **(3) Innovation of cultural forms**

Innovation and openness are characteristics of many cultural powerhouses. Open character allows our culture to absorb more technical knowledge and excellent viewpoints. Innovation should not only stop at content, but also pay attention to the innovation of form, constantly introduce new forms to attract the attention of people who laugh, and actively explore the cultural market. Secondly, it is necessary to develop the thinking mode, use the latest forms to describe the national cultural characteristics of Guizhou, publicize Guizhou culture, and enhance the recognition and influence of modern media means and publicity platforms on Guizhou cultural brands.

## 5. Conclusion

In short, the development of Guizhou's national characteristic culture requires each of us to fulfill the responsibilities and obligations. Guizhou's cultural self-confidence is the basis for the vigorous development of Guizhou's culture. Guizhou culture goes into the future not only with cultural confidence but also with the development of modern cultural industry. The purpose of the modernization of the cultural industry is to continue the fine traditional culture in the future, and at the same time absorb the more advanced fine culture, so as to provide a wonderful possibility for the development of Guizhou national culture.

## References

- [1] Fan Zhou, Guan Zhuolun, Sun Wei. Looking back and looking forward: the new trend of cultural industry development in the new era [J]. Publishing Wide Angle, February 2018, Issue 310.
- [2] Liu Yuzhu. The current situation and prospect of financial support for the development of cultural industries [J]. China Finance, 2011, No. 22.
- [3] Guo Xianshan. Research on brand creation under the light asset management model of enterprises [J]. Times Economic and Trade, 2018-29.
- [4] Li Lifeng. Cultural Confidence: Good at Modern Interpretation of Traditional Culture [N]. Xinhua Daily, 2012-04-10 (B7).
- [5] Zhou Xiaojin. The basis of cultural self-confidence--Chinese excellent traditional culture [J]. Journal of Jinhua Vocational and Technical College, 2017, 17(4): 35-39.
- [6] 2017 Guizhou Provincial Cultural Industry Statistical Report.
- [7] Research on brand creation under the enterprise light asset management model [J]. Guo Xianshan. Times Economic and Trade. 2018(29).
- [8] Looking back and looking forward: Cultural industry in the new era.