

# Exploration of Strong Military Culture Construction Empowered by Cultural Confidence and Self-improvement

Haiying Liu<sup>1</sup> Shangfei Wang<sup>2</sup>

<sup>1,2</sup> Dalian Naval Academy, Dalian, Liaoning 116018, China

## ABSTRACT

Focusing on the strategic height of promoting the great rejuvenation of the Chinese nation, the General Secretary Xi Jinping described a new blueprint of "promoting cultural confidence and self-improvement" in the report of the 20th CPC National Congress: empowering the construction of a strong military culture with cultural confidence and self-improvement, integrating cultural confidence and self-improvement into the layout of the construction of a strong military culture, embedding cultural confidence and self-improvement into the planning and design of the construction of a strong military culture, and immersing cultural confidence and self-improvement into the strategic consideration of the construction of a strong military culture, which are of great and far-reaching significance to the cause of a strong military. This paper analyzes the value implication of empowering the construction of a strong military culture with cultural confidence and self-improvement, and puts forward the implementation countermeasures of integrating cultural confidence and self-improvement into the construction of a strong military culture, providing theoretical reference for the construction of a strong military culture.

**Keywords:** Report of the 20th CPC National Congress, Cultural confidence and self-improvement, Cultural construction of building a strong military.

## 1. INTRODUCTION: REALISTIC BACKGROUND

Focusing on the strategic overall situation of promoting the great rejuvenation of the Chinese nation, General Secretary Xi Jinping, in the report of the 20th CPC National Congress, drew a new blueprint of "promoting cultural confidence and self-improvement, and forging a new brilliance of socialist culture", and described the meaning of "culture" with "spiritual gene", "unique logo", "soul", etc. "Cultural confidence and self-improvement" is the spiritual temperament that runs through the report of the 20th CPC National Congress, and is the "keyword" of the title of the cultural chapter in the report. The report of the 20th CPC National Congress puts forward from a strategically advantageous position that "we should adhere to the combination of the basic principles of Marxism with the specific realities of China and with the excellent traditional Chinese culture." [1]

Adhering to cultural confidence and self-improvement should be rooted in the fertile soil of China's excellent traditional culture. The excellent traditional Chinese culture embodies the spirit of contemporary China, condenses the strength of China, and gathers the minds and wisdom of the people, which is the essence of the advanced socialist culture and the spiritual guidance to realize the great rejuvenation of the Chinese nation.

The important statement on "prospering and developing the culture of a strong military" in the report of the 20th CPC National Congress is very powerful [2], providing guidance for the construction of the culture of a strong military. "On the issue of war, military is the means, and politics is the objective; military is the phenomenon, and politics is the essence". If weapons and equipment are the bones and muscles of an army, then culture, as a kind of soft power, shapes the spirit and nourishes the soul of an army. The role of an army's spiritual outlook, values, fighting style and military

strategy in the war is reflected in military culture. The strong military culture nurtured and cultivated in the flames of war and in the preparation of military training is a heroic note in the practice of building a strong military, which continuously injects iron and blood and masculinity into the construction of the combat effectiveness of the army.

Cultural confidence and self-improvement contains rich elements of soul-casting and ideological wisdom, which not only enrich and improve the discourse content of building a strong military culture, but also provide a fundamental basis for carrying out specific practical work. It is a realistic move to deeply understand the political appeal, ideological guidance, historical penetration and practical guidance of the spirit in the report of the 20th CPC National Congress by General Secretary Xi Jinping, and enhance the spirit of building a strong military culture with cultural confidence and self-improvement.

## **2. VALUE IMPLICATION**

The strong military culture is the internal guarantee for the invincibility and continuous development of the people's army, the spiritual fertile soil for nourishing officers and soldiers, and the important factor for improving the combat effectiveness of the army.

### ***2.1 Strengthening the Ideals and Beliefs of Officers and Soldiers with Cultural Confidence and Self-improvement***

The statement on "promoting the normalization and institutionalization of ideal and belief education" in the report of the 20th CPC National Congress is far-reaching [3]. It should give full play to the nurturing and edifying functions of the culture of building a strong military, so that officers and soldiers can always remain clear-headed, firm in their ideals and beliefs, firmly listen to the Party's words, follow the Party, and devote themselves to the practice of building a strong military with a vigorous attitude. Officers and soldiers should further improve political standing, grasp the objectives and requirements of the culture of building a strong military in the new era, identify the potential problems in the culture of building a strong military, excavate the elements of ideals and beliefs in cultural confidence and self-improvement, and promote cultural confidence and self-improvement into the mind, into the heart, into the

emotion, and into the position in an all-round and three-dimensional way. Relevant departments should educate and guide the officers and soldiers to enhance their political, ideological and emotional identification with cultural confidence and self-improvement, lead the life learning journey of absorbing political wisdom, cultivating noble and upright spirit, thinking about life values, and establishing a studious spirit, promote the officers and soldiers to strengthen their ideals and beliefs, carry forward the national spirit and the spirit of the times, and integrate their personal ideals into the cause of the Party, the country and the nation. It needs to use the Party's glorious traditions and fine style to strengthen beliefs and cohesion, guide officers and soldiers to enhance cultural confidence, and inspire them to take the ideal of minding the world at heart as a lifelong goal.

### ***2.2 Strengthening the Mission of Officers and Soldiers with Cultural Confidence and Self-improvement***

It should take the spirit of the 20th CPC National Congress as an effective means to boost the morale of officers and soldiers, stabilize their thoughts, stimulate the enthusiasm for military training [4], use cultural confidence and self-improvement to enlighten wisdom and improve character, and transform the political enthusiasm of learning from the spirit of the 20th CPC National Congress into the motivation for preparing for war, so that officers and soldiers can be guided by the spirit of the 20th CPC National Congress, bear in mind the goal of building a strong military, live up to the great trust of the times, and deeply understand the historical logic, theoretical logic and practical logic of the Chinese nation from standing up, getting rich to becoming strong from the perspective of cultural confidence and self-improvement, so as to be officers and soldiers of the era with the common destiny of the country. Looking at the historical inevitable trend of China's rise and the great rejuvenation of the Chinese nation, it should guide the officers and soldiers to deeply understand the overall layout of the "five-sphere integrated plan" and the strategic layout of the "four-pronged comprehensive strategy", accurately grasp the five development concepts, cultivate patriotism, conscientiously integrate patriotism, ambition to strengthen the country, and service for the country into the struggle to realize the great rejuvenation of the Chinese nation, base on the great cause of reality, look forward to the future development, promote the dream journey of

national rejuvenation, and cultivate the loyal character, fighting spirit and fine style of officers and soldiers with the culture of building a strong military in the new era, so as to provide a strong guarantee for the realization of the dream of building a strong military.

### **3. IMPLEMENTATION COUNTERMEASURES**

By strengthening cultural self-confidence and self-improvement and empowerment, effectively promote the construction of a strong military culture with Chinese characteristics, enhance the cohesion and combat effectiveness of the army, make military culture an intrinsic driving force and spiritual support for army building, guide military personnel to establish correct values and world outlook, encourage them to constantly strive for the realization of the Chinese dream and the dream of strengthening the army, and make positive contributions to the modernization of the Chinese military and the maintenance of national security.

#### ***3.1 Integrating Cultural Confidence and Self-improvement into the Layout of Building a Strong Military Culture***

The culture of building a strong military is guided by the Party's goal of building a strong military in the new era. Loyalty is its soul, values are its core, winning is its essence, tradition is its root, and innovation is its power. A strong military culture has become the most fundamental and enduring core strength, which is the most difficult to replicate, replace and imitate, of Chinese military combat power. It should give full play to the role of civilizing and educating people with culture, spread the beauty of faith, sublimity and heroes with enthusiasm, and strive to supplement the spirit of officers and soldiers with calcium, strengthen morale and harden ideas. The statement in the report of the 20th CPC National Congress on "learning the idea of building a strong military and making contributions to the cause of building a strong military" is meaningful [5]. General Secretary Xi Jinping has repeatedly stressed that "we should adhere to the fostering of character and civic virtue as the central link, put the culture of building a strong military through the whole process of education and teaching, and achieve whole-journey and all-round education". Efforts should be made to grasp the ideological context and historical origin of cultural confidence and self-improvement, grasp the ideological essence and

core meaning of cultural confidence and self-improvement, improve the implementation mechanism of fostering character and civic virtue, highlight the advocacy of bright morality, and integrate the understanding of the great morality, the obeying of public morality and the strict prohibition from private morality into the whole process.

It should integrate the construction of a strong military cultural camp into classroom teaching, thematic education, military training and the construction of four orders, so that the cultural construction of the camp will be colorful and make new advances. It should further adjust and optimize the layout and take cultural confidence and self-improvement as an important part of the cultural construction of building a strong military. The school should take the network as the platform, explore new carriers of "cloud classes" such as webcast classes and microlectures, take cultural confidence and self-improvement as the logical main line throughout the process of building a strong military culture, promote the same direction of the main and multiple positions, and promote the vigorous development of building a strong military culture by enriching the content of building a strong military culture, expanding the space for building a strong military culture, innovating methods and optimizing means. Through cultural confidence and self-improvement into the classroom, teaching materials and team activities, officers and soldiers can often reflect on their own ideological and moral qualities, exercise the ability to control their inner desires, constantly improve their moral cultivation, carry forward the style of study of integrating theory with practice, and achieve the unity of knowledge and practice. To prevent formalization, superficiality and fragmentation, it should sum up historical experience, draw on historical wisdom, grasp historical laws, better carry the people's satisfied expectations of the military, and promote the construction of a strong military culture to glow with vitality in the new era.

#### ***3.2 Embedding Cultural Confidence and Self-improvement into the Planning and Design of the Construction of a Strong Military Culture***

It should take the "prospering and developing the culture of a strong military" put forward in the report of the 20th CPC National Congress as the goal, refine it into practical measures, gather consensus, inspire people and inspire strength.

General Secretary Xi Jinping profoundly pointed out: "We should strengthen the construction of military culture, build a strong military culture, and cultivate the fearless heroism and brave and tenacious fighting style of the troops in combination with the traditions and mission characteristics of the forces." The revolutionary martyrs who face death unflinchingly, the heroes who are determined to struggle, and the advanced exemplary spirit of selfless dedication have built the spiritual pedigree of the CPC people, which is everlasting, providing rich nourishment and spiritual coordinates for the construction of a strong military culture. It should analyze the problems existing in the process of building a strong military culture, urge the officers and soldiers to take history as a mirror, deeply explore the rich elements of soul-casting and education in cultural confidence and self-improvement, and integrate them into the building of a strong military culture. Guided by cultural confidence and self-improvement, it should carry out refreshing cultural activities of building a strong military, carry out the root-seeking activities of Party history culture, and let cultural confidence and self-improvement penetrate into the building of a strong military culture.

It should use WeChat official account and other media to set up a column of "building a strong military culture", and continue to vigorously promote the cultural ideology of soul building and education in cultural confidence and self-improvement. It should strengthen the study and education of military history, prosper and develop the culture of building a strong military, and strengthen the cultivation of fighting spirit. Through the design of links such as original audio micro-video, thought interpretation, interpretation of red classics, on-site interviews, interactive questions and answers, and reading of red classics, the cultural root-seeking journey of enhancing the cultural awareness of soldiers in the new era, improving cultural awareness, enhancing cultural confidence, adhering to cultural inheritance, promoting cultural innovation, promoting cultural development, and realizing the cultural construction of a strong military can be launched.

### ***3.3 Immersing Cultural Confidence and Self-improvement into the Strategic Consideration of the Construction of a Strong Military Culture***

The report of the 20th CPC National Congress put forward from a strategically advantageous

position: "The key to comprehensively promoting the great rejuvenation of the Chinese nation lies in the Party". [6] Adhering to the Party's leadership is the fundamental principle. It should deepen the Party's innovative theoretical arm and carry out educational practice activities of "learning the idea of building a strong military and making contributions to the cause of building a strong military". It is necessary to mobilize officers and soldiers to write, paint, sing and perform military barracks, so that the spread of strong military culture can be "alive". It needs to make good use of the red resources, especially the "Four Histories" resources, continue to enhance the awareness of officers and soldiers to fight for war, cultivate the courage and uprightness of "not afraid of hardship on one hand, and not afraid of death on the other", constantly strengthen the pursuit of winning when daring to die to win the war, and effectively polish the sharp sword of the fighting spirit. It needs to promote the exchange and sharing of resources such as special courses related to cultural confidence and self-improvement education, patriotism education base, cultural confidence and self-improvement education base, and Party spirit education base, jointly develop the cross-regional cultural confidence and self-improvement education route, establish the high-quality teacher pool and high-quality curriculum pool of cross-regional military culture education, and pay attention to the cultivation of the fighting spirit of officers and soldiers, so that the construction of military culture can be alive, fire up, and effectively improve the efficiency.

The report of the 20th CPC National Congress on "strengthening the construction of the all-media communication system and shaping a new pattern of mainstream public opinion" has a broad vision. It is to accurately grasp the profound changes in the media pattern, public opinion ecology, audience, communication technology and other aspects in the information age, well build and use a cultural platform for building a strong military on the Internet with rich resources, fast transmission, wide coverage and convenient interaction, better tell the story of a strong military, spread the voice of a strong military, and show the style of a strong military, so that officers and soldiers can develop good moral quality and military literacy imperceptibly. To this end, it is necessary to expand the "circle of friends" of military academies, build a mainstream social media publicity system, build an all-media integration matrix, release a series of military culture promotional videos, short videos,

etc. through the online cloud platform, conduct lectures through online and offline integration, continue to strengthen publicity, deeply tap high-quality resources of cultural confidence and self-improvement education, widely carry out forward-looking and strategic research, transform the results of educational theory research into high-level, results-oriented and high-quality advisory advice, build a high-level forum with an open concept, and rely on platforms such as the Military Academy Think Tank Alliance, to actively connect with local research institutions, build a scientific research consultation and political cooperation mechanism from multiple perspectives, constantly deepen consultation and research, and promote the revolutionary soldiers in the new era to take the lead and forge ahead.

#### 4. CONCLUSION

The construction of a strong military culture integrates theory and practice. In the new era and new journey, improving the level of building a strong military culture and giving full play to its unique value are of great significance and far-reaching significance to the cause of building a strong military. It should take the "promoting cultural confidence and self-improvement, and creating a new glory of socialist culture" proposed in the report of the 20th CPC National Congress as the goal of struggle, refine it into specific actions [7], transform the requirements of the spirit of the 20th CPC National Congress into innovative ideas of building a strong military culture, absorb the wisdom of improving the combat effectiveness of the army, stimulate the value recognition and emotional resonance of officers and soldiers, gather the will of the military, cultivate the fighting spirit, shape the image of a strong military, inspire the national spirit, cultivate the moral sentiment, and form the political will, so that officers and soldiers can summon the spirit to march forward the new journey and the cultural construction of a strong military in the new era, firmly promoting the spirit of the 20th CPC National Congress to take root.

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