

Study on the Construction of Discourse System of Sichuan Revolutionary Culture in the New Era under the Perspective of Cultural Confidence

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Abstract: Cultural confidence is a crucial factor in the development of a nation and a country. As one of the important sources of the Chinese Revolution, Sichuan has preserved a large number of precious revolutionary cultural resources, which have become an indispensable part of the overall vein of China's revolutionary culture due to their distinctive regional characteristics and profound historical background. Therefore, in the context of the new era, exploring how to build a revolutionary culture discourse system with Sichuan characteristics is of great significance in enhancing cultural confidence and passing on the red gene.

Keywords: Cultural Confidence; Revolutionary Culture; Discourse System.

1. Introduction

Cultural confidence serves as the foundation and resilience that enable a nation or country to stand firm amidst the tumult of global cultural exchanges. General Secretary Xi Jinping has remarked that "Cultural confidence is a more fundamental, profound, and enduring force in the development of a country or a nation." [1] Revolutionary culture, as a vital component of China's rich traditional culture, revolutionary heritage, and advanced socialist culture, embodies the original aspirations and mission of the Communist Party of China. It is also a crucial source of socialist culture with Chinese characteristics. Sichuan, as one of the key cradles of the Chinese revolution, played an irreplaceable role in the historical revolutionary process, accumulating a wealth of revolutionary cultural resources. In the context of the new era, fully exploring and utilizing Sichuan's abundant revolutionary cultural heritage to construct a revolutionary cultural discourse system with Sichuan characteristics is of profound importance. It not only enhances cultural confidence and perpetuates the "red gene" but also promotes the prosperity and development of socialist culture.

2. The Importance of Constructing Revolutionary Cultural Discourse System in Sichuan in the New Era

Sichuan's revolutionary culture is a shining pearl in the treasure of Chinese culture. It not only carries the collective memory and spiritual wealth of a specific historical period but also plays an irreplaceable leading role in contemporary cultural confidence building. This cultural heritage is both a witness to the times and a vivid portrayal of the Chinese nation's unyielding and self-improvement spirit. By innovatively expressing and deeply interpreting Sichuan's revolutionary culture, we not only inherit and carry forward the great spirit of our predecessors but also inject continuous spiritual momentum into the cultural construction of socialism with Chinese characteristics in the new era.

2.1. Conducive to Strengthening Cultural Confidence in Sichuan

On June 2, 2023, at the Cultural Inheritance and Development Symposium, General Secretary Xi Jinping pointed out that "Cultural confidence is established on the basis of creatively transforming and innovatively developing excellent traditional Chinese culture, inheriting revolutionary culture, developing advanced socialist culture, and drawing on and absorbing all excellent human civilizational achievements." [2] Cultural confidence is an important support for building a socialist modernized country. As one of the important origins of the Chinese revolution, Sichuan possesses rich revolutionary cultural resources, such as the Long March, the Battle of Luding Bridge, the Four Crossing of the Chishui River, and the moving stories of revolutionary martyrs like Zhang Side and Jiang Zhujin. These revolutionary cultural resources are precious spiritual wealth of the Sichuan people and an important source of strengthening cultural confidence. By constructing a revolutionary cultural discourse system in the new era, these revolutionary cultural resources can be transformed into vivid and lively linguistic expressions, better integrating them into people's daily lives and ideological concepts. This not only helps Sichuan people more deeply understand and recognize the local revolutionary history, enhancing their sense of identity and pride in local culture but also can showcase the unique charm of Sichuan's revolutionary culture nationwide, enhancing Sichuan's position and influence in the national cultural landscape, and providing spiritual momentum for building a socialist cultural province.

2.2. Helpful in Inheriting and Promoting Revolutionary Spirit

General Secretary Xi Jinping emphasized, "Without the foundation and nourishment of China's excellent traditional culture, revolutionary culture, and advanced socialist culture, faith and conviction cannot be profound and steadfast." [3] He further stated, "The revolutionary spirit inherently manifests as a sense of self-awareness, steadfastness, and openness, forming the characteristic qualities of revolutionary culture

through a series of spiritual benchmarks." [4] These qualities are not static historical relics but require continuous enrichment with new era connotations under evolving historical conditions. By constructing a revolutionary cultural discourse system for the new era, the revolutionary spirit can be integrated with contemporary themes, endowing it with fresh significance and vitality. This process enables the transformation of revolutionary spirit from historical experience into practical guidance, turning it into an essential intellectual resource for societal development. It also provides ideological direction and value-based support for addressing current social challenges.

2.3. Conducive to Enhancing Sichuan's Cultural "Soft Power"

Culture is an integral part of comprehensive strength, their soft power and influence on the region. Revolutionary culture is an indispensable and important component of cultural resources in Sichuan, which is a major cultural province.

On the one hand, by constructing the discourse system of Sichuan revolutionary culture in the new era, it can not only provide new way of thinking for transforming Sichuan revolutionary cultural resources into revolutionary cultural symbols with unique Sichuan characteristics, but also be of great significance to improving the recognizability and attractiveness of Sichuan culture, the communication effect of the culture, and the regional characteristics and cultural identity of Sichuan culture.

On the other hand, the construction of the discourse system of Sichuan revolutionary culture in the new era is also able to achieve the modern transformation of Sichuan revolutionary culture. The communication of Sichuan revolutionary culture is strongly combined with the current era, the current modern communication technical means. The content of representative stories of the revolution in Sichuan is presented in a form that is welcomed by young people by using new media technology, which not only expands the audience of the revolutionary culture, but also effectively enhances the influence of Sichuan's revolutionary culture, thus strengthening Sichuan's cultural "soft power".

3. Challenges in Constructing Revolutionary Cultural Discourse System in Sichuan in the New Era

In the social context today, the construction of the discourse system of Sichuan revolutionary culture is afflicted by many difficulties and challenges. The revolution must face these challenges stemming not only from changes in the social environment but also from the inadequacy of the revolutionary culture itself, in terms of its adaptation to the modern society and its expression in it. It is of great significance to better promote the inheritance and development of Sichuan revolutionary culture by understanding these dilemmas and proposing effective strategies to solve them.

3.1. Relatively Single Revolutionary Cultural Discourse Expression and Transmission Forms

As the times develop, people's ideology has changed significantly. These changes have led to the traditional expression of revolutionary culture language failing to meet the requirements of the new situation for the understanding of

contemporary people about revolutionary culture.

On one hand, Sichuan's revolutionary culture transmission overly relies on traditional propaganda models. These models often adopt a unidirectional infusion approach, lacking interaction and dialogue with the audience. In the context of rapid multimedia technology development, this single transmission mode is difficult to meet modern communication environment requirements and diverse cultural experience needs. From the audience's perspective, Sichuan's existing revolutionary culture display methods have obvious generational adaptability issues. Especially for young generations growing up in the digital age, traditional discourse expressions often seem rigid and dull. For example, many revolutionary sites and memorial halls' explanations remain at the level of simple historical fact statements, lacking vivid scene reproduction and immersive experiences, making it difficult to trigger emotional resonance among young audiences.

On the other hand, revolutionary-themed works lack innovation. Current revolutionary culture works about Sichuan are not only limited in number but also suffer from monotonous expression forms and insufficient creative capacity. This makes it difficult for Sichuan's revolutionary culture to effectively spread through artistic forms and weakens its attraction to contemporary audiences.

3.2. Insufficient Regional Characteristics in Revolutionary Cultural Discourse Construction

As a culturally rich province with abundant revolutionary cultural resources, Sichuan's revolutionary cultural discourse system should prominently reflect its distinct regional characteristics. However, from the perspective of cultural construction, the current revolutionary cultural discourse system in Sichuan exhibits significant deficiencies in showcasing these regional features, primarily in the following aspects:

From the dimension of historical narrative, the regional uniqueness of Sichuan's revolutionary history has not been adequately highlighted. As a critical strategic area in China's revolutionary history, Sichuan witnessed numerous landmark revolutionary events, such as the "Four Crossings of the Chishui River" and the "Luding Bridge Seizure." These events not only demonstrate the extraordinary military ingenuity of the Chinese Workers' and Peasants' Red Army but also embody profound revolutionary spirit and values. However, the current discourse on Sichuan's revolutionary culture often relies on generalized and macro-level descriptions, lacking in-depth exploration and unique perspectives on these locally significant revolutionary events. This deficiency in expression hinders the full display of the distinctive value and regional identity of Sichuan's revolutionary historical culture.

From the cultural integration perspective, the deep connections between Sichuan's revolutionary culture and the traditional Bashu culture have yet to be systematically articulated. Sichuan's revolutionary culture was nurtured and developed within the fertile soil of Bashu culture, with profound historical roots and cultural linkages between the two. Currently, however, the existing discourse pays limited attention to these cultural connections. It fails to effectively showcase the unique cultural DNA of Sichuan's revolutionary culture or to deeply interpret the enduring influence of Bashu culture on the formation of Sichuan's revolutionary spirit.

This lack of cultural integration diminishes the comprehensiveness and depth with which the regional characteristics of Sichuan's revolutionary culture are presented.

4. Practical Paths for Constructing Revolutionary Cultural Discourse System in Sichuan in the New Era

4.1. Innovating Revolutionary Cultural Discourse Expression

Innovating discourse expression is key to enhancing the communication effect of Sichuan's revolutionary culture. This innovation is not a simple negation of traditional expression methods but achieving modern transformation of transmission methods and expression forms on the basis of maintaining the essential connotations of revolutionary culture.

First, in terms of communication concept innovation, transform the traditional unidirectional infusion model into an interactive, experiential communication paradigm. The core of this paradigm shift is transforming the audience from passive recipients to active participants. For example, create situational experiences allowing audiences to immerse themselves in revolutionary historical scenes, use role-playing to help them empathetically experience revolutionary predecessors' spiritual world, and facilitate interactive discussions to deepen understanding of revolutionary spirit.

In the second place, regarding the innovation of communication technology, it is necessary to make full use of modern information technology to build a comprehensive multidimensional communication system. First, we are experienced in employing VR, AR and similar digital technologies to facilitate immersive experiences for revolutionary cultural content display. VR technology can restore battle scenes such as Luding Bridge scene, giving the audience an immersive experience of the bravery of the Red Army soldiers. Moreover, new media types represented by short videos are commonly used to promote revolutionary stories in a form that young people like to watch. e.g. the moving story of Zhang Side could be adapted into an animated short film to increase its dissemination effect. Thirdly, the intelligent digital exhibition systems are innovatively developed and used to help the audience to participate by human-computer interaction. Forced the deepening of the infectious power of revolutionary culture for the use of these technical means, the modern communication technology.

Lastly, in the aspect of content innovation, it is necessary to strengthen the ingenuity and artistry of literary and artistic creation on revolutionary themes. Encouraging creators to use new art forms or new expression methods for the production of excellent literary works that reflect the history of the Sichuan Revolution. For example, the splendid chapters of Sichuan's revolutionary history can be presented through stage play, symphonies and other art forms; or we should pay attention to the unity of the ideology and artistry of the works, so that the works can not only accurately express the core connotation of the revolutionary spirit, but also meet the aesthetic needs of contemporary audience. To really enliven the revolutionary culture, innovators in content needs to seek breakthroughs.

4.2. Creating a brand of Sichuan revolutionary culture with regional characteristics

A very important way to enhance the influence of Sichuan revolutionary culture is to establish a brand of Sichuan revolutionary culture with local characteristics.

First, it is necessary to construct iconic symbols of revolutionary events. The important historical events in the revolutionary history and culture of Sichuan are often rich in cultural significance and spiritual values. They can be transformed into icons with universal significance through a further exploration of the spiritual meaning behind these events, thus serving as important landmarks of Sichuan's revolutionary culture.

Second, the unique connotation of the revolutionary spirit should be refined. The qualities of perseverance, pioneering and innovation, and unity and cooperation contained in the spirit of the Sichuan revolution can all become distinctive spiritual symbols. These spiritual qualities not only derive from the sublimation of revolutionary practice, but also reflect the attributes of Ba Shu culture. By researching the spiritual meaning in-depth, it is possible to build up a revolutionary spiritual spectrum with significant regional characteristics.

Finally, it is necessary to focus on the systematic construction of the revolutionary culture brand. These include the formation of a unified visual identification system, a series of cultural and creative products, and high-quality cultural projects. For example, we can carry out thematic cultural tourism routes around major historical events such as Luding Bridge and Sidu Chishui, plan a series of cultural and artistic works around the deeds of revolutionary heroes, and create immersive experience projects around revolutionary sites. In such a systematic brand building around the Sichuan revolutionary culture to develop a unique brand influence.

5. Conclusion

The establishment of a revolutionary culture discourse system with Sichuan characteristics under the new era background is of great significance to the inheritance of revolutionary spirit, the dissemination of socialist core values and the enhancement of cultural soft power. As the construction of the revolutionary culture discourse system in Sichuan system deepens, it is bound to inject a strong driving force into the construction of Sichuan's cultural power, and make positive contributions to the cultural construction of the new era. This is not only the inheritance and development of revolutionary culture, but also a positive response to the cultural mission of the new era. Through sustained efforts, the revolutionary culture of Sichuan will surely be revitalized and energized in the new era, contributing to the enhancement of cultural self-confidence and the construction of a strong socialist cultural country.

Acknowledgements

Zigong Philosophy and Social Sciences Key Research Base: Research Center for the Sinicization of Marxism and Traditional Culture, 2023 Special Research Project on Ideological and Political Theory Courses in Higher Education (Project Number: GSPY202320).

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