

Developing Red Cultural Resources: The Ascending Path of Cultural Confidence in the New Era Take Nanyang as an Example

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Abstract: Red culture was formed by the our Party, which led the Chinese people during their long-term revolutionary practice. The formation of red culture played a very positive role in the victory of the Chinese people in striving for revolution. Nanyang city is rich in cultural resources; the red culture is splendid and diverse, the historical cultures are rich and colorful with distinct folk culture features. The deep massiveness of cultural resources is a solid foundation for Nanyang city to enhance cultural self-confidence. We should fully excavate the cultural resources of Nanyang city to develop their dazzling contemporary values.

Keywords: *contemporary value; cultural confidence; red culture*

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0 Introduction

The report of the 19th National Congress pointed out that culture is the soul of a nation. Culture is a national movement such that culture is strong when the nation is strong. Without a high degree of cultural self-confidence and the prosperity of culture, there will be no great revival of the Chinese nation. Culture is not only important for the development of a country but also a city. The red culture of China sprouted around the “May Fourth Movement” and began during the armed struggle of workers and peasants after the foundation of our Party in China. After the long-term practice of modern revolution and socialist construction with Chinese characteristics, it has become a precious spiritual wealth. It is a vivid

manifestation of the contemporary Chinese spirit^[1]. The red cultural resources with local characteristics are an important part of Chinese red culture, especially the red cultural resources of Nanyang city have unique advantages in the history of the Chinese revolution. Therefore, digging deep into the red cultural resources of Nanyang city will help in promoting Nanyang city in constructing the advanced socialist culture, accelerate the realization of the cultural self-confidence and build a beautiful Chinese dream for the people of Nanyang city.

1 The uniqueness of Nanyang's red cultural resources

1.1 Exclusive and unique resource

Nanyang is a land where red revolutionary was born. Old proletarian revolutionaries such as Zedong *et al.* had fought and lived here. Besides, Peng Xuesong and Zuo Jun who were born in Nanyang have made tremendous contributions to the formation of New China. The red cultural resources of Nanyang are abundant, and the initial achievements of the red cultural industry are remarkable. Nanyang has the highest number of resources among the provinces with >20 red tourism resources, including 15 patriotic education demonstration bases in the city. Specifically, in the territory of Nanyang, there are many famous revolutionary holy sites or ruins in the country, such as Dabie Mountain, Funiu Mountain, and Tongbai Mountain. The cultural products that have been extended with the theme of revolutionary heroic deeds, such as film and television dramas, literary works, memorials, and monuments provide a profound cultural heritage for the red culture of Nanyang.

1.2 The prosperity of the cultural industry provides a “time” opportunity for the development of Nanyang’s red culture

The central revolutionary district is an important area of the revolution. The emergence of Nanyang’s red cultural resources provides a very important condition for the development of red culture in Nanyang. Nanyang relies on its superiority and advantages in both red cultural resources and industry to promote and develop in tandem with the rapid growth of national red culture. Xi Jinping stated: “Strengthening cultural self-confidence is a major issue concerning the rise and fall of the national movement, the cultural security, and the independence of the nation’s spirit”^[2]. In the current new era, the country is vigorously advocates the great development and prosperity of socialist culture and enhances the background of cultural self-confidence. All over the country are protecting and developing the local red culture and make it an important strategy for local cultural development and regard the local outstanding red culture as an important part of cultural development. At present, the tourism industry, red culture film and television works, red cultural handicrafts, and red cultural gathering areas with red culture as the background have achieved rapid development in various provinces and cities. Consequently, rich results are formed while greater economic and social benefits can be achieved in various regions. In the context of the new era, Nanyang highly valued the problem to the development of red culture. At the same time, it also regard the protection and development of the red cultural industry as an important measure for the development of red culture. It has formulated several related policies and measures. These policies or measures adopted a diversified development approach, promoted the development of the red cultural industry while achieved very important milestones. At the present time, Nanyang should actively seize the opportunity of the development of red cultural industry in the national red culture to constantly innovate and develop ideas as well as to believe that we can do better.

1.3 The simple folk customs and unique geographical resources of Nanyang have provided the conditions of “human harmony” and “topographical advantage” for the development of red culture

Nanyang is a city that filled with folk culture and magnificent local characteristics such as literature,

language, food, residence, entertainment, festivals, etiquette, marriage, funeral, and so on. These folk cultures reflect Nanyang’s unique regional culture and folk customs in a colorful expression. It reflects the beliefs and values of the people of Nanyang. Our party adheres to the principle of taking the mass line, and it is the simple folk customs of Nanyang that have created subjective and important conditions for the formation of the Nanyang red culture. At the same time, Nanyang is in the Qinling-Huaihe area, at the boundary between China’s north and south. Affected by the natural geographical environment, the subtropical monsoon climate here allows people to feel the changes of the season throughout the year. Such a superior geographical position can provide rich resources for the Nanyang people. The economic foundation determines the last building. It is the rich resources that provide the food needed for revolutionaries during the time of war as well as the fundamentals of various red cultures in Nanyang. In addition, Nanyang has obvious geographical advantages, convenient external transportation, and unique location conditions, providing a broad market, and convenient transportation conditions for the development of Nanyang red cultural industry.

2 The foundation of cultural confidence in Nanyang red culture

2.1 Promoting red culture in the form of film and television drama

Nanyang is a popular land of the red revolution. Many older generations of proletarian revolutionaries are either concerned about Nanyang or fighting for war in Nanyang, such as Zedong *et al.* The thick and glorious history has made the rich red cultural resources as well as the earlier development of the industry. An edited film based on “Tongbai Hero” in 1979 named “Little Flower” starring Tang Guoqiang, Liu Xiaqing, and Chen Chong was released in the country and causing a huge impact. Again, Tongbai County had bought the right in 2005 to modify the former military comrades’ long-term military documentary novel “Tongbai Hero” and coordinated with the Beijing Film Studio to invest 130 million yuan to shoot 30 episodes of the TV series “Tongbai Hero.” In 2007, the 18-episode TV series “Peng Xuefeng” was filmed and staged at CCTV. In the same year, the film “Peng Xuefeng” was completed by the Bayi Film Studio. In 2006, the 12-episode TV “The

Soul of Blood” was completed by Henan Film Studio. It was filmed by Yuan Baohua and others. In addition, other documentaries including CCTV documentary film “General Peng Xuefeng” and Henan TV documentary “Looking for Peng Xuefeng.”

2.2 Inheriting red culture in the form of literary works

In terms of literature and text, the “Tongbai Hero,” which was completed in 1972, was officially published. In recent years, Tongbai County actively organized literary workers to publish literature according to the heroic stories that occurred in this red earth of revolution. Some literature had published by Central Literature Publishing House and the Writers Publishing House such as “Wei Wei Tong Bai,” “Tong Bai Ying Hao Chuan,” “Tongbai Hero Huaiyuan Chun,” “Hongsu District Green Huaiyuan,” “Golden Lanqu,” “Li Xinggong’s Works Selection,” “Huaiyuan Song,” and other >10 with 3 million words of red literature. The red cultural text of Zhenping County is mainly carried out by General Peng Xuefeng. Among them, the long documentary novels include “General Peng Xuefeng - the red leaves that never fall,” the revolution records the “Jade Township Soul,” “One Generation Famous Peng Xuefeng,” and the drama “Peng Xuefeng In Huaibei,” repertory; in Nanzhao County, there are mainly “South Calling Literature History Materials,” “Revolutionary Old District Nanzhao,” “Fu Ni Kai Ge,” and “An Interview with Yuan Baohua.” In addition, many folk songs of the singing troops were also left during the 20-day period in which the troop of the central military region passed through Nanyang. These circulated folk songs have also become an integral part of many red cultural resources. China’s famous writer Eryue he was deeply influenced by the red culture of Nanyang and created many red’s works.

2.3 Display red cultural resources in the form of monuments, pavilions, bases, etc.

Rich cultural resources, superior geographical location, and comfortable climate provide favorable conditions for the vigorous development of Nanyang’s red tourism. The red culture, as a kind of culture formed in a special period, not only contains the revolutionary spirit but also contains rich historical and cultural connotations. In recent years, Nanyang has worked hard to discover the connotation of red culture, promote resource integration, expand the scope of education

as well as the function of the red education base to party members’ education and clean government education. Peng Xuefeng Memorial Hall, Red Twenty-five Army Dushu Town Battle Site Monument, Tanghe Revolutionary Memorial Hall, Tongbai Revolutionary Memorial Hall, Jingchuan Jingziguan Town Revolutionary Hero Memorial Hall, Nanyang Liberation Square and Nanyang Liberation Monument, etc., those revolutionary sculpture, historical relics and a revolutionary scene are not only the deep cherished memory of the people of Nanyang people to the heroes but also the red classroom for learning their noble spirits. Furthermore, a red education base is a bridge to promote the revolutionary spirit, strengthen patriotic education, inheriting the glorious tradition, and closely connecting with the masses by people’s engineering. Among them, the Tongbai Revolutionary Memorial Hall has a prominent role and far-reaching influence. The museum has been rated as “National 100 Red Tourism Classic Scenic Spots,” “Top Ten Red Tourism Scenic Spots,” and “National Patriotism Education Demonstration Base”^[3].

3 The contemporary value of Nanyang red culture

3.1 Providing full intellectual support for the development of the political thought of our Party

As an important part of China’s red culture, Nanyang red culture plays an active role in the development of our party’s political thought. The red culture was formed during a certain historical period, and its formation has far-reaching influence on China’s development. It reflects the ruling philosophy, ideology, and style of our Party. It is the concentrated reflection of the collective wisdom of our Party in political thought and culture. The recent 19th National Congress has just passed. As a citizen of the new era, China should combine its own red culture with the development of political thoughts proposed by the 19th National Congress, so that the two can be complemented to each other and developing together.

3.2 Red culture provides economic value for the development of Nanyang

Both economy and culture are complemented to each other, and cultural prosperity is conducive to

promoting economic development. Nanyang should dynamically develop cultural industries, fully utilize the cultural resources of Nanyang, and actively transform the advantages of cultural resources into economic development advantages. In the current new era, Nanyang should continuously improve its cultural competitiveness, cultivate, and create a number of cultural brands that have great influence in the province and even the whole country, shape, and spread the cultural image of Nanyang red culture. At the same time, strengthen the development and integration of cultural tourism, and continuously expand the scale of red cultural consumption. With the strategic focus on “Tourism Nanyang,” we will create “an important national base for red cultural tourism,” actively promote the deep integration of cultural tourism, enrich tourism products, enlarge and make red tourist souvenirs, increase the content of red cultural tourism and expand the scale of consumption in red culture.

3.3 Enhance the cultural confidence of the people of Nanyang

In the report of the 19th National Congress, General Secretary Xi Jinping mentioned that “Without a high degree of cultural confidence and no cultural prosperity, the Chinese nation will not have a great rejuvenation. We must adhere to the path of socialist cultural development with Chinese characteristics, stimulate the vitality of national cultural innovation, and build a strong socialist cultural power.” The red culture is a very valuable spiritual wealth and great political advantage of our party and people. It carries the spirit of our Party for the motherland and the people. It highlights the excellent revolutionary tradition of our party and is an important part of the advanced socialist culture. At present, the development of Nanyang should rely on its red cultural resources to make the culture play its contemporary value and continuously enhance the cultural confidence of the people of Nanyang, Henan, and even the whole country^[4].

3.4 The educational value of red culture

Culture has an educational function. Red culture, as a kind of cultural form that grows in the soil of revolutionary culture, is the product of the continuous practice of our Party leading the Chinese people. It vividly presents the our party’ spirit of hard work, persistence, dedication,

simple, plain, and ruling for the people. It is an important part of the advanced socialist culture with a specialty of China. As an excellent culture, red culture not only reflects the superiority of socialism but also reflects the enormous spiritual civilization of the working people. It also reflects the lofty ideals and patriotic sentiments of the revolutionary ancestors. The red culture not only reflects the spiritual expectations of the people of the new era but also reflects the urgent needs of contemporary society for high-level cultural products. With the rapid development of the economy, the current social culture presents the characteristics of diversity and the trend of rapid transformation. The red culture has a positive influence on the formation and development of the socialist core values of the Chinese nation with its profound historical and cultural connotations. As an important part of Chinese culture, red culture also has rich educational value. The educational value of red culture is mainly reflected in moral education. The work of ideological and political education should fully utilize the value and function of the red culture of Nanyang so that the red culture of revolution, heroism, and patriotism will penetrate the hearts of the people and enhance the morality of the people^[5].

4 Conclusion

The 18th National Congress proposed that there is a need to cultivate and practice the core values of socialism. The 19th National Congress proposed that there should be “four self-confidence.” The development of red culture can contribute to the cultural development of the country. Nanyang city itself is rich with cultural resources. The city actively develops and uses various methods such as network publicity, tourism branding, and the development of an education base to promote Nanyang’s red culture. At the same time, the Nanyang government should also actively organize personnel to study the successful experience of local red culture construction in other places, so that advanced methods can be brought in. This can attract people from all provinces, nation and even worldwide to visit Nanyang to learn and continuously promote the red culture of Nanyang. Besides, the full use of red culture is also promoting the economic growth in Nanyang. It is believed that through the efforts of the government, society and the people, the red culture of Nanyang city will inject positive energy and new vitality into the economic, political, cultural, and social development of Nanyang. Besides, it can build a strong, beautiful and

civilized new Nanyang that enables this rich historical heritage city exudes a more splendid cultural shine.

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