

# The Contemporary Value of Spaceflight Spirit in Chinese Morale Spectrum and Its Realization

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**Abstract:** Spaceflight spirit, as a concrete presentation of Chinese morale, is an important component of the Chinese morale spectrum. It serves as the driving force behind modern aerospace exploration and innovation in spaceflight, thus possessing considerable value for contemporary China. It is essential to accurately acknowledge the contemporary significance of the spaceflight spirit, conduct thorough studies on how to effectively realize its value, and harness its influence to advance the development of China's spaceflight endeavors, contributing to the rejuvenation of the Chinese nation.

**Keywords:** Spaceflight spirit; Chinese morale spectrum; Contemporary value

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## 1. Introduction

Over the past century, the Communist Party of China (CPC) has led the Chinese people through revolutions, construction, reforms, and development. Throughout this period, the Chinese have passed down their tradition. They also adapted to the spirit of the era and achieved significant spiritual accomplishments. The core values of patriotism and the spirit of the time, with a focus on reform and innovation, have contributed to the formation of a comprehensive national spirit. Spaceflight spirit is an important component of the Chinese morale spectrum, and it originated in the continuous innovation and practice of Chinese spaceflight pioneers. This morale serves as the driving force behind modern aerospace exploration and innovation in spaceflight, thus having significant value for contemporary China. Therefore, it is essential to accurately acknowledge the contemporary significance of the spaceflight spirit, conduct thorough studies on how to effectively realize its value, and harness its influence to advance the development of China's spaceflight endeavors, contributing to the rejuvenation of the Chinese nation.

## **2. Definition and evolution of the spaceflight spirit in different times and its relation with the current Chinese morale**

### **2.1. Concept and definition of the spaceflight spirit**

The concept of spaceflight spirit has been interpreted in many ways. The most popular interpretation is “patriotism, selflessness, independence, hard work, teamwork, and a desire to improve oneself” derived from the “Two Bombs, One Satellite” spirit. Another interpretation would be “resilient, having a fighting spirit, able to overcome challenges, and especially dedicated”. Zou believes that the spaceflight spirit mainly manifests through unwavering patriotism, a dedication to honor the nation, a progressive mindset striving to surpass personal limits, a scientific and meticulous work ethic, a holistic perspective emphasizing solidarity and collaboration, a noble quality of silent dedication, and indifference to fame and wealth. The morale associated with spaceflight signifies a formidable force that enables the nation to achieve remarkable feats in the field of space exploration. It also stands as a valuable spiritual asset for the Communist Party of China, the Chinese nation, and the armed forces <sup>[1]</sup>. Ma pointed out that the spaceflight spirit and the socialist core value system are the spiritual treasures of the Chinese nation, providing tremendous spiritual power for the Chinese nation to realize the great rejuvenation” <sup>[2]</sup>. Therefore, sorting out the relationship between spaceflight spirit and the contemporary Chinese morale spectrum and its impact is particularly crucial for us to practice the spaceflight spirit.

### **2.2. The Spaceflight spirit and its inheritance**

The Chinese spaceflight spirit started with the “Two Bombs, One Satellite” project in the 1950s and 1960s. During that time, as the newly established People’s Republic of China was in the early stages of development and faced numerous challenges, both domestically and internationally, a significant number of experts, scholars, and ordinary workers dedicated to defense industries abandoned comfortable conditions to work in highly classified and intense environments. Guided and supported by the leaders of the CPC and the country, they persevered through years of focused research, overcoming numerous obstacles. With an efficiency surpassing that of many developed nations, they achieved groundbreaking accomplishments in defense industries.

In the 1980s, with the changing international landscape, the development and use of carrier rockets became a comprehensive manifestation of a country’s both tangible and intangible strengths. Building upon the foundation of the “Two Bombs, One Satellite” spirit, Chinese spaceflight professionals further refined and articulated a 24-character definition of the spaceflight spirit. This forward-looking approach, guided by the new spaceflight spirit, directed and facilitated the development of carrier rockets. China quickly caught up with international trends, entering the ranks of leading spacefaring nations and maintaining a dominant position in the field of spaceflight technology.

Around the turn of the millennium, to meet the demands of the new era in space exploration and national defense, Chinese spaceflight professionals refined and distilled the spaceflight spirit based on the 24-character spaceflight spirit. Building upon this foundation, they implemented various initiatives in the field of human spaceflight. Projects such as “Shenzhou” and “Tiangong” serve as embodiments of these efforts in human spaceflight launch projects.

In short, the definition of the spaceflight spirit may vary slightly in different historical periods. However, for Chinese spaceflight professionals, its core spirit remains consistent and is passed down from one generation to the next.

### **2.3. The relationship between contemporary Chinese morale and spaceflight spirit**

General Secretary Xi Jinping has mentioned that “the core socialist values are the concentrated embodiment of

contemporary Chinese morale <sup>[3]</sup>. Lu stated in his research that this interpretation shows the close relationship between core socialist values and contemporary Chinese morale. It provides a fundamental guideline for inheriting and promoting the contemporary Chinese morale and cultivating adherence to the core socialist values” <sup>[4]</sup>. In his work, Wang pointed out that the spaceflight spirit embodies influencing factors of Chinese national outstanding traditional culture, such as patriotism, innovation, self-improvement, courage, seriousness, responsibility, struggle, and dedication, reflecting the spirit of the times of reform, innovation, and the courage to achieve breakthroughs. contains advanced elements of the core socialist values and is a shared ideological consensus among Chinese spaceflight professionals <sup>[5]</sup>. Therefore, it can be concluded that the spaceflight spirit is the outward manifestation of the contemporary Chinese morale.

### **3. Contemporary value of the spaceflight spirit**

The outstanding achievements made by spaceflight workers in the past were driven by the inspiration of the values of the spaceflight spirit, achieved through continuous innovation and creation. The epochal value of the spaceflight spirit should not only be practiced and manifested among spaceflight professionals but also be promoted to the entire society and all Chinese citizens. Particularly, it should be extended to the younger generation, allowing them to experience and realize the epochal value of the spaceflight spirit.

#### **3.1. Emergence of new spacecraft**

As the 21st century unfolds, the development of new types of spacecraft has emerged as another significant aspect in the field of spaceflight. Notably, the development of unmanned aerial vehicles (UAVs) stands out as a representative example. Benefiting from the industrial production of various lightweight composite materials, advancements in satellite positioning technology post the 21st century, and the iterative progress in electronic and radio technologies, UAVs have become prominent players in the spaceflight domain. Their applications have become increasingly diverse, and the user base has expanded thanks to these technological developments.

In terms of usage, drones can be broadly categorized into military and civilian types. Within the civilian domain, their versatile applications have been a crucial development direction in the past decade and are expected to continue in the coming decades. In contemporary urban life, the scenario-based use of drones for services like food delivery and express delivery has significantly improved the convenience of people’s lives. In vast rural and mountainous areas, drones play precise and cost-effective roles in various fields, including forest fire warnings, geographical surveying, extreme weather monitoring, and even pesticide spraying.

It is essential to note that with the advent of the mobile internet era, the pivotal role of aerial photography in short video dissemination and the social lives of contemporary youth has significantly elevated the frequency of drone usage and its impact on products. Whether on international platforms like YouTube and Instagram or domestic social media platforms such as WeChat, Weibo, and Douyin, a plethora of scenic and cultural content captured by drones attracts a substantial online following.

#### **3.2. Popularization of novel spacecraft and its impact**

Drones, with their convenience and unique shooting angles, offer content creators at all levels more sources of creative inspiration. They also enhance the content consumption experience for short video audiences. However, what needs attention is not only the hardware technology or the flashy skills of the operators but also the profound spiritual impact brought about by technological iterations. Regarding market share, Huang mentioned that by 2025, the total scale of the domestic civilian drone market will reach 84.62 billion yuan. Among them, the security market accounts for about 15 billion yuan, power inspection about 5 billion yuan, and

agriculture and forestry protection about 20 billion yuan <sup>[6]</sup>. With such a significant market share, the reflection goes beyond economic benefits; it signifies the public's acknowledgment of domestic products and the resulting national pride and confidence.

While the origins of drones can be attributed to Western countries, notably the United States, China has surpassed the civilian sector due to its core strengths, especially in deep cultivation and product optimization. This success is a result of the silent efforts of Chinese spaceflight professionals and the guidance of the spaceflight spirit. Beyond economic gains, the substantial market share reflects public recognition of domestic products, fostering national pride and confidence. The focus should not only be on product capabilities but also on emphasizing the internal core of the spaceflight spirit, which is crucial even beneath the surface of widespread product popularity.

### **3.3. Practice of the contemporary values of the spaceflight spirit**

Various previous accomplishments made by spaceflight workers with endless innovations have been obtained by practice stimulated by the contemporary value of the spaceflight spirit. As members of the Chinese nation, we should use various approaches and methods through various channels to give full play to the spaceflight spirit, so that the contemporary values of the spaceflight spirit are not only practiced and embodied by astronauts but also popularized to the whole society and all Chinese people, especially young people, Please delete this part and change the comma to a period.

## **4. Lack of the spaceflight spirit among contemporary youth and suggestions to improve it**

As the saying goes, "A strong youth makes for a strong nation." While today's youth in China do express interest in the spaceflight industry, there is still room for a deeper grasp of the spaceflight spirit. Zhang notes that the sinicization of theories in journalism and communication has been a persistent concern in academia <sup>[7]</sup>. From a communication studies standpoint, it is vital to figure out effective ways to help young audiences truly appreciate the significance of the spaceflight spirit.

### **4.1. Existing problems**

Currently, many youngsters who are active on social media use and discuss about UAVs. However, whether from an academic perspective or through reports in mainstream and industry media, the discussions primarily focus on technical exchanges, exploration of business opportunities, and market share forecasts. Even in-depth discussions often remain within the realm of communication studies. Leveraging drones, short video creators have achieved 'all-seeing' and 'all-knowing' coverage of news events, showcasing a broader world to the public. The dynamic real-time news effects, utilization of virtual visual elements, and more have enriched short video news content, enhancing its innovation and entertainment value. This not only elevates the position of short video media in the industry but also significantly improves the experiential and comfort aspects of short video news for the public <sup>[8]</sup>. Therefore, systematic ideological guidance and education regarding the spaceflight spirit is essential for contemporary youth.

In the realm of mainstream media communication, we can observe academic initiatives taking shape. UAVs play a role in enhancing the visual impact, credibility, and timeliness of short video news dissemination <sup>[8]</sup>. However, bridging the gap between technology and spirit is essential. Significant efforts are needed to ensure that users not only benefit from the latest technological advancements in improving work efficiency and living standards but also recognize the underlying spiritual essence behind these technological capabilities. This

recognition can enhance resilience against certain “noise” and false narratives.

The emergence of new products and technology concerning UAVs is often faced with scrutiny, with some even involving the spread of false news. In addition to the strengthened regulatory efforts by relevant authorities, the paramount consideration lies within the industry itself. Alongside the promotion of technology, there is a need for a spontaneous and proactive initiative within the industry. This initiative involves utilizing media formats that are popular with young individuals, guiding and educating them to fully comprehend and practice the spaceflight spirit.

It is essential to empower young audiences to enable young audiences to see beyond superficial aspects and naturally connect the improvement of product capabilities with their underlying spiritual essence. Researchers have emphasized the importance of refining distinctive concepts. This includes creating new ideas, categories, and expressions that are easily understood and accepted internationally, and guiding the global academic community in research and discussion<sup>[9]</sup>. In the flourishing landscape of civilian UAV technology, promoting the core of the spaceflight spirit through technical demonstrations can effectively contribute to the global dissemination of contemporary Chinese values. Besides, it also elevates the influence of China on the UAV industry worldwide.

## 4.2. Improvement recommendations

Firstly, in traditional offline aviation exhibitions, a human-centric approach with empathetic design should be adopted to resonate with the audience. Apart from showcasing technical data for various product models, presentations can highlight the narratives of research and development, the team’s journey, and the challenges overcome during the development process. Interactive forms, whether engaging with the audience directly or through technical demonstrations, should be employed to create a connection between the audience and the products. This approach not only allows the audience to appreciate technological advancements but also provides a tangible experience of the commitment and intensity with which spaceflight professionals embody the spaceflight spirit.

In terms of media communication, content dissemination should be tailored to the preferences of contemporary youth. For example, memes and short videos are extremely popular among young audiences. Entertaining and engaging elements should be incorporated to encourage young individuals to participate in the dissemination of relevant content. This approach enhances the effectiveness of communication and achieves better reach.

Furthermore, efforts should be concentrated on social media platforms that are popular among youngsters. There is already abundant content related to various airshows on these platforms, including user-generated content and on-site recordings. However, there is still room for improvement in terms of the participation of authoritative figures. Authorities should actively voice their perspectives, endorse initiatives, and even lead discussions on specific topics and on-site activities. By fostering interactions and offering high-quality guidance, a loyal fan base can be built. The audience’s perceptions of the spaceflight spirit can then be reshaped through multiple activities.

## 5. Conclusion

Based on a review of current academic and industry-related papers, along with observations of social media, the contemporary value of the spaceflight spirit within the spectrum of Chinese values is explored. Subsequently, several methods of actualizing this value are proposed. However, certain details and content are yet to be explored, which requires further research.

## Disclosure statement

The authors declare no conflict of interest.

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