How to Apply Confucian Culture to Enhance China's Cultural Soft Power based on the Analysis of Big Data

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Abstract. With the application of big data becoming more and more popular and the world competition becoming increasingly fierce, how to improve the national strength and market competitiveness in the big data environment has become an important issue in the future international competition. This paper mainly studies how to improve China's cultural soft power under the environment of big data, and thinks that the Confucian culture, which has influenced China for more than 2000 years, may be the core of enhancing China's cultural soft power. In the big data environment, Confucian culture plays an important role in improving China's cultural soft power, which can help improve the quality and value of people's life.

Keywords: Cultural Soft Power, Improvement, Confucian Culture, Big Data

In the global environment where big data applications are becoming more and more common, national competitiveness may not merely be embodied in facilities but in the aspect of cultural soft power that makeshift the country more and more outstanding. Therefore, in order to make our country take a place in the increasingly fierce competition in the future, what we can do is to improve the cultural soft power to increase market competitiveness. Confucian culture, that has been passing on for hundreds of years in our country, may definitely be a stabilizing force of the improvement of the cultural soft power. The way of making our country take the initiative in the international competition is that we should carry forward the fine traditions in Confucian culture so as to improve the cultural glamour and international image of our country, which may promise the thriving and prosperous future for the development of the culture of our nation in return.

1. Connotation of Soft Power and Cultural Soft Power

1.1. Connotation of Soft Power

Soft power refers to the ability to obtain something through attraction but not compelling force while the cultural soft power of a country means the country may own the respect of the others through its long history and cultural connotation, strong complex and advanced system and get advantage in the international competition that won’t be obtained through hegemony and armed force. That is to say, it is the strong glamour and appeal of a country that will help itself win the significant place in the international situation. However, the kind of soft power may mainly refer to the strong appeal that is
formed of ideology and value through the cultural attraction.

1.2. Connotation of Cultural Soft Power

Cultural soft power refers to the intangible influence that may be formed through the national culture and value and studied by others, which will also directly have fundamental and long-term impact on the action and orientation of social value of others. Cultural soft power of a country has impressed the global with its unique glamour and won itself the stronger and stronger position in the competition of the world, which makes countries of the world value more about cultural soft power. As we can say, nowadays when cultural soft power becomes more and more important, it is so crucial to take the advantage and win initiative. Moreover, cultural soft power has already become priority of priorities.

2. Effect of Confucian Culture on the Improvement of Cultural Soft Power of Our Country

Confucian culture, as the important carrier of the traditional culture of the Chinese feudal society, represents the crucial connotation of cultural knowledge of the feudal society. Confucian culture, as the bridge of the spread of the international cultural communication between our country and the others all over the world, boasts the significant position and unique advantage that any other communication subject can compare with and shows the historical connotation of Chinese culture and the moral code and ideology of benevolence of self-restraint and return to ritual. The core of Confucian culture dramatically promotes the peace of the world and builds the cultural image of harmony and benevolence of our country.

With the widely promotion of Confucian culture, the Confucian culture has gradually been accepted by people all over the world and embodied the recognition and support of Chinese culture at the same time, which is one of the major manifestation of the improvement of our country’s cultural soft power. The Confucian culture of China witnesses a long history and is extensive and profound. Each person who deeply knows Confucian culture may be deeply impressed by its significant connotation and then make his own effort to carry forward the Chinese traditional culture and spread it to every corner of the world. The promotion of Chinese excellent traditional culture will eventually lead to the improvement of cultural soft power of our country. Carrying forward the excellent traditions of Confucian culture and further strengthening the cultural glamour and international image of our country boast the most important effect of Confucian culture on the improvement of cultural soft power of our country, which may win initiative in the international competition and promise the prosperity and the bright future for our country.

3. Strategic Thinking of Confucian culture to the Improvement of Cultural Soft Power of Our Country

3.1. Contribution of Confucian Culture to the World Peace

The major part of Confucian culture shows the harmony between man and nature, which pays great attention to both the equal coexistence between human and nature and the equality between human and any creature. The theory that man is an integral part of nature is the ultimate goal that Confucian culture purchases. The idea mentioned above confirms the man ’ s subjectivity spirit to some extent and lays emphasis on the pursuit of natural development in life at the same time.

The harmony that Confucian Culture advocates conforms to the idea of constructing the harmonious society and world that we advocate today, which completely shows the concept of the equal coexistence between human and nature in its unique way. What Confucian culture emphasizes is to solve the problems on the basis of the equal coexistence between human and human or human and nature. However, it is so different from what the self-centered west world advocates. In a manner of speaking, what Confucian culture emphasizes stands exactly the opposite side of egoism and hedonism and represents the totally different culture system. Therefore, vigorously carrying forward the idea of harmony in Confucian culture may show the world how much we focus on the world peace and promote our country’s image of peace to the whole world and fight for the longtime peace and
3.2. View of Benefit of Confucian Culture to the Development of Modern Economy
In today’s time of multi-values, the egoism has already been the value system accepted widely by the society, which may lead to the decay in ethics and morals and the phenomenon of benefitting oneself at the cost of others. However, what the view of benefit of Confucian culture advocates is to benefit oneself without hurting anyone’s such as what we say “the gentleman's love of money back with Taoism”. Moreover, a man should never forget honor at the prospect of profits and accept the benefits running counter to morality and justice. The view of benefit of Confucian culture creates a great and sound environment for the construction of the harmonious society and the adjustment of the relationship between benefit and moral principle.

What Confucian culture emphasizes is the view of benefit that focuses more moral principle than profit. In Confucian culture, a man should never gain the benefits at the cost of breaking the law and moral principle, which is to say that improper means of making money and the unfair competition environment will be cast aside by people. It is the view of benefit that provides great drive for the construction of the sound environment of market competition. In a manner of speaking, the view of benefit of Confucian culture has a positive effect on the construction of sound environment of market competition in countries such as Japan, Singapore and South Korea. Meanwhile, to integrate the positive factors of the view of benefit of Confucian culture into the day-to-day work of enterprises and enterprise culture will have an inestimable effect on the construction of modern society.

3.3. Values of Life of Confucian Culture to the Improvement of Quality of Nation
Confucian culture values more about the benefit or value of an integral whole than the personal benefits and advocates to form an attitude of self-sufficiency that a man should be willing to suffer poverty and unwilling to leave the right track. It is the embodiment of the ideology of benevolence that will bring great help to people when they deal with interpersonal relationships. Moreover, people’s behavior and quality of whole people can be improvement through it.

Confucian culture uses the way that a man should deny self and return to propriety to define moral codes. It establishes norms by means of restraining people’s behavior and learning the etiquette to realize clemency, which will help the realization of social stability and conduct the sound general mood of society. At the same time, Confucian culture values benevolence and thinks that needs will be met through the real benevolence practiced through reality. Confucian culture focuses that a man should know the etiquette, which can also say that each should start from his self-cultivation and thus one can respect and make allowance for others. Furthermore, one will never gain his own benefits at the cost of hurting others’. The idea mentioned above may guarantee the social stability and the sound development of the society to a large extent and improve quality and moral integrity of the whole.

4. Conclusion
As all mentioned above, in the big data environment, Confucian culture advocates that a man will never gain his own benefits at the cost of plundering and invading others. What Confucian culture focuses more is that a man should discipline himself by the rule of denying self and returning to propriety. Only with the benevolence and cultural glamour can a man win others’ respect and help others at the time of improving moral accomplishment of his own. The Confucian culture is the crystallization of the cultural wisdom, representing the cultural deposits of our country for thousands of years. It is the crucial supporting part of the improvement of the cultural soft power of our country and the indispensable drive to push the country to the world. Therefore, it is our goal that can never be gotten slack to promote world cultural exchanges, carry forward Chinese traditional cultural values and improve the cultural soft power of our country constantly.

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