

# *A Study on the Inheritance and Innovation of English Culture and the Core of Chinese Traditional Festival Spirit from the Perspective of Cultural Confidence*

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**Abstract:** In the context of globalization, cultural confidence plays a fundamental role in the sustainable development of a country and a nation. As the crystallization of the wisdom of the Chinese nation, the inheritance and innovation of the spiritual core of Chinese traditional festival culture is of great significance to enhance cultural self-confidence. This paper aims to explore how to effectively inherit and innovate the spiritual core of traditional Chinese festivals under the background of English culture, so as to show the unique charm of Chinese culture in global cultural exchanges and strengthen cultural self-confidence.

## 1. Introduction

Chinese traditional festival culture is an important part of the history and culture of the Chinese nation, which contains rich spiritual core, such as reunion, harmony, gratitude and so on. However, under the impact of globalization, Chinese traditional festival culture is facing the dual challenges of inheritance and innovation. How to effectively inherit and innovate the spiritual core of Chinese traditional festivals under the background of English culture has become an urgent problem to be solved. This article will explore the solution to this problem from the perspective of cultural self-confidence.

## 2. Cultural confidence and the basic connotation of the core of Chinese traditional festival spirit

Cultural confidence is the full affirmation and active practice of cultural values by a nation, a country and a political party, and the firm confidence in the vitality of its culture<sup>[1]</sup>. This includes recognition and respect for one's own cultural traditions, as well as optimism and belief in the prospects of cultural development. In the cause of socialism with Chinese characteristics, cultural confidence has become the "fourth confidence" after road confidence, theoretical confidence and institutional confidence, demonstrating the Chinese nation's deep feelings and firm belief in its own culture.

To maintain cultural confidence, we must first draw nutrients from the fine traditional Chinese culture and stimulate the Party and people's historical pride in this precious heritage. The fine

traditional Chinese culture is the spiritual lifeblood of the Chinese nation. It contains wisdom, emotion and spiritual pursuit passed down from generation to generation, and is the unique spiritual symbol of our nation. From the benevolence of Confucianism to the nature concept of Taoism to the rule of law spirit of legalists, the essence of these thoughts is not only the product of history, but also the guide of reality. When we deeply understand and identify with the essence of these cultures, our cultural confidence will be greatly enhanced. At the same time, maintaining cultural self-confidence also requires the formation of a general consensus and value recognition of the core socialist values in the whole society. The core socialist values are the concentrated embodiment of the contemporary Chinese spirit, which condenses the common value pursuit of all the people. Through education and guidance, public opinion, cultural edification and practice, we can internalize socialist core values into people's spiritual pursuit and externalize them into people's conscious actions. When more and more people can consciously practice these values, the moral trend and spiritual outlook of the society will be significantly improved, which is also a concrete demonstration of the power of cultural confidence.

Chinese traditional festivals are an important part of the long history and culture of the Chinese nation, with various forms and rich contents. These festivals not only clearly record the rich and colorful social life and cultural contents of the ancestors of the Chinese nation, but also accumulate extensive and profound historical and cultural connotations. The spiritual core of Chinese traditional festivals is mainly embodied in the aspects of reunion, blessing, peace, gratitude and longing. Take the Spring Festival as an example. As the traditional Chinese New Year, it carries profound cultural connotation and spiritual value. During the Spring Festival, people go home for a reunion, exchange feelings and celebrate the arrival of the New Year, which reflects the importance Chinese people attach to their families and their desire for reunion. At the same time, through customs such as New Year greetings, people express their blessings and care for each other, creating a warm and peaceful festival atmosphere. In addition, the Spring Festival also carries the spiritual connotation of gratitude and longing. At this special moment, people review the harvest and growth of the past year, appreciate the gift of God, the grace of parents and the blessing of social support and cooperation, and are full of new hopes and expectations for the future.

In general, cultural confidence and the core spirit of traditional Chinese festivals reflect the Chinese nation's recognition and respect for its own cultural traditions and values, as well as its yearning and pursuit of a better life.

### **3. The importance of Chinese traditional cultural festivals**

The importance of Chinese traditional cultural festivals is reflected in many aspects. These festivals not only carry rich historical and cultural connotations, but also play an irreplaceable role in modern society.

First of all, traditional Chinese cultural festivals are important carriers of the history and culture of the Chinese nation. These festivals have a long history, containing the beliefs, customs and values of the Chinese nation, and are an important way to inherit and promote Chinese culture. By celebrating traditional festivals, people can better understand and feel the unique charm and profound heritage of Chinese culture, thus enhancing the sense of identity and pride of national culture.

Secondly, Chinese traditional cultural festivals are an important link to promote family harmony and social harmony. Many traditional festivals, such as the Spring Festival and Mid-Autumn Festival, are occasions for families to get together and share happiness with each other. During these festivals, people will return to their hometowns and get together with their families to celebrate and share the happiness of the festival. This kind of reunion and sharing not only enhances the feelings among family members, but also promotes social harmony and stability.

Third, Chinese traditional cultural festivals are an important platform for carrying forward the national spirit and inheriting Chinese virtues. Many traditional festivals contain Chinese virtues such as patriotism, dedication, integrity and friendliness, which are the precious spiritual wealth of the Chinese nation. By celebrating traditional festivals, people can more deeply understand and inherit these virtues, so as to promote the national spirit and cultivate the new generation.

Fourth, Chinese traditional cultural festivals are an important driving force to promote economic development and cultural exchanges. With the development of economy and the progress of society, people pay more and more attention to the needs of spiritual culture. As important cultural resources and tourism resources, traditional festivals have injected new vitality into economic development. At the same time, by celebrating traditional festivals, people also promote the communication and integration between different cultures and promote the development of cultural diversity.

Finally, Chinese traditional cultural festivals are an important force for inheriting human civilization and promoting social progress. Traditional festivals are not only the cultural treasures of the Chinese nation, but also an important part of the world cultural heritage. By celebrating traditional festivals, people can pass on human civilization, promote social progress, and contribute Chinese wisdom and solutions to the building of a community with a shared future for mankind.

In a word, the importance of Chinese traditional cultural festivals cannot be ignored. They not only carry rich historical and cultural connotations, but also play an irreplaceable role in modern society. Therefore, we should cherish and inherit these traditional festivals, so that they can glow with new glory in the new era.

#### **4. The significance of inheritance and innovation of English culture and the core spirit of traditional Chinese festivals from the perspective of cultural confidence**

From the perspective of cultural confidence, it is of great significance to inherit and innovate the English culture and the spirit core of traditional Chinese festivals. This kind of inheritance and innovation not only helps to protect and promote the excellent traditional culture of the Chinese nation, but also helps to promote the exchange and integration between different cultures, so as to show the unique charm and times value of Chinese culture in the context of globalization<sup>[2]</sup>.

First of all, the inheritance and innovation of English culture and the core spirit of traditional Chinese festivals helps to enhance cultural self-confidence. Chinese traditional festivals are an important part of the history and culture of the Chinese nation, which contains rich spiritual core and cultural value. By inheriting and innovating the spiritual core of these festivals through the medium of English culture, more people can understand and identify with Chinese culture, thus enhancing their confidence and pride in Chinese culture. Such confidence and pride not only help to stimulate national cohesion and centripetal force, but also help to enhance the country's soft power and international influence.

Secondly, the inheritance and innovation of English culture and the spiritual core of traditional Chinese festivals can help promote cultural exchanges and integration. Under the background of globalization, the communication and integration between different cultures has become an inevitable trend. By inheriting and innovating the spiritual core of traditional Chinese festivals through the medium of English culture, language and cultural barriers can be broken and the communication and integration between different cultures can be promoted. Such exchanges and integration can not only enhance the understanding and friendship between different cultures, but also help promote the development of cultural diversity and cultural innovation<sup>[3]</sup>.

Finally, the inheritance and innovation of English culture and the core spirit of traditional Chinese festivals will help promote Chinese culture to the world. With the rapid development of China's economy and society, the influence of Chinese culture in the world is also increasing. By inheriting

and innovating the spiritual core of traditional Chinese festivals through the medium of English culture, more people can understand and appreciate Chinese culture, thus promoting Chinese culture to the world. This approach to the world will not only enhance the international status and influence of Chinese culture, but also contribute Chinese wisdom and Chinese solutions to the building of a community with a shared future for mankind.

## 5. The inheriting of Chinese traditional festival spirit under the background of English culture

### 5.1. Integrate English teaching materials into Chinese traditional festival culture

Adding content about Chinese traditional festivals to English textbooks is an innovative and effective teaching method. This method skillfully combines language learning with cultural education, enabling students to not only improve their language skills in the process of learning English, but also have an in-depth understanding of the historical origins, celebration methods and cultural connotations behind traditional Chinese festivals<sup>[4]</sup>.

Traditional Chinese festivals in English textbooks can expose students to rich historical knowledge and cultural stories. Each festival has its unique origin and development process, as well as related myths and legends, folk customs and so on. These contents can not only attract students' attention and stimulate their interest in learning English, but also help them better understand the profound heritage of Chinese culture<sup>[5]</sup>. By learning traditional Chinese festival celebrations in English textbooks, students can feel the charm of Chinese culture more directly. The reunion of the Spring Festival, the tomb sweeping Day, the Dragon boat race of the Dragon Boat Festival, and the moon viewing of the Mid-Autumn Festival are all indispensable elements of traditional Chinese festivals (see Table 1). While learning English, students can understand the ways of celebrating these festivals and feel the cultural atmosphere in them, so as to better understand and appreciate Chinese culture.

At the same time, this teaching method is also helpful to improve students' English level. In the process of learning Chinese traditional festival content, students will be exposed to a large number of English vocabulary, grammar and expressions. Through repeated practice and application, students' English level will be significantly improved<sup>[6]</sup>. At the same time, this teaching method can also cultivate students' cross-cultural communication ability, so that they will be more confident and calm in the future international exchanges.

Table 1: Chinese traditional festivals and classroom activities

Chinese traditional festival	Traditional food	Classroom activity
Spring Festival	Dumplings	1. Make a plan for the new semester 2. Watch the Spring Festival greetings
Lantern Festival	Glutinous Rice Ball for Lantern Festival	1. Solve English lantern riddles 2. Write an article about Lantern Festival
Dragon Boat Festival	Zongzi	1. Tells the legend of the Dragon Boat Festival 2. Make and eat zongzi 3. Watch dragon boat races
Mid-Autumn Festival	Mooncake	1. Make and eat mooncakes 2. Enjoy the full moon

## 5.2. Promote cross-cultural exchanges

Under the background of globalization, one of the strategies to promote the inheritance of the core spirit of traditional Chinese festivals is to strengthen cross-cultural communication.

Chinese traditional festivals have a long history and contain profound cultural heritage and national spirit. During the festival, people will hold a variety of celebrations, these activities are not only colorful, but also rich in cultural flavor. It can be done by organizing various forms of activities, such as international cultural exchange festivals. In these activities, through the use of English to communicate with international friends from different cultural backgrounds, tell the origin of these festivals, customs and stories behind the story, share the profound Chinese culture and jointly plan and hold celebrations. This kind of experience can not only practice English expression ability, but also cultivate cross-cultural communication ability.

At the same time, in the process of communication, the similarities and differences between Chinese and Western festival culture are compared. For example, the Spring Festival and Christmas, Mid-Autumn Festival and Thanksgiving, although they are different in the way of celebration, time and other aspects, but also carry people's wish for a better life and cherish the family reunion. Through comparison, we can not only have a deeper understanding of the spiritual core of traditional Chinese festivals, such as reunion, harmony, filial piety, etc., but also view Western festival culture more objectively, so as to cultivate cross-cultural communication skills<sup>[7]</sup>.

## 6. The innovative development of the core of Chinese traditional festival spirit

### 6.1. Combining modern scientific and technological means

In today's digital age, it has become a trend to use modern technology to innovate the way of celebrating traditional Chinese festivals. These technical means not only provide us with a more colorful experience, but also broaden the communication channels of festival culture, so that more people can deeply understand and feel the charm of traditional Chinese festivals<sup>[8]</sup>.

Virtual reality (VR) technology brings us an immersive festival experience. Through VR technology, we can travel through time and space, return to ancient times, and personally feel the festival atmosphere of that era. For example, during the Spring Festival, we can wear VR glasses, be in the bustling ancient market, enjoy the dragon and lion dance performances, taste various traditional foods, and feel the thick flavor of the New Year. This immersive experience not only gives people a deeper understanding of the history and culture of the traditional festival, but also brings people unprecedented fun and surprises.

Secondly, the Internet and social media provide a new platform for the celebration of traditional festivals. Through the online platform, we can easily organize various celebrations, such as online dragon boat racing, VR dragon boat experience, etc. These activities not only break geographical restrictions and allow more people to participate in them, but also enhance the social and communication of the festival through interaction and sharing. People can share their holiday photos, videos and feelings on social media to celebrate this special occasion with friends and family. This way of online celebration is not only convenient and fast, but also increases the fun and interactive nature of the festival.

In addition, the Internet platform also provides us with rich festival cultural content. Through channels such as online learning platforms, cultural websites and social media, we can easily access knowledge and information about traditional festivals. These contents include the origin, history, customs and cultural connotation of festivals, which help us to have a deeper understanding of the essence and charm of traditional festivals. At the same time, the Internet platform also provides us with various activities and resources related to the festival, such as online lectures, cultural exhibitions,

online performances, etc., so that we can enjoy the festival atmosphere at the same time, but also can learn more knowledge and culture.

## 6.2. Integrate elements of The Times

On the basis of inheriting the core spirit of traditional Chinese festivals, it is not only necessary to respect and maintain those long-established cultural traditions, but also to have the courage to explore and innovate, and cleverly integrate the elements of The Times into them<sup>[9]</sup>. Such an approach can not only make the traditional festival culture radiate new vitality, but also make it closer to modern life, more modern and attractive.

One effective way is to combine modern art forms with traditional festivals. In modern society, music, dance, drama and other art forms have developed to a new height, they have a unique charm and appeal. Incorporating these modern art forms into the celebration of traditional festivals can not only add new colors to the festival, but also allow people to appreciate the art while having a deeper understanding of the cultural connotation of traditional festivals. For example, in the celebration of the Spring Festival, we can invite modern musicians to create music with the Spring Festival atmosphere and play it with modern instruments, so that people can feel the festival in the cheerful melody. At the same time, modern dance teams can also be invited to choreograph dances related to the Spring Festival, and show the joy and reunion of the Spring Festival with modern dance language. Henan Satellite TV uses modern technology and style to hold various traditional festival parties, which have won widespread praise (see Figure 1). Such a form not only allows the audience to appreciate the art at the same time, feel the unique charm of traditional festivals, but also allows the traditional festival culture and modern art forms to merge with each other, producing a new chemical reaction.



Figure 1: Henan TV Lantern Festival wonderful tour

In addition, we can also combine contemporary social issues to give traditional festivals a new era of significance. Traditional festivals are not only the inheritance of culture, but also the transmission of social values<sup>[10]</sup>. In today's society, we are faced with many new challenges and problems, such as environmental protection, cultural inheritance, social harmony and so on. We can pass on these values in various ways in the celebration of traditional festivals, so that people can think about how to contribute to the progress and development of society while celebrating the festival. For example, in the celebration of the Mid-Autumn Festival, we can hold a party with the theme of "full moon reunion, harmonious development together". The party can not only have traditional activities such as watching the moon and eating moon cakes, but also can join the discussion and speech on environmental protection, cultural inheritance and other issues. Through such activities, we can allow

people to appreciate traditional culture while also thinking about how to inherit and promote these values in modern society.

## 7. Conclusion

In the context of globalization, cultural self-confidence is of great significance to the sustainable development of a country and a nation. As the crystallization of the wisdom of the Chinese nation, the inheritance and innovation of the spiritual core of Chinese traditional festival culture plays a key role in enhancing cultural self-confidence. By integrating Chinese traditional festival culture into English teaching materials, encouraging cross-cultural communication, and combining modern scientific and technological means and elements of The Times for innovation and development, we can effectively inherit and innovate the spiritual core of Chinese traditional festivals, show the unique charm of Chinese culture in global cultural exchanges, and strengthen cultural self-confidence. This will help promote Chinese culture to the world stage and contribute to the realization of the Chinese dream of great national rejuvenation.

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