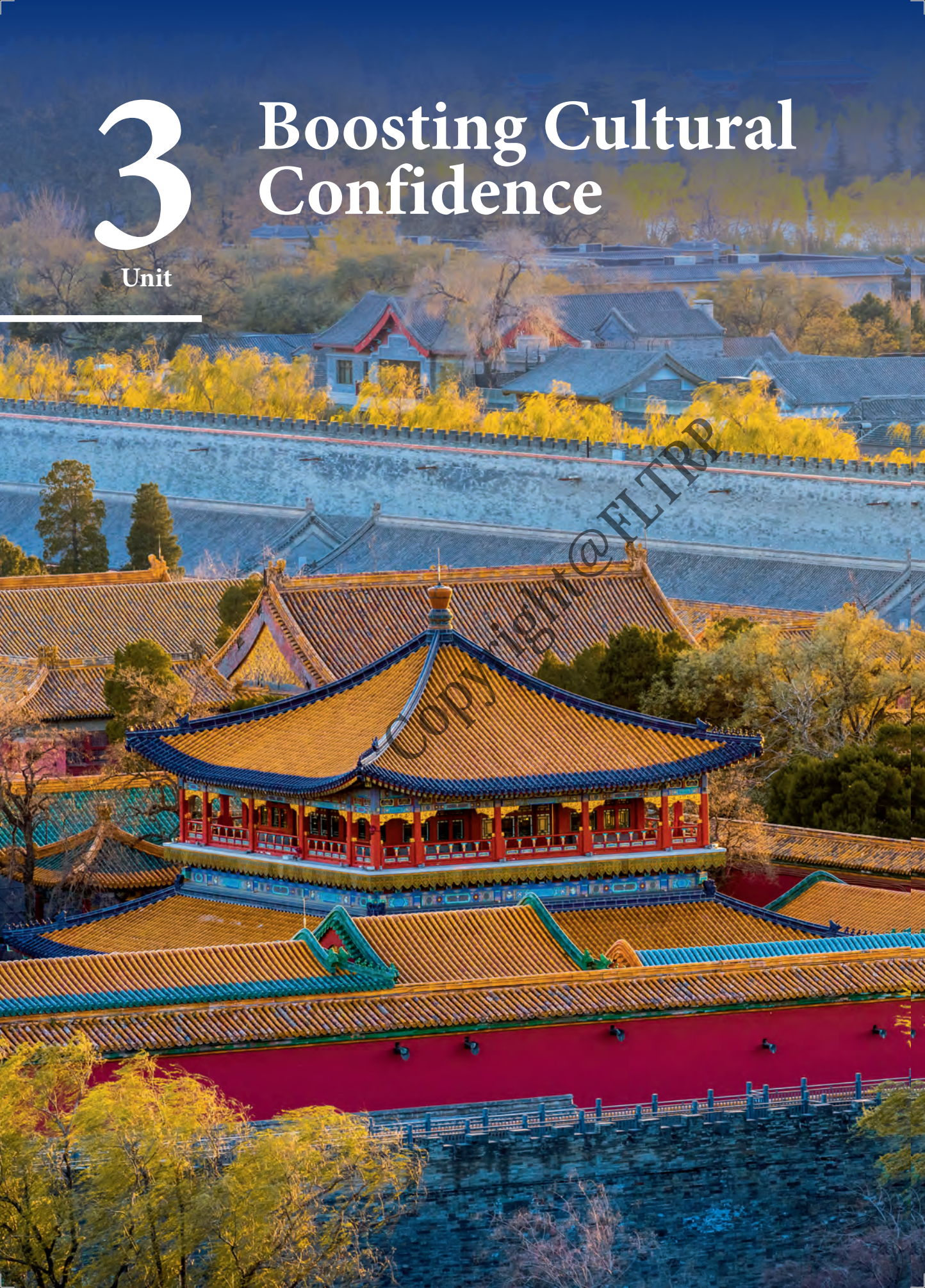


3

Unit

Boosting Cultural Confidence



Lead-in

According to President Xi Jinping, among the Four-Sphere Confidence, cultural confidence is a more essential, broader, and deeper confidence. The confidence stems from our land, our history, our endeavors, and our people. The continuation and innovative development of fine traditional Chinese culture enriched with revolutionary and advanced socialist culture with creativity should and will benefit the Chinese people and enhance our quality of life. In this unit, you will learn why and how we will achieve these goals.

Objectives

At the end of this unit, you should be able to

- discuss why we should have cultural confidence and what measures have been taken to boost it;
- identify the intended audience of a speech and justify your answer;
- make a speech according to your audience's characteristics and their need for information.

Task for the unit

You are to give a 5-minute speech at the International Public Speaking Competition. The theme of the contest is “What’s new about your culture?” You need to give a speech on the transformation and innovation of Chinese culture and explain its charm.


Pre-Class Work



- 01 Recall your visit to a museum or visit a digital museum now. Which exhibit appeals to you most and why? Is it a painting such as *Along the River During the Qingming Festival* (《清明上河图》), a relic unearthed from Sanxingdui Ruins, or traditional Chinese clothing? Besides Chinese traditions, do revolutionary culture and advanced socialist culture, such as the spirit of the Long March and the core socialist values, also give you a sense of pride? Be prepared to share your thoughts in class activities.
- 02 Read the speech in Activity 2. Do research on successful cases of innovative work in presenting and promoting profound Chinese traditional and modern culture, such as CCTV's cultural quiz show *Chinese Poetry Conference* (《中国诗词大会》), the documentary *Military Memories* (《军工记忆》), the dance show *Night Banquet in Tang Dynasty Palace* (《唐宫夜宴》), and Bing Dwen Dwen, the official mascot of the Beijing 2022 Olympic Winter Games. Collect information and get ready to use the cases in class discussions.

Warming-up

- 1 **Heroes always embody the values that a culture intends to uphold and set examples for the people. Serving as a source of pride and esteem, they are of great importance in boosting cultural confidence. Work in groups of three or four and discuss the following questions.**
 1. Singing the praises of the motherland and heroes is an eternal theme of literary and artistic creations. Is it the same in different cultures? Give examples.
 2. What stories of Chinese heroes, ancient or contemporary, have inspired you and helped you develop positive viewpoints on our history, nation, state, and culture?
 3. How should literary and artistic portrayal of heroes be evaluated?
- 2 **Listen to the recording. Work in pairs and read the following paragraph to your partner. First read slowly, then go faster and faster, and finally slow down.**

Since our motherland gives us the strongest support while our heroes best represent our nation, singing the praises of our motherland and our heroes is the eternal theme and the most touching chapter of our literary and artistic creations. To ignite the sense of national pride and honor of all Chinese people, we should follow this patriotic theme, describe a beautiful China, and tell the best stories of our nation through striking language and vivid images. We must hold our heroes in great respect, present them and their stories in a respectful way, promote them in our art and literature, and help our people develop positive viewpoints on history, nation, state, and culture. Our art and literature should exhibit energetic efforts on behalf of reform and opening up, socialist modernization, and a fruitful, progressive and united China, to encourage all our people to march towards a promising future.  Audio-02

The rate of speech

The rate of speech signifies the average number of words you say per minute (wpm). The pace at which you speak has quite an impact on your audience. You might lose your listeners if they can't keep up with you. Analyze the content of your message to determine the rate of speech and adjust your pace. Give slight pauses throughout your speech to let the listeners absorb what you want to get through to them. Below are some suggestions:

- Listen to famous speeches and learn the various rates of speech;
- Record your own speech and be aware of the pace by calculating the wpm;
- Generally speaking, the ideal rate of speech is around 140-160 wpm. A speech could fall to 110 wpm if it is a highly formal one, or rise to 180 wpm when humor and light and familiar messages are delivered.

Compare the different rates of your reading and discuss with your partner which rate is more suitable. Explain the principles of varying the rate of speech.

Understanding Contemporary China

Activity 1 Understanding reasons for cultural confidence

1 Based on your pre-class research, find out China’s achievements in the three aspects of its culture. Discuss with your partner the specific reasons why we should have cultural confidence.

Chinese culture	Achievements
Fine traditional Chinese culture	
Revolutionary culture	
Advanced socialist culture	

2 Give a 2-minute impromptu speech on the reasons for having cultural confidence by using one of the achievements you discussed with your partner.

Activity 2 Understanding ways to promote Chinese culture

- 1 Read the speech and discuss with your partner what cultural soft power is and what you can do as an individual to strengthen China's cultural soft power.



- 1 **T**he strengthening of our cultural soft power is decisive for China to reach the Two Centenary Goals and realize the Chinese Dream of rejuvenation of the Chinese nation.
- 2 We should carry forward advanced socialist culture, further the reform of the cultural system, develop and enrich socialist culture, inspire the whole nation to engage in cultural creation, beef up the growth of cultural enterprises, enrich the people's cultural life, ignite their inspiration, strengthen our cultural power and competitiveness, and reach the goal of building China into a socialist cultural power.

* Main points of the speech at the 12th group study session of the Political Bureau of the 18th CPC Central Committee which President Xi Jinping presided over on December 30, 2013.

- 3 To strengthen our cultural soft power, we should reinforce the cornerstone of our national cultural soft power. We should adhere to a development path of socialist culture featuring Chinese characteristics, intensify the study of and education in the core socialist value system, carry forward the national spirit and the spirit of the times, encourage people to have their ideals and beliefs, establish prosperous cultural undertakings, and speed up the growth of cultural enterprises.
- 4 To reinforce the foundation for domestic cultural progress, one of the major tasks is to enhance ideological and moral education, and build up social morality by starting with every individual. We should carry forward and foster the traditional morality long cultivated and developed by our ancestors.
- 5 Under the guidance of Marxist and socialist ethics, we should make the past serve the present and put forth new ideas on the basis of eliminating the false and retaining the true for the creative transformation and progress of traditional Chinese ethics, so as to lead the people on the way to yearning for and aspiring to life-long learning, respecting and obeying moral standards, so that every one of the 1.3 billion Chinese citizens can be part of a team to disseminate Chinese morality and culture.
- 6 To strengthen our cultural soft power, we should disseminate the values of modern China. Modern Chinese values are also those of socialism with Chinese characteristics, representing advanced Chinese culture. China has blazed a successful socialist path featuring Chinese characteristics. Facts prove that our path and system, theoretical and social, are successful. More work should be done to refine and explain our ideas, and extend the platform for overseas publicity, so as to make our culture known through international communication and dissemination.
- 7 We should relate the Chinese Dream to modern Chinese values during our dissemination and explanation. The Chinese Dream is a dream cherished and aspired to by the Chinese people and nation, a dream of building China into a well-off society in an all-round way and rejuvenating the Chinese nation, a dream for everyone to make his own dream come true, a dream that the whole nation strives for, and a dream to show the world China's commitment to making a greater contribution to the peace and development of mankind.

- ⁸ To strengthen our cultural soft power, we should showcase the unique charm of Chinese culture.
- ⁹ During its 5,000-year history, the Chinese nation has created a brilliant and profound culture. We should disseminate the most fundamental Chinese culture in a popular way to attract more people to participate in it, matching modern culture and society. We should popularize our cultural spirit across countries as well as across time and space, with contemporary values and the eternal charm of Chinese culture. We should tell the rest of the world about the new achievements of modern Chinese culture, which feature both excellent tradition and modern spirit, both national and international.
- ¹⁰ To this end, efforts should be made to sort out traditional cultural resources and bring back to life relics sleeping in closed palaces, legacies of the vast land of China and records in ancient books. We should convince the people with reason and morality, improve cultural communication with other countries and intensify our system of cultural and educational exchanges, blaze new trails, and use various means, such as mass media, group dissemination and interpersonal communication.
- ¹¹ To build a beautiful image of our country, we should display the Chinese civilization of a long history and unity of diverse ethnic groups with varying cultures; an Oriental power with honest and capable political administrations, developed economy, thriving culture, stable society, unified people and splendid landscapes; a responsible great power that is committed to peaceful development, common growth, international fairness and justice, and contributions to mankind; and a socialist power opening its door wider to the outside world, full of hope, vigor and vitality.
- ¹² To strengthen our cultural soft power, we should intensify our international right to a voice, enhance our capability of international communication and spare no efforts in establishing a system for international discourse to tell, in the right way, the true story of our country and make our voices heard through giving full play to the emerging media and enhancing our creativity, influence and public trust.

13 We should disseminate the glorious history and excellent culture of the Chinese nation and people. We should also enhance education in patriotism, collectivism and socialism with the help of all possible means, such as classroom teaching, theoretical research, historical study, films and television programs, and literary works, and help our people build up and persist in a correct concept of history, national viewpoint, state outlook and cultural perspective, so as to fortify the will of the Chinese people, who should be prouder of being Chinese.

2 The speech covers the content, means, and purposes of enhancing China's cultural soft power. Work in pairs and fill in the blanks with your own examples and elaborate on them.

Content	Means	Purposes
Traditional Chinese ethics _____ _____ _____	Internal education _____ _____ _____	To build a national image _____ _____ _____
Modern Chinese values _____ _____ _____	International communication _____ _____ _____	To realize the Chinese Dream _____ _____ _____

- 3** President Xi mentions in his speech that “efforts should be made to sort out traditional cultural resources and bring back to life relics sleeping in closed palaces, legacies of the vast land of China and records in ancient books.” Work in pairs and discuss the innovative measures taken to enhance cultural confidence. You can support your ideas with specific examples from your pre-class research.

An example

Chinese Poetry Conference

The combination of ancient Chinese poetry and modern TV game show, the participation of ordinary people from all walks of life and celebrity scholars with their inspiring comment and elaboration, and the collision between classic poetic aesthetics and contemporary entertainment industry...

Military Memories

Night Banquet in Tang Dynasty Palace

Bing Dwen Dwen

- 4** Confidence in our own culture involves not only traditional culture, but also revolutionary culture and advanced socialist culture. Work in groups of three or four and discuss the various manifestations of revolutionary culture and advanced socialist culture, their relationship to one another and to traditional culture, and the measures to promote each of them respectively.

Understanding Public Speaking

Analyzing your audience

Audience analysis is the process of understanding who your audience will be, what their views may be, and how you can best reach them.

Thoughtful audience analysis is one of the best habits you need to develop as a public speaker. It will help you discern your audience's perspective and so help you provide maximum value for them. If done well, your audience analysis will provide insights that will help you focus your message, select the most effective content and visuals, and tailor your delivery to suit this particular target audience.

- **Study your audience in three primary dimensions**
 - a. **Demographic analysis** involves age, gender, culture, ethnicity, race, religion, and educational level;
 - b. **Attitudinal analysis** addresses the audience's attitudes, beliefs, and values;
 - c. **Environmental analysis** aims to find out things like the seating arrangement, the number of people likely to attend, the room lighting, and the acoustics.
- **Answer five questions about your audience**
 - a. What do you and your audience have in common and how are you different?
 - b. What is your audience's interest in and attitude towards your topic?
 - c. What might they want to know or need to know about your topic?
 - d. What ideas or examples in your speech might your audience identify with?
 - e. How can your topic or the information contained in your speech benefit your audience?



Activity 3 Illustrating with examples

- 1** Form five groups. Each group chooses one of the five paragraphs and discusses how the paragraph is developed according to the five questions to be considered on Page 48.

01

The Chinese people are fond of tea and the Belgians love beer. To me, the moderate tea drinker and the passionate beer lover represent two ways of understanding life and knowing the world, and I find them equally rewarding. When good friends get together, they may want to drink to their heart's content to show their friendship. They may also choose to sit down quietly and drink tea while chatting about their life.

—President Xi Jinping's speech at the College of Europe in Bruges, Belgium

02

Sport is an important indicator of social development and human progress, and an important manifestation of overall national strength and social civility. It plays an irreplaceable role in improving people's fitness and health, facilitating well-rounded human development, enriching people's intellectual and cultural life, promoting economic and social development, and galvanizing the Chinese people of all ethnic groups to promote the spirit of striving for excellence and outperforming themselves.

—President Xi Jinping's remarks in meeting with the representatives of advanced sports units and advanced individuals throughout the country

03

An ancient Chinese saying goes, "A long journey can be covered only by taking one step at a time." Similarly, there is an Arab proverb which says that the Pyramid was built by piling one stone on another. In Europe, there is also the saying that "Rome wasn't built in a day." The Belt and Road Initiative is a great undertaking which requires dedicated efforts. Let us pursue this initiative step by step and deliver outcomes one by one. By doing so, we will bring true benefit to both the world and all our peoples.

—President Xi Jinping's keynote speech at the opening ceremony of the Belt and Road Forum for International Cooperation in Beijing

04

This year has also recorded many memorable Chinese voices, Chinese moments and Chinese stories: youthful vows of “pledging to the Party to make my country strong”; affectionate expression of “pure, true love saved for the motherland”; the Zhurong rover probing Mars, the Xihe satellite chasing the sun, and the Tianhe space station core module traveling among the stars; athletes outdoing themselves to excel on the sports field; the whole nation staying united in solid COVID-19 response; people in disaster-stricken areas standing together to rebuild their homes; members of the People’s Liberation Army and Armed Police devoted to building a strong military and protecting our country. The hard work and dedication of countless unsung heroes have all added to the great momentum of China’s march forward in the new era.

—President Xi Jinping’s 2022 New Year address

05

Another source of confidence comes from overcoming the enormous challenges of the Chinese revolution. Hardships make us stronger and more determined. We draw our strength from the countless revolutionary martyrs who laid down their lives. During the 28 years of revolutionary struggle from 1921 to 1949, the CPC led the people to overcome tremendous difficulties by staying true to its vision, standing by its convictions and fighting to the end. This process has inspired a revolutionary culture characterized by values and beliefs that sustained us over the years, from the CPC’s founding on a boat in Jiaxing, Zhejiang Province, the difficult days of rural mobilization at Jinggangshan, Jiangxi Province in the late 1920s, the efforts of the Long March in the 1930s, the severe material shortages in Yan’an in the 1940s, to the final decision in Xibaipo to liberate the entire country. This is a spirit honed through countless struggles, victories and defeats that have bequeathed to us a resilient spiritual core.

—Excerpt from the book *Understanding China: 70 Years of Progress and Development*

- 2** Form new groups with a member from each of the five groups. Share your previous discussion on the audience analysis that each paragraph reflects.
- 3** Group representatives present their analyses to the class.

Activity 4 Learning from an example

- 1 Read the speech on Pages 52-53 and discuss in groups of three or four how the speaker possibly prepared the speech based on her audience analysis. The following may serve as guidelines.

01

The majority of the audience are Chinese; they understand and agree on the basic function of a round table.

02

The audience need to know about the symbolic meaning of the round shape in Chinese culture, that is, _____.

03

The audience are familiar with _____; they would be interested in _____.

04

The audience may have different views on _____.

05

The audience would find out the power that drives them to reunite with their families in _____.

Round Table: A Symbol of China*



¹ The most affectionate memory of my childhood is of a round table.

² When I was still little, my entire family would reunite on almost every traditional festival to have dinner. While the grown-ups were discussing things beyond our comprehension, we kids would be scuttling around or even crouching under the table to play hide-and-seek.

³ When I got a bit older, my aunt brought back her boyfriend—a tall and shy man—and my grandma joyfully added another seat to the round table. It seemed a little bit more crowded, but we all felt closer to this new family member.

⁴ When I was 12, my grandpa passed away because of cancer. But when the entire family reunited once again, his chair, his bowl, and his chopsticks remained the same. Even though his seat was empty, it felt like he had never left us.

⁵ We all have a table like this in our homes. It is a symbol of the reunions of our families, representing our sentiment and attachment to

* Speech made by Wang Yan, champion of the 2019 “FLTRP · ETIC Cup” English Public Speaking Contest.

our families. But as a matter of fact, in China almost everything can be solved over a round table. The marriage vows between a loving couple, the mourning for the deceased, the negotiations between business partners, a state banquet with a president from another country—all can happen at a round table.

- ⁶ So I began to wonder, what is this round table to us? What has it been doing to us? And its true significance started to unfold in front of me.
- ⁷ The food on the table may change with time. The people sitting beside it may come and go. The reasons why we come together may be various. But the spirit behind it remains the same, year after year—and that is our tolerance of different people, our willingness to embrace different cultures and artistic forms, our care and love and respect for not only our family but also our community, our nation and even the whole world.
- ⁸ In less than two months, an annual epic migration will take place in China. Millions of people—men and women, young and old, the rich and the poor, the dead like my grandpa and the living—will find a way to go back home and go to the round table to reunite with their families.
- ⁹ The power that drives them to do so has been the power that has been sustaining Chinese civilization for thousands of years. And the lives of us, or even the history of our nation, have been the stories of looking for and going to the round table to which we belong. The round table is the symbol of the Chinese spirit. It was, it is and will always be.
- ¹⁰ Thank you.

-
- 2** Suppose that you will make a speech on the topic “The Symbols of China” to different audiences, such as a group of cadets, young entrepreneurs, medical students, or young diplomats. Discuss how you will adapt the speech to these various audiences according to your audience analysis.

Making Your Voice Heard

- 1 Prepare a 5-minute speech on the transformation and innovation of Chinese culture at the **International Public Speaking Competition*** (see Task for the unit). Here are some suggestions to help you prepare for it.

Step 1

Analyze your audience by using the tips on Page 48 to decide the topic and content of your speech. You need to make your speech appealing to your audience according to your audience's characteristics, their impressions and understandings of Chinese culture.

Step 2

Use examples to attract your audience and help them appreciate Chinese culture through an intercultural perspective (e.g. traditional Chinese medicine's joint efforts to fight against the COVID-19 pandemic with Western medicine, the elements of Chinese folk dances in street dance, the high box office takings of Chinese animations adapted from traditional works in the international market).

Step 3

Make an outline of the content (e.g. designing an effective introduction and conclusion, specifying the topic sentence of each point, and using transitions and signposts to connect each part).

* **International Public Speaking Competition** is at the heart of the English-Speaking Union's mission, bringing together oracy, cultural exchange and a hefty dose of friendly rivalry. The competition brings the best young speakers from all over the world to London for a week of cultural exchange and public speaking contests.

Step
4

Use the information you have found in your pre-class research and in the speeches in Activity 2 and Activity 4 to illustrate your points.

Step
5

Use visual aids wherever necessary.

Step
6

Do a timed rehearsal to adjust the rate of your speech in order to maximize its effectiveness.

Language Bank

- Four-Sphere Confidence—confidence in the path, theory, system and culture of socialism with Chinese characteristics
“四个自信”——中国特色社会主义道路自信、理论自信、制度自信、文化自信
- to carry forward advanced socialist culture
弘扬社会主义先进文化
- to further the reform of the cultural system
深化文化体制改革
- to inspire the whole nation to engage in cultural creation
增强全民族文化创造活力
- to speed up the growth of cultural enterprises
推动文化产业快速发展
- to reinforce the cornerstone of our national cultural soft power
夯实国家文化软实力的根基
- traditional morality long cultivated and developed by our ancestors
我国人民在长期实践中培育和形成的传统美德
- to make the past serve the present and put forth new ideas
古为今用，推陈出新
- to intensify our international right to a voice
提高国际话语权
- For a tree to grow tall, a strong and solid root is essential; for a river to reach far, an unimpeded source is necessary.
求木之长者，必固其根本；欲流之远者，必浚其泉源。
- The highest attainment is to exemplify virtue; the second highest is to perform great deeds; the third highest is to put forth noble ideas.
太上有立德，其次有立功，其次有立言。
- Prose and poetry are composed to reflect the times and reality.
文章合为时而著，歌诗合为事而作。