

CONTEMPORARY
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CONTEMPORARY CHINA'S CULTURE

By Ouyang Xuemei



China Intercontinental Press

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Preface

Culture is a structural concept equivalent to economics, politics and society referring to ideology, morality, literature and arts, cultural undertakings and industries, education, science and technology and religion that directly meet people's spiritual requirements. This book mainly introduces China's efforts in ideological and cultural construction, protection of people's cultural rights, forging a new morality and new social tendencies, development of literature and arts, progress in education, science and technology, philosophy and social sciences, protection of cultural heritage, the current religious situation, the structure of the cultural industry and the status of foreign cultural exchanges, and so on in the new century.

Rooted in the fertile soil of the traditional Chinese culture, contemporary Chinese culture is built on modern society. The profound 5000-year foundation of Chinese culture and the prosperity of world culture offer rich historical and cultural resources for modern cultural development. Chinese Marxism, especially the rich achievements of the socialist system with Chinese characteristics, offers valuable ideological sources for cultural construction. Since the founding of New China, especially since the reform and Opening-

up, China has promoted production, spread and consumption of culture and enhanced cultural strengths relying on sustained development of economic strength, scientific and technological competitiveness and international cultural exchanges. Society has paid growing attention and show enthusiasm in participating in cultural construction, creating a favorable social atmosphere for cultural construction. The rapid growth of spiritual and cultural needs of people has carved out a large space for cultural development. China's international position and influence has improved significantly. The diversity of world culture has attracted more attention since the late 20th Century, especially in the 21st Century.

All of these facts offer an important opportunity for Chinese culture to go global. China is facing a hard-won historical opportunity in cultural development. China has included cultural construction into the general structure of socialist undertakings with Chinese characteristics, and deployed and implemented cultural construction with economic development, political development, social development and ecological civilization development, significantly improving the status of the culture. The Chinese government has put the development of national culture in a modern view to promote the modernization of Chinese culture, develop a core value system of socialism and pool struggling forces. China has made great efforts in developing a national, scientific and popular contemporary Chinese culture towards modernization, the world and the future. The interpretation of the cultural industry enriches the content of cultural products and meets needs of the people in social cultural life. The concept of allowing all flowers to bloom together is to develop literature and arts while the concept of rejuvenating the country through science and technology is to promote the development of science and technology. Efforts have been made to protect the national cultural heritage and pass on Chinese civilization.



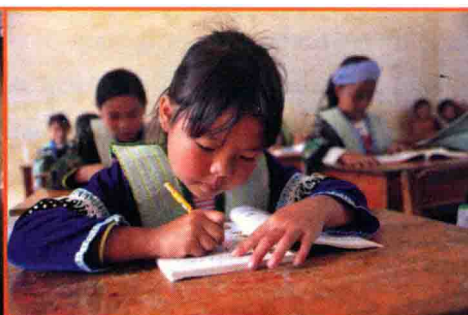
The development of contemporary Chinese culture is an important symbol of the progress of Chinese civilization. China's achievements in contemporary Chinese culture are witnessed by the world. Efforts in promoting cultural sharing have facilitated the valuing and execution of citizens' rights in culture and education. On the basis of cultural reform, China has built the world's largest public cultural service system and the world's largest radio, TV and internet system, extending the cultural antennae to the most natural villages and the most remote bordering villages across its 9.60 million square kilometers of territory. This largest developing country with 80% illiteracy has realized popularization of higher education. China is the world's largest producer of newspapers and magazines and television plays and the third largest movie producer, with the main cultural products and cultural service size ranking among the top in the world to meet the needs of 1.3 billion people, or one fifth of the total population of the world while making contributions to people across the world.

Culture has been integrated into national economic and social development and the cultural industry has become a new growth point of the national economy and increased the brand value and material products, added value and cultural content of the modern service industry. In 1999, the term "cultural industry" entered the view of Chinese people. In 2013, legal entities in the cultural industries realized RMB2.1 trillion of added value, or 3.77% of GDP, contributing 5.5% to the economic aggregate that year.

China's cultural reform and development significantly improved the ideological and moral qualities, scientific and technological qualities of the nation, enhanced comprehensive development of people, the soft strengths of culture of China and played an irreplaceable role in the economic and social development of China. It has gradually geared into the international innovation network, and is acquiring, creating and sharing knowledge at the forefront of science and technology. In terms of the outer space exploration, China is

willing to share the opportunities of carrying out scientific experiments in space and technological experiments in a future space station stage with other countries and regions.

All of the facts mentioned above show that China has become a genuine cultural power.



Contemporary Chinese Culture Development and Reform

After the founding of New China, the Chinese people have been seeking comprehensive progress in the material economy and spiritual culture. In September 1949, Mao Zedong, the newly elected chairman of the People's Republic of China, pointed out at the first plenary session of the Chinese People's Political Consultative Conference (CPPCC): "With the coming of the economic development boom, it is inevitable to see an upsurge of cultural development. The times that the Chinese people were regarded as uncivilized have gone and we will stage the world as a nation with a high degree of culture."

Zhou Enlai, premier of the State Council, made a vivid metaphor: "Economic development and cultural development are two wheels of a cart and supplement each other."