

A Study on Establishment of We Chat Cultural Platform: a Brand-new Medium to Transmit Chinese Traditional Cultures In the Modern Age

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Abstract: The Chinese culture not only influenced the Chinese development, but also contributed greatly to the human advancement in civilization. With the popularity and recognition of Chinese initiative of One Belt and One Road, the Chinese cultures and Chinese values are emphasized and studied by more and more foreigners. As the Chinese youth, they have great responsibilities and missions to carry on and promote the cultural essence and civilization fruits. The Youth Cultural Refueling Station, as a wide-range cultural WeChat platform, realizes the cultural nurturing education regularly and informally through occasional Tweets to the college students and readers catering for Chinese culture and western civilization. There are a variety of columns covering Cultural Ramblings, Tribute to Classic, Mutual Learning among Civilizations, Youth Wishes, Good Lessons Learnt from Other Cultures, Youth Literature Garden, Rhythm Youth, Policeman's Style, and Almar Mater's Honor, etc.

Keywords: The Chinese Confucianism, WeChat cultural platform, Youth Cultural Refueling Station

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I. INTRODUCTION

President Xi Jinping said that Confucian doctrines established by Confucius and the later Confucianism developed from the doctrines had profound influences on Chinese civilization in the international symposium to commemorate the 2565th anniversary of Confucius' birth in 2014, which has been regarded the indispensable component of Chinese traditional cultures. Confucianism and other thoughts produced in the process of Chinese nations' formation and development recorded Chinese nations' spiritual activities, rational thinking, and cultural fruits in the struggle to build our homeland, reflecting our spiritual pursuit. It is the vital nourishment to promote the Chinese nations to grow stronger and stronger. The Chinese culture not only influenced the Chinese development, but also contributed greatly to the human advancement in civilization. [1] We need to get a clear understanding of western and eastern cultural peculiarities, and hence recognize the current values of the Chinese culture, establishing the vital position of Chinese traditional cultures in the new era and regarding them as our spiritual home.

At present, WeChat has been the most important communicative APP for the vast majority of the people to be acquainted with the latest news and other wide range of knowledge. Almost all the young people take WeChat as their first APP to communicate with their friends, enriching their extracurricular activities. As a result, it's of necessity for us college educators to apply this tool into our cultural education and nurturing. The establishment of WeChat Interaction Platform based on Chinese traditional culture and interactive appreciation between eastern and western cultures is bound to accomplish this meaningful task.

II. ANALYSIS OF THE CORE CONCEPT OF CHINESE CONFUCIANISM AND THE CURRENT VALUES TO INHERENT THE CHINESE CULTURAL ESSENCE

2.1 The core concept of Chinese Confucianism

The idea of unity between human and nature is one of the important philosophy concepts in Chinese traditional culture, represented by Confucianism. It can be traced back to divination in Shang Dynasty. People in Shang dynasty held respect for the Lord, and hence they served the Lord. The ancient people regard the God as the powerful god, the dominating power of all creatures in the world. As a result, people in Shang dynasty must adopt divination before the war, hunting, epidemic diseases, etc. in order to predict the fortunes or misfortunes. This activity revealed the relationship between the nature and the man is, in fact, the relationship of God and man. Li Zehou put forward: Heaven or God tend to relate with the people's affairs, rather than the independent dominators surpassing experiences. This concept derived from witchcraft activities laid the foundation for the concept: The people's law is the natural law, and the natural law is also the people's law, in the subsequent

several thousands of years. This concept formed the fundamental frame of Chinese religious philosophy based on the interactive restriction and harmonious co-existence among God, ghost, nature and man, which is also the genuine source of the unity between human and nature. [2] Confucianism and Taoism inserted the primitive notion of unity between human and nature in witchcraft etiquette into the results of culture and rationalization.

Confucius, as the founder of Confucianism, bore deep respect for the heaven from the very beginning. He once told his disciples that when the four seasons took turns and all things grew naturally, the heaven (or the nature) said nothing. In the eyes of Confucius, the heaven (or the nature) possessed double functions; for one thing, it was regarded as the heaven with natural life closely connected with the human, for another, it still remained its authority and mystery. The heaven was empowered with transcendence. Many Chinese philosophers, such as Feng Youlan, Jin Yuelin, believed that Confucius' heaven was not only the natural heaven, but also the mysterious heaven. Dong Zhongshu held that the heaven had the will with the attribute of dominating the reward and punishment in the world, promoting the Confucian's philosophical connotations to the religious theology. All of the human being's words and deeds should obey the will of heaven. By means of his illustration of unity between human and nature, Dong actually found an ultimate underpinning for Confucius culture and the rulers of Han Empire. [3]

The Chinese thinking is characteristic of understanding man and nature from the perspective of unity between human and nature. As a result, human and nature cannot be separated from the outset; it should begin from illustrating the nature if to illustrate the human's issue, which is the Confucius' idea of unity between human and nature. The westerners' idea of human and nature is quite different from the Confucius's idea, which refers to the relationship between human and nature, the subjective and objective relationship. The Confucianism had profound meaning recognizing that the natural world had life significance with its internal values, that is to say, the natural world is not only the source of human lives and all the creatures, but also the source of the human's values. In the Chinese historical river, the relationship between human and nature has always been the radical issue discussed and developed continuously. The heaven as the part of the natural world is a kind of life philosophy, and its fundamental meaning is "to live". This internal connection between human and nature is the basic starting point of Confucius' idea of unity. Obviously, the Chinese traditional idea is the proper correction of the western idea of separating the human and nature, viewing the nature as the human's conquered object to utilize it indefinitely.

2.2 The current values to inherent the Chinese Confucianism

The idea of unity between human and nature can offer us the following thinking for the current global development. First of all, it contributes to the harmonious co-existence between human and nature. According to the Chinese ancient literature, the heaven couldn't be separated from the human, so the human beings had to conduct the human being's activities in accordance with the natural demands. The heaven wasn't the conquered object, but rather the human being's ultimate goal, realizing the harmonious co-existence with the nature. Secondly, it requires us to take care of the nature, and to respect the natural creatures. The human and the nature constitute a life community, which is the great naturism based on the idea of unity between the human and nature. Thirdly, this kind of unity is what the sages have been pursuing in their whole lives. It is a rational choice to forget everything and to cultivate our taste in the unity between human and nature. The unity is not only the ideal pursuit in the society, but also a vital self-culture dimension in the human being's spiritual world. The highest realm that the human beings are pursuing is the integration and unity with the natural world. In the process of integration and unity, the human beings should go out of the narrow ego space, but go to the natural world to obtain the spiritual sublimation with larger-self. Fourthly, the new natural view came into being. The industrial revolution brought about the human being's huge progress. Today's unity is neither going back to the agricultural society of follow the fate, nor to the Zhuang Zi's unity. This new natural value is based on the new objective relationship between human and nature after conquering and remaking nature through major industry in modern times. It is not to destroy the nature and ecosystem in order to conquer the nature, but instead, to restore the nature and protect the ecosystem, and to construct the harmonious unity. The man is not only one part of the nature, but also the honor of the nature, the nature's free master. If we recognize this point, we can resolve the ancient issue of unity between human and nature in the contemporary society.

We should establish sustainable development on remaking the nature; we should believe in the man's power, but we have to revere and cherish the nature. The ideas of harmonious development and sustainable development put forward by Chinese government are just based on Chinese traditional idea of unity, fully reflecting the disadvantages of western supremacy of science. To absorb the Chinese traditional wisdom of unity is the great contribution to the present world.

III. ESTABLISHMENT AND OPERATION OF WECHAT PLATFORM TO TRANSMIT CHINESE TRADITIONAL CULTURES

3.1 The cultural background to establish WeChat platform on campus

Chinese youth is considered as the Chinese future and hope. But as the wide application of international network and smart phones, the young people tend to rely on them in their daily lives, which lead to the pessimistic circumstance on campus. According to the author's survey about the usage of network, online learning and the Chinese cultural learning for the college students (freshmen), one half of the subjects have the tendency of network-addiction; their online time is 3 to 5 hours on average each day; one half of them engage in entertainment via network; they grasp Chinese traditional and social cultures in very limited degree without good reading habits and strong cultural awareness and self-confidence.

Choices Questions	A	B	C	D
1, How many hours do you spend on surfing online via smart phone? Does it affect your learning desires and participation?	Over 5 hours 31.4%	3-5 hours 51.4%	1-3 hours 11.4%	About 1 hour 5.7%
	Yes: 22.86%	No:57.14%	No opinion:20%	
2, What kind of smart phone's functions do you always use on surfing online ?	Learning: looking for materials; preview new text 34.2%	Learning: online courses 13.5%	Entertaining: watching videos, listening to music or shopping 33.6%	Entertaining: playing games 18.7%
	For learning: 47.7%		For fun: 52.3%	
3. Do you have tendency of network-addiction?	Very severe	More severe 17.1%	Very slight 51.4%	No 31.5%
4. In what degrees do you understand the Chinese cultures? And are you willing to understand it more deeply?	Understand very deeply 6.25% Willing 71.4%	Understand some of them 93.75%	Understand a little of them Without opinions 28.6%	Understand nothing of them
5. In what ways can the efficiency of college students' cultural creativity be enhanced?	To carry out cultural week and month activity, cultural carnival in the whole college 69%	To carry out intercollegiate cultural exchange program 72%	To build cultural corner carrying out cultural exchanges regularly 65%	To carry out intercollegiate face-to-face cultural exchange 80%

Table 1: The survey of the network usage and learning circumstance and cultural issues among college students

3.2 The establishment and operation of cultural WeChat platform: Youth Cultural Refueling Station

The design and establishment of Youth Cultural Refueling Station: The main purpose to establish the cultural WeChat platform is to awake the college students' cultural awareness, to improve their cultural self-confidence and creativity through developing and carrying on the Chinese traditional cultural essence, understanding and drawing on the western excellent civilized products.

Through college students' initiative project, we (one college English teacher and four college students) established a WeChat platform entitled Youth Cultural Refueling Station in May, 2018. We established more than ten columns including Cultural Ramblings, Tribute to Classic, Mutual Learning among Civilizations, Youth Wishes, Good Lessons Learnt from Other Cultures, Youth Literature Garden, Rhythm Youth, Policeman's Style, and Almar Mater's Honor, etc. Through one month's preparation, the first Tweets were launched on June 3rd, 2018, which covered four columns including Cultural Ramblings: To talk about "culture" with students in police academy, Tribute to Classic: Brief talk on Confucian classics "Four Books", Latest News of Police World, and English World: Writing skills on CET 4. Figure 1 to figure 3 are the screen capture images of these four columns and the number of followers.



Figure 1: The first Tweets of Youth Cultural Refueling Station and the column of Cultural Ramblings



Figure 2: The columns of Tribute to Classic and English World



Figure 3: The number of the present followers to Youth Cultural Refueling Station

IV. CONCLUSION

Our cultural research began from the deep understanding of president Xi Jinping's argument on cultural confidence, and then carried out the prepared survey about internet application and cultural values among college students. On the basis of the above scientific theory and effective data, the whole-perspective, multi-model, and progressive cultural cultivating road map was carefully designed and effectively operated. Youth Cultural Refueling Station is a good example to transmit and promote Chinese traditional cultures and mutual communication and interaction between eastern-western civilizations. The subsequent mission for the researchers is to improve the quantity and quality of each Tweet and column in order to encourage more and more youth to participate in the actions of cultural inheritance and development, pushing the world civilizations intercommunication and common prosperity.

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