INTERNATIONAL JOURNAL OF SCIENCE ARTS AND COMMERCE

The Valuable Thinking for the Construction of Cultural Identity in Cyber

Space

Tang Ling, Wen Tingting1

(School of Business Administration,   China West Normal University,   Nanchong 637000, China) (School of Marxism,   China West Normal University,   Nanchong 637000,   China)

Abstract:

Cultural Identity is an important and theoretical matter. It not only has a great influence on the perfection of personality and the cohesion of the country, but also the essential era of the historical development, which had the special effect on the public. Recently, there are three urgent problems: exploring the new progress of historical development in the environment of the Internet, grasping the social mentality of net citizens, teasing the peculiarity of Internet culture. Only when there is a certain value of cultural identity can it better conduct cultural identity. Based on the background of present culture, the country can realize the cultural identity and make a better and faster development as possible.

Key words: cultural identity; value; cyber space.

With the formation of global cyber space, the international contacts have become convenient and diverse gradually. However, the diversified contacts don't represent the complete accordance of both persons' interests. In many occasions, the difference of country interest, collectivity roles and personal views can make the importance in both persons' cultural identity prominent increasingly. That is to say, the formation of cultural identity and brand has become a significant mark of the country's soft power.

The Definition of Cultural Identity

Cultural identity is one of the important contents that anthropologists and sociologists concern most and has gained abundant research results. In the field of anthropology, cultural identity refers that it's a process that a person accepts the attitude and behavior, which is approved by one culture, and makes them internalize to the heart gradually. As for the formation of cultural identity, Phinney whose statement was accepted popularly believed that cultural identity could be Social identity and the self、A cultural theory and Identity formation theory in order.

The formation of cultural identity has a close relation with cultural tradition and the development of cultural life. No matter what the culture is, it is the idea, emotion and need people produced on a certain and realistic condition. It is not only the production of the era that reflects the times theme, but also a significant way to answer the appeal of the era and influence the process of era development profoundly. In the present era of economic globalization, the cross-regional moving of personnel makes the cultural identity become the connection between constructive identity and country identity and lets the cultural symbol and cultural identity be the important mark of soft power of the nation. The key point scholars inspect is always the concern and understanding for culture. Fei Xiaotong put forward "self awareness of culture" that aimed to deal with the development of globalization and propose the method to solve the relations between people. In his statement, "the self awareness of culture" referred that people living in a certain culture had a self understanding which consisted of its sources, processes of the formation, whole features and developmental tendency. Scholar Han Zhen suggested the cultural identity had a vital function for status identity and country identity. Zheng Fengqi also emphasized that the regional culture had a great impact on construction of cultural identity. All in all, faced with the developmental condition between network and reality, here are some theoretical matters that must concern at present: based on the features of analyzing the network, how to explore the historical vein of era development recently and grasp the cultural mentality of the present public in order to update the new specialty and way of cultural identity.

The Significant Value of Construction of Cultural Identity in Cyber Space

Cyber Space is the New Field of Extending the Cultural Influence Power

As the booming tourism of global economy, the world becomes the complex and diverse relation of globalization through the Internet. The physical space and virtual space have turned into the important field for the public to interact. The higher education also concerned that the Internet had a significant influence on education. Some scholars believed that the process of ideological and political education at present should be a system including either the good ability of absorption and compatibility or the good ability of anti-interference, which cultivated the firm believer of Marxism and Communists with good ability of self resolution, self education and unification of cognition and practice.

Firstly, cyber space is a new field of the extending of traditional culture. Chinese traditional culture is long, broad and profound. For example, the character of self-discipline, resolution and loyalty, the sentiment of social commitment and benevolence, the integrity of never being corrupted by wealth, changed by poverty and bent by force. These play a vital role of spiritual value for the past and present China. And they are the true materials and real basis that we inherit the culture. Just as what the historian Zhang Kaiyuan said "if one nation remembers its history, it can't decline; if he forgets, it will decline or perish". In the network with all kinds of mental cultures surging, only by developing and cultivating good national culture and modern spiritual civilization can lead and nurture the Chinese citizens through the

essence of national culture, even can polish the education of Chinese style with bright Chinese specialties.

Secondly, Chinese culture bets the world's advanced civilization to enrich and blend in the development of time. Faced with the Internet age of open, diverse and complex upheaval, the identity education of Chinese culture needs to follow the step of era development. Chinese leader Deng Xiaoping once said "Comparing with the advantages of capitalism, socialism needs to absorb and refer every civil achievement human beings create bravely. Chinese leader Jiang Zeming stated "Our Chinese culture can't leave the common achievements of human civilization. Chinese leader Hu Jintao also emphasized the importance of extending cultural tradition and referring the world civilization. Three leaders' statements have indicated the direction of open development of cultural identity education. It requires the cultural identity to cultivate the global views and compatible minds to refer the advanced world civilization boldly in the Internet such as pursuing the spirits of freedom and democracy, honoring the awareness of contract and law and the modern material civilization based on the obvious features of scientific rationality. In the cultural exchange with foreign countries, combining the cultural identity with foreign culture will develop faster and better.

Cyber Communication is the Main Way of Construction of Cultural Identity

The characteristics of serving the social development are dependent on the cultural superstructure and also the prime evidence that culture exists and plays. With the promotion based on economic development, the social contents of traditional real society change quickly such as politics, culture and military, which has formed the cyber society through the function of social force and the Internet. The most typical features of cyber society is the reality of virtual that is from reality and innovate it, and its functional features still need testing in real society. Cyber society has already been the complete content of the modern society and become the important part in the past and future public life. Thus, following the regularity of social development, we must realize and understand the new features of culture from the parallel of real society and cyber society and explore the construction of cultural identity. The existence of Internet will add the modern society new contents and roles. Pao Zonghao classified the roles of the network society in his book globalization and modern society: a) that's the high level with few people but great influence, who are mainly the leader of the network; b) the middle level, they are the people who work on the new theory and technology of network in the field of information technology; c) that is the basic level with the most common network users; d) the floating level. They are few people with bad effect such as crackers and net thieves; e) the outside level. There are a great number of net blinds with a decreasing speed. In a sense, cultural identity is based on the public in different cultural background whose ways of communications and guiding are various because of the different needs for cultural interests. For example, college students can properly be educated the training of starting business with the help of their worships for IT elites; the acceptance of hacker phenomenon can be regarded as the reverse case for the moral education of network; as for the students from far or poor families that never touch the network, it's necessary to lead them understand and use network to avoid falling into it just because of curiosity. The networking even can further realize many social participations of ideological and political

education for college students. The network education in school can be combined with the government, households and companies, which is beneficial to form the good strengths of cyber education of college students deeply.

Cultural Identity is the Rational Content of Completing Individual Identity

Sociologist Parsons once said that the core content of socialization is to learn to play the social roles. In the youth, the main task of socialization is to master the certain social roles according to the requirements and standards for the young groups. Namely that is the combination of the expected roles and real roles. In the network, the reality and virtuality of the personal life for net citizens in the exchange of network and reality are the two important aspects that the two contradictions of social environment show. On one hand, it reflects the survival way and condition people live in the real situations; on the other hand, the contradiction is the important motivation to promote person's survival and development. However, the public living both in network and real society increase their contradictions of roles, chances of conflict. Meanwhile, the rate of role identity crises also increases. The construction of network of social identity is to help net citizens balance the two relations reasonably and regard the separation and coordination of cyber and real life to overcome the college students' role identity crisis.

Sociologist Feng Xiaotian proposed to master the two relations based on the function of integration and standard, which was a significant framework. In terms of the functional integration, the key points of construction of cultural identity are to make the contents of the cyber culture, traditional culture, mainstream culture and subculture consistent with their aims. Due to the fast speed and wide range of the updated network information, it not only requires the cultural identity to depend on the personal cultural concern and reflection, but needs the combination of the creativity of cultural brand, opening of cultural activity and formation of the cultural space, etc. Cultural identity needs to concern the development of information industry, especially the control and guide of the development for information industry, and tries to care about the main events cyber society occurs and explore the fundamental regularity of cyber culture to combine the cultural tradition and cultural life and realize the consistency of content and aim. In terms of standard, cultural identity is to discuss the reasonable and legal standard in the process of cyber construction, and improve continuously on the basis of establishment and implement. Cultural identity is not only the key point of the research in anthropology and sociology, but also the important and real basis in the formation of personal life, psychology, group interest and national identity. Thus, we need to refer the research results from the study on youth, psychology, ethics and many other subjects, and form the common characteristics based on their own standard, which is the developmental direction of normative integration.

In a word, as to personal and national development, cultural identity is significant. While it needs all powers to develop cooperatively involving how the virtual cyber space understand the cultural needs for net citizens better and explore the effective ways to cultural identity.

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