

## Reflections on the Chinese United Front Cultural Soft Power Construction

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### Abstract

The cohesion force and influence of the United Front culture, not only play an important role in carrying out the United Front work and strengthening the United Front forces, but also are the important content of enhancing Chinese culture soft power and constructing the advanced socialistic culture with Chinese characteristics. Enhancing the culture soft power of the United Front is an important carrier of uniting different social and political power, as well as the real need of promoting political civilization, economic growth, and social harmony. Promoting the deepening of reform in an all-round way and realize the Chinese dream, that must make full use of the integration of United Front Culture, play the role of unity and alliance of the United Front culture soft power and unite all forces that might unite including different strata, ethnic, political parties and so on. Therefore, clearing the positioning of the United Front Work of cultural soft power, realizing the value of the United Front Work of cultural soft power and analyzing on approach to enhance the United Front’s cultural soft power, which has important strategic and practical for the Chinese united front culture soft power.

**Key words:** Chinese united front culture soft power; Political civilization; Reflection

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### INTRODUCTION

The United Front is refers to a political union formed by the different social and political forces in all class, political, ethnic and different interest groups, which based on some common interests and wanted to achieve the common goal in a certain social and historical conditions. It is the broadest alliance of all our socialist labourers and patriots who support socialism and the reunification of the motherland (including the Taiwan compatriots, compatriots in Hong Kong and Macao and overseas Chinese), and its purpose is to unite with all forces that can be united and mobilize all positive factors, to fight for building socialism with Chinese characteristics and realizing the great rejuvenation of the Chinese nation. The power of the united front is essentially a wide range of cultural cohesion and centripetal force, which takes the common ideal of socialism as a broad consensus, takes the fine cultural tradition of the Chinese nation as foundation, as well as the Socialist core values as its core value, and is unified in the great practice of building socialism with the characteristics of China and leaps out of a strong spiritual force. Therefore, the thought of the United Front as a unique Chinese culture soft power, it plays an important role in consolidating power, promoting harmony and leading development, serving the overall situation.

### 1. THE IMPORTANT POSITION OF THE UNITED FRONT’S CULTURAL SOFT POWER IN THE CONSTRUCTION OF ADVANCED CULTURE

The united front culture is the common value criterion of solidarity and cooperation, understanding, tolerance, harmony, friendship, which is formed by the practice of the united front. Based on the distinctive, the united front’s cultural soft power with broad social functions shows a subtle, far-reaching cultural appeal and influence,

including the value of the United Front theory, norms of United Front work and other factors. The Sixth Plenary Session of the Seventeenth Communist Party of China Central Committee points out:

Keep the direction of socialist advanced culture, insist on serving the people, serve socialism, adhere to let a hundred flowers blossom and a hundred schools of thought contend, adhere to the unity of inheritance and innovation, promote the theme, advocate diversity. (The Decision of the CPC, para.14, 2011)

Building the united front's cultural soft power is highly consistent with the request, which not only enriches the carrier of cultural development, expands the platform of the cultural prosperity, but also strengthens the main power of the construction of cultural soft power. At present, the construction of China's cultural soft power mainly is promoted by the party and government organs, cultural departments, scientific research institutes, and its development model is primarily a top-down administrative of indoctrination and propaganda and education without the full play role of people and social groups, and as a result, the development mode is single, the penetration is not strong and lack of in depth and lasting power. The construction of United Front culture soft power can fully mobilize the enthusiasm of all sectors of the nation, and the power of social groups, excavation of cultural resources, and expand cultural team, provide direct power to enhance the soft power of culture Chinese, also inject fresh blood for the construction of socialist advanced culture. Under the big background of great development and prosperity of culture, there is no doubt that the construction of United Front culture soft power is an important element of enhancing the soft power of Chinese culture, and a breakthrough which enhances the cultural consciousness, builds the cultural self-confidence and realizes the cultural self-improvement, and a beautiful scenery line of the construction of advanced cultural construction of socialism with Chinese characteristics.

## **2. THE OUTSTANDING VALUE OF UNITED FRONT CULTURE SOFT POWER IN CHINA'S NATIONAL DEVELOPMENT STRATEGY**

The United Front Culture Soft Power promotes the development of diversified advanced Socialist culture, at the same time, plays an indispensable role in political civilization, economic growth, social harmony.

One of the distinctive features of the competition of comprehensive national strength is that the position and function of culture are more prominent, and more and more countries take enhancing cultural soft power as an important part of development strategy. (Ibid.)

The value of United Front Culture Soft Power in China's development strategy will be increasingly obvious

along with the continuous advance of the great practice of socialism with Chinese characteristics.

### **2.1 The United Front Culture Soft Power Is the "Propeller" of Political Civilization**

The sixteen report of china party indicates that: "Developing socialist democracy and establishing a socialist political civilization are an important goal for building a well-off society in an all-round way." (The research center of the CPC central committee, 2005) To enhance the United Front culture soft power is an important approach to expand citizen political participation, promote deliberative democracy, and realize political civilization. Political civilization is an important representation of a national cultural soft power, to a certain extent, reflects the degree of civilization of a country and society and determines the nature and direction of cultural and ethical progress. For a long time, the Chinese Communist party attaches great importance to Civilized Ruling, and has always been committed to the construction of Socialist Democratic politics with Chinese characteristics, and integrates the United Front culture soft power into the reform of the political system and the construction of political civilization. Multi-party cooperation and political consultation system under the leadership of Chinese communist party that is a concentrated expression of the United Front culture soft power in the construction of political civilization, but also fully reflects the political justice democracy in our country. As an organization of the patriotic united front of the Chinese people, The Chinese People's Political Consultative Conference (CPPCC) is not only an important form of realization of Socialist Democratic politics, but also a carrier to enhance the United Front culture soft power. The political consultation, democratic supervision and political participation performed by the CPPCC are concrete manifestation of the United Front in the construction of cultural soft power in the construction of politics. Adhering to and improving the system of people's political consultation, and performing the functions of the CPPCC fully, that can play an important role of the United Front's cultural soft power, effectively promote political civilization, and promote the modernization of national governance systems and governance capacity.

### **2.2 The United Front's Cultural Soft Power Is the "New Force" of Economic Growth**

As the influence and cohesiveness of the United Front, The United Front's cultural soft power has a very strong penetration and creativity. It unites people and gathers strength, while also can be turned into engines of economic growth. Marxism believes that: "The economic base decides a superstructure, while the superstructure and have great reaction on the economic base." (Editorial Committee of the CPC Central Committee Document, 2006) The United Front culture soft power belongs to the category of superstructure and will inevitably be the

icing on the cake for economic development. The united front has special advantages in the economic construction, and enhancing the United Front culture soft power is helpful to all the targets of the United Front and to expand the network of resources, such as Democrats and other overseas Chinese and so on. It will expand economic cooperation and make matchmaking for overseas economic investment by the establishment of an extensive network of resources. While exploring the human, financial and material resources for economic growth, at the same time, it also can absorb the suggestions on the economic development from the community, open channels to reflect the demands of interests, and promote the transformation of economic development mode, as well as solve problems for various types of non-public economy development. In the increasingly fierce market competition, interests among enterprises, individual and collective are intertwined with each other and the contradictions and conflicts of interest distribution in the process of economic development have occurred from time to time. Playing a positive role of United Front culture soft power structure can coordinate their relations and resolve all contradictions, develop the potential for economic growth and integrated strength, create a harmonious working atmosphere, and escort for economic growth.

### **2.3 The United Front's Cultural Soft Power Is the "Glue" of Social Harmony**

The Sixth Plenary Session of the Sixteenth Communist Party of China Central Committee points out: "Social harmony is the essence of socialism with Chinese characteristics, is the country's prosperity, national rejuvenation, and an important guarantee for the happiness of the people." (The Research Center of the CPC Central Committee, 2008) To realize a harmonious society needs to mobilize all sectors of society to work together, enhance the soft power of the United Front and unite all sectors and political parties, as well as Democrats. It also needs to actively advocate the United Front Culture thoughts including "peace is most precious", "seeking sameness but keeping difference", solidarity and "sharing weal and woe" and find the cultural attribution and cognition in the construction of soft power of culture in the United front for the targets. Besides, it needs to enhance the awareness of social responsibility and become to be a part of the big family of the harmonious society to build a prosperous, democratic, civilized, harmonious, beautiful family. The United Front is an important platform for the Communist Party working with and people of all walks of life, optimizing social resources and coordinating various relations. Enhancing the United Front culture soft power is helpful to promote the harmonious relationship formed among the political, ethnic, class, religious organizations and other social organizations, thus it can communicate widely and reflect the will of the people, also win the heart of the people and provide a lasting source of power

to promote social harmony and soul poly gas condensate. In addition, the inherent appeal and cohesion of the United Front culture soft can stimulate the harmonious enthusiasm all members of society to serve the society, create a stable and orderly social environment and actively guide the people from all walks of life to express interest demands, besides, it also can set a common vision, create unity and harmony and friendly social situation.

## **3. THE SPECIFIC COUNTERMEASURE OF THE UNITED FRONT CULTURAL SOFT POWER OF CHINA**

Since the reform and opening up, along with the blending of the rapid development of market economy and multi culture, as well as the increasing complexity and diversity of social stratum, the value orientation of People and cultural identity has become diversified. So it is very important and urgent to enhance the United Front Culture Soft power. As General Secretary Xi Jinping (2013) said: "A single flower does not make a spring." The construction of the United Front cultural soft power is inseparable from the solidarity and working together of each social groups and people with high ideals who support socialism and the reunification of the motherland. Based on grasping the value of the United Front cultural soft power, we will make efforts to explore ways to expand channels, create the United Front China cultural soft power which is the same origin.

### **3.1 Create a Harmonious, Deliberative Democracy and Political Culture**

Political culture plays an important role in the political life of the country, and is related to the role and function of the United Front cultural soft power. A favorable political atmosphere must be created to enhance the United Front culture soft power. It also is required to enhance the political cognition and political passion of social groups and from all walks of life in order to make them actively participate in, discuss the state affairs together, and develop socialist democracy, safeguard the fairness and justice of socialism. Only strengthen the governance theory and rule of the Communist Party of China, can development the political culture according to the change of internal and external situation, and consolidate the foundation of the United Front Theory of cultural soft power; Only strengthen the construction of political culture and political values, can improve relations between the parties, promote the political civilization and expand the attraction of the United Front culture soft power ; Only uphold and improve the multi-party cooperation and political consultation system under the leadership of the Communist Party of Chinese, can consolidate and develop the patriotic United Front and enhance the penetration of United Front Culture Soft power; Only create a

harmonious, consultation and cooperation in the political culture, can make the targets of the United Front in the ethnic identity and political identity with a height of the United Front in the influence character by environment of political culture and highlighting widely inclusive and political nature of the cultural soft power .

### 3.2 Carry Forward the Fine Traditional Culture of Solidarity and Cooperation, Understanding and Inclusiveness

Chinese traditional culture has the spirit of inclusiveness of learning from Others and the Chinese nation has a tradition of solidarity and cooperation, camaraderie and virtue since ancient times. As Chinese people, no matter what party, what group, what class, we must have the a sence of identity and sense of belonging to our motherland, the Chinese nation and Chinese excellent traditional culture. It must be traced to its source to enhance the United Front culture soft power, and based on the excellent traditional culture to arouse people's national self-esteem and pride, as well as the recognition of emotion of Chinese culture. Carrying forward the spirit of the great unity of the United Front Culture by mining the unity, cooperation, tolerance and other cultural gene, to make the United Front cultural soft power bursting strong affinity and appeal and integrating into the cultural consciousness, cultural self-confidence and cultural self. "As hundreds of waters flow into the sea, the accommodation is important." Only mutual tolerance and learn from each other, can make the United Front culture soft power to keep pace with the times on the basis of inheriting the excellent traditions, can get rid of the stale and take the fresh in the process to the concept of harmony but not sameness. The thinking and values of the United Front is varied with the development of the Times, in order to make the United Front cultural soft power to have a unique advantage in the aspect of Uniting of will, and expanding consensus. Only inherit the excellent traditional culture, create a common spiritual home of the targets of the United Front; only rooted the traditional culture in the United Front culture soft power, can form a strong vitality, the United Front Work force.

### 3.3 Guide the Social Value Orientation of Complex and Multi Variable

The United Front culture soft power has the bright guiding function, not only reflected in the leading multi culture and social values, but also reflected in the leading of socialist ideology and the firming the confidence in our political institution, the theory we have adopted and the road we have taken with Chinese characteristics. Under the background of the cultural globalization and all kinds of social ideological trend to agitate, enhancing United Front culture soft power also must cultivate and practice the core values of socialism, then integrate the core values of socialism into the United Front culture soft power to play a leading, exemplary and education role, in order to realize the construction of which the socialist core

values integrated and United Front in China's cultural soft power. At present, China is in a crucial stage of building a moderately prosperous society and realizing the Chinese dream. Developing and innovating the mainstream values, and guiding the social values are an important task of the construction of the United Front's cultural soft power. Only unify the understanding of all sectors of the community based on common ideals, beliefs and values, can inspire essence and spirit and build up a common solid spiritual pillars for the targets of the United Front; Only make the core values of socialism as the core spirit of United Front culture soft power, can play a role of moral education and cohesive power, also can integrate and standardize the interest demands and values.

The United Front is an important magic weapon of revolution and construction in China. The construction of the United Front cultural soft power includes dual value of promoting the United Front work and building a strong nation of culture, thus it has far-reaching historical significance and important practical value. The United Front culture soft power is the result of combining the United Front Theory, political theory, the theory of the socialist democratic politics and socialist China and the practice of socialism with Chinese characteristics, as well as the summary of the experience which the China Communist Party and all ethnic groups, the democratic parties, mass organizations and people from all walks of life, treated each other with all sincerity and shared weal and woe in the long-term practice. We should be fully aware of the unique advantages and features of the United Front cultural soft power and create the China United Front culture soft power with Chinese characteristics and a strong sense of the times according to the need of the development of the times and reality, also provide intellectual support and guarantee for the realization of China dream.

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