

Conception of Spirit of Daqing Going Out

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Abstract

The spirit of Daqing forming in 1960s, it is the product of development and construction of Daqing oil field under Marx doctrine's world outlook and methodology, besides it is also an important component of our national spirit. It regards "Patriotism, Entrepreneurship, Realism, Dedication" as its soul. In the moment that Daqing strives to become an international city, it is necessary for the spirit of Daqing gonging out of our country with highly cultural self-consciousness and confidence; it is recognized and accepted by global people of all ethnic groups. This is not only the needs of carrying forward our national spirit, promoting Chinese national soft power of courage but also the due meaning in the topic of the socialist core value system. The specific conception follows: To study the spirit of Daqing thoroughly, grasp the kernel of the soul of the spirit of Daqing, to seek the meeting point with other national spirit, to explore its shared value for human beings; to create, translate and output some materials that reflects Daqing culture using various language forms from the intellectual, cultural and artistic aspects; to cultivate and enhance the sense of responsibility and mission of Daqing oil workers who have worked overseas let them spread the connotation of the spirit of Daqing to foreign countries in which they are living now with their practical actions.

Key words: The spirit of Daqing; Go out; Cultural self-consciousness; Output; Universal value

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INTRODUCTION

The spirit of Daqing known as one kind of national spirit has played a huge role in the construction of the People's Republic of China of the early years. With the development of times, people of Daqing made the spirit become an important component of our national spirit and patriotism by inheriting and developing it. Just as Montesquieu, a French Enlightenment thinker once pointed out in his work *The Spirit of Law* that human beings are controlled by many things which are climate, religion, law, policy guidelines, precedent, customs and habits. What we can get is the general spirit among them. The general spirit is the national spirit under the condition at that time. Hegel defined the norms of national spirit as: every stage of development of world spirit is different from any other stage, so there are specific principles in every stage of their own. In the long river of history, the kind of principle has spiritual characteristics, in other words, national spirit. So how can we make national spirit display its charm with a unique connotation? How can we let national spirit go out the country and become the universal value? We will explore all the questions in the article.

1. THE ORIGINAL CONCEPTION OF THE SPIRIT OF DAQING GOING OUT

In October 2010, when Ji Bingxuan, the secretary of the CPC Heilongjiang province investigated towns and villages of Daqing, he had put forward the conception to make Daqing become a modern international city for the first time. On eleventh September of 2011, he also chaired a symposium in Daqing and once again talked about that we should position the city functions, strengthen the industrial support for the city, did well in the development planning of the city, and strived to make Harbin and Daqing become modern international cities. Daqing has been comprehensively analyzed and framed the process of becoming a modern international city, referring to the experience of present international cities in their primary stage of development, combining with the current situation of city development, development expectations and development goals, according to the scientific, dynamic, open and maneuverable principles. We should not only attend to the construction of hardware facilities, the improvement of economic strengthen, but also pay more attention to the construction of soft power. Cultural connotation and spiritual civilization of a city are important factors which make the city noticeable and recognizable. How to let the spirit of Daqing that is considered to be an important component of Daqing's soft power go out? How to let people of the world keep a watchful eye on Daqing for understanding the spirit of Daqing, and make people of the world inspire for mastering the connotation and nature of the spirit of Daqing? All will play an inestimable role in the construction of international city of Daqing.

In 2011, *Decisions of Certain Major Issues on Deepening the Reform of the Cultural System, Promoting Socialistic Cultural Development and Prosperity* was passed in the Sixth Plenary Session of the 17th CPC Central Committee in which there is some contents about further cultivating highly cultural self-consciousness and confidence on the basis of promoting cultural development and prosperity. That adequately embodies that our party awareness toward that cultural construction has an important position and function reaches a new level. History and reality show that a national awakening begins with its cultural awakening; a party's political power, to a large extent, depends on the degree of its cultural self-consciousness. That is to say whether or not having the highly cultural self-consciousness not only influences the cultural prosperity, but also decides the future and fate of a nation or a party. National spirit is an important part of national culture. It is very necessary that the spirit of Daqing goes out, because it is the needs that Daqing will become an international city, to carry forward the national spirit, even to improve the soft power of culture of Chinese nation.

From the perspective of international situation, developed countries have continued to output their mass culture to developing countries since last century. Besides they also implemented cultural globalization with their strong economic strength in order to make their values accepted by the universal. In other words, cultural output is another expansion modern western countries use. During the course of globalization, cultural functions have changed the original value orientation; culture has become another most economic activity after production of material globalization, a means that economic power shows their power, carries out the cultural expansion and makes their mass culture as the universal value. The so-called universal value refers to the value conception with the worldwide identity such as human rights, freedom, democracy, equality, fraternity and so on. In recent years, scholars at home and abroad have been debating on whether the universal value exists or not. The article just explains the concept of value with the worldwide identity. That is, under the situation, powerful developed countries continue to implement their mass culture and conduct the cultural expansion. It is of extraordinary significance to make the spirit of Daqing as the essence of the Chinese.

2. THE CONNOTATION OF THE SPIRIT OF DAQING

The Spirit of Daqing is a kind of national spirit with regional characteristics and universal value. For half a century, the spirit of Daqing has inspired the generation-to-generation republic builders by its profound connotation. With the development of age, the spirit of Daqing has been keeping pace with times and increasingly enriching its connotation in order to better adapt to the needs of new century's economic construction and social development. The spirit of Daqing has different meanings with different stages of history. In 2009, the compilation group of *The Spirit of Daqing* wrote the book in which the spirit of Daqing is summarized as "Patriotism, Entrepreneurship, Realism, Dedication", and this is the essence of the spirit of Daqing, also the spiritual principles for enterprises to develop. The spirit of Daqing has a strong sense of times: it formed in 1960s that Daqing oil field was in the beginning period and was the practical product of establishing and developing Daqing oilfield under Marx doctrine's world outlook and methodology. Therefore, the spirit of Daqing embodies characteristics of the times; it is also regarded as the soul of enterprises during the construction of petroleum enterprises. So it is important even very necessary to extend the influence of the spirit of Daqing and exchange the entrepreneurial spirit of pioneering and persevering into the driving force of economic development, thoroughly study the spirit of Daqing, refine and sublimate Chinese national spirit of unrelenting self-improvement and features of

patriotism making it become the universal value. The connotation of the spirit of Daqing shows that Daqing's spirit has played and even will continue to play a huge role in the development of petroleum enterprises, also in the economic construction and social development of the People's Republic of China.

Though the emergence of Daqing's spirit has strongly regional, timely and political qualities, it is one of kernels of the construction of socialist spiritual civilization with people of Daqing continuing to perfect and sublimate it, not just a product of age, a symbol of a specific historical period. By further studying the connotation of the spirit, we can see that the essence of Daqing's spirit not only can be applied to the development of Daqing petroleum enterprises and Chinese industrial companies, but also absolutely becomes the spiritual power for the development of global enterprises and the progress of human beings.

Analyzing the essence of Daqing's spirit, we find that "Patriotism, Entrepreneurship, Realism, Dedication" should be the base for the advancement of science, career development, enrichment of country and people. The spirit of Daqing is a kind of human civilization with universal value. That is to say, it is a miracle during the history of human civilization.

3. THE SIGNIFICANT OF THE SPIRIT OF DAQING GOING OUT

National spirit has always been the base of development and progress of human civilization by deeply studying the history of human civilization. National spirit is the embodiment of good idea, high quality, and strong will which are full of vitality based on a nation living together for a long term and social practice. For a national identity, it begins with its national spirit. So let the spirit of Daqing, the national spirit go out the country, let people of the world understand and then take over the spirit, these will make people of different countries and colors respect our nation for understanding the spirit.

The spirit of Daqing playing a huge role in construction of our national economy is the fertile oil for constructing Daqing's culture, fruitful results of constructing Daqing's enterprise culture, and also the model of China industrial development. The material value of the spirit is reflected by the fact that it has made great contributions to economic construction of our republic; our country got rid of the hat of lacking of oil by the spirit, and it is the material base of our national economy taking off. It is the mission of times to let the spirit of Daqing go out, and let the spirit play much greater role in the process of future material development and economic prosperity. The spirit of Daqing has developed for 50 years and played an inestimable role in the process of the development of Daqing oil field, the development of Chinese petroleum

enterprises, the progress of Chinese industries. At present, Daqing experience is the first and second pioneering career heading for the international city. The Chinese nation has good moral character, such as loving the motherland, the industrious and brave, loving peace, indomitable quality, and unremitting self-improvement, and the spirit of Daqing is the best interpretation of all moral characters. The people of Daqing turn the connotation of national spirit into the mental power for economic take-off. In this case, the purpose of putting forward the conception of the spirit of Daqing going out is to carry forward the Chinese national spirit, to let the world know Daqing, the spirit of Daqing; understand Chinese nation, the Chinese national spirit. Besides to unearth the nature, meaning, and significance of transcending country, nation and region, seeking the level of value of having universal meaning, aiming to make the spirit of Daqing become the value generally applied by the whole world and benefiting human society.

The spirit of Daqing not only played a role in economic construction 50 years ago, but also is going to be sure to play much greater role in building the international city. With the condition of economic power increasingly strengthening and each index tending to be perfect, it is indispensable to advance the soft power greatly in the process of constructing the international city. How can we make Daqing accepted by the world? How can we make Daqing truly realize the international process? How can we let more people be willing to know Daqing? All the questions cannot be solved only by improving economic power, gaining the world identification must be inseparable from spiritual identity. Therefore, it is especially important for the world to understand the essence of the spirit of Daqing is important.

Let the spirit of Daqing go out, let more people understand what the patriotic enthusiasm, strong will, relentless pursuit and selfless dedication of the Chinese nation are like. The world identification of these national spirits will enhance the awareness of our cultural self-consciousness and cultural confidence, to better promote and disseminate our own national culture and national spirit with consciousness, and this is effective way to safeguard Chinese national dignity, taking over our cultural heritage, also to inspire countrymen to establish a national consciousness, and enhancing the sense of national pride and sense of mission.

4. THE CONCEPTION OF THE SPIRIT OF DAQING GOING OUT

The history of human spiritual civilization has common characteristics. You will find kindness, bravery; diligence and enterprise are common characteristics that many nations share from national spirit point of view. It is not hard to find that the spirit of Daqing has a kind

of universal value from this aspect, and it provides a guarantee for the spirit of Daqing going out to the world. In addition, as the common spiritual wealth of human beings, it has once played a significant role to study the spirit of Daqing in the Chinese socialistic construction, and will play a positive role in future progress of human beings, to output the spirit of Daqing to the world in various forms, let the spirit of Daqing go out to the world, let it play a positive role in the process of building an international city, and make it accepted by the global people. It is important milestone that the spirit of Daqing has developed till the new historical stage.

It is the necessity of historical development for the spirit of Daqing to go out. There are following strategies and initiatives that the author tries to propose to make the spirit of Daqing go out after knowing the present research status of the spirit of Daqing, and the present process of constructing Daqing the international city:

A. To study the spirit of Daqing deeply, dig the moral tradition and cultural inheritance of the spirit of Daqing from various aspects, summary its connotation highlighting the national spirit, let the spirit not only have a prominent position in the construction of the socialist core value system, but also extend its significance of universal value to the world, make it the gem of human spiritual value understood, recognized and accepted.

B. To combine "Patriotism, Entrepreneurship, Realism, Dedication" that is the soul of the spirit of Daqing with the enterprise development, industrial progress, and human civilization. To be dedicated to the sublimation of the spirit, grant it a new historical mission, eliminate its district limitation, and make it play greater role in material development, economic take-off, and the process of the construction of harmonious world of the future of mankind.

C. We should consider the uniqueness of the spirit of Daqing, in the course to interpret the spirit of Daqing deeply by using Chinese and western ideas of value, and grasp the spiritual kernel of the spirit of Daqing "Patriotism, Entrepreneurship, Realism, Dedication", seek the meeting point with other world national spirit, to create conditions for spreading splendid achievements of socialist spiritual civilization worldwide.

D. To universally interpret the iron man spirit, a typical exempt of the spirit of Daqing, let people of the world once again recognize the Chinese national heroic spirit, love feelings to the motherland, fighting spirit for the interest of the motherland and the people despite difficulties and hardship, selfless dedicatory spirit for the national promotion regardless of personal gain and loss. To let people of the world truly understand the iron man who named Wang Jinxi has once made great contribution to the development of Daqing oilfield. He is not a political model for some purpose but a miracle of mankind, shining examples of realizing innovation of personality, creating human value.

E. To let the spirit of Daqing go out by various forms: firstly, to output some text reflects the culture of Daqing

using various language forms from intellectual, cultural and artistic aspects, adapt and translate the text, to make the culture of Daqing understood, recognized, and accepted by global people. Secondly, to create the film and television works that reflect the spirit of Daqing, and let people of the world thoroughly understand the essence and nature of the spirit of Daqing by various languages and artistic forms. Thirdly, to integrate the world's fine art and art skills, and introject aesthetics accepted by the western to works, let the spirit of Daqing accepted by global identification through artistic images which can be seen in musical drama and artistic works with the Daqing local characteristics. Fourthly, to call on experts of home and abroad deeply studying the spirit of Daqing, to make the spirit of Daqing and the iron spirit not a product of an era, a class but unearth the essence of the spirit, explore its common value for the whole mankind. Fifth, Daqing oil workers have worked overseas in 29 countries, to cultivate the sense of responsibility of Daqing oil workers, let them spread the connotation of the spirit of Daqing to foreign countries in which they are living now with their practical actions.

CONCLUSION

The spirit of Daqing is the product of development and construction of Daqing oil field. It regards "Patriotism, Entrepreneurship, Realism, Dedication" as its soul. It is necessary that the spirit of Daqing going out the country with highly cultural self-consciousness and confidence is understood. This is not only the needs of promoting Chinese national soft power of courage but also the due meaning in the topic of the socialist core value system. The Original Conception of the Spirit of Daqing Going out is from October 2010, when Ji Bingxuan, the secretary of the CPC Heilongjiang province investigated towns and villages of Daqing. The Connotation of the Spirit of Daqing is "Patriotism, Entrepreneurship, Realism, Dedication", and this is the essence of the spirit of Daqing, also the spiritual principles for enterprises to develop. The Significant of the Spirit of Daqing Going out is to let the world understand the essence of the spirit of Daqing is especially important. To let the spirit of Daqing go out by various forms: to output some text reflects the culture of Daqing using various language forms from intellectual, to cultivate the sense of responsibility of Daqing oil workers, let them spread the connotation of the spirit of Daqing to foreign countries.

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