

EXPLORATION OF CULTURAL SELF-CONSCIOUSNESS AND CULTURAL CONFIDENCE IN TEACHING FROM THE PERSPECTIVE OF TRADITIONAL CHINESE CULTURE

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ABSTRACT

As the global landscape continues to change, competition in cultural soft power between countries intensifies. China faces new challenges in cultural construction. During the convergence of "Two Centenary Goals," it is crucial to promote traditional Chinese culture, boost the cultural confidence and national pride of the Chinese people. Cultural self-consciousness and cultural confidence have a significant impact on enterprises and nations, deriving from Chinese traditional culture. They are essential factors both for the present and guiding future development. This article aims to raise awareness of the importance of cultural self-consciousness and cultural confidence, increase the emphasis on cultural education, and encourage teachers to discover and apply cultural elements in specific practices, thus advancing China's education system and nurturing well-rounded talents for the nation.

Keywords: Cultural self-consciousness, Cultural confidence, Subject teaching.