

Xi: China to promote cultural soft power



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BEIJING, Jan. 1 (Xinhua) -- President Xi Jinping has vowed to promote China's cultural soft power by disseminating modern Chinese values and showing the charm of Chinese culture to the world.

Efforts are needed to build China's national image, Xi said when delivering a speech at a group study session of members of the Political Bureau of the Communist Party of China Central Committee on Monday.

China should be portrayed as a civilized country featuring rich history, ethnic unity and cultural diversity, and as an oriental power with good government, developed economy, cultural prosperity, national unity and beautiful mountains and rivers, Xi said.

China should also be marked as a responsible country that advocates peaceful and common development, safeguards international justice, and makes contributions to humanity, and as a socialist country which is open, amicable, promising and vibrant.

At the session, Xi called for efforts to promote advanced socialist culture, deepen reform in the cultural system, and enhance people's cultural creativity, moves that he believed will raise China's overall cultural strength and competitiveness.

In order to build a solid foundation for the nation's cultural soft power, China needs to deepen the reform in its cultural system, promote socialist core values and push forward the cultural industry.

He stressed more publicity for modern Chinese values, or socialist values with Chinese characteristics.

The publicity and interpretation of the Chinese Dream should be integrated with such values, Xi noted.

The Chinese Dream means the Chinese people's recognition and pursuit of values, the building of China into a well-off society in an all-round way and the great rejuvenation of the Chinese nation, he said.

The Chinese Dream also means that every Chinese will realize his own dream in fulfilling the Chinese Dream, the highest common factor for the unity of the Chinese nation, and the sincere aspirations of the Chinese nation to contribute to the mankind's peace and development, Xi added.

To show charm of the Chinese culture to the world, Xi said it was important to accommodate Chinese cultural inheritance with contemporary culture and a modern society.

Mass media, groups and individuals should play their roles in displaying the charm to the world, he added.

To strengthen China's soft power, the country needs to build its capacity in international communication, construct a communication system, better use the new media and increase the creativity, appeal and credibility of China's publicity, Xi said.

"The stories of China should be well told, voices of China well spread, and characteristics of China well explained," the President said.

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BEIJING, Dec. 23 (Xinhua) -- The Communist Party of China (CPC) on Monday issued guidelines bolstering core socialist values and pooling positive energy to realize the Chinese dream of national rejuvenation.

Core socialist values should be included in the overall national education plan and "cover all schools and those receiving education", said the guidelines on cultivating and practicing core socialist values, issued by the General Office of the CPC Central Committee. [Full story](#)

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