

## **Research on the New Era Value of Chinese Excellent Traditional Culture in Voluntary Service**

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**Abstract:** As socialism with Chinese characteristics enters a new era, voluntary service plays an important role in inheriting and carrying forward Chinese excellent traditional culture. Based on this, we should explore ways to build a cooperation platform for volunteer service, promote the construction of volunteer service system, optimize the volunteer service talent team, and innovate the inheritance methods of Chinese excellent traditional culture, so as to better realize the inheritance and promotion of Chinese excellent traditional culture.

In his speech at the 40th anniversary session of the reform and opening up, Xi Jinping put forward: "in the past 40 years, we have consistently adhered to the development of advanced socialist culture, inherited and carried forward the fine traditional Chinese culture. The spirit of patriotism, collectivism and socialism has been widely promoted, and the national cultural soft power and the influence of Chinese culture have greatly improved" [1]. In the report of the 19th National Congress of the Communist Party of China, it is emphasized that we should dig deep into the rich thoughts and moral norms contained in the excellent traditional Chinese culture as far as possible, so as to make the Chinese culture show permanent charm and keep pace with the times [2]. The "fourteenth five year plan" and the 2035 long-term goal outline clearly put forward the work requirements of "promoting the creative transformation and innovative development of Chinese excellent traditional culture", "supporting the development of volunteer service", "carrying out volunteer service care action extensively" [3], and put the inheritance and promotion of Chinese excellent traditional culture and promoting the development of volunteer service in an important position related to national construction. With socialism with Chinese characteristics entering a new era and the world facing unprecedented changes in a century, voluntary service plays an important role in inheriting and carrying forward Chinese excellent traditional culture by consciously using the party's innovative theory to guide the vivid practice of voluntary service and enhance the ability of modern voluntary service to participate in social governance.

### **1. The Relationship between Chinese Excellent Traditional Culture and Voluntary Service**

The Chinese excellent traditional culture is the spiritual carrier of the voluntary service activities. The development of voluntary service activities is the embodiment and practice of inheriting and promoting the Chinese excellent traditional culture.[4] In 2017, China began to implement the voluntary service regulations, which became a popular trend and became an important force to promote the progress of civilization, to inherit and promote the excellent traditional Chinese culture.

#### **1.1 Chinese Excellent Traditional Culture is the Spiritual Carrier of Voluntary Service**

The excellent traditional Chinese culture embodies the history of the Chinese nation for more than 5000 years. In the new era of socialism with Chinese characteristics, the ideology and culture, which still has important value, is the spiritual carrier of voluntary service. The spirit of

"benevolence, righteousness, propriety, wisdom and faith" advocated in Chinese excellent traditional culture is in common with the spirit of "dedication, friendship, mutual assistance and progress" of voluntary service. In carrying out volunteer service activities, Chinese excellent traditional culture provides spiritual support, which is the basis of its activities.

### **1.2 Voluntary Service is an Effective Practice to Inherit and Carry Forward the Excellent Traditional Chinese Culture**

Through the holding of various forms and popular voluntary service activities, we can feel the unique charm of the excellent traditional culture of China, realize the spirit contained in the excellent traditional culture of China, and voluntarily join the team of inheriting and promoting the Chinese excellent traditional culture, so that the Chinese excellent traditional culture will continue to live and live. At the same time, voluntary service activities are constantly enriching forms with the development of the times. In the practice of voluntary activities innovation, it can also inherit and promote the development of Chinese excellent traditional culture, and give the Chinese excellent traditional culture a new value of the times, and enhance the influence, appeal and vitality of the Chinese excellent traditional culture.

## **2. The New Era Significance of Chinese Excellent Traditional Culture in Volunteer Service**

With socialism with Chinese characteristics entering a new era, under the background of building a "cultural power", it is of great significance to integrate Chinese excellent traditional culture into voluntary service.

### **2.1 It Will Help to Strengthen the Soft Power of National Culture and Influence of Chinese Culture, and Realize the Chinese Dream of Great Rejuvenation of the Chinese Nation.**

In recent years, the "made in China" has striven to transform into "Chinese creation", which requires continuous strengthening of the soft power and confidence of the national culture and cultural innovation. Cultural innovation is based on the excellent traditional Chinese culture. Since the 18th National Congress of the CPC, we have been more active in integrating Chinese excellent traditional culture into voluntary service, exploring more diverse forms of volunteer service activities, following the development of the times, and exploring the value of Chinese excellent traditional culture in voluntary service in the context of the new era.[5] Voluntary service is an effective way to practice the core socialist values, and it helps to realize the Chinese dream of great rejuvenation of the Chinese nation. At the same time, it also helps to show the eternal charm and style of the Chinese excellent traditional culture, better explore the new ways of integrating and promoting volunteer service activities and Chinese excellent traditional culture in the new era background, and jointly improve the soft power of Chinese culture.

### **2.2 Help to Enhance the "Four Self-confidence", Firm Ideals and Beliefs**

The spirit of voluntary service is to express selfless dedication to others and society, care for all vulnerable groups, help people in need, and ultimately achieve the goal of common progress with others and society. The spirit of Chinese excellent traditional culture also wants to convey the same. The spirit of traditional culture includes the humanistic spirit of benevolent people loving and benevolent people loving things; the enterprising spirit of vigorous and promising, self-improvement; the tolerant spirit of bearing all things with virtue, and so on. The spirit of "dedication, fraternity, mutual assistance and progress" is inherited and carried forward from the spirit of traditional culture. Combining the spirit of voluntary service with the spirit of traditional Chinese culture can make citizens more likely to have a sense of dedication and social responsibility from the heart. At the same time, it can enhance the public's awareness of rules and help to enhance the "four self-confidence".

Volunteers influence the people around them by voluntary service, which makes the Chinese excellent traditional culture spread out more widely [6]. The volunteer activities carried out on the carrier of Chinese excellent traditional culture are far better than the simple propaganda, which has

practical effect, which can make more people deepen their understanding of traditional culture and voluntary service, form cultural consensus and firmly believe in ideals.

### **2.3 It is Conducive to the Cultivation of Talents who Inherit Excellent Traditional Culture**

In recent years, although the number of volunteers in China is increasing, there is still a certain gap between the service level of volunteers. Some volunteers are difficult to achieve the desired effect due to lack of skills. Volunteers are the main body of voluntary service. Volunteers must deeply understand the background and theme of each volunteer activity, and master certain service skills in order to achieve the desired effect. Through organizing volunteers to learn Chinese excellent traditional culture, we can better understand the various historical stages of Chinese excellent traditional culture and the important spirit and connotation contained in it.[7]We can also have a deeper understanding of the internal relationship between Chinese excellent traditional culture and voluntary service, so as to lay a solid foundation for them to become disseminators of Chinese excellent traditional culture and practitioners of voluntary service Laying a solid foundation is conducive to the cultivation of talents who inherit Chinese excellent traditional culture.

### **2.4 It is Helpful to Innovate the Way of Inheriting Chinese Excellent Traditional Culture**

At present, there are still some problems in the activities of some volunteer service teams, such as too single service content, lack of distinct team culture, imperfect volunteer service system, etc., which lead to the disadvantageous development of volunteer service and unable to attract more people to join the volunteer service team. Diversified volunteer service combines the essence of Chinese excellent traditional culture with the trend of social development in the new era. By innovating the way of Chinese excellent traditional culture, the "cultural people" attract more willing people to join the voluntary service line. It allows people to choose the major they know and are good at according to their time and professional skills, innovate the content of voluntary service in combination with the excellent traditional Chinese culture, optimize the allocation of resources in voluntary service, and enable different types of voluntary service organizations to maximize the service effect.

## **3. Exploration on the Path of Integrating Chinese Excellent Traditional Culture into Volunteer Service in the New Era**

Chinese excellent traditional culture is an important cultural resource and spiritual support for volunteer service in the new era. Xi Jinping pointed out that the Chinese excellent traditional culture contains "rich philosophical thinking, humanistic spirit, enlightenment thought, moral concept, etc., which can provide useful enlightenment for people to understand and transform the world, and can provide useful enlightenment for governing the country, and can also provide beneficial enlightenment for moral construction". [8] In the context of the new era, how to strengthen the role of Chinese excellent traditional culture in voluntary service will be explored from the following four aspects, through a variety of measures to deepen the internal relationship between Chinese excellent traditional culture and voluntary service, promote each other and develop together.

### **3.1 Vigorously Promote Volunteer Service and Spread Chinese Excellent Traditional Culture**

In volunteer service, we should strengthen publicity, tell Chinese stories and spread the voice of China. Voluntary service organizations should actively cooperate and communicate with the government, universities and local governments, enhance the advantages of human, financial and material resources to carry out voluntary service, and further build the cooperation platform of voluntary service organizations, such as holding development and cooperation forums of voluntary service organizations frequently, so as to enhance communication and cooperation, and jointly explore suitable volunteer service The development path is to promote the development of voluntary service, play the role of financial media, increase the publicity of voluntary service activities, and better spread the excellent traditional Chinese culture.

### **3.2 Integrating Chinese Excellent Traditional Culture and Promoting the Construction of Volunteer Service System**

Enhance cultural soft power and promote the institutionalization of voluntary service. Chinese excellent traditional culture contains a wealth of volunteer service ethics, which has a greater impact on the "good" aspect. Today's socialist core values are the distillation and refinement of Chinese excellent traditional culture. These ideas have a profound impact on the development of volunteer service in the new era. We should combine the spirit of voluntary service in the new era with the excellent traditional Chinese culture, and promote the system construction of voluntary service.

In the context of the new era, with the continuous improvement of the volunteer service system, China's volunteer service system is also constantly improving and perfecting. In 2019, the Propaganda Department of the CPC Central Committee and the Civilization Office of the CPC Central Committee issued and implemented the implementation plan on the construction of volunteer service mechanism for civilized practice in the new era. The perfect volunteer service management system should combine the management mode, incentive mechanism, training mechanism and excellent traditional Chinese culture, so as to give full play to the role of traditional Chinese culture in volunteer service.

### **3.3 Inheriting Chinese Excellent Traditional Culture and Improving Volunteer Service Team**

Volunteers take the lead in learning and carrying forward Chinese excellent traditional culture, inspire and drive the masses, and perceive and comprehend the essence of Chinese excellent traditional culture in practice. In recent years, the number of volunteers in China has increased significantly, and the scale and level of volunteer service are becoming higher and higher. Through training volunteers to participate in the service of the Olympic Games, BRICs conference and other large-scale events or conferences, we can improve the comprehensive quality and service ability of volunteers in an all-round way. At present, volunteers join the team because of their willingness to participate in volunteer service. Their majors, work and life backgrounds are different. Therefore, the volunteer team employs experts and scholars to pass on the classics and treasures for volunteers in combination with the excellent traditional Chinese culture, such as reading classics, paper cutting and other characteristic activities, so as to train the volunteers in knowledge and skills, improve their comprehensive quality and practical ability, and enhance their ability to participate in volunteer service. The common vision of the members of the volunteer team can further enhance the sense of responsibility and dedication of the volunteers, and improve the overall service level of the volunteer team.

### **3.4 Cultivate New Style, Set up Model, Innovate and Carry Forward Traditional Culture**

Through volunteer service, we can cultivate the new trend of the times, establish advanced models, and further encourage the volunteers to make contributions based on their posts. We should organize and learn from the national model of poverty alleviation, advanced individuals and advanced collectives and other advanced typical deeds, and learn from the spirit of poverty alleviation cadres' dedication and hard work, so as to further promote the excellent traditional Chinese culture in voluntary service. More communication and cooperation can be carried out among volunteer teams to make the objectives, subjects, contents and forms of volunteer service more diversified, so that different types of volunteer service teams can realize the optimization of resource allocation and the maximization of service effectiveness. Experts are invited to set up a forum to carry forward Chinese excellent traditional culture. Through Internet platforms such as MOOCS, volunteers can enjoy the same resources and better training opportunities, improve the service quality and skills of volunteers, better promote the diversified construction of volunteer service, and innovate the inheritance mode of Chinese excellent traditional culture.

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