



Research on the Influencing Factors of Cultural Identity and its Enhancement Path

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Abstract: *Cultural identity is the deepest identity, the root of national unity, the soul of national harmony, and the premise and foundation of cultural confidence. Cultural identity has a significant impact on individuals, groups, and ethnic groups in real life. Cultural identity is increasingly becoming a key theme in academic research. Therefore, based on the theory of identity, this article attempts to analyze the connotation of cultural identity and its main influencing factors, especially individual demographic variables, psychological variables, and the influence of social environments such as schools, society, and families. Based on these influencing factors, it explores the path of cultural identity enhancement.*

Key words: *culture, cultural identity, social identity, personality, self-identity*

1. INTRODUCTION

Cultural identity not only affects individuals self-identity and belonging, but also is closely related to social interaction and cross-cultural communication. Through cultural identity, individuals can find their own position in the group and establish connections with others. At the same time, cultural identity is also an important support for individual mental health, which can help individuals to maintain their inner balance and stability in the face of cultural conflicts and pressure.

Cultural identity plays a important role in promoting ethnic integration, unity and shaping national cultural psychology, and at the same time provides a solid support for the stable development of the country and society. Cultural identity not only affects peoples attitude towards the country and the nation, but also further guides their behavior(Yu Qiming, 2023). For example, under Chinese culture, cultural identity is a process of the individuals deep understanding, wide acceptance and psychological adaptation of Chinese culture (Zhu et al., 2022). It is based on a deep understanding of Chinese culture, and then produces a strong sense of belonging, dependence, and a firm belief in the vitality of Chinese culture. This belief permeates into the individual character and spirit, and finally becomes externalized into a conscious cultural behavior(Wang Huamin, et al., 2022).

Cultural identity is related to the connection, inheritance and continuation of history and tradition, reality and future, and is the root of national unity. In the context of accelerated globalization and cultural diversification, it is particularly important to enhance cultural identity. Therefore, this study explores the connotation and influencing factors of cultural identity, and then deeply examines the internal mechanism and promotion of cultural identity formation, which has important theoretical

significance and practical value for enhancing the sense of identity and pride of culture, and promoting the inheritance and development of culture.

2. CONNOTATION ANALYSIS OF CULTURAL IDENTITY

Cultural identity is a complex and multidimensional concept. There are various interpretations of the meaning of cultural identity. Zheng Xue and Wang Lei (2005) believed that cultural identity is an individuals acceptance and recognition of a certain culture, which is reflected in whether the individuals cognition, attitude and behavior accord with a certain cultural group. To some extent, this recognition reflects the individuals understanding and attitude towards the specific social and cultural concepts, such as politics, economy, religion, ethics, linguistic symbols and values. Some scholars also believe that cultural identity is the confirmation of shared culture between different groups or individuals and groups, which is based on the basis of common cultural symbols, ideas, thinking patterns and codes of conduct(Huimin Fu, 2012).

The study of cultural identity permeates many sub-fields such as developmental psychology, social psychology, cross-cultural psychology and management psychology. In particular, developmental psychology, which focuses on exploring the construction and formation process of individual cultural identity, regards it as a dynamic and complex evolution process. Take the study of Banks (2010) as an example, he interprets cultural identity as individual self-awareness closely linked to a specific cultural group, which reflects how individuals in a certain cultural background understand self-perception and self-definition(Schwartz et al., 2006). At the same time, some scholars believe that cultural identity reflects the individuals recognition and acceptance of the cultural group, and then has an impact on the internalization process of collective cultural psychology(Zheng Xiaoyun, 1992).

To sum up, this paper holds that cultural identity refers to the positive recognition of the most meaningful things of the nation formed by the members of a group living together for a long time in the national community, and is the value affirmation of the spiritual existence of human beings. It is mainly spread in the way of "collective unconscious" through the characteristics, customs and lifestyles of the nation itself, integrating peoples various identities, thus preventing the possible cultural conflicts between different identities. Cultural identity mainly includes cultural symbol identity, cultural identity identity and cultural value identity. Cultural symbol identity is the sense of identity of individuals or groups to the representative and recognizable elements such as language, clothing, symbols and symbols in their culture. Cultural identity is a sense of belonging and identity to cultural traditions, religious beliefs, customs and customs. Cultural value identification is the acceptance and identification of values, codes of conduct, moral norms and so on. These three factors are interrelated and inseparable, and together constitute the overall concept of cultural identity.

3. THE INFLUENCING FACTORS OF CULTURAL IDENTITY

The scholars have conducted relevant studies on cultural identity and its influencing factors from the perspectives of psychology, ideological and political fields, pedagogy, sociology, and communication, etc. The results show that cultural identity is influenced by many factors, which can be divided into two aspects: individual factors and environmental factors.

3.1. Individual Factors that Influence Cultural Identity

At the level of individual factors, personality characteristics, mental health status, self-esteem, and demographic variables all have significant effects on cultural identity, as shown in Table 1. For example, research shows that age, gender, educational background, and socioeconomic status are all important individual factors affecting cultural identity. With the increase of age, individuals often

have deeper understanding and identification of culture; women have more national cultural identity than men in national cultural inheritance; personal cultural identity generally comes from individual learning and consciousness, and educational background has significant influence on individual cultural identity; people with low social and economic status pay high attention to cultural identity, while those with high economic status may not pay much attention to the traditional national culture.

Table1. Individual factors influencing cultural identity

researchers	influencing factor	conclusion
Ouyang Linjie and Yuecai Town(2021)	personality	According to the analysis of the fifth personality dimension, the personality characteristics of ethnic minority college students have an important influence on their national identity and national identity, and the positive personality characteristics can effectively improve their sense of identity to the nation and the country.
Benet-Martinez & Haritatos(2005)	personality	Cultural identity has obvious antecedents of personality.
Park(2018)	mental health	A good mental state is an important component of the self-system and is related to cultural identity.
Wang Yulong et al(2021)	self-respect	In the adolescent group identity, both self-esteem and cultural identity will undergo certain developmental changes, and there is a mutual prediction and mutual causal correlation between the two.
Berry(2006)	gender	Studies have shown that women show higher levels of primary cultural identity than men.
Chen Yao(2023)	political status	The Chinese cultural identity of CPC members is higher than that of other students.

3.1.1. Personality and Cultural Identity

In the field of modern psychology, personality is defined as a characteristic of behavioral, cognitive and affective patterns shaped by both biological and environmental factors (Corr & Matthews, 2009). The main difference between the gentlemen(Junzi) personality and other personalities is that it is a comprehensive and idealized model of personality (Ge, 2020). The connotation of the Junzi personality occupies a core position in the Confucian culture, which refers to a complete and ideal personality quality.

The Junzi self-cultivation model points out that individuals can become a gentleman through self-cultivation to seek advantages and avoid disadvantages. The state of gentleman is a symbol of good self-functioning, which represents the individual to give full play to their potential and experience real and lasting happiness. This model is regarded as a practical psychological theoretical model, which can explain the personality traits and social behavior in the context of Confucian culture, and help to promote the development of culturally sensitive psychotherapy schools(Xu et al., 1994). Therefore, the gentlemen(Junzi) personality as a good personality trait can influence peoples understanding of culture.

Hao Hongwei(2013)believed that the gentleman personality can promote the harmonious development of individual and society. Harmonious society is the idea that has always been emphasized in Chinese culture, which requires good interaction and coordination between individuals and society. Students with a gentlemanly personality pay more attention to morality rather than

personal interests. People with a gentlemans(Junzi) personality have a good psychological state, social environment and surrounding support, which are also important influencing factors in Chinese peoples cultural identity of Chinese culture.

According to the current research on personality and cultural identity carried out by domestic scholars, cultural identity research from the perspective of gentlemans(Junzi) personality is relatively scarce. In-depth search of literature shows that individual personality characteristics and values influence their attitude, values guidance, motivation, influence attitude and behavior of external groups(Rokeach, 1973). Secondly, the study shows that all the factors in the big five personalities are significantly related to national social identity, national identity identity and national social and cultural identity(Ouyang Linjie, Yuecai Town, 2021). Therefore, from the indirect inference of the above literature, a significant positive correlation between gentleman personality and cultural identity.

3.1.2. Self-esteem and Cultural Identity

According to the theory of social identity, when the individual formed for a group, experience the value of the individual value and group core values, not only actively internalize the community specification, discipline, and positive evaluation and support groups, especially in the group reputation and security damage to stand up, defend the interests of the group, actively bear the responsibility of the group(Tajfel, 1982). Moreover, groups have an important impact on the shaping of individual psychology, and this effect size depends on the degree of internalization of group attributes in the individual self-system(Tajfel, 1982). As a core element of self-system and personality, self-esteem has a profound impact on individual cognition and behavioral regulation(Lei Yuju, et al., 2019). Dong Li(2014)They believe that the social identity theory strongly emphasizes the relationship between self-esteem and cultural identity.

Research has shown that people with higher self-esteem have a more positive attitude when assessing their social group, are more willing to accept and support the groups views and values, and show stronger social identity and collective self-esteem(Tajfel, 1982). Second, Greenberg et al suggested that individuals with lower self-esteem may show stronger cultural anxiety and cultural isolation. Low self-esteem will affect cultural awareness and thus affect cultural identity. Individuals with low self-esteem may be more inclined to feel uneasy and uncertain about their cultural identity. Meanwhile, some studies have shown that the higher the self-esteem level of college students, the stronger their cultural identity level(By Hu Xuewen, 2022). It can be inferred that self-esteem has a direct and significant positive relationship with adolescent cultural identity.

According to the "gentlemans(Junzi) self-cultivation model", the state of the gentleman symbolizes the efficient operation of self-function, which is characterized by the ability to fully tap individual potential and experience real and long-term happiness. Therefore, the gentlemans personality helps to promote the positive state of the individual(Xu et al., 1994). There is a positive correlation between the gentlemans personality and self-esteem. At the same time, related studies also directly show that there is a significant correlation between personality and self-esteem. For example, Taoist personality has a pairwise significant correlation between physical self-esteem and mental health(Deng Wantong, Wang Lei, 2023).

3.2. Environmental Factors that can Affect Cultural Identity

The research shows that the social environmental factors affecting cultural identity mainly include major aspects such as country, society, school and family, including policy guidance, public opinion atmosphere, economic development level, cultural factors, language, social support, etc., as shown in

Table 2. For example, policy orientation has a significant guiding effect on the formation of cultural identity; the public opinion atmosphere also affects the individuals cultural identity to culture and attitude; the level of economic development may indirectly affect the individuals identity and importance to culture; in the process of cultural adaptation, the social support from parents and peers is an important resource to improve the adaptability and cultural identity.

The greater the difference between the two cultures, the more difficult the process of individual cultural adaptation becomes, which further affects their cultural identity. Cultural conflicts may prompt individuals to reflect on and adjust their own cultural identity. Language is a manifestation of cultural differences, and also a key factor affecting cultural identity. For example, the cultural identity among ethnic groups and Han nationality can be enhanced in learning Chinese.

Table2. Social environmental factors influencing cultural identity

researchers	influencing factor	conclusion
Dong Li(2014)	cultural difference	Cultural identity is influenced by cultural differences (such as linguistic differences). When the difference between the two cultures is significant, individuals will face greater challenges in the process of cultural adaptation, which will have an impact on their cultural identity.
Dong Li(2014)	social support	Social support is an important resource for individuals to cope with stress and improve adaptation in the process of cultural adaptation, which also influences cultural identity.
Xie Shoucheng and Cheng Shibo(2015)	school	School education can improve college students recognition, recognition and practice of Chinese culture.
Jane zhen sharp(2020)	family	Family is an important source of college students excellent traditional culture inheritance identification.
Wang Xueyan and Jin Hongyan(2019)	society	China is in an unprecedented period of social change, and the collision of values will affect the cultural identity.

4. THE PROMOTION PATH OF CULTURAL IDENTITY

According to the existing research, the cultural identity can be promoted from the four levels of school, family, society and country.

4.1. School Education Inherits Culture Identity

School education is an important way to fully understand and inherit the national culture. Xie Shoucheng(2015) suggested that school education can improve college students recognition, recognition and practice of Chinese culture. Junior high school students self-esteem is closely related to Chinese cultural identity, and there is a mutual prediction and causal relationship between self-esteem and cultural identity(Wang Yulong et al., 2021). Studies have found that adding the essence of national culture in the school mental health curriculum can well improve the cultural identity of middle school students.

Referring to the social identity theory, schools can actively expand and enrich campus cultural activities, and further promote the popularization of these activities on campus by introducing elements such as opera, calligraphy, elegant art and traditional sports. The lack of personality education for students in schools may also be a factor affecting the mental health of adolescents. Therefore, we should encourage young people to take the initiative to learn the "gentleman personality", one of the cultivation of the ways. In the external environment, families, schools and

society should also popularize the way of "gentleman". As for the cultivation of mental health and self-esteem, the school should clearly do a good job in psychological assessment, regularly test the psychological situation of students, and quickly carry out psychological interviews and intervention for students with abnormal problems. At the same time, the school should do a good job in offering mental health courses and popularizing the lectures on psychological knowledge. The most important thing is that the school should reserve psychological teachers, and can conduct counseling and group counseling for students in daily life.

4.2. Family Education Strengthens Cultural Identity

Based on the theory of social identity, in the process of classifying the society, individuals will form a sense of identity with the subordinate group, and then show the preference of the inner group and the discrimination tendency of the outside group (Tajfel, 1982). Families can enhance their children's sense of belonging to Chinese culture by participating in Chinese culture activities together. The promotion of Chinese cultural identity can start with parents and children learning Chinese culture together, such as learning the sources of traditional festivals and historical stories. At the same time, Chinese cultural traditions can be practiced through family activities. In terms of gentlemen's personality, social learning theory emphasizes that children imitate emotional expressions, behavioral norms and cognitive beliefs in the family (Bandura, 1977). Parents should set a good example, set an example, show integrity, friendliness, diligence and other gentleman qualities. Similarly, the mental health and self-esteem of teenagers are also influenced by parents' education and demonstration. Parents should find a good family parenting style to teach teenagers, and provide a positive demonstration for their children.

4.3. Social Environment Build an Atmosphere of Cultural Identity

By optimizing the cultural environment, expanding the cultural connotation, expanding the cultural contact area, promoting the daily routine of cultural practice, making the culture closer to the people's life, and then creating a good Chinese cultural atmosphere from the social level. Such as holding cultural activities and promoting cultural products, to enhance the people's sense of identity and belonging to culture. At the same time, according to the theory of social norms, social norms have a guiding and restraining individual behavior. Therefore, the society is guided by values and promotes the sharing of culture through educational guidance, public opinion publicity and cultural edification. The society advocates integrity, friendliness and other gentleman qualities, and set a positive example for young people. For mental health and self-esteem, the society can provide good mental health services and support networks, such as psychological counseling agencies, mental health, etc., to help teenagers solve psychological problems and improve self-esteem. At the same time, positive social atmosphere and values to reduce the negative impact of discrimination and stress on adolescent mental health.

4.4. Ethnic Integration Promotes Cultural Identity

The country takes into account the five aspects of political, economic, cultural, social and ecological progress, forms synergy for development, promotes all-round cultural development, strengthens cultural exchanges and mutual learning, promotes extensive exchanges, exchanges and integration among ethnic groups, enhances mutual understanding and trust among ethnic groups, and promotes cultural prosperity and development. At the same time, the country actively communicates with different civilizations, learns the excellent civilization achievements in foreign cultures, and enriches and develops local culture. Through cultural exchanges, we can enhance the understanding and respect for other cultures, and promote cultural diversity and inclusiveness.

In addition, participating in cultural activities is also an important way to enhance cultural identity. Through communication and sharing with others, we can understand the history, tradition and values of our own culture, so as to better inherit and carry forward the spirit of our own culture. Understanding their own culture, learning from other cultures, and promoting the spirit of their own culture are all effective ways to enhance cultural identity.

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