

## **From the Bing Dwen Dwen to see the Chinese cultural self-confidence**

The Beijing Winter Olympic Games had ended few days ago. The lovely mascot, Bing Dwen Dwen became a hit in the world. The cute appearance and behavior of it attracted people's eyes as soon as it appeared.

As a big-body star, the Bing Dwen Dwen usually can't get through the door successfully, which seems funny but lovely. Many foreign athletes who came to China to participate in the Winter Olympics are proud to take photos with the Bing Dwen Dwen. The Prince of Monaco asked the staff to give another Bing Dwen Dwen to go home and send to his two children. A Japanese journalist was particularly fond of Bing Dwen dwen and renamed himself as Yi Dwen Dwen. From this hot phenomenon, we can see the Chinese cultural self-confidence.

As the world changes fast, the cultural self-confidence is known widely. What's the cultural self-confidence? The official explanation of the cultural self-confidence is to identify the cultural values, and have a firm confidence in the vitality of its culture. It is a little complicated. Our own understanding of it is to recognize our own culture and dare to tell it to others.

And why we advocate cultural self-confidence? It is because China has a history of 5000 years. We have formed splendid culture. Only if we

have the cultural self-confidence, can we have the ability to tell Chinese stories well. The Beijing Winter Olympics gives us a chance to tell the stories of China to the world.

Bing Dwen Dwen is the mascot of the Beijing Winter Olympics. This lovely panda is one of the most important parts delivering China's cultural self-confidence.

From the meaning of its name, we can see the traditional Chinese culture. The Bing of the Bing Dwen Dwen means ice in English. It symbolizes purity and strength, which is the characteristic of the Winter Olympic Games. "Dwenn Dwen" means thickness, solid and cuteness, which fits the whole image of the panda and symbolizes the strong and powerful body, and the firm will.

Bing Dwen Dwen also shows the spirits of Chinese youth. The best view of a country is the youth of this country. The Bing Dwen Dwen are not real, but the Chinese youths under the shell are real. They are willing to give their full enthusiasm to the motherland. This group of young people are the most active propagandist (宣传者) of Chinese culture.

Bing Dwen Dwen shows our improvement in spiritual, and is also a reflection of our consumption level. People buy this mascot crazily. This phenomenon just suggests that Chinese people's hope of living a happy life. Besides, this is also the evidence that our economic has stepped on a new stage. The cute Bing Dwen Dwen is not only a cultural symbol, but

also a cultural ambassador, which shows China's opening, confidence and tolerance. It is the proof of China's prosperity and strength in spirits.

Bing Dwen Dwen shows cultural inheritance and innovation. From the panpan of the 1990 Beijing Asian Games, to the Fuwa Jingjing of the 2008 Beijing Olympic Games, and then to the Bing Dwen Dwen of the 2022 Beijing Winter Olympics, the panda has become the mascot again, but the appearances are becoming more lovely. As the most recognizable cultural image, the panda can cross the language barrier and directly hit people's hearts. Over the past thirty years, we still have remained respect to our own culture and national treasure. China does not forget its original intention, and make panda in Chinese culture inherit and innovate.

Bing Dwen Dwen carry forward the idea of community with a shared future. Since the outbreak of COVID-19 in 2020, communication around the world has been decreasing. We need to bridge the relationship. Bing Dwen Dwen creates us a platform which let people all over the world reunite again. With its unique cute behaviors, the cute Bing Dwen Dwen heals people of different skin colors, different cultures, different beliefs and different lifestyles. It also shows China's kindness to the world. So foreign friends are willing to work with China to build a community with a shared future for mankind.

Beautiful things and spirits are the common hope of human beings. The friendship and blessings that China is expressing with the Bing Dwen

Dwen are common to the whole world. As long as the beautiful expectations for the future of mankind are there, we can feel the enthusiasm and warmth.

As the mascot of the Beijing Winter Olympics, the Bing Dwen Dwen is our gift. Because it shows our cultural self-confidence with its cute appearance and abundant meanings and also expresses our kindness to the world. Bing Dwen Dwen fully reflects Chinese culture in innovation, and once again proves that Chinese culture and Chinese spirit is the source of our cultural confidence. It will remain in people's memories for a long time. This is not only because of its lovely behaviors, but also because of the important role it plays this winter.