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## The Values Dilemmas and Paths of Strengthening College Students' Cultural Confidence in the New Era

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**Abstract** As the inheritors and innovators of Chinese culture college students should have firm cultural confidence which is the inherent requirement for the growth of the new generation the practical need for the inheritance and innovation of Chinese culture and the urgent need for the construction of a socialist cultural power. But the complexity of the open environment the lack of reflection on cultural education and the separation of theory from practice lead to the lack of cultural confidence of college students. Therefore it is necessary to strengthen cultural and ideological guidance innovate cultural education mechanisms and guide participation in cultural activities and establish cultural beliefs for college students. It is important to cultivate cultural belief enhance self-confidence and strengthen cultural responsibility for college students so as to better uphold and develop socialism with Chinese characteristics in the new era and cultivate culturally confident newcomers for the great rejuvenation of the nation.

**Keywords** new era college students' cultural confidence cultural education cultural responsibility