

Original Paper

Study on the Rich Connotation, Contemporary Value and Practical Path of the Spiritual Pursuit of “Carrying Things with Kindness, Promoting Virtue and Spreading Morality”

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Abstract

As one of the important elements of the excellent traditional Chinese culture, “carrying things with kindness, promoting virtue and spreading morality” has gone through thousands of years of vicissitudes of life and cohesion of the core essence of the traditional moral concepts of the Chinese nation. The essence of the spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality” lies in the emphasis on profound virtue and a tolerant mindset, carrying all things and tolerating differences through one’s own moral cultivation and behaviour, and actively carrying forward and spreading the light of morality, thereby promoting social harmony and development. The spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality” is highly compatible with the core socialist values of the new era, which not only deepens the cultivation of personal moral quality, but also promotes the harmony and common progress of society, and is of great significance and value in terms of theory. On the practical level, this spiritual pursuit plays an important role in shaping the individual’s inclusive mentality and broad-mindedness, and can effectively improve people’s moral level and sense of responsibility, thus further promoting the in-depth development of spiritual civilisation in the new era.

Keywords

Carrying things with kindness, Promoting virtue and spreading morality, Spiritual pursuit

1. Introduction

General Secretary Xi Jinping pointed out at the Symposium on Cultural Inheritance and Development that the concept of “carrying things with kindness, promoting virtue and spreading morality” is one of the essences of excellent traditional Chinese culture. The concept of “carrying things with kindness”, originates from the Zhouyi-Xiangzhuan, which reads, “The earth is in a state of kun, and a gentleman carries things in the name of virtue,” emphasising the importance of carrying all things in the world in the name of virtue, and reflecting the broad-minded and tolerant temperament of the Chinese nation.

The concept of “promoting virtue and spreading morality” originates from ancient classics such as “The Book of Shang”, in order to encourage people to continuously improve their virtue cultivation and consciously take up the responsibility of promoting the right way. The concepts of “carrying things with kindness, promoting virtue and spreading morality” complement each other and together constitute the core essence of the traditional moral concepts of the Chinese nation. It is not only a sublime state of personal moral cultivation, but also an important force to promote social harmony, cultural heritage and international exchanges, which inspires people to carry all things with profound virtue, promote the right way with bright virtue, and contribute to the prosperity and progress of the society together. Therefore, it is particularly important to explore the rich connotation, contemporary value and practical path of the spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality”.

2. Rich Connotation of the Spiritual Pursuit of “Carrying Things with Kindness, Promoting Virtue and Spreading Morality”

2.1 The Rich Connotation of “Carrying Things with Kindness”

2.1.1 Ethics and Responsibility

“Thick Virtue” emphasises that people should have a deep moral character, which is the moral foundation of governance. It encourages state officials to pay attention to people’s well-being, to ensure fairness and transparency in the process of policy formulation and implementation, to safeguard social justice, to promote the country’s prosperity and strength, and to promote harmonious and stable international relations with honesty, friendliness, and respect in foreign exchanges and co-operation. In foreign relations and co-operation, they will promote harmony and stability in international relations with honesty, friendliness and respect. At the same time, the cultivation of “thick moral character” is also a long-term and arduous task, which requires people to know and act in unity while continuously improving their own moral cultivation. A strong moral character enables individuals to remain resilient in the face of difficulties and challenges, to assume responsibility, to actively seek solutions to problems, and to improve themselves through learning, reflection and practice in pursuit of a higher moral realm.

2.1.2 Broadmindedness and Spirit of Tolerance

The spirit of openness and inclusiveness demonstrated by “carrying things” is reflected in China’s foreign relations. Openness is the distinctive mark of Chinese modernisation. In the face of the accelerated evolution of the world’s unprecedented changes, China has always adhered to the trend of history and is committed to advocating the construction of a mutually respectful and win-win approach to international exchanges; at the same time, openness has been a distinctive feature of Chinese culture since ancient times, and our country has always been open and tolerant, proactively absorbing the fruits of the world’s outstanding civilisations and conducting close cultural exchanges and cooperation with countries along the “Belt and Road”. At the same time, openness has been a distinctive feature of

Chinese culture since ancient times, and China has always maintained an open and inclusive attitude, actively absorbed the fruits of the world's outstanding civilisations, and carried out close cultural exchanges and cooperation with countries along the "Belt and Road".

2.2 The Rich Connotation of "Promoting Virtue and Spreading Morality"

2.2.1 Demonstrating Virtue and Practising Virtues

The so-called "virtue" is the idea that people's words and behaviour should be of high moral character, reflecting the unity of knowledge and action. Firstly, "virtue" should be regarded as the cornerstone of national governance and social development, and moral construction should be given an important position. Secondly, "virtue" should be taken as an intrinsic requirement for personal cultivation, so that "virtue" can become a precursor for leading social customs and promoting the improvement of national quality, thus ultimately achieving the goal of building a harmonious society.

2.2.2 Promoting Righteousness and Taking up Missions

The word "spreading morality" means to promote morality and righteousness, to spread it, to make it widely known and to practise it. An important driving force for the progress of national civilisation is the spirit of "spreading morality". By "spreading morality", the state can clarify its own moral responsibilities and ensure that its policies are formulated and implemented in accordance with the moral expectations of society, thereby winning the trust and support of the people.

2.3 Relationship between "Carrying Things with Kindness" and "Promoting Virtue and Spreading Morality"

"Carrying things with kindness" is premised on "promoting virtue and spreading morality". On the basis of "promoting virtue and spreading morality", "carrying things with kindness" provides a solid moral support for, which is like the root of a tree rooted in fertile soil, for the upward force and resilience of "promoting virtue and spreading morality" to nourish silently. It is like the root of a tree rooted in fertile soil, which silently nourishes the upward force and resilience of the character of "promoting virtue and spreading morality". On the journey of life, only with profound virtue can one take up all kinds of responsibilities and missions in the world. Therefore, we should put the word virtue in our hearts and put it into action. At the same time, we have to lead people with virtue, lead things with virtue, and lead society with virtue.

The so-called "promoting virtue and spreading morality" is a further development and sublimation on the basis of the "Virtue of Carrying Things". "Mingde" refers to the moral sentiment of being open and honest, upright and selfless; and "Hongdao" is to spread one's virtue and morality to more people, so that it can become a lighthouse to lead the society to move forward.

Therefore, "carrying things with kindness" and "promoting virtue and spreading morality" complement each other, with the former being the foundation of the latter and the latter being the natural extension and corollary of the former. Under the conditions of the new era, in order to realise the Chinese dream of the great rejuvenation of the Chinese nation, it is all the more important for us to pass on and

promote such values, internalise them as personal cultivation and externalise them as social responsibility.

3. The Contemporary Value of the Spiritual Pursuit of “Carrying Things with Kindness, Promoting Virtue and Spreading Morality”

3.1 Reflecting Political Values in Maintaining Social Justice and Promoting Social Harmony and Stability

On the one hand, it is conducive to the formation of a just and clean political environment, thereby achieving the goal of accommodating pluralism, and it is a concrete manifestation of the spiritual quest of “carrying things with kindness, promoting virtue and spreading morality” in the political sphere. The spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality” emphasises the importance of carrying all things in the world with profound virtue and broad-mindedness, and of promoting political stability and social harmony by upgrading the moral level of political subjects. In addition, “carrying things with kindness, promoting virtue and spreading morality” is also embodied in the tolerance and respect for diverse cultures and different opinions. In the political sphere, this also requires the government to respect the interests of various social forces and groups in order to promote the pluralistic development and harmonious coexistence of society, and to form ethical constraints on the operation of power, requiring that political power be operated under the sun.

Secondly, it has a positive effect on the formation of correct political beliefs and social commitment. The spiritual quest of “carrying things with kindness, promoting virtue and spreading morality” is conducive to the establishment of high political ideals by political subjects, guided by the confidence and determination to stand firm on the road of socialism with Chinese characteristics, and, on the basis of the principle of impartiality and selflessness, to strive for the interests of the people and contribute to the prosperity and strength of the country. Thus, under the guidance of the spiritual quest “to be virtuous and to carry things in one’s possession, to be virtuous and to promote the Way”, it is possible to combine correct political beliefs with social commitment.

3.2 Highlighting Economic Value in Creating an Honest and Inclusive Competitive Environment and Achieving Win-win Cooperation

On the one hand, the formation of an ethical corporate culture is of great significance to enterprises. A series of corporate culture concepts such as “carrying things with kindness, promoting virtue and spreading morality” can establish a good social image for the enterprise, enhance consumer trust, and in the long-term development of a stable market share and sustained economic returns, but also continue to strengthen their own brand value to attract more consumer recognition, thus gaining an advantage in the market competition, brand value to attract more consumers to identify, so as to take advantage of the competition in the market.

Secondly, it is conducive to the implementation of sustainable development strategies by enterprises. The pursuit of the spirit of “carrying things with kindness, promoting virtue and spreading morality” has prompted enterprises to focus on long-term interests when formulating their development strategies, and to make great efforts to protect the environment and assume social responsibility. The implementation of sustainable development strategies by enterprises is not only conducive to the adaptation of enterprises to changes in the environment, but also increases the effectiveness of long-term stable development of enterprises.

3.3 Demonstration of Cultural Values in the Promotion of Outstanding Traditional Chinese Culture and Enhancement of Cultural Soft Power

On the one hand, it is very favourable to the inheritance and innovation of the excellent traditional Chinese culture. The core values reflected in “carrying things with kindness, promoting virtue and spreading morality” emphasize that an individual must have profound moral qualities, which is the foundation of cultural inheritance, and in modern society, this spiritual pursuit not only requires us to inherit traditional virtues, but also plays an important role in the process of learning from the excellent culture. In modern society, this spiritual pursuit not only requires us to inherit traditional virtues, but also plays an important role in the process of drawing on our outstanding culture.

On the other hand, it is conducive to the reconciliation of cultural conflicts. In today’s era of multiculturalism, different cultural values are prone to conflict, and adhering to the spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality” is conducive to the search for common values on the basis of respect for differences, and to reconcile cultural conflicts, promote cultural harmony, and provide strong spiritual support and cultural impetus for the building of a community of human destiny. This will provide strong spiritual support and cultural impetus for the building of a community of human destiny.

4. Practical Path of the Spiritual Pursuit of “Carrying Things in Virtue and Promoting the Way in Virtue”

4.1 Enhancement of Personal Moral Integrity and Cultivation of Good Spiritual Qualities

The University begins with the following words: “The way of the university is to be bright and virtuous, to be kind to the people, and to stop at the highest good”. This sentence clarifies that the purpose of “the study of the great man” or “the study of the gentleman” is to promote a bright and upright character and to promote oneself as well as others, and finally to reach the most perfect moral state, “to carry things in a generous manner, to promote the way of virtue”. The spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality” has been a great source of inspiration for personal development.

Firstly, clear value orientation and the pursuit of excellence in life. According to Marxism, value is a relationship between the subject and the object that reflects the extent of the subject’s need for the object and the degree of satisfaction. Individuals in the pursuit of “carrying things with kindness,

promoting virtue and spreading morality”, that is, the pursuit of noble character, and actively fulfil the social responsibility of the process, need to clarify their own value orientation. At the same time, practice is the only criterion for testing the truth, and it is the fundamental way for people to understand the world and transform it, and the continuous improvement of moral cultivation needs to be realised through practice.

Secondly, deepen inner cultivation and cultivate a heart of virtue. Individuals should learn to accept different views, cultures and beliefs, face the world with an open mind, and bring into play the spirit of tolerance. In practical activities, they should constantly reflect on their own behaviour and decision-making, and make timely adjustments to their direction, so that their actions are always in line with the spiritual pursuit of “carrying things with kindness, promoting virtue and spreading morality”.

Finally, practising the way of virtue reveals the glory of morality. From the perspective of historical materialism, morality is a product of social history, and it develops continuously as society changes. Therefore, in the process of practicing the Way of Virtue, individuals need to be keenly aware of the requirements of social development with the changes of the times, and make corresponding adjustments to their own moral concepts and behaviours in order to adapt to the new requirements of social development. Thus, for the individual, the practice of the Way of Virtue is both a manifestation of morality and a contribution to the historical development of society.

4.2 Actively Fulfilling Social Responsibilities and Creating a Harmonious Social Atmosphere

Insisting on arming the mind with Xi Jinping’s thought on socialism with Chinese characteristics for the new era, giving full play to its positive orientation function, so that people, nourished by culture and spirituality, will continue to strengthen their ideals and beliefs, improve their own ideological and moral qualities, and cultivate good conduct in their daily lives, thereby raising the moral quality of the entire population and the degree of civilisation of the whole society.

4.3 Strengthening Morality and the Rule of Law and Promoting Cultural Exchange and Integration

First of all, it is necessary to pay attention to the building of morality in order to promote social harmony and stability. The State must pay attention to moral construction, thereby promoting mutual tolerance and respect among all groups in society and reducing social contradictions and conflicts. The state should closely integrate moral construction with cultural construction, enhance the country’s cultural soft power by carrying forward the excellent traditional Chinese culture and cultivating the national spirit, and at the same time cultivate and develop the cultural industry as an important force for social progress. It should also promote positive cultural values to guide people in their pursuit of truth, goodness and beauty, and should resist vulgar and negative cultural phenomena.

Secondly, upholding noble moral principles and deepening the construction of the cultural system. Cultural self-confidence is an important symbol of the cultural renaissance of society, the State and even the Chinese nation as a whole, and it plays an important role in personal growth, social progress and national development, as well as providing guidance for social progress and development. The concept of “promoting morality and the Way” focuses on guiding social progress and promoting the

flourishing of culture through the promotion of high moral qualities and the pursuit of lofty ideals. The state should closely integrate moral construction with cultural development, nourish the national spirit through the inheritance and promotion of excellent traditional Chinese culture, and significantly enhance the country's cultural soft power. At the same time, the State should strongly advocate and support cultural innovation, and actively promote the prosperity and growth of the cultural industry, so as to ensure that culture can become a key driving force for the sustainable development of society.

Finally, to promote continuous economic development and fulfil corporate social responsibility. The State should make greater efforts to promote the coordinated development of the economy, society and the environment to achieve the goal of harmonious coexistence of man and nature, the state should vigorously advocate the concept of green development, increase the construction of ecological civilisation, and promote the formation of a green mode of development and consumption patterns. In addition, for enterprises and various social groups are also actively fulfilling corporate social responsibility, and actively involved in public welfare and environmental protection activities, for the sustainable development of society to add bricks and mortar, but also this is the enterprise's return to society. The concept of sustainable development throughout, the integration of corporate social responsibility, the state advocated the concept of green development in concrete terms, the construction of ecological civilisation and sustainable development to continue to push forward, the formation of a good atmosphere in the whole society to do their share of responsibility for sustainable development.

5. Conclusion

The spiritual quest of “carrying things with kindness, promoting virtue and spreading morality” is a kind of thoughtful and powerful wisdom of the world, which, as a treasure of the excellent traditional Chinese culture, not only carries deep cultural heritage and historical deposits, but also demonstrates a strong theoretical and practical significance in the process of passing on and carrying forward the excellent traditional Chinese culture. It this spiritual pursuit not only embodies the moral wisdom and life philosophy of ancient sages, but also provides an important ideological resource and value orientation to build the spiritual civilisation and new form of human beings in the context of the new era. To deeply explore the rich connotation of this spiritual pursuit, we should focus on its dissemination and influence in the context of globalisation, and contribute to the building of a community of human destiny while actively practising its contemporary values, contributing to the promotion of spiritual civilisation and the construction of a new form of human civilisation.

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