

# **Value Meaning and Practice Path of Promoting Petroleum Spirit in Petroleum and Petrochemical Industry in the Perspective of Xi Jinping's Cultural Thought**

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**Abstract:** Currently our country is in the critical period for the great rejuvenation of the Chinese nation, and it is particularly important to promote the construction of modern civilization of the Chinese nation. Xi Jinping cultural thought formally put forward for the construction of socialist modern power with Chinese characteristics has pointed out the way forward, but also for the petroleum spirit in the petroleum and petrochemical industry to promote the ideological guidance. The promotion of petroleum spirit needs to be based on the perspective of Xi Jinping's cultural thought, mainly through the combination of the connotation of Xi Jinping's cultural thought and the reality of the petroleum spirit, and integrate the commonalities and the integration of Xi Jinping's cultural thought in order to promote the petroleum spirit, and ultimately play the value of the times in practicing the petroleum spirit.

**Keywords:** Xi Jinping Cultural Thought; Petroleum Spirit; Value of the Times

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The study and implementation of Xi Jinping's cultural thought is shown in the process of promoting the spirit of petroleum, and in promoting the spirit of petroleum at the same time to adhere to Xi Jinping's cultural thought, the two are integrated and complement each other.

## **1. The Internal Logic of Xi Jinping's Cultural Thought and the Spirit of Oil**

### **(1) Embodiment of Cultural Subjectivity in the Spirit of Oil**

Xi Jinping's cultural thought adheres to the position of the people as the main body and puts forward the concept of "people-centred" cultural development. The people are the fundamental driving force that drives the wheel of history forward, and are the creators of material and spiritual wealth, and in terms of spiritual wealth, they have the excellent traditional culture of the Chinese nation, the power of the great national spirit, and so on, and the petroleum people are the creators of the spirit of petroleum. The spirit of petroleum was nurtured in the first oil well "Yan Yi Jing" during the war period. In the construction of new China in response to the party's call for industrialisation, the oil people began to travel all over the motherland, until 1959 Daqing oil field came into being, China's "oil-poor" hat completely thrown off, Daqing spirit and the spirit of the Iron Man have become a typical representative of the early industrialisation. Since the reform and opening up, the spirit of oil has been developed, and the oil people continue to enrich and develop the spirit of oil while inheriting the hard work, under the guidance of the spirit of "hard work and practicality" and "three old and four strict", combining the spirit of oil with the times, and developing the domestic oil industry with the spirit of "going out of the country". The development of domestic petroleum industry and going abroad has been jointly promoted to form a synergy, creating a petroleum map with Chinese characteristics and showing Chinese samples for the world's petroleum industry. Looking back on the development of China's petroleum industry, it is the petroleum people under the leadership of the Party with practical actions to show the world's petroleum industry in the history of China's unique splendour, the spirit of petroleum is created by the people, and inspired generations of petroleum workers for the motherland's petroleum industry to struggle for life.

### **(2) Embodiment of Socialist Core Values in the Spirit of Petroleum**

General Secretary Xi Jinping pointed out that "the history of the development of human society has shown that the most enduring and deepest strength for a nation or a country is the core values shared and recognised by society as a whole". The core socialist values focus on our contemporary Chinese spirit, with rich and specific connotations, showing the common value pursuit of contemporary Chinese people. Typical representatives of the petroleum spirit, the Daqing Spirit and the Ironman Spirit, which has the connotations of patriotism, entrepreneurship, truthfulness and dedication, have given concrete expression to the connotations of the socialist core values at the individual level.

Patriotism is the core, the petroleum people rely on the motherland, under the leadership of the party for the country's wealth and strength and dedication, patriotism in the hardship and suffering of the formation of generations of petroleum people's hearts in the motherland and the construction of the motherland's conscious

action, "I dedicate my motherland to oil," the main theme of the petroleum people with their own blood and sweat poured into the more and more solid.

Dedication and entrepreneurship are to dare to be the first in the industry, dedication and love of work, and stick to their positions. It is they who keep the original heart and mission of entrepreneurship, inspired by the dedication of the practical and enterprising. "If there are conditions to be on, if there are no conditions to create conditions to be on," showing the hard work of the oil people and love of work and dedication of the heart is indestructible.

Honesty and truthfulness are practical work, and the Daqing oilfield developed by the oilmen through hard work and practical work has completely thrown off China's oil-poor hat. In the early industrialisation of new China, "Daqing" in the call for "industrial learning Daqing" made Daqing not only a place name, but also a vivid embodiment of practical work.

Friendship in the love and help to others is dedication, the spirit of dedication is consciously seeking people's happiness, promote social development, promote the country's wealth and strength of the invaluable spiritual power, "would rather live 20 years less, and desperately want to take the big oil fields," the solemn oath highlights the selflessness of the oil people in the heroic nature of dedication.

The spirit of petroleum is not only embodied in the level of personal behaviour, but also in the social level and the level of value goals, there is also a specific connotation of consistency. Among them, the "Daqing Spirit", "Iron Man Spirit", "hard work", "three old and four strict" as the connotation of the the spirit of petroleum is the core value of a real petroleum person, and its contemporary connotation is consistent with the socialist core values, which is the concrete embodiment of the socialist core value system on the petroleum front.

### **(3) Embodiment of the "two combinations" in the spirit of petroleum**

The spirit of oil is the fruit of the Chineseisation of Marxism. The leap in the stage of development of the petroleum industry was carried out under the guidance of the ideology and theory at that time. Ideological and theoretical guidance and the spirit of oil are highly compatible, under the guidance of Mao Zedong Thought, in the face of the early years of the founding of the country's national oil production of only 120,000 tonnes, the petroleum industry is extremely backward, the party to improve the people's enthusiasm for production in all aspects, stirring up the petroleum people to run to the four sides of the oil war, the Daqing spirit of the spirit of the iron man can be demonstrated with real examples.

The spirit of petroleum is rooted in the excellent traditional Chinese culture. Chinese culture has a long history of 5,000 years, and the cultural connotation it contains is extremely comprehensive. The national sentiment of "serving the country with loyalty and devotion", the humanistic ideology of "benevolence, righteousness, courtesy, wisdom and trust", the philosophical ideology of "seeking truth from facts and unity of knowledge and action" and so on. Therefore, the connotation of the spirit of petroleum is unearthed from the excellent traditional Chinese culture. The excellent traditional Chinese culture nourishes the good qualities of the oil people, such as sharing the worries of the country, self-reliance, scientific and realistic, and hard work, and stimulates the centripetal force and cohesion of the oil people, so as to enhance the spiritual power of the petroleum people to strive for national rejuvenation continuously.

## **2. Based on the value significance of promoting the petroleum spirit in the petroleum and petrochemical industry under the perspective of Xi Jinping's cultural thought**

### **(1) Carrying forward the spirit of petroleum is conducive to carrying out cultural missions**

The spirit of petroleum is an important part of the spirit of the Chinese nation, and is an inexhaustible driving force for the inheritance of the excellent traditional Chinese culture, the innovation of the advanced socialist culture, and the realisation of the great rejuvenation of the nation. General Secretary Xi Jinping stressed that "we will continue to promote cultural prosperity, build a strong cultural country, and build a modern civilisation for the Chinese nation from a new starting point". Cultural mission means responsibility and commitment. Wang Jinxi, the representative of Ironman Spirit, Chen Penglong, the iron man of flood resistance in Hubei, Pubu Zhuoma, who is deeply rooted in the front line of the plateau, and Mao Bingquan, who has realised catalytic service to the country, is the responsibility and commitment of the petroleum spirit. Inherit the spirit of petroleum, promote the deeds of petroleum heroes for the new era of youth mission in the heart, the responsibility has a profound impact on the shoulders.

### **(2) Promoting the petroleum spirit is conducive to the cultivation of socialist core values**

Socialist core values enable people to form emotional identity and behavioural habits, and ultimately will create a strong atmosphere, and its subtle influence in a good atmosphere will be far-reaching and long-lasting. The value of cohesion and attraction of the atmosphere is to unite people to unite and build a destination to

attract different people to explore the value of life. In the petroleum construction of the atmosphere for the oil war in the magnificent scene of swallowing mountains and rivers, 1960 opened the prelude to the oil war, tens of thousands of petroleum people energetic, blue blood in the oil front for the country to quickly take the big oil fields. The spirit of oil is the soul of the development of the oil industry, its oil construction atmosphere is the reality of the spirit of oil performance, the permeability and durability of a good and strong atmosphere is also in the subtle influence of generations of petroleum people to practice the core socialist values, with the core socialist values to cast the soul of the cultivation of people.

### **(3) Promoting the spirit of petroleum is conducive to strengthening cultural self-confidence**

Cultural self-confidence is a more basic, broader and deeper self-confidence, and firm cultural self-confidence is the forward direction and inexhaustible power of a modern socialist cultural power. Under the background of world cultural diversification, opportunities and challenges exist side by side, holding fast to the position of Chinese culture is a prerequisite for the enhancement of China's cultural soft power, and the solidity of the position of Chinese culture needs cultural self-confidence to be realised, and the culture of the Chinese nation is specific and historical, among which the inheritance of the spirit of petroleum can act as a manifestation of a high degree of cultural self-confidence. The spirit of petroleum contains the spirit of not forgetting the original, not forgetting the original heart is the culture of perseverance and inheritance; oil people in the leadership of the Communist Party of China, under the leadership of the spirit of petroleum, writing a hundred years of brilliant development history of the petroleum industry is the reality of China's confidence in the development of the road; PetroChina set the "two stages, each three steps" of the road from the realisation of high-quality development to the establishment of the foundation of a long-lasting and stable development. PetroChina has set "two stages, three steps each" to achieve high-quality development and build a world-class enterprise in the future development plan is the confidence in China's future development prospects. In essence, the spirit of petroleum is the reality of the foundation of cultural self-confidence, and the value of cultural self-confidence it shows lies in the petroleum people's self-confidence in the road, theory and system of socialism with Chinese characteristics.

## **3. Based on Xi Jinping's cultural thought perspective of the petroleum and petrochemical industry to promote the spirit of petroleum practice path**

### **(1) Adhering to the spirit of petroleum and innovating in the process of consolidating the foundation and promoting innovation**

Under the guidance of Xi Jinping's cultural thought, to guide the masses of people to consolidate their roots and develop new ones, to understand new ideas, new concepts and new cultures from a practical point of view, and to profoundly understand the value of the "two combinations" of the times. Petroleum spirit of keeping the right and innovation, first of all, is to inherit the petroleum people "hard work", "three old and four strict" spirit, manifesting the spirit of China, abide by the right way to do the fundamental principle of unshakeable, and always adhere to the "energy bowl must be secondly, we should innovate and develop the new spiritual connotation of PetroChina in the new era, combine theory and practice, and fully excavate the advanced models and model workers to represent the spirit of PetroChina in the new era, so as to keep abreast of the times and enrich the development continuously.

### **(2) Strengthening ideological education on the spirit of oil in practice**

Xi Jinping's cultural thought is an enrichment and development of Marxist cultural theory, which can be better understood and implemented by applying the Marxist concept of practice. Ideas come from practice, gain understanding in practice, and gain insights in understanding. Through the oil spirit of social practice and volunteer activities organised with the three barrels of oil company culture propaganda, the use of social practice in the cultural exchange of ideas and promote the spirit of oil, the majority of young people to establish a correct world view, outlook on life, values have an important role. Finally, through the perception of the harvest and the combination of the lecture, the benefits of what we have seen and heard, the dissemination of others in the lecture, thus forming a cultural atmosphere to subtle influence on human behaviour and cognition, its understanding of the spirit of the petroleum will also have the basis of the reality, it is easy to form a consensus, and strengthened the ideological education.

### **(3) Promoting the Spirit of Petroleum as a Public Opinion Leader in Cultural Propaganda**

Xi Jinping's cultural thought of "seven efforts" one of the "efforts to enhance the news and public opinion dissemination power guiding force influence credibility". The spirit of oil should first of all use the organisation of public opinion, authority to gradually realise the positive energy of the voice in time to reaches, fully reach, effectively reach the people, so as to form an important part of the mainstream public opinion, which for the

promotion of the spirit of oil to provide a strong support. Secondly, the petroleum and petrochemical industry should carry out favourable protection and construction of old petroleum and petrochemical cultural sites and field samples of work sites, so as to contrast the history of the spirit of petroleum with the reality, and improve the attractiveness of the communication process. And then the spirit of oil in all walks of life in the major typical figures of the deeds of classification, in the specific division of better to correspond to the value of all walks of life in the community needs, to achieve a combination of commonality and individuality, conducive to the depth of the people's reality. In the end, the main theme and positive energy will be carried forward in the promotion of the spirit of petroleum.

#### **4. Conclusion**

Carry forward the spirit of the oil first of all, we must do the Xi Jinping cultural thought of seven efforts, fourteen emphasis, nine adhere to the long-term persistence and continuous development. Secondly, we should find the focus point in the new thoughts and new ideas and assertions, look at the problems from the perspective of the new era, seek truth from facts, and keep pace with the times, so that we can always stand on the tide of the development of the times and dare to be the first. Finally, the youth of the new era should shoulder the responsibility and mission, and with a high degree of cultural confidence, promote the prosperity of modern civilisation of the Chinese nation and the construction of a strong cultural country, so as to achieve the great rejuvenation of the Chinese nation together.

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