



**Cross-Cultural Communication**  
Vol. 10, No. 4, 2014, pp. 154-158  
DOI: 10.3968/5054

ISSN 1712-8358[Print]  
ISSN 1923-6700[Online]  
[www.cscanada.net](http://www.cscanada.net)  
[www.cscanada.org](http://www.cscanada.org)

## Study of the Value of Soft Power of the Traditional Confucian Moral Sentiments

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**Support by** 2013 basic scientific research and operating expenses of the Central Universities Support (DUT13RC202); 2012 Liaoning Province Social Science Fund Project (L12DKS022); 2012 Dalian Social Science Fund Project (2012dlskyb077).

Received 12 February 2014; accepted 25 May 2014

Published online 26 June 2014

### Abstract

Western philosophy is basically holding the dichotomy of reason and emotional attitude. Rational ability than emotional, it has an innate superiority for inductive, which is originated in the way of Plato's classic thinking. But in comparison with the rational, the perceptual is often considered as blind, spontaneous, and difficult to control and dominate. In the tradition of Western philosophy, the relationship between the emotional and rational has been unequal; the sensibility is always at a disadvantage position, even once reduced to the ability to collect empirical material. Then, is perceptual has rich content itself. What is the relationship between the emotional and moral? This problem has not meant a good answer.

The crux of the problem is that the real person is a whole life. This whole life is required to cross-examine the meaning and value of life. The meaning and value of life are closely connected with emotion. Chinese traditional Confucianism especially places great importance on the emotional problems. This attention to the emotional issues of concern for man as man, that is to say, for the meaning and value of life, traditional Confucianism focus on the value and dignity of the person.

**Key words:** Soft power; Confucian; Moral sentiments

Guang, W., Tian, H., & Yu, Q. J. (2014). Study of the Value of Soft Power of the Traditional Confucian Moral Sentiments. *Cross-Cultural Communication*, 10(4), 154-158. Available from: <http://www.cscanada.net/index.php/ccc/article/view/5054> DOI: <http://dx.doi.org/10.3968/5054>

### 1. CONFUCIAN HERITAGE ATTITUDE TOWARD EMOTIONAL PROBLEMS

Chinese traditional Confucianism is more concerned about the moral evolution of man as man. In Confucian thought that the people are not just a rational animal, and also emotional animals. In Terms of human nature, people first are emotional animals and are moral emotions of animals. For people, the moral emotion is the result of human evolution and is also an important symbol of man as man, for each specific individual, moral sentiments as a kind of inheritance and the accumulation, is "innate" and inherent, it from the nature of the creation of life. Emotional nature, characterized by strong kinship and "mind which cannot bear to be seen the sufferings of others", as the child has fallen into the well, everyone will have compassion. Such people have feelings, only use instinct for understanding is impossible. The instinct is different from emotion, for the emotion is completely conscious. Moral feeling is also different from the rational cognition, rational cognition is inevitable in the face of life's meaning and value into a contradiction, and it is difficult to go deep into the depths of the human mind, to understand people's fundamental emotional appeal and mental needs. Emotional needs determine the purpose of life, emotional attitude determines the attitude and position in life, emotional evaluation defines the meaning of

life. As Mencius said: "People several different from beasts, villain discarded and the gentleman keep."

As the founder of Confucianism, Confucius takes "benevolence" as essential stipulations of man as man. "Benevolence" is the true moral sentiments of man as man, it pours out the person's true nature. However, the Confucian "the true nature of the man as man" is fundamentally different from the Western tradition of "rational" as human nature, the true nature of Confucianism does not exclude the role of reason, while the Western traditional reason is demand completely ruled out emotional "interference". Benevolence, which as the essence of human emotion and based on sympathy, expressing the generality of the people's emotions, and a universal concern, respect, sympathy and understanding for others and everything. It is most valuable as a man, and also is fundamental consciousness that people as a life forms coexist with emotional and ruthless. This makes the moral sentiments of man as man (benevolence) a universal significance. Human intergrowth with the universe, human emotion of the universe is no longer a kind of empathy, but a kind of empathy in all these developing life. This kind of empathy is the highest realm of ruled out personal "affair" of negative tired, to achieve empathy with heaven and earth. For everyone, Confucian thought, in everyone's heart there is a moral court, the court of morality is not the external force, but the inner self-discipline, shows awareness of moral self-cultivation, cultivation of intuitive knowledge.

## 2. AS THE CORE OF "BENEVOLENCE" - INTUITIVE KNOWLEDGE

Mencius on the basis of the theory of virtue proposed that people are born with "begin of good". Philanthropizing is the foundation of the intuitive knowledge; the intuitive knowledge suggested that man has the moral consciousness, which different from animals. Intuitive knowledge as moral consciousness and ability exists by affection or potential way, that is to say.

People don't need to learn but know that is instinct, don't have to think and know the thing is their own consciousness. Children love their loved ones and their elders and respect his elder brother. Love their loved ones is a sign of benevolence, respect the elder is the expression of the righteous. It doesn't need other can also access the world of matter.

Mencius believed, humanity, justice, propriety and wisdom, this moral sentiment and moral potential is innate without learning and considering, if a person was born, he will be endowed with innate knowledge and ability instinct. Intuitive knowledge is the function of the "heart", the heart is the goodness of mind. Men were born with a sense of compassion, ashamed and evil heart, and sense of modesty and yielding, sense of right and wrong. Heart is the root of all morality, which is "to make their heart",

and plays intuitive knowledge and intuitive ability, so as to reveal the essence of the human nature is kind. Overall, Mencius mixed intuitive knowledge and intuitive ability together, and as part of the "goodness of mind" of moral perception and emotional, moral capacity, Goodness of mind by highlighting intuitive knowledge and intuitive ability, by Compassion, ashamed and evil heart, and sense of modesty and yielding, sense of right and wrong, to realize man's moral nature.

Wang Yangming partly inherited the theory of intuitive knowledge of the Mencius, and richer from several aspects elaborated what is intuitive knowledge. He with intuitive knowledge as ontology constructs a complete system of ethics, which from the unity of the same, both involving personality cultivation and relate to other people and external things. Wang thought, intuitive knowledge is that everyone have talent in the first place. As a moral instinct, intuitive knowledge does not need to learn and to consider, it is born. He said: "the sense of right and wrong, don't feel secure and know, cannot learn, so-called 'intuitive knowledge' intuitive knowledge at the heart of people, no difference between the holy and fool, and also be same in the ancient and modern." ("older") Secondly, from the point of view of the moral body, the intuitive knowledge is the natural order, is the code of ethics." The intuitive knowledge of my heart is the so-called justice". ("older") Virtue and morality as justice exist in the hearts of the people, so the heart or intuitive knowledge is "reason" - Code of Ethics. Thus, intuitive knowledge is also a person should abide by the code of ethics. Thirdly, the intuitive knowledge not only belongs to the individual, it also is "Ling Ming". The so-called "Ling Ming" is mutual communication of "harmony between man and nature" Virtue life subject and foreign objects and others. This communication is not on the understanding and reflection of subject to object, but I, integration and mutual accommodation directly with man and nature, so my spirit that is all spirituality. Fourth, the intuitive knowledge is a kind of moral consciousness and moral judgment competence, the intuitive knowledge also is the "sense of right and wrong". Wang said: "Intuitive knowledge is just a sense of right and wrong, wrong just likes and dislikes. Just likes and dislikes are done; just not all the things change." ("older") "Right and wrong" is a value judgment and moral evaluation of things, Goodness of mind is "sense of right and wrong", that is to say goodness of mind can distinguish between right and wrong, good and evil, and make moral judgments. Fifth, the intuitive knowledge is moral emotions and moral judgment of driving behavior, is "the heart of likes and dislikes". The intuitive knowledge of "the heart of likes and dislikes" shows that the intuitive knowledge is a moral feeling, like good deeds and hate evil, so as to guide moral behavior. Because the intuitive knowledge is the "heart of likes and dislikes"; we can produce value judgments of "right and wrong". Everyone has these

moral feelings in society, and to discern between good and evil. Finally, the intuitive knowledge can guide behavior and allow people to shun the evil and follow the good. In Wang's view that people have a go in the face of moral choice selection problem, as long as the intuitive knowledge can "popular", we can achieve the goal of shun the evil and follow the good, while pull out all the distractions and temptations, compliance to one's true intention. The last, the intuitive knowledge spontaneously feedback and adjust behavior after behavior occurs, makes the person to change his ways.

### 3. GENERAL RULES OF CONSCIENCE FORMATION

#### 3.1 Two Kinds of Argument on the Intuitive Knowledge Development

According to different human nature hypothesis, there are two different arguments in history of the formation and development of the intuitive knowledge. One is based on the virtue theory hypothesis, called "intuitive knowledge development process of visible for self-inspection"; the other is based on the theory of evil human nature or people without fixed hypothesis, called "external environment shape pattern".

The first theory called "intuitive knowledge development process of visible for self-inspection".

It is based on the hypothesis of human goodness and it holds views that people are born with as the clue of intuitive knowledge, which as the inner basis of individual conduct development. Thus, the formation and development of the intuitive knowledge are an internal process of reflection, from the potential through the moral cultivation, reflexive internal demand to mature gradually. From the concrete development process of "intuitive knowledge" of potential into reality, Mencius and Wang Yangming think that people are naturally endowed with intuitive knowledge, but the intuitive knowledge in the potential stage, in Wang view, people kept in social life, will be influenced by all kinds of material and the temptation of interests, this may blind the intuitive knowledge and unable to play its potential. Human nature is not bad, so knew no bad, conscience is no good and evil, which is what the original ontology. That everyone has, but conscience is easy blinded by things and people, So we need to learn to get rid of these blinds. Wang Yangming thought to make inherently endowed intuitive knowledge uncover, and play its role, it is necessary to "the intuitive knowledge" that excludes "selfish desires". "To the intuitive knowledge" is one of the most important efforts to restore the "nature" or "intuitive knowledge". "In intuitive knowledge" to develop individuals moral sense of self-reflection and know themselves by contrast and introspect, people in the understanding of self "intuitive knowledge", "observe" and "material" and "selfish" is the

main cause to make the loss of "intuitive knowledge". In other words, "to intuitive knowledge" is by innate and knows good and evil intuitive knowledge to "understand" that has been seduced "intuitive knowledge." The result is the recovery of "intuitive knowledge". Wang considered that "To the intuitive knowledge" in the self-recognition is the Kung Fu of "realization and overcoming oneself", only correctly use the "to" of Kung fu, to make the "intuitive knowledge" consciously active function to get the real play. "Realization and overcoming oneself" is one of the most important methods for the moral accomplishment thereby to self-knowledge. This method is a fierce ideological struggle by discerning of good and evil and chooses the good line; it contains self-awareness and moral cultivation. Therefore, "Intuitive knowledge" is a kind of moral self awareness, a cultured kung fu and also is self struggle which based on the main motivation.

It is the "External environment shapes the development of intuitive knowledge mode" that advocate evil human nature or the nature of human indifference, so it does not matter of intuitive knowledge, and the intuitive knowledge is acquired by the individual in the postnatal environment. In the Xunzi, evil nature, human nature is evil, and this kind of behavior is obtained. Human nature born to love money, compliance of this nature, so people had a scramble for plunder, the moral of humility disappeared; born with jealous hate psychological compliance of this nature, so killing framed the virtues of loyalty and trustworthiness disappeared, born with sensual desire, like beautiful music, sex instinct, to comply with such a nature, ritual aspects will disappear. Indulgence human nature, to comply with human passions, will certainly lead to competition for plunder, lead to the violation of Level birthright, disrupt ritual and testimonies of behavior, and eventually back to the riot situation. Necessarily educate teachers and law seats guide, so after refusing humility virtues people will make the ritual law of the country, people will abide by the ultimate stability of the (national) Pacific. Man nature of these fact matters, so that the human nature is evil, the reason will be obvious, the kind of behavior that people acquired.

Xunzi believed that man don't care intuitive knowledge, they necessary to do evil and immoral behavior. In order to make people moral, maintaining social stability, we need to carry on the education to people, to make them produce the moral consciousness of loyalty, faith, etiquette and righteousness and practice moral behavior.

Treat human nature or human issues such as the presence or absence of the intuitive knowledge, we should combine the above two viewpoints and dialectically understand the formation and development of the humanity and intuitive knowledge. Two hypotheses on intuitive knowledge of two kinds human natures have their own theoretical limitations and it may cause more controversy. In fact, the emergence and development of

intuitive knowledge popular gradually form along with social interaction in the human whole developing history, the formation of social relations and self-consciousness shaping up. Intuitive knowledge or begin with good originally formed mainly through the shaping of external environment. In the initial stages of human life, according to the understanding of Marxism, people awareness of self consciousness is still in the animal phase, therefore, there is no distinction of concept such as good and evil, right and wrong and so on, and they comply with the instinctive action. Just as Aristotle's understanding of "virtue" first-virtue is perfect play of things' functions, it doesn't involve so-called ethical relationship between good and evil between people today. Rousseau in "*on the Origin of Human Inequality and Base*" also said: "first, as human beings in the natural state without any moral relationship between each other, no one recognized by the duty, so they can't be good and also may not evil, it doesn't matter either evil or virtues." That is said there is no such thing as a moral relationship or morality between humans at first, only in the gradual development of human society, moral concept and moral consciousness gradually form; therefore the subject of moral status is established. With the change of living environment and life experience, the corresponding changes have taken place an interpersonal relationship; a social character gradually generated on the basis of biological genetics. So from the perspective of theory of embryology, Human nature's good side and bad side in terms of its original source, it is not gifted, but is in social activities fixed down gradually. Thereafter, it unconsciously goes down, as cultural psychology, and gets rich and perfect in all times. Due to human nature potentially exist in the individual mind, it formed on Mencius intuitive knowledge or theory of Xunzi's evil side.

### 3.2 The Dialectical Process of Intuitive Knowledge Developing

For individuals who in specific historical periods and cultural traditions, to get the intuitive knowledge specifically contains the following ways: First, through psychological inheritance of culture. People as a social historic exist, in the process of their evolution and development, they inherited predecessors' moral psychology of culture, which as tradition or background exist and constitute ethical "the former structure" for this generation. Second, through acquired. The individual learns Existing ethical norms and internalizes it into his own ethical guidelines in social life and forms his own moral quality and moral character. Third, combining the cultural psychology genetic and acquired learning.

Whether goodness or evil theory or theory of difference between good and evil, it cannot avoid a problem is that how to cultivate people's moral intuitive knowledge realistically, so as to guide people to proper behavior. The answer to this question is the general

sense discussion of the process of intuitive knowledge developing. Mencius said, the individual newborn the intuitive knowledge is only "clue"; Wang Yangming said that the play of the intuitive knowledge is a "pure" process. Training individual's moral intuitive knowledge is an important work, it needs tireless acquisition and long-term cultivation to play and change the beginning of the moral to the reality of moral virtues and cultivate a sound intuitive knowledge.

Individuals in a certain social and historical conditions, all the ethical code of ethics and social life habits of the past exist as a psychological structure of the individual intuitive knowledge formation or overall background. Although the acquired life environmental conditions vary, and moral education varies, the degree of self-cultivation dissimilar, the degree of development of goodness of mind different, individual's goodness of mind form and development process is exist in reality as a general. The first stage, passive social ethics is in the stage of compliance. At this point the moral intuitive knowledge of the subject is in the stage of Potential, it passively and imitatively behaves according to the teachings of the social norms, others and authority. The moral subject is unconscious or scanty about the ethical and moral principles; their behavior comes from the bottom of the unconscious or passive compliance, but they don't know "why should I do this" and "What are the benefits of doing this". Therefore, moral behavior of the subject in this moment is not from the intuitive knowledge and also it can't actively form and develop intuitive knowledge. The second stage: Intuitive knowledge of consciousness in the stage of spontaneous. The subject of moral inherits certain social and moral cultural psychology, and has a definite moral perception and moral concept. He is perceptual of good and evil, and can practice according to corresponding moral standards. At this time, the intuitive knowledge of the subject is in the stage of half-knowledge and awareness. The third stage, it is the formation stage of spontaneous moral cognition and intuitive knowledge. The spontaneous moral cognition refers to the individual understand and agree to a code of ethics, they know what it is and know why is this, while according to the requirements of this specification to guide their behaviors sincerely. The fourth stage, the individual mixes the cognition, emotion and will be together then practices moral norm consciously. At this stage, the individual bases on moral cognition, with sincere moral feelings inside and practice code of ethics persistently as a whole. It shows that individuals fully know and thoroughly understand of ethics; and consciously act in accordance with the requirements of the ethics code, rather than out of force or pressure; and behave in accordance with ethics requirements in a long-term and durable line in their life. The fifth stage is the intuitive

knowledge. In a long time individual consciously behave according to the code of ethics and “Deep-rooted habits have become second nature”, which will be internalized moral norms for the individual’s moral principles, while it restricts and affects individuals’ moral cognition, Moral sentiments and Moral behavior in a stable and lasting way.

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## CONCLUSION

Forming and developing one’s intuitive knowledge is a long and cycles process, it may be with his whole life. When individuals enter the stage of spontaneous intuitive knowledge of perception, his intuitive knowledge which as the “goodness” began to sprout, individuals under the influence of feedback in their behaviors and the impact of the society, school and family, personal intuitive knowledge further develops and enriches to consciously get rid of forced and specification, from heteronomy to autonomy, individuals culture and practice moral intuitive

knowledge consciously long-term, until “I can follow my heart’s desire, without transgressing what is right”.

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