

Social Responsibility Quality: Examining the Value and Exploring the Practice of Civilization of the New Era

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Abstract

The social responsibility has become an important guarantee for Individual social practices that combines the subjective force of the individual in moral trait. And seen from seen from the value and practical perspective, social responsibility also serves as the value orientation and firmly guides the way for civilization of the new era ,respectively. In addition, social responsibility is the basis of the modernization of the new age person. Therefore, the construction of socialist cultural and ethical progress as well as the construction of harmonious society will be continuously promoted provided that we combine the cultivation of individual social responsibility with the improvement of the overall civilization quality of the whole nation.

Key words: Social responsibility quality; Value review; Practical value; Human modernization

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INTRODUCTION

Engels once pointed out that “civilization is a matter of practice and a social quality” (He, 1987). Civilization is a

social quality created and displayed by human activity, and in the final analysis, it is an embodiment of the essence of human practice. Furthermore, traditional practice creates traditional civilization, while modern practice generates modern civilization. Therefore, the essence of human civilization comes down to the objectification of essential strength of human, thus revealing the practical characteristics of civilization (Complete works of Marx and Engels, 1956, p.666). Social responsibility quality is a requisite for individuals in the new era to take the initiative to create a good attitude towards life and lifestyle and reflects a way of existing that fits in with society and civilization of the new era, maintains the nationality and embodies contemporaneity. Moreover, it mirrors the unification of the values and practical requirements of the new-era civilization for the essence and way of existing of human. The process of cultivating social responsibility quality is precisely the process of making use of value rationality to guide instrumental rationality and scientization and the process of an individual changing from a spontaneous being to a free and conscious being. Meanwhile, social responsibility quality is also a major guarantee for individual social activity, as it condenses individual subjective power in moral character.

1. SOCIAL RESPONSIBILITY QUALITY IS A VALUE ORIENTATION OF THE NEW ERA

Value issue is core to social responsibility quality and the central problem for new-era civilization, and it includes intrinsic value and extrinsic value. Intrinsic value means human as a value being may acquire essential human spirit, inner moral personality and perfection of human nature through social responsibility quality, which is the highest value that individual pursue when shaping themselves, thus forming the ideal personality of “inner

sageness and outer kingliness”, which is called “morality” by the West.

Extrinsic value refers to the instrumental value of social responsibility quality and it contains the value of social responsibility for oneself, others and society. In terms of value, to create a responsible society, we must set the principle of social responsibility, consider social responsibility as a value worth pursuing, and advocate the idea of responsible survival. Social responsibility quality is new-era civilization based on real people in the real world which can actively mediate the conflicts between human and the objective world, ideal and reality, individual and society, real existence and ultimate concern through the practice of socially responsible survival of moderns, thus realizing the transcendence and sublimation of the value of life. There is a most internal and direct correlation between the vicissitudes of civilization, ethical spirit and moral character.

The core and quintessence of human culture are largely manifested as ethical culture. Fundamentally speaking, the judgment and development direction of intrinsic value of human culture is eventually determined by ethical setting and the pursuit of ethical goals. The progress, stagnation, advance or retrogression of human civilization is largely determined by the ethical consensus in accordance with human needs and how human restrain and overcome their inertia and even depravity, namely in what sense human rise above animality and truly possess human nature (Wang, 2011).

Toynbee studied the history with “civilization” in his *A Study of History* and he argued that the civilization and progress is a result of responding to a challenge. The growth of society is divided into internal growth and external growth. Externally, it manifests itself as a victory over a material challenge. Internally, it shows as an ever-rising spiritual self-determination. The scale to measure actual progress is to what extent the response to challenge transiting from material to spiritual. Such a course of action from the macro world to the micro world is a process of testing human nature and highlighting morality and moral value. Confronting the weakness of human nature and preventing collective humanity from degenerating because of success, glory and an easy life are always the essential requirement of the growth and insistence of civilization, especially development and progress.

Only by keeping challenging itself in its inner battlefield can civilization win the decisive victory in the end. “Challenge and response” means human response to the challenges of a limited difficulty level they encounter on the way forward. Then they meet new challenges and response, such a loop drives constant human development. The vicissitudes of a civilization are virtually a result of how human energy and spirit respond to environmental changes and how the spirit treats itself. It involves the merits and demerits of human nature, and perseverance

and endurance of moral pursuit (Toynbee, 2005). The value of social responsibility quality is to guide members of society to distinguish between “real rich” social relations and false, bubble-like information prosperity, and guide them to choose and create a healthy, positive, active and creative lifestyle.

2. SOCIAL RESPONSIBILITY QUALITY IS A PRACTICAL PURSUIT OF THE NEW ERA

At the practical level, individual social responsibility quality is a practical pursuit of the new-era culture. Historical materialism argues that individuals are always the products of their production mode and lifestyle. Marx pointed out that “in the real life, the place where thinking ends is exactly where real empirical science which describes human practical activity and actual development begins.” (Marx & Engels Selected Works, 1995, p.47)

In the face of the field of the new era, how to promote a rational, noble, active and creative attitude towards life and lifestyle in the living world through the improvement of individual social responsibility quality is not a theoretical problem, but a practical one. “Social life is practical in essence.” (Marx & Engels Selected Works, 1995, p.60)

Combining human conscious behavior with the requirement of social norms for order, social responsibility quality prompts individuals to establish a sound social partnership with each other, creates a harmonious and friendly social environment, boosts free and full development of human while improving their moral character, and promotes the formation of a harmonious social order while developing and continuing the form of human civilization. Feuerbach pointed out that “the foundation of life is precisely the foundation of morality”. (Feuerbach, 1984)

Socially responsible survival is a direct manifestation of the basic attitude towards social life and lifestyle of modern people. Statically, it is a reflection of human moral character and mode of existence. Human beings not only want to live, but also want to live a more meaningful life. As a scholar said, “human should not only explore outward and asks for treasures from nature, but also seeks inward and asks for that from inside. Once the enormous energy inside the human body is developed, human civilization will be advanced greatly and society will take on a new look.” (Yuan, 1988)

Dynamically, socially responsible survival answers the question “how to live and why to live in this way”, which involves problems like life essence and way of existing. Moreover, socially responsible survival stresses the care for human value and highlights the subjectivity and initiative of human in their social life.

3. SOCIAL RESPONSIBILITY QUALITY IS THE FOUNDATION OF MODERNIZATION OF NEW AGERS

The ultimate goal of the study on cultivating social responsibility quality is to better advance the modernization of human. Human modernization is one aspect of social modernization and it has rich connotations and denotations, including theory of human modernization and practice of human modernization; process of human modernization and result of human modernization; human modernization as a means and human modernization as an end; all-round human modernization and modernization of specific factors of human; history of human modernization and realistic study of human modernization; modernization of human subjective inside and modernization of human objective outside and so forth. (Zheng, et al., 2006) Human being is a social being and a relational being. Social responsibility quality is by no means simply for improving the quality of personal spiritual life and establishing individual self-awareness, more importantly, it should guide individuals to foster team spirit among people and benign social climate on the basis of correct self-awareness. Socially responsible survival is a process of human modernization and a process of understanding and pursuing the meaning of life and improving the quality of life with self as the object. The new-era civilization requires members of society to build a spiritual home for human and improve their quality of life through conscious activity on the premise of following the law of social development, thus constantly meeting the requirements of personal development and social development in the new era. While social responsibility quality requires individuals to form harmonious interpersonal relationships, social life order and altruism in collisions between ideologies and cultures, which reflect the species-essence of individuals.

Social responsibility quality advocates regarding overall interests of society as a guarantee for individual interests and society as an effective tool to enhance personal interests in actions and ideas responsible to others, taking an active part in social decision-making and benefit distributing concerning their own interests, and making an organized and orderly expression of interests to drive social progress more effectively. Through human practice in social life, human can achieve harmony between men and society, create a high-quality and high-grade social and cultural atmosphere, put self-development and the future of the country and destiny of the nation together closely, combines the cultivation of individual social responsibility quality and the improvement of overall civil quality of the entire nation, and drive the development of socialist culture and ideology and the construction of a harmonious society.

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