

*Nei-sheng-wai-wang* 內聖外王 (inner sageliness and outer kingliness). A slogan in the Confucian tradition which highlights the two intrinsically-related aspects of the Confucian mission: on the one hand, one should strive to become a *jun-zi*, a morally superior person; on the other hand, one is to actively participate in social transformation to help others and the whole society become better in accordance with *ren* and *li* 禮 (socially-culturally established code and rituals).

**Literature:** Ivanhoe, Philip J. *Confucian Moral Self Cultivation*. Indianapolis, IN: Hackett. Shun, Kwong-loi. “*Ren* and *Li* in the Analects,” in *Confucius and the Analects*, ed. Bryan Van Norden. New York: Oxford University Press, 2002, 53-72.