

The four-dimensional cultural strategy of forging the consciousness of the Chinese national community in the border ethnic areas

Shengnan Huang^{1#*}, Ruixia Zhang^{2#}, Haishan Wu³

¹School of Ethnology, Inner Mongolia Normal University, 010022, Huhhot, China

²School of Government, Inner Mongolia Normal University, Hohehot Municipality, 010022, Huhhot, China

³Professor, Dean of the School of Marxism, Inner Mongolia Normal University, 010022, Huhhot, China

*Corresponding author: 1766367046@qq.com

#On behalf of the co-first author

Keywords: frontier ethnic areas; casting firmly the community consciousness of the Chinese nation; cultural strategy

Abstract: Casting the consciousness of the Chinese national community is the main line of the party's national work in the new era. To strengthen the sense of community of the Chinese nation in border ethnic areas, we should focus on cultural development, enhance Chinese cultural identity in all economic, political, cultural and educational aspects and in various fields, and promote exchanges, exchanges and integration among all ethnic groups. At the economic level, vigorously develop the national cultural industry, constantly enhance the influence of Chinese culture, at the political level, adhere to the leadership of the Communist Party of China, timely integrate cultural identity issues, actively cultivate and practice the socialist core values, promote the excellent traditional Chinese culture; at the educational level, promote the national standard language, and strengthen patriotism education.

1. Introduction

"Every cultural progress is a step towards freedom." [1] Casting the sense of community is the main line of the Party's national work in the new era. For the border ethnic minority areas, in order to forge a strong sense of community of the Chinese nation, it is necessary to strengthen the cultural construction, build a common spiritual home of all ethnic groups, and enhance the Chinese cultural identity. Since the 18th CPC National Congress, the CPC Central Committee with Comrade Xi Jinping at its core has attached great importance to building a common spiritual home for the Chinese nation. The 19th National Congress of the CPC, "Casting a strong sense of community for the Chinese nation," was written into the Party Constitution, which has become the common will and fundamental adherence of the whole Party and the people of all ethnic groups in China. In August 2021, General Secretary Xi stressed at the Central Conference on Ethnic Work that "forging a solid foundation of the sense of community of the Chinese nation is the 'outline' of the Party's ethnic work in the new era, and all work should be focused on this." To this end, we need to take cultural development as the basis, strengthen Chinese cultural identity in all economic, political, cultural, education and various fields, promote exchanges, exchanges and integration of all ethnic groups, constantly forge a strong sense of community of the Chinese nation, and pool strength for the great rejuvenation of the Chinese nation.

2. Economic level: vigorously develop the national cultural industry and enhance the influence of Chinese culture

As an important part of Chinese civilization, national culture is a unique symbol that distinguishes one nation from other nations. With the further implementation of China's rural revitalization strategy, "how to combine the traditional national culture in the border areas with the

industrial development" has gradually become an urgent problem to be solved. The author believes that the following aspects should be taken as the starting point, vigorously develop the national cultural industry, enhance the influence of Chinese culture, and cast a firm the sense of community of the Chinese nation.

First of all, give full play to the leading role of the government in the national cultural industry. On the one hand, we should correctly handle the relationship between the government and the cultural industry in poverty alleviation. The government plays a leading role in the development process of national culture. By formulating relevant laws and policies, it drives the development of national cultural industry through macro-control. At the new starting point of The Times, we should stimulate the creativity of national culture, promote the innovation in the content, form, system and mechanism, and means of communication of national culture, and liberate and develop the national cultural productive forces. The government should adjust the economic structure, change the economic growth mode, increase the investment in the ethnic cultural industries, develop the cultural tourism industry, and promote the employment of the local poor people. On the other hand, we should properly handle the relationship between the government and the market. The biggest problem encountered by the development of national cultural industry is to open up the market. The sales speed of national cultural products is too lagging behind and the sales model is too single, so that the government needs to speed up the construction of e-commerce platform. If national cultural products can be sold online and have official platform sales channels, it will break the time and space restrictions and reduce operating costs. In addition, it is necessary to carry out sufficient market research, and fully investigate and analyze the price and quality of national cultural products and their willingness to consume, so as to promote the better development of the national cultural industry.

Secondly, we should give full play to the advantages of national deposits in the development of national cultural industry. On the one hand, the transformation of national culture to industrialization has obvious advantages. The importance of ethnic culture in the development of industries with local characteristics is becoming increasingly prominent. While promoting the innovative development and creative transformation of culture, new cultural forms of business are promoted. Industries with ethnic characteristics can stimulate employment, drive local economic development, and improve the living standards of local people. Relying on the advantages of the national cultural industry, promoting the leapfrog development of the economy and society is an important starting point of the rural revitalization strategy and an important support for the regional economic development, and enables the development of the rural areas in the border ethnic minority areas. On the other hand, the national cultural industry helps to promote national unity and forge a strong sense of community of the Chinese nation. The Chinese nation is a community of multiple ethnic groups, and the Chinese culture presents the rich color of various ethnic cultures. The cultures of all Chinese ethnic groups have both the common characteristics of Chinese culture and their own national characteristics. Integrating ethnic culture into the concept of rural revitalization will help to gather the cohesion and centripetal force among ethnic groups, guide the broad masses to strive to safeguard and promote ethnic unity and social harmony and stability, and promote economic development and social stability and progress in ethnic minority areas.

Finally, we should actively build local national culture brands and promote the creation and implementation of the national cultural industry pioneer park. The implementation and promotion of the National Cultural Industry Pioneer Park can not only meet the economic needs of the local people of all ethnic groups to improve their living standards, but also strengthen the will to maintain and inherit the national culture. Take the Ethnic Cultural Industry Pioneer Park of Ewenki Autonomous Banner as an example, during the operation of the industrial park, many cultural heritages have been restored and successfully applied to the World Heritage Site. Various traditional folk handicraft products, handicrafts and ethnic characteristics are gradually known to local people and tourists from all directions due to the publicity of the industrial park. In the process of operation of the industrial park, people of all ethnic groups not only gain economic benefits but also enhance their consciousness of protecting their own culture. In the activities of promoting and displaying the

national culture, the local people gradually have a sense of mission and responsibility for the regional culture that they live in, cherish their own national culture more, and their national confidence and the consciousness of the Chinese national community have been further enhanced.

3. The political level: adhere to the leadership of the Communist Party of China, timely integration of cultural identity issues

At present, the world is undergoing profound changes unseen in a century. The external environment for China's development is becoming more complex, the national significance and geostrategic value of the border ethnic minority areas are becoming increasingly prominent, and the economic and social situation in the border areas is becoming more complex, and the contradictions are increasingly frequent[2]. General Secretary Xi Jinping has stressed, "Whether we can do ethnic work well is whether the leadership of the Party is strong." Therefore, in the face of many influencing factors in the sense of Chinese national community in the border areas, the following thoughts can be made at the political level. First of all, we must adhere to the leadership of the Communist Party of China and put the people first, and uphold and improve China's national theory and policies. In particular, cadres of ethnic minorities in border areas should adhere to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. They should not only vigorously publicize the Party's ethnic theories, but also implement corresponding ethnic policies so that the people of all ethnic groups can realize the superiority of the system of socialism with Chinese characteristics.

Secondly, the timely and effective integration of cultural identity issues. China is a multi-ethnic country, and they all have their own distinctive cultures. National culture is the sum of material and spiritual wealth produced and created by a nation in the long-term practice of joint production, and can reflect the characteristics of the nation, reflecting the historical development level of the nation. As a symbol of a nation, national culture affects the unity of a nation, and even because the national cultural disputes will also affect the stability of a society and the development of a country. In the long-term historical life practice, the members of all ethnic groups have not only created their own ethnic culture, but also jointly created the cultural — Chinese culture jointly owned and enjoyed by all ethnic groups. The ethnic minorities in the border areas have not only formed the identity of their own national culture, but also formed the identity of Chinese culture. In the big family of Chinese culture, all ethnic minorities in the border areas can find the national cultural factors of their own nation, and all ethnic cultures have contributed to the treasures of their own national culture and integrated them into the treasure house of Chinese culture, so they have created the Chinese culture together. Under this premise, the various ethnic minorities in the border areas have inevitably formed the identity of the Chinese culture. The identification of Chinese culture by ethnic minorities in the border areas is the identification of ethnic culture while maintaining the recognition of the integrated relationship between Chinese culture. However, due to China's vast territory, complex terrain, and due to the different history, religion, ethnic size, development degree and national consciousness of various ethnic minorities, the degree of ethnic minorities in reality is also different. However, in areas with low degree of Chinese cultural identity, a series of problems often cause instability in the border areas.

The formation of the cohesion of the Chinese nation comes from the historical identification of the Chinese culture, and more from the value identification of the Chinese cultural spirit, which is the foundation and internal spiritual power of the formation of the cohesion of the Chinese nation. At the 2014 Central Conference on Ethnic Work, General Secretary Xi Jinping pointed out: "To strengthen the great unity of the Chinese nation, the long-term and fundamental thing is to enhance cultural identity, build a common spiritual home of all ethnic groups, and actively cultivate the sense of community of the Chinese nation." Therefore, in the face of the increasing problem of cultural identity in the border ethnic minority areas, it is necessary to timely and effectively integrate it, and to maintain, consolidate and constantly strengthen the Chinese cultural identity in the ethnic minority areas. For example, introduce economic policies to benefit the people, strengthen the foundation of Chinese culture, expand the international influence of Chinese culture, show the

border ethnic culture, so as to enhance the cultural identity of the border ethnic minorities, and actively cultivate the consciousness of the Chinese nation community.

4. Cultural level: Actively cultivate and practice the core socialist values, and carry forward the fine traditional Chinese culture

4.1 Actively cultivate and practice core socialist values

China is in a period of great development, great reform and great adjustment. In the unprecedented process of reform, development and opening up, various values and social trends of thought are complex. International hostile forces are stepping up their efforts to westernize China, and the ideological and cultural fields are the key areas for their long-term infiltration. Especially in China's border ethnic minority areas, some extremists win over people's hearts through material support, taking the opportunity to export distorted political, religious and ethnic views, causing ideological opposition and weakening the ideological basis of the community consciousness of the Chinese nation[3]. With the continuous improvement of the economic development level and people's quality of life in the border ethnic minority areas, people also have a greater demand for spiritual life. Therefore, it is necessary to strengthen the risk prevention awareness of the ordinary people, crack down on the nationalist ideological trend around China, actively cultivate the socialist core values, and enhance the "five identities", so as to better consolidate the community consciousness of the Chinese nation[4]. As General Secretary Xi Jinping has pointed out, "For a nation and a country, the most lasting and deepest strength is the core values jointly recognized by the whole society." Core socialist values are the spiritual pillar and the guide to action. They play a fundamental and decisive role in enriching people's spiritual world and building a national spiritual home. Whether a person or a nation can grasp itself well depends largely on the guidance of its core values. The developing contemporary China is more yearning for a better spiritual life and needs more strong value support. To inspire people's spirit and strengthen the spiritual bond of the whole nation, we must actively cultivate and practice the core socialist values, and foster a Chinese spirit of standing on our own among the nations in the world.

4.2 Carry forward the fine traditional Chinese culture

Chinese traditional culture is profound, and the long process of civilization has left a rich cultural heritage. We must base ourselves on the great practice of developing socialism with Chinese characteristics, focus on the growing spiritual and cultural needs of the people, carry forward the fine cultural traditions of the Chinese nation and draw on the strengths of the cultures of the East and the West. In terms of content and form, we should also actively innovate and create some easy-to-understand literary works such as groups and the Great Wall Long, so as to promote exchanges and integration among ethnic groups.

Take the Great Wall as an example, where every brick by stone gathers the ancient wisdom of the Chinese nation, while one city and one pool construct a thousand years of ethnic integration on both sides of the Great Wall. General Secretary Xi Jinping said, "In today's world, people think of the Great Wall of China and of the Chinese civilization." Now the Great Wall has long become an important cultural symbol and spiritual symbol of the Chinese nation. "Failure to reach the Great Wall is not a true man" is not only a heroic words, but also shows the confidence and ambition of today's Chinese people. "The Great Wall Long" is China's first large-scale cultural variety show with the Great Wall as the theme specially planned and launched by Inner Mongolia Satellite TV, featuring the story of the Great Wall, the protection and the culture of the Great Wall. As a Chinese cultural symbol and Chinese cultural image shared by all ethnic groups, "The Great Wall" has awakened more people to carry forward the spirit of the Great Wall and inherit their patriotic feelings in this cultural variety show, which is conducive to the world to better understand China and the Chinese nation.

5. Education level: Promote the common national standard language and strengthen patriotism education

5.1 Promote the common language of the country and promote exchanges and integration among all ethnic groups

The popularization of the standard spoken and written language is an inevitable requirement for strengthening the sense of community of the Chinese nation and promoting the construction of the Chinese nation community. China is a unified multi-ethnic country, The popularization of the standard spoken and written language is a necessary condition for enhancing exchanges and integration among all ethnic groups, It is conducive to guiding the people of all ethnic groups to move towards modernization in terms of ideology, spiritual interest and way of life, We will firmly recognize the great motherland, the Chinese nation, the Chinese culture, the Communist Party of China, and socialism with Chinese characteristics, To promote the reunion of all ethnic groups and spiritual interdependence, Building a common spiritual home of the Chinese nation; Is conducive to creating a good language environment, Promote the smooth flow of factors of production, Accelerating the construction of a new pattern of development, To promote coordinated regional economic and social development, To encourage all ethnic groups to keep pace with The Times, We should work together for common prosperity and development.

We need to accurately grasp the characteristics and laws of the popularization of the standard spoken and written Chinese language in the new era, intensify efforts to promote the language in ethnic minority areas, and comprehensively improve the level and quality of the popularization and popularization of the Chinese language. For example, comprehensively strengthen the education and teaching of national standard language in all levels and types of schools in ethnic minority areas; Vigorously strengthen mandarin education in preschool children in ethnic minority areas, Promoting education in the standard spoken and written language in compulsory education and senior high schools; In primary and secondary schools, the use of national three subjects unified textbooks, Promoting lectures in the standard spoken and written language in an orderly manner; To implement the Putonghua level requirements for teacher qualification applicants and for teachers recruited in ethnic minority areas; Strengthen the training of teachers in national standard language and written language education in ethnic minority areas, To carry out monitoring, supervision and evaluation of the quality of national standard spoken and written language education in ethnic minority areas; To carry out investigations on the popularization of the national standard spoken and written language in ethnic minority areas; Strengthen publicity and interpretation, Create a good atmosphere for the promotion of the national standard spoken and written language; Promote the "vocational skills + Mandarin" training, To improve the Putonghua level of the young and middle-aged labor force and grassroots cadres in ethnic minority areas; We will improve the mechanism for regional cooperation and matching support, and the participation of social forces, Carry out cross-regional promotion and promotion cooperation and voluntary services[5].

5.2 Strengthen education in patriotism and guide the people of all ethnic groups to adopt correct views on history, state, nation and culture

Patriotism is the core of the Chinese nation spirit and the deepest, most fundamental and most eternal core content of the core socialist values. As a cultural gene hidden in the blood of every Chinese, the feelings of family and country is the inner source of patriotism. Take Yin Yuzhen of Inner Mongolia Autonomous Region as an example, at the age of 19, she married the desert, facing the yellow sand, 15 years, afforestation 70,000 mu, 32 years old to become a national model worker, it is her national feelings, the boundless desert was changed into an oasis, she has won the respect of the national people. Therefore, strengthening patriotic education and national unity education is the top priority of the current patriotism education. To realize and safeguard national unity and ethnic unity is a inevitable requirement for the development of The Times and social development. Promoting patriotism will help foster a strong sense of community among the Chinese nation and promote unity and cooperation among all ethnic groups and regions for common prosperity and development.

Strengthen patriotism education in the frontier ethnic minority areas in the new era, first, We must always uphold the guiding position of Marxism, To study Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, To uphold and improve the system of regional ethnic autonomy; next, To uphold the leadership of the Party, Strengthening the rule of law in ethnic minority areas, To protect the legitimate rights and interests of the people; once more, To guide the people of all ethnic groups to establish correct views of history, state, nation and culture, Integrate the red culture into the "four histories" education; last, Strengthen patriotic education for young students, Through the school and parents, For young students to cultivate noble patriotic sentiment and a sense of national unity in educational practice, So as to better establish the Chinese nation's sense of community.

6. Conclusion

In short, in order to forge a strong sense of community of the Chinese nation, especially in the border ethnic areas, we must take culture as the basic focus, and lead the people of all ethnic groups to build a common spiritual home of the Chinese nation with cultural identity. The sense of community of the Chinese nation is the foundation of national unity, the foundation of national unity, and the soul of spiritual strength. Do a good job in the new era of nation, must firmly grasp the cast up the community consciousness of the Chinese nation, enhance the members of the Chinese nation, the identity of the Chinese nation, more long-term strategy, more, to strengthen the consciousness of the Chinese nation community, strengthen the sense of identity of the Chinese nation as a fundamental and strategic task to pay special attention to.

References

- [1] Marx, Marx and Engels. Selected Works of Marx and Engels: Volume 3 [C]. The CPC Central Committee of Marx, Engels and Stalin. Beijing: People's Publishing House, 2012:363.
- [2] Wang Chuanfa. The leadership of the Party is the fundamental guarantee for the governance of the border ethnic minority areas [J]. Socialist Forum, 2019 (11): 25-26.
- [3] Zhao Zelong. The Challenges and Countermeasures of Casting the Community Consciousness of the Chinese Nationality in the Frontier Ethnic Areas in the New Era [J]. Journal of Hotan Normal College, 2020,39 (02): 23-28.
- [4] Song Hui, Gao Jiayi. The Problems and Countermeasures of Casting the Consciousness of Chinese National Community in the New Era [J]. Social Sciences, 2019,34 (11): 22-27.
- [5] Tian Xuejun. Promote the high-quality popularization of the national standard spoken and written language[J]. Chinese Ethnic Education, 2021(11):4-6. DOI:10.16855/j.cnki.zgmzjy.2021.11.002.