

On Actively Building Ganzi Prefecture's Visual Image Project of Casting Chinese Nation's Community Consciousness

Yulan Zhou*

Academy of Fine Arts, Sichuan Minzu College, Kangding, Sichuan, 626001, China

**Corresponding author*

Keywords: Ganzi Prefecture, Visual Image, Chinese nation's community consciousness

Abstract: Establishing and highlighting the image of the Chinese nation is an important way to forge the consciousness of the Chinese nation community. As a typical multi-ethnic, multi-religious and multi-cultural blending area, Ganzi Prefecture has rich visual image and cultural symbol resources for the Chinese nation community. The ethnic and religious work in Ganzi Prefecture over the years has accumulated a variety of visual image production methods and expanded diversified visual image acceptance channels. On the basis of the existing, Ganzi Prefecture should take casting the consciousness of the Chinese nation community as the main line and do a good job in the state's ethnic work in the new era. It should deal with the relationship between commonality and difference, national and local, and systematically implement the visual image resource arrangement, brand cultivation, typical demonstration and overall integration path of casting the consciousness of the Chinese nation community.

1. Introduction

The visual image of the Chinese nation is one of the components of the Chinese nation's shared spiritual home. Consolidating and expanding the construction of the Chinese nation's shared spiritual home is also a long-term task to promote national unity and progress, and to cultivate the Chinese nation's sense of community. Ganzi Prefecture is the intersection of Sichuan, Tibet, Yunnan and Qinghai provinces, with a large number of ethnic groups in its territory. It is a typical area where many ethnic groups live in compact communities, religions coexist and cultures blend together. Rich experience has been accumulated in ethnic work in Ganzi Prefecture, which has laid a solid foundation for the implementation of the visual image path of the Chinese nation's community consciousness. It is urgent to sum up experience and explore innovative paths.

2. Forging the Operation Mechanism of Visual Image of Chinese National Community Consciousness

From the perspective of the unity of subjectivity and objectivity, individuality and subjectivity, generativeness and plasticity of the consciousness of the Chinese nation community, the

consciousness of the Chinese nation community through visual image should be systematically and continuously promoted in an engineering way. First of all, the visual image of the Chinese nation community consciousness is a set of symbolic representation system. As a symbolic system, visual image is a connection system of signifier and signified, that is, a representation system composed of image representation symbols and concrete things or abstract concepts. In the visual image of 'establishing and highlighting the Chinese cultural symbols and the image of the Chinese nation shared by all ethnic groups', the consciousness of the Chinese nation community should not only stay at the level of consciousness and concept, but should be presented through various visual image symbols. Casting the visual image of the Chinese nation community consciousness is not 'surface engineering'. On the one hand, a series of visual images shared by all ethnic groups are needed to form a symbolic system to explain the connotation of the pluralistic unity of the Chinese nation and the different aspects of the commonality of the real community, that is, to make the consciousness of the Chinese nation community 'materialized' through intuitive visual images [1]. On the other hand, the representation system composed of visual image symbols shared by these ethnic groups needs to be constantly explained and updated, and new meanings and experiences are constantly given with the production and life practice of the community, so as to realize the reproduction of visual image symbols and the connotation of community consciousness.

Secondly, the visual image of the Chinese nation community consciousness is a set of construction 'self' and 'we' viewing mechanism. Different from relatively abstract language symbols, visual image is a set of mechanism of 'subject construction of modern world, operation of cultural representation and visual practice'. The visual image and its own viewing mechanism 'reveals the dialectics of seeing and being seen in human cultural behavior, especially in visual culture, and reveals the entanglement between this dialectics and the various identities of modern subjects'. That is, in the presentation and viewing behavior of visual image, the dialectical relationship between seeing and being seen is constructed, and the cultural identity of 'self' is shaped [2]. We should constantly enhance the recognition of the great motherland, the Chinese nation, Chinese culture. To strengthen the visual image of the consciousness of the Chinese nation community, we should not only shape the common and ideal image design of the Chinese nation 'we', but also meet the real individual life experience and life experience of the Chinese people of all nationalities, and then converge into the 'consciousness of the Chinese nation community' through the 'individual national consciousness' of each Chinese people' self. The 'Five Identities' include not only the common aspects of 'us', but also the individual experience of all ethnic groups. The visual image of the Chinese nation community consciousness should be designed and displayed around the 'five identities'.

Finally, the visual image of the Chinese national community consciousness is an image system with both differences and commonality. National visual image is the symbolic representation of national consciousness and national spirit, and is the visual cultural practice of 'self' and 'us'. Fei Xiaotong pointed out, there is a multi-level pluralistic pattern in the unity of the Chinese nation. The visual image of the Chinese nation should not only pay attention to the shared spirit and community consciousness at the level of the Chinese nation community, but also pay attention to the unique cultural traditions formed by natural environment and historical factors at the level of all ethnic groups, that is, it should have both common and different characteristics. The image system of the Chinese nation is not only formed in the communication and blending of ethnic groups, but also promotes the communication and blending of ethnic cultures, thus enhancing the commonality of all ethnic groups and achieving the unity of commonality and difference.

3. The Basis of Constructing the Visual Image of Chinese National Community Consciousness in Ganzi Prefecture

3.1. Rich Visual Image Resources for Strengthening the Consciousness of the Chinese National Community

First of all, the historical and cultural interpretation space of the exchange and communication of various ethnic groups in Ganzi Prefecture is broad and the image material is rich. Ganzi Prefecture is located in the southeast edge of the Qinghai-Tibet Plateau, the hinterland of the Hengduan Mountains, is both a military hub, but also exchange hub, a long history has witnessed the exchanges and integration of ethnic groups. This is not only the outpost of Tubo's conquest of Nanzhao, but also the yak Qiang land of Han Dynasty, and the location of Tubo's 'Shenchuan Dudu'. Kublai Khan southward expedition, southward Gushi Khan, Mu's Kang District, the Red Army Long March and so on, have led to exchanges and integration of all ethnic groups [3]. In particular, the anti-feudal struggle of all ethnic groups, the common anti-imperialist struggle of tens of thousands of Tibetan monks and other ethnic groups, the profound friendship of the Red Army's long march into Tibet and the peaceful liberation under the leadership of the state are the process of the entity consciousness of the Chinese nation community. It is the common experience and profound historical memory of the people of all ethnic groups in Ganzi Prefecture to participate in the great process of the independence of the Chinese nation. These major events, legends, relics and cultural symbols such as totems, patterns, buildings, utensils, costumes and decorations in the historical process provide a broad interpretation space and rich materials for the visual image design of the Chinese nation community in Ganzi Prefecture.

Secondly, the diversity of religious culture in Ganzi Prefecture has created a community visual image symbol resources with inclusiveness and blending. Ganzi Prefecture, as one of the hubs of communication among ethnic groups, is also a typical area where multiple religions coexist. The religion of Ganzi Prefecture is dominated by Tibetan Buddhism, and various religions and sects coexist. Tibetan Buddhism, Catholicism, Christianity, Islam, Taoism, primitive religion live in harmony here. The diversity, inclusiveness and blending of religious culture in Ganzi Prefecture have created a rich and unique visual image symbol of cultural community. These images include religious image art, religious sites and architectural art, visual presentation of religious festivals, etc. Religious life is one of the important spiritual life contents of Ganzi people. The coexistence and blending of this religious culture and its corresponding visual image symbols have laid a solid foundation for the cultural identity of the community.

Finally, the colorful folk culture of Ganzi Prefecture is rich in community visual image symbol resources. Ganzi Prefecture, as a typical multi-ethnic area, the blending of folk customs and folk cultures in the daily life of people of all ethnic groups is a common phenomenon. Folk customs and folk cultures are all-embracing. In terms of presentation forms, costume symbols and image cultural connotations, they are all visual image symbol resources that strengthen the consciousness of the Chinese nation community. Such as Guozhuang culture, 'Achimugua', labor songs, etc. These resources are full of life breath, which provides an important carrier for the visual image to go deep into the daily life and inner world of the masses [4].

3.2. Ganzi Prefecture Casts the Chinese Nation Community Consciousness Visual Image Production Mode Diversity

Ganzi Prefecture has always attached great importance to ethnic work, focusing on exploring this ethnic and religious cultural characteristics to help local development. In this process, through literature and art, film and television production, cultural tourism industry development and other

ways, the production and reproduction of the local image of Ganzi Prefecture, but also for Ganzi Prefecture to forge a strong sense of the Chinese nation community has accumulated a wealth of visual image resources. In terms of literature and art, Ganzi Prefecture has been favored by literary artists and travelers for its harmonious coexistence between man and nature, harmonious coexistence of multi-ethnic and multi-cultural cultures, and sacred places of multi-religion. It has always been an ideal place for writing, imagination, recording and sustenance. Only from the literature series of Ganzi Prefecture that have been collected and sorted out in Ganzi Prefecture, fictional literary works, travel notes, famous narratives, field investigations, etc., the shaping and true description of the image of the national unity place in Ganzi Prefecture, and the vivid image of the unity and struggle of the people of all ethnic groups in Ganzi Prefecture under the leadership of the state [5]. It is a vivid portrayal of the recognition of the people of all ethnic groups in Ganzi Prefecture for the great motherland, the Chinese nation, the Chinese culture.

The contemporary Ganzi film and television drama works more intuitively shape the visual image of ethnic unity in Ganzi Prefecture. For example, documentaries such as the film 'Kangding Love Song' and 'Exploring Ganzi 'Finding Shangri-La' all record the situation of multi-ethnic harmony and multicultural coexistence in Ganzi Prefecture. The characters, local images and scene images created by these films and TV plays can be directly used as visual images to strengthen the consciousness of the Chinese nation community, or as visual image carriers to expand the influence of the consciousness of the Chinese nation community, or as resources for the derivative production of the visual image of the consciousness of the Chinese nation community.

Ganzi Prefecture has also fully explored the advantages of multi-ethnic, multicultural and multi-religious coexistence in the development of cultural tourism industry and created many cultural tourism brands. The cultural tourism products and services around the brand also produce a large number of image elements related to the national community, and have a strong influence. The development of the 'Shangri-La' brand in Ganzi Prefecture has always been based on the framework of the integration of the amazing natural landscape and the multi-ethnic culture dominated by Tibetan culture, providing cultural tourism products and services characterized by 'harmonious coexistence between man and nature' and 'multicultural coexistence', and continuously strengthening internal and external publicity. Therefore, on the one hand, while 'Shangri-La' is a brand of tourism destination, it also has the profound connotation of the national unity of Ganzi Prefecture and the beautiful image of the Chinese nation community. Therefore, it can strengthen cultural interpretation and brand visual image design from the perspective of the Chinese nation community [6]. On the other hand, the performing arts repertoire around the 'Shangri-La' brand has also created many visual images of ethnic harmony, which is an important literary and artistic carrier to present the national community.

3.3. Multiple Acceptance Channels of the Visual Image of the Chinese National Community Consciousness in Ganzi Prefecture

Of course, the coexistence of national unity, religious harmony and cultural diversity is inseparable from the fact that Ganzi Prefecture has always attached importance to ethnic work, and it is inseparable from the fact that Ganzi Prefecture has continuously expanded the channels of acceptance and recognition of national unity and the sense of community of the Chinese nation in ethnic work, which provides multiple channels of acceptance for the visual image of the sense of community of the Chinese nation. First of all, Ganzi Prefecture strengthens the demonstration and guidance of national unity through tree selection and theme activities. For example, 'casting the consciousness of the Chinese nation community national unity into the family' practical activities, 'national unity and progress day', 'national unity festival' and so on. In these periodic and irregular

national unity theme activities, the visual symbols and image elements related to national unity also play a leading role to a certain extent.

Secondly, national unity is integrated into all aspects of social life through pair work. Ganzi Prefecture has developed from the initial establishment of national unity and progress to the "eight-entry" activities such as "entering agricultural and pastoral areas, entering temples, entering townships, entering schools, entering construction sites, entering hydropower development zones, entering enterprises and entering markets," which has expanded the scope of the establishment and demonstration of national unity, fully integrated into all aspects of the social life of each group of people, and played a leading role in demonstration and subtle influence.

Finally, in the propaganda and ideological work emphasizes national unity and progress propaganda and education. In Ganzi Prefecture, doing no ethnic work is not enough. Ganzi Prefecture not only actively presents the image of national unity and progress in Ganzi Prefecture by shooting documentaries, city promotional videos, short videos, participating in exhibitions and actively responding to public opinions. Moreover, Ganzi Prefecture has also incorporated national unity and progress into its annual publicity and ideological work, setting up national language red flag publicity teams, gratitude volunteer service teams, and cultural volunteer service teams to carry out various forms of publicity and publicity in the forms of singing and dancing, exhibitions, and story collections in the new era of civilization practice stations, among the masses in pastoral areas, market squares, media platforms, and online platforms [7].

4. The Implementation Path of Solidifying the Visual Image of Chinese National Community Consciousness in Ganzi Prefecture

On the basis of the existing achievements of ethnic work, and according to the operation mechanism of visual image representation and viewing, Ganzi Prefecture should start with the arrangement of image resources, the cultivation of image brands, the demonstration of image models and the integration of images to forge a strong visual image of the Chinese nation community consciousness, and promote the formation of conscious cultural identity and a high degree of cultural self-confidence of all ethnic groups through visual images, and transform them into the lifestyles of all ethnic groups and the action consciousness of realizing the great rejuvenation of the Chinese nation.

4.1. Organizing the Visual Image Symbol Resources for Strengthening the Consciousness of the Chinese National Community

First, carry out the digital arrangement of visual image elements of the Chinese nation community consciousness. To establish a database of the visual image of the consciousness of the Chinese nation community in Ganzi Prefecture, the first is to rely on institutions such as the Ganzi Prefecture Research and Education Practice Center for the Consciousness of the Chinese Nation Community and the Ganzi Prefecture Museum to visualize and digitize visual symbols and visual elements such as totems, historical relics, unearthed objects, and contemporary remains in the history and culture of communication, exchange, and integration of ethnic groups in Ganzi Prefecture, and store them in categories such as data classification. The second is to rely on the propaganda and cultural tourism departments to digitally repair, classify and retain the visual elements and visual images of the propaganda films, film and television dramas, documentaries, video clips, performing arts programs, paintings and other visual arts with the connotation of the national community in Ganzi Prefecture, and to re-examine the cultural connotation and visual elements of the novelty-seeking, backward and stereotyped habits.

Second, the visual application of the visual image elements of the Chinese national community

consciousness. On the one hand, on the basis of digital collation, the symbols and visual elements of history, religion and national culture with strong political nature, less ambiguity, wide commonality and profound implication are selected for visualization and visualization in museums, exhibition halls, festival exhibitions and conditional public places. In the display of specialized agencies, even digital means such as AR and VR are used for live display to enhance the people of all ethnic groups in Ganzi Prefecture. The in-depth understanding of the history and culture of exchanges and exchanges among ethnic groups in Ganzi Prefecture. Strengthen the recognition of the Chinese nation community by the masses of all ethnic groups in a visual way. The second is to visually recreate the literary and artistic works related to the theme of Ganzi Prefecture and the stories and artistic images of the unity and struggle of the people of all ethnic groups in Ganzi Prefecture, with the support of the government, the participation of enterprises and the operation of professional teams [8]. By carrying film and television dramas, e-sports games, cultural and creative products and cultural tourism services, the influence of these national unity artistic images and stories is expanded, and the cultural connotation and interpretation space of the visual image of the Chinese nation community are enriched.

Third, build a popular collection and feedback platform to strengthen the visual image of the Chinese nation community consciousness. The first is to rely on the media convergence centers at all levels to open up channels for material collection and feedback related to national unity and progress, national culture, Chinese cultural symbols and the visual image of the Chinese nation, so that people from all regions, departments and ethnic groups can collect and give feedback on vivid scenes, stories and images related to strengthening the awareness of the Chinese nation community in daily life, special activities, all kinds of work and local cultural customs, and classify, refine and publicize the collected materials. The second is to rely on the public opinion monitoring platform of the cultural tourism department or the information service platform of the cultural tourism industry to collect and feedback the visual image elements, creative design, derivative symbols, connotation interpretation and opinion expression related to the awareness of the Chinese nation community in Ganzi Prefecture from the general public inside and outside the state, such as cultural tourism consumers, tourists, travellers and interest lovers.

4.2. Cultivating the Visual Image Brand of Chinese National Community Consciousness

First, enrich the cultural connotation and visual image of the Chinese nation community consciousness of characteristic brand. The first is to change the idea of excessive pursuit of characteristic culture in the idea of differentiated development, give the cultural connotation of the Chinese nation community, strengthen its Chinese culture 'great harmony' ideal and the cultural interpretation of the history and reality of the communication, exchange and integration of ethnic groups in Ganzi Prefecture, and highlight the social life of ethnic unity and progress and religious harmony in Ganzi Prefecture. In the propaganda film, natural landscape display, cultural tourism activities, logo design, and the use of text symbols, the visual elements of the common cultural ideal of the Chinese nation are added to enrich the connotation of the national culture and community spiritual home of the image brand of Ganzi Prefecture.

Secondly, in addition to highlighting natural wonders and 'paradise' and other sightseeing, we should also pay attention to the development of ethnic cultural and creative products and visual image symbols of Ganzi Prefecture with both differences and commonalities, pay attention to the development of products and services for the exchange, exchange, integration, historical and cultural research and experience of all ethnic groups in Ganzi Prefecture, carry out cultural interaction activities such as visual image design, shooting and video creation of the Chinese national community of Ganzi Prefecture brand, and use Ganzi Prefecture culture as a destination

brand and local image brand to expand the influence scope of Ganzi Prefecture to cast the visual image of the Chinese national community consciousness. Strengthen the recognition of the Chinese nation community by the masses of all ethnic groups in a visual way. The second is to visually recreate the literary and artistic works related to the theme of Ganzi Prefecture and the stories and artistic images of the unity and struggle of the people of all ethnic groups in Ganzi Prefecture, with the support of the government, the participation of enterprises and the operation of professional teams. By carrying film and television dramas, e-sports games, cultural and creative products and cultural tourism services, the influence of these national unity artistic images and stories is expanded, and the cultural connotation and interpretation space of the visual image of the Chinese nation community are enriched [9].

Third, embedding the consciousness of the Chinese nation community into the cultural performance of Guozhuang to create a national cultural brand with strong participation of all ethnic groups. Combining the consciousness of forging a strong Chinese national community with the cultural performance of the Guozhuang dance, the first is to combine the historical culture of Ganzi Prefecture, the cultural relics of ethnic exchanges and the unique form of the Guozhuang dance to strengthen the excavation and interpretation of the connotation of the Chinese national community expressed therein, and make full use of the Guozhuang cultural exhibition room, square, etc., to visualize and display its community connotation from various visual forms such as 'concentric circles'. The second is to make full use of the various forms of expression and strong artistic expression of Guozhuang, combined with local ethnic beliefs, customs and scenes such as life and production, to speed up the creation of Thanksgiving Guozhuang, national unity Guozhuang and other exhibitions and performances full of the flavor and appeal of the times, and to use cultural and art festivals, cultural and tourism activities, ethnic festivals and other extensive performances, mobilize the masses of all ethnic groups to participate in their performances, and arouse the 'five identities' of the masses of all ethnic groups.

4.3. Visual Image Demonstration of Strengthening the Community Consciousness of the Chinese Nation

First, build a demonstration town of visual image of the Chinese nation community consciousness. One is to build a characteristic community into a demonstration town of the visual image of the Chinese nation community. To explore the historical and cultural stories, relics and cultural symbols of Ganzi Prefecture as an important ancient tea-horse trade town where various ethnic groups communicate, exchange and blend with each other, to display and display their stories and relics in visual forms such as reliefs, sculptures, film and television dramas and disciplinary films in the ancient city, street signs, squares and community cultural walls, and to embed them in the ancient city in the form of cultural and creative products, public services and environmental beautification. At the same time, tell the visual story of the daily life of the multi-ethnic families in the communities of Ganzi Prefecture, and vividly present the pattern of multi-ethnic integration and the scene of 'national unity and family' with daily and real images. In addition, the square, the new era of civilization practice station, community activity venues as the main carrier, to carry out a wide range of community residents to participate in the arts performance activities to promote exchanges between residents of all ethnic groups and cultural integration.

Second, some ancient villages to build a strong visual image of the Chinese nation community demonstration village. First of all, taking the production and living status of multi-ethnic coexistence and multi-religious coexistence in the ancient village as the theme, focusing on the theme of national unity and progress, religious harmony, cultural integration and harmony between man and nature, publicly soliciting and widely attracting mainstream media, self-media, artists, film

and television directors and tourists, etc., to carry out visual art creation in the aspects of daily life stories of multi-ethnic families living in harmony, spiritual world of multi-religious harmony and common, multi-cultural integration and presentation of Chinese cultural spirit, and excellent visual image and visual symbol creation are used to promote and display the consciousness of the Chinese national community in the ancient village. Expand the demonstration visibility of ancient village national unity and progress. Secondly, taking the Catholic church, the multi-ethnic villages formed by the relocation points of immigrants, and the multi-ethnic families as the iconic places and points, the ancient village under the leadership of the state's multi-ethnic harmonious coexistence, unity and struggle, common development of life scenes with specific documentary pictures, scene relief, simulation scenes, artistic symbols and other visual images of the physical display. Finally, focusing on the characteristics of the ancient village, the visual elements of multi-ethnic symbiosis, multi-religion coexistence and multi-cultural blending are integrated into the process of infrastructure construction, village environment improvement and village beautification. Combined with the natural landscape display, into the tourism brand building and route planning, the ancient village to create a vivid display of the Chinese nation community this entity connotation and specific performance of the tourist destination.

Second, relying on the existing venues, create a visual depth experience demonstration of the Chinese nation community consciousness. Relying on the existing cultural relics display of museums around Ganzi Prefecture and the Long March Museum of the Red Army, modern 5G, AR, VR, MR, XR and other information and visual technologies are introduced and used to experience the historical and cultural exchanges and exchanges among ethnic groups, the Long March of the Red Army, peaceful liberation and other realistic production and life immersive experience scenes such as multi-ethnic families and national unity and struggle in Ganzi Prefecture, so as to enhance the on-site and experience of the exhibition. At the same time, relying on Internet technology and making full use of modern network communication channels, we will carry out online experience projects of these immersive experience scenes, attracting a wider range of visitors to experience the historical and realistic entities formed by the pluralistic integration pattern of the Chinese nation community. In addition, these venues should strengthen the design and exhibition of civilized logos, historical and cultural exhibitions, multi-ethnic cultural and creative brands and creative products formed by multi-ethnic exchanges and exchanges in Ganzi Prefecture, so as to theme and materialize the consciousness of the Chinese national community.

4.4. Coordinating Integration of the Visual Image of Strengthening the Consciousness of the Chinese National Community

First, coordinate the strength of functional departments and industries, and systematically implement the visual image of the Chinese nation community. The first is to coordinate the strength of functional departments such as ethnic and religious affairs departments, internal and external publicity work, cultural and tourism departments and social security, and apply the image of the Chinese nation community to regional image publicity, public cultural service system construction and social governance capacity improvement, and integrate funds and manpower and material resources. The second is to coordinate the strength of various entities related to ethnic and religious affairs, literary and artistic associations, and cultural and tourism industries, and integrate the awareness of the Chinese nation community in Ganzi Prefecture into the daily operation of social organizations, literary and artistic creation, especially visual art creation and cultural and tourism industry development. On the one hand, in the process of routine ethnic and religious activities, artistic creation and provision of cultural tourism products and services, Ganzi Prefecture, which is extensive and has local characteristics, should carry out the visual image design, creation and

application of the consciousness of the Chinese nation community, and enrich the connotation and form of visual image ; on the other hand, with the help of cultural exchanges, literary and artistic works, cultural and tourism activities and other carriers and channels, the communication channels and influence scope of the visual image of the Chinese national community consciousness in Ganzi Prefecture are expanded.

Second, comprehensively promote the integration of the visual image of the Chinese nation community consciousness into modern social life. One is to cast a strong sense of the Chinese nation community visual image, visual symbols into Ganzi urban and rural public infrastructure construction. In urban and rural road planning, greening design, squares, public transport facilities, environmental beautification and so on, these are closely related to the daily life of residents of all ethnic groups in the construction of public infrastructure into the visual image and symbols, to create a cultural corridor, art performance square, image theme park and block, beautiful road and so on, which have the characteristics of Ganzi Prefecture to cast the visual image of the Chinese nation community consciousness, to show the historical culture and life scene of Ganzi Prefecture with the integration of various ethnic cultures, the interdependence of economic life and the closeness of emotion. The second is to integrate in ways and means. With the popular presentation and discourse system, the visual image presentation and meaning production and reproduction of the Chinese national community consciousness will be integrated into the daily life of the people of all ethnic groups. We should make full use of the interactivity and participation of the Internet, give full play to the self-media display function, give full play to the advantages of the leading role of the cultural and tourism industry in Ganzi Prefecture, strengthen the guidance of the ethnic and religious affairs and publicity parts, and widely mobilize the masses of all ethnic groups to participate in the collection, creation and dissemination of the visual image of the consciousness of the Chinese nation community in Ganzi Prefecture by means of cultural fairs, creative activities, self-media creation and other daily ways of the masses. Through the cultural production-consumption in cultural and tourism activities, the production and reproduction of the visual image of the consciousness of the Chinese nation community with the characteristics of Ganzi Prefecture will form the aggregation effect and traffic doubling [10].

5. Conclusions

Deeply understand that 'casting the consciousness of the Chinese nation community is an inevitable requirement for realizing the great rejuvenation of the Chinese nation', is the 'program' of the state's national work in the new era, and all work should be focused on this. We should comprehensively promote the construction of the common spiritual home of the Chinese nation. To correctly grasp the relationship between Chinese culture and the culture of all ethnic groups, the excellent traditional culture of all ethnic groups is an integral part of Chinese culture. Chinese culture is the backbone, and the culture of all ethnic groups is a branch. New connotation of. As Tibetan-related prefectures and counties, it is necessary to fully follow the principle that 'all development should be given the significance of national unity and progress, the significance of safeguarding unity and opposing division, the significance of improving people's livelihood and uniting people's hearts, and the significance of being conducive to enhancing people's sense of gain, happiness and security' as an important political task for common development. We will further understand the common visual symbols of the Chinese nation, respect, explore and refine resources such as the regional red culture and the excellent traditional culture of all ethnic groups, and create a visual image project of the Chinese nation that takes the visual image of the Chinese national culture as the main line, promotes the "five identities" and is compatible with the cultural characteristics of ethnic groups in regional autonomous areas.

Acknowledgements

Foundation Project: 2021-2023 Sichuan Higher Education Talent Training Quality and Teaching Reform Project: Theoretical and Practical Research on Teaching Reform of Building the Chinese National Community Consciousness Education in Universities in Ethnic Areas (JG2021-1417); National Ethnic Affairs Commission's Teaching Reform Project "Research on Building Chinese National Community Consciousness into the Ideological and Political Curriculum Construction of Ganzi Universities" (ZL21064).

References

- [1] SUN Yingshuai, WANG Na, *A Three- Dimensional Analysis of Important Exposition on Casting a Sense of Community of the Chinese Nation*, *Journal of Yangzhou University (Humanities & Social Sciences)*, No. 6, 2022, Pp. 3-17.
- [2] SU Zeyu, *Construction of community consciousness of Chinese nation from the perspective of national cohesion*, *Qinghai Social Sciences*, No. 4, 2022, Pp. 24-30.
- [3] LUO Huixuan, *Building a Community for the Chinese Nation in the Context of National Cohesion*, *Journal of the Chinese Nation Studies*, No. 4, 2022, Pp. 64-79+171-172.
- [4] NING Yafang, *The Effect and Basic Experience of Construction of Modernization in Ethnic Areas in China*, *Ethno-National Studies*, No. 6, 2021, Pp. 12-26+134-135.
- [5] YAN Shuqun, XING Beinan, *On Conceptualization and Consciousness Cultivation of Chinese National Community*, *Gansu Social Sciences*, No. 4, 2022, Pp. 16-25.
- [6] LIU Yonggang, XU Fei. *Four Dimensions of Political Ceremony Solidifying the Consciousness of Chinese National Community*. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition)*. 2022 (01).
- [7] YANG Mingxing, PAN Liuye. *Research on the Principles of Diplomatic Narratology and the Generation of Discourse Power in 'Telling Chinese Stories Well'*. *Xinjiang Social Sciences*. 2021 (05).
- [8] GE Yaojun, LI Hai. *From Individual to Collective: Collective Memory from a Psychological Perspective*. *Advances in Psychological Science*. 2021 (11).
- [9] SU Rina, LI Juan. *Integration of multi-ethnic costumes and identification with Chinese culture: a study centered on the Wei, Jin, Southern and Northern Dynasties*. *Journal of South-Central University for Nationalities (Humanities and Social Sciences)*. 2021 (09): 34-56.
- [10] LI Qiumei, LONG Berlin. *Political Ritual Dimension of Strengthening Community Consciousness of Chinese Nation*. *Xinjiang Social Sciences*. 2021 (04).