

# *Video Presentation of Chinese National Community Consciousness—On the Video Documentary of Jiangsu's Targeted Assistance to Ethnic Areas*

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**Abstract:** As an important means of contemporary historical recording and literary writing, documentary images are an important form of recording Jiangsu's targeted assistance work in ethnic areas, helping people of all ethnic groups to strengthen the sense of Chinese national community. The article takes documentary images of Jiangsu's targeted assistance in ethnic areas as the object of study, and discusses the logic of its mirroring that reinforces the sense of Chinese national community. Targeted assistance work is deeply rooted in the historical process of interaction, communication and integration of various ethnic groups and the construction of ethnic areas, and the sense of Chinese national community presupposes the value foundation for the creation and dissemination of documentary images of targeted assistance, and at the same time, it also confers the important mission of strengthening the sense of Chinese national community. Based on real-life situations, the relevant documentary images illustrate the concepts of national unity, national construction and community building, reflecting the reinforcing effect on the sense of community of the Chinese nation.

## **1. Introduction**

In 1994, according to the important instruction of the Opinions of the CPC Central Committee and the State Council on Accelerating the Development of Western ethnic areas and Maintaining Social Stability, the Jiangsu Provincial Party Committee and the Provincial Government responded to the major decisions made by the CPC Central Committee and the State Council from the height of the strategy and the overall situation, and carried out a new round of targeted assistance to the nationalities areas of Western ethnic areas, Xinjiang, and Qinghai one after another, and opened a great cause to promote the connection of the Chinese alpine plateau, mutual assistance of the whole Silk Road, and cooperation among the various nationalities. Heart-to-heart great cause. "As of 2019, Jiangsu has selected and sent more than 2,300 outstanding cadres to work in Western ethnic areas and Xinjiang, and only during the 'Twelfth Five-Year Plan' period, it has invested nearly 13 billion yuan in aid to Western ethnic areas and Xinjiang for construction, implementing more than 2,000 aid projects, with the number of aid units, aid funds, and aid personnel ranking first in the country." [1]In the current ethnic work with the main line of reinforcing the sense of community of the

Chinese nation, this smear of Jiangsu elegance is both a historical microcosm of the Chinese nation's struggle toward the great goal of common prosperity, and a source of strength for the people of all ethnic groups in China to rally their sense of community, mapping out the bright prospects of China's ethnic theory and policy in the practice of the work. Just as in these 30 years of resolute forward movement, the Jiangsu government has provided all possible assistance resources for ethnic areas at the macro level, and the sons and daughters of Jiangsu have carried out sincere and heartfelt exchanges with their "family members" in Western ethnic areas and Xinjiang at the micro level, in which the stories of assistance have not only been written and memorized, but also are being recorded and disseminated by more images.

The comprehensive targeted assistance work in ethnic areas is a key deployment in China's targeted assistance strategy to realize balanced development in China's eastern and western regions. Since its initial launch in 1979, the long-term persistence and continuous adjustment of targeted assistance work has achieved remarkable results. Its systematic video recording, organizing, dissemination and reproduction should become an important dimension in contemporary ethnic work. On September 27, 2019, the General Secretary used the phrase 'hugging each other tightly like pomegranate seeds' at the National Commendation Conference for Progress in Ethnic Unity[2] to metaphorically describe the bonding relationship between China's ethnic groups and the Chinese nation. In a number of subsequent speeches, he pointed out that the realization of the great rejuvenation of the Chinese nation needs to be premised on promoting interactions, exchanges, and mingling of ethnic groups, and on the linking of hearts and hands. These important ideological assertions have accurately clarified the connection between Chinese-style modernization and the reinforcement of the sense of community of the Chinese nation, clearly pointed out the way forward for the development of China's ethnic work, and made clear the requirements for the creation and dissemination of documentary images of targeted assistance and given them a mission. Based on this, this paper takes the documentary images of Jiangsu's targeted assistance to ethnic areas, which are widely disseminated in the Internet, as the object of study, and discusses their carrying and reinforcing effects on the sense of the Chinese national community from the three levels of the value foundation, image logic and development path of the creation and dissemination of documentary images. The study seeks to clarify the paths of expression of the Chinese national community consciousness based on different creative subjects in the documentary images of targeted assistance, and to reveal the image logic of the current documentary images of targeted assistance in realizing the reinforcement of the Chinese national community consciousness. Based on this logic, the study observes the current practice of documentary images of targeted assistance, faces the shortcomings, and searches for new ways of development.

## **2. Chinese National Community Consciousness Presupposes Value Foundation for Documentary Images of Directed Assistance**

The strategic goal of comprehensive targeted assistance to ethnic areas is to balance development between the East and the West, promote interaction, exchanges and integration among the various ethnic groups, and realize common prosperity. Although the work of targeted assistance inevitably needs to face up to the case-by-case problems arising from the concerns of the localities and ethnic groups about their own positions, the creation and dissemination of documentary images of targeted assistance has consciously embraced the construct of positivity. However, during the creation and dissemination of documentary images of targeted assistance, the discourse of all parties consciously embraced the discourse field constructed by positivity and tacit agreement, rarely sounding a discordant note, forming a phenomenon of consensus and sympathy that is quite different from today's network discourse field of "clamor". The logical starting point for the self-referentiality of

its video discourse lies in the uniqueness of the subjects involved in directional aid videos. The creation and dissemination pursuits of these subjects have all been integrated into the value system of the Chinese national community, and they are confident in their own Chinese national identity. The national sentiment carried by the targeted aid images is in line with the collective imagination of Chinese people of all ethnic groups about the Chinese national community.

(1) Narrator with a sense of Chinese community

China is a vast country, with a distance of nearly 5,000 kilometers between the east and the west. Therefore, although Jiangsu's work of targeted assistance to ethnic areas continues, it is relatively unknown to the people of Jiangsu. In terms of the image content of "Jiangsu Targeted Assistance to Ethnic Areas" that has been widely disseminated on the Internet, most of the creation and dissemination subjects have a certain background of melodramatic discourse or conscious awareness of melodramatic eulogy, and the matrix of their creation groups includes traditional media, professional users and general users. First of all, from the level of traditional media, on the one hand, the media subjects represented by Jiangsu Radio and Television Station, Lychee News Channel, West China Sea Metropolis Daily and so on have made a large number of news reports on Jiangsu's targeted assistance to ethnic areas. The documentary and authoritative nature of their images is irreplaceable, and they are the main source of "journalistic" information and historical materials for people to understand the progress of the assistance work, time points and core events. On the other hand, institutions represented by the China Association for the Protection and Development of Western Ethnic Culture, the Jiangsu Provincial Directed Aid Kexu Forward Command, and the Suzhou Press and Publishing Group have produced a large number of film and television works on the subject of Jiangsu's counterpart's assistance to Western ethnic areas, Xinjiang and youth in recent years, such as the "Answer Scripts Written by Su in the Fertile Ground in the Snowy Region" and "The Story of Aid to Western ethnic areas" (Episode 5), which is the first of its kind in China. The Story of Aid to Western ethnic areas (Episode 5) and other documentaries and theatrical films such as Love Runs the Tianshan Mountains. Compared with the fragmented excerpts and abridged expressions of news and short video images, as well as the non-linear image flow organized by recommendation algorithms, documentaries and reality-based films and TV dramas with a complete narrative structure are more likely to bring viewers into the targeted aid situation of a long way to go, but the heart is connected, the sky is cold but the blood is hot, and the situation is bitter but the love is strong. Secondly, from the level of professional users, the matrix of creative groups mainly based on the local county melting media and supplemented by network self media has also begun to take shape, and the related online dissemination network has been initially built, and the related oral assistance video works are characterized by their own characteristics. "Dari County Fusion Media Center" and other video numbers from time to time forwarded by the traditional media production of news reports images, "I Su video" "Chenyu media" and other self-media accounts have an independent information channels, producing and disseminating images of Jiangsu's targeted assistance from the perspective of civil society participants, supplementing at the meso-level the blank area of video subjects that are difficult for other types of authors to cover. Finally, general users aimed their lenses at people's daily lives and their own personal experiences. Individuals with unique perspectives, such as targeted aid workers and Jiangsu tourists passing through ethnic areas, have devoted themselves to recording targeted aid images, and the targeted aid strategy in their eyes is no longer the data and concepts in news bulletins, but rather the people, objects, situations, and sceneries that they can see with their eyes, hear with their ears, and touch with their hands. The real contact with the practice of targeted assistance aroused their passion to consciously memorialize and praise it with images. "Brahma Dubbing" uses self-produced documentary short videos to praise the people and events of Jiangsu Rugao's sixty years of supporting the border (aid to the border); "ConyVideo", "Toutiao 365"

"YiHuiLin's "New Discoveries in Xinjiang" themed short video extensively records the stories of Jiangsu Province's support for the construction of Xinjiang's Khorgos City and Yining County; "The Nine Girls on Earth" uses images to express her The "Jiu girl on earth" expressed her respect and emotion for her grandfather who came from Jiangsu to build Xinjiang "for a lifetime". Beili Mile user "bili\_35256149451" also reproduced their "Suzhou Border Youth Commemorating the 40th Anniversary of Aid to Xinjiang Construction" in a documentary short video.

## (2) Following the Discourse Framework of Chinese National Community

The concept of the Chinese nation has long been rooted in the hearts of people of all ethnic groups belonging to the same Chinese nation, and its remarkable continuity of discourse and penetrating nature of topics have made it possible for the creation and dissemination of related video works to be consciously based on the core of looking forward to the rejuvenation of the Chinese nation and reinforcing the sense of community of the Chinese nation. The important tasks of national work, such as maintaining national unity, demonstrating national self-confidence and pursuing common prosperity, have been quietly integrated into the collective practice of documentary video creation for targeted assistance. Therefore, the image logic of realizing the sense of community of the Chinese nation through images constitutes a logical line in the documentary images of targeted assistance.

In terms of the dimension of common prosperity, the sense of Chinese national community unites all Chinese nationalities under the concept of the Chinese nation as a whole, which is "indistinguishable from each other, not from you and me", and makes the people of Jiangsu see it as their duty to work together with the ethnic regions to realize common prosperity. Jiangsu has developed first because of its history, geography, culture and policies, and has often played the role of a helper in targeted assistance work. The proposition of realizing common prosperity under the sense of the Chinese national community makes such a role position unjustifiable and acceptable to the people of the two regions both rationally and ethically, so that the contribution of the aid process can be understood and its value recognized.

From the dimension of national self-confidence, the national character of the Chinese national community makes the people of Jiangsu naturally identify with, love and yearn for the ethnic regions that are thousands of miles away from each other, so that they naturally feel their pride in the prosperity of the nation from the prosperous scenes in the ethnic regions. In the Vlogs of Jiangsu directed aid workers and tourists recording their daily lives, there are often sincere expressions of "beauty of mountains, water and people" in the ethnic areas and heartfelt introductions of the achievements of aid construction in the ethnic areas, which show the internalized self-confidence of the people of Jiangsu in the Chinese nation due to their understanding of the directed aid work, and thus enhance the identity of the people of various ethnic groups as the national race. This has strengthened the recognition of the Chinese people as a national race. For example, "Different Sky" released a short video called "Incredibly Proud" during a trip to Harajun-Jiangsu Street, which unified the prosperity of ethnic regions with that of the country.

In terms of the dimension of national unity, the vastness of the country and its long history have given rise to the cultures of the various ethnic groups in China, which are characterized by a great deal of regionalism. The spatial distance between mountains and water, and the cultural difference of long history have also objectively created a sense of distance and unfamiliarity among people of different ethnic groups. But with the language and accent of the ethnic areas to tell the "Jiangsu aid story" quickly draw the distance between the people of the East and West, the same story to build the same national true feelings. In the Vlog video describing Jiangsu's support for Xinjiang's reconstruction, "Xinjiang Ball" expresses his emotional identification with "Xinjiang, looking at the south view of the river, and becoming a 'Xinjiang-Jiangsu man'".

### 3. Documentary Images of Directed Aid Annotate the Connotation of Consciousness of Chinese Nation Community

Bazan discusses the social effects of realistic cinematic images in terms of "the asymptote of reality" and "the poetry of transcendence of anticipation". [3] If the conscious production and dissemination of targeted aid images is a concrete manifestation of the people's call to action by the Chinese national community consciousness, then, as the relevant documents of the CPC Central Committee have pointed out, the delicate relationship between "minding the stomach" and "minding the brain" has been a major concern of the CPC Central Committee, as well as a major concern of the CPC Central Committee, as it has been a major concern of the CPC Central Committee. Then, just as the relevant documents of the CPC Central Committee discuss the delicate relationship between "minding the stomach" and "minding the brain," the development of targeted assistance work needs to pay attention to "the significance of giving all reforms and developments the significance of manifesting the sense of community of the Chinese nation, the significance of safeguarding unity and opposing secession, and the significance of improving people's livelihoods and uniting people's hearts." [4]. Directed aid images have the ability to re-"ferment" and re-interpret the now deeply rooted sense of the Chinese national community in conjunction with the accomplished deeds of directed aid, which also endows the directed aid images with the social mission of consciously assuming the task of reinforcing the sense of the Chinese national community.

(1) National unity, which does not need to be deliberately emphasized

Hao Yaming has sorted out the three main discourse trends of "national unity", "national construction" and "community building" from the research results on strengthening the sense of community of the Chinese nation at the present stage in China.[5] The work on nationalities in the new era has once again emphasized the CPC's ruling philosophy of "putting the people at the center" and "maintaining national unity at the core. The study and implementation of this important idea is a basic prerequisite for targeted assistance to accomplish the task of common prosperity for all ethnic groups.

The images of targeted assistance attach the symbolic and conceptual content of national unity to real carriers, realizing the objectification of concepts and the thematic sublimation of objects, a process that realizes the quadratic co-presentation and co-promotion of the significance of targeted assistance, the sense of community of the Chinese nation, the value of geo-entity, and the value of image dissemination. Jitterbit, together with Cutting and Waking, launched the "Knowledge Travel Program" to invite short-video creators and provide them with topic guidance. With this, Shake Voice user ConyVideo introduced the concentric pavilion in Su Jin Park in Mianzhu as a starting point in his short video "Knowledge Travel Plan", combining his travel insights with Jiangsu's targeted assistance to the ethnic areas of Mianzhu, and recounting what he had "seen" in his short video. The short video of the program "Tongxin Pavilion" combines his travel experience with Jiangsu's targeted assistance to ethnic areas in Mianzhu City.

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video. The short video of the program "Tongxin Pavilion" combines his travel experience with Jiangsu's targeted assistance to ethnic areas in Mianzhu City.

### (2) A two-sided in one body of discourse of nation-building

The attributes of China's multi-ethnic unity are unified by the concept of the Chinese nation. The conceptual and referential differences between the nation, the state and the Chinese nation are often overlooked by the general public, but due to the "deep connection between the terms nation-state and nation-building and Western history and politics"[5]. It is important to popularize the concepts of "unification of state-building and nation-building" and "the Chinese nation as the nation of a multi-ethnic state" through a variety of channels. Therefore, it is particularly important to popularize the concepts of "unity between nation-building and state-building" and "the Chinese nation as the national ethnicity of a multi-ethnic China" through multiple channels.

On the one hand, the nation and the state are two sides of the same coin in the formation and governance of the People's Republic of China. From the logic of the Western "nation-state" theory, they belong to the "community" and the "ruling body," two mutually complementary vectors of social structure. From the logic of the Western "nation-state" theory, they belong to the "community" and the "ruling body", which are two complementary veins of social structure.[6] Targeted assistance work is a process of cross-regional and cross-cultural interactions between the people of the two places, and is also guided by the major strategic decisions of the Central Committee of the Communist Party of China. Images expressing the former are more likely to emotionally convey an identification with the combined efforts of all ethnic groups in nation-building, and a firm sense of family and national community. The latter image is more likely to bear witness to the practical realization of the idea of the "four harmonies" in national governance, and to help people of all ethnic groups understand that the Chinese national community is not only a collection of ethnic groups, but also a core of mutual assistance and integration among ethnic groups under the leadership of a unified polity.

On the other hand, nation-building is a long-term and complex social process, which requires all ethnic societies to transcend the boundaries of time, space, history and humanity before they can realize the transition from communication to blending and evolution. To a certain extent, in the limited space and time range recorded by targeted aid images, people briefly realized the combination of ethnic areas and non-ethnic areas across time and space, including interpersonal relations, cultural traditions, regional features and so on. Although the "image vision" is focused and short, it is undeniable that the image reflects the will of the creator. When a large number of ethnic mutual aid images are created and disseminated, and the image coverage density is enough to bridge the space-time span between the image narration, all ethnic groups will be closely woven together in the space-time of the image, forming a national picture showing different sides. Therefore, multi-ethnic fusion discourse through targeted aid in image writing is conducive to the spread, continuation and development of the existing concept of ethnicity .

### (3) Building a Community of Honor and Shame

Realizing the common prosperity of all ethnic groups is not only the goal of national unity, but also an important means of strengthening the sense of community of the Chinese nation, and a fundamental task of targeted assistance work. General Secretary summarized the law of development of ethnic areas since the peaceful liberation of ethnic areas, which is "suffering together before sharing sweetness", and put forward the theory of "four commonalities and five identities". Therefore, directional assistance documentary video not only need to show the directional assistance work tirelessly, but also need to show the directional assistance work of the remarkable achievements. First of all, the targeted assistance images record the environment from the wind and snow to the desert wilderness, and from the lack of water and electricity to the difficulties of poor communication. The recording and sharing of real images has brought the

feeling of "working together" into the hearts of people all over the country. As far as the eye can see, the love will follow. Secondly, targeted aid images should not only be able to show the data of aid work, but also present the texture of the changes in people's lives. The aid fund figures, the number of aid projects and other abstract content of the newspaper recitation into the modernization of the ethnic areas of the scene, the bright smile of the people in ethnic areas and around the children of the mutual support and mutual assistance moments of the presentation, more likely to make people feel the effectiveness of the work of targeted assistance. The combination of the two is more in line with the needs of image communication in the digital audiovisual era. Continuously incorporating into the lens the diverse elements of targeted assistance that can embody the sense of community means that the Chinese national community is constantly reproduced in concrete and real images. Finally, image is the audiovisual concentration of time and space. In the time and space of documentary images, the various stages of history have the possibility to be compared based on the audiovisual dimension. This kind of comparison makes the development of the ethnic areas be re-recognized in the visible, audible and perceptible dimensions. On the one hand, when looking back at the process of targeted assistance from the images, every viewer can feel the actual changes of ethnic integration and convergence in terms of living space, history and culture, behavior, values and identity, which is both inevitable in history and the direction of people's hearts. On the other hand, the history of targeted assistance is also the growth course of generations of Jiangsu sons and daughters who have invested in the construction of ethnic areas, and it is they who have painted their youthful colors on their distant second homeland, and worked together with the people of ethnic areas to draw a colorful and harmonious prosperous scene of the Chinese nation.

#### **4. The New Trend of Documentary Images of Targeted Aid to Strengthen the Consciousness of Chinese Nation Community**

The strong sense of community of the Chinese nation is the supporting condition for the targeted aid work. [7] The comprehensive targeted assistance work for ethnic areas has also greatly strengthened the sense of Chinese national community among people of all ethnic groups. Needless to say, such ethnic policies and strategic plans to achieve balanced development and common prosperity by taking from the people and using from the east to the west, reflect the advanced nature of the concept of socialist governance with Chinese characteristics, and serve as a theoretical guarantee for leading the people of all ethnic groups to realize the great rejuvenation of the Chinese nation. Therefore, we also need to re-observe and re-think the current situation of directed aid documentary images, explore new methods of constructing documentary images and artistic expression with the goal of strengthening the Chinese nation's sense of community, point out new perspectives of reading image symbols, and expand new dimensions of understanding the significance of directed aid work.

##### **(1) Narrative focus on storytelling**

One title, one thing, one piece of music and one picture, "videoized, but incomplete." The reader's quip is a direct response to the inadequacy of some of the current journalistic documentary images of targeted assistance in their presentation. It is undeniable that many documentary images of targeted assistance are created and released to "complete the homework". Although these shoddy, monotonous images convey important targeted assistance political information, they do not have the artistic impact required by contemporary Internet communication, nor do they respect the development laws of the Internet image market. Although the vast majority of such works have been massively circulated and consistently praised by users' respect for targeted aid work, we must also recognize that their proliferation not only fails to effectively convey the value, meaning and emotion of targeted aid work, but also harms the overall reputation of documentary images of

targeted aid. Therefore, as an important part of the final stage of most targeted assistance work, the production, organization and dissemination of documentary images of targeted assistance cannot be simplified.

In the digital wave of image storytelling, directed assistance to enhance the influence of documentary images should also follow the inherent laws of Internet communication, the need to integrate more narrative structure and story elements into the expression of the news style, so that the image of government information can be read, documentary information readable. For example, among the more than 980 Xinjiang education videos of "Huaihai - Huyang Teahouse ,A Jiangsu Teachers works in Xinjiang", there is no lack of works relying on photo materials, but each short video of photo documentation is a short story told in several pictures and accompanied by a small text. He uses stories to connect the picture documents. His creative strategy of linking photo documents with stories allows the warmth of the images to penetrate the cold data and overflow on the screen.

Making relevant data publicly available is an important task for targeted assistance journalism. Compared with the static data visualization based on text and pictures, the visual expression of data needs to take into account the temporal attributes of the images, and needs enough "meaning" to fill the gap between the instantly readable numbers and the delayed images. Therefore, after the realization of the data visualization expression, the directed assistance also needs to further think about the storytelling of the data and the expression of the life of the data. For example, "Ouyang's Rural Life" uses its own lens to record the new neighborhoods built with the aid of Zhenjiang City in Xinjiang, and the evaluation of "top ten" combined with the huge scale of the community and the modern community environment convinced the audience. The images are used to illustrate the data in a more empathetic way.

#### (2) A wider range of sources for narrators

The country's largely completed "digital infrastructure" allows the documentary images of targeted assistance to reach every corner of the world at any time. Viewers are more inclined to accept participatory and storytelling video texts, and when appropriate, participate in the glorious process of targeted assistance through social interaction. Documentary images of targeted assistance have also become an important window for people of all ethnic groups to enhance the sense of Chinese national community and the belief in the great rejuvenation of the Chinese nation. Therefore, in order to adapt to the Internet's characteristic of "scene-making" and to cope with the challenge of other images on the Internet grabbing the discourse, the documentary images of targeted assistance need to adhere to and fulfill their own policy and strategic propaganda mission, while at the same time letting their own creative horizons sink as far as possible to discover deeds from the level of daily life that the people can really participate in and touch, accumulate materials, and form stories. In this way, they can accumulate materials and form stories. Instead of summarizing news bulletins, we should make process-oriented story images, and let the details of life fill up the time and space of images.

Similarly, in the era of algorithmic recommendation by the Internet combined with large models, technological empowerment has increased the image production capacity of the public and raised the value threshold for images to be disseminated. As targeted assistance work promotes the development of industry, medical care, education, infrastructure and entertainment in ethnic areas, targeted assistance work promotes social change in ethnic areas in various aspects. Therefore, related image production needs to call for more diversified creative subjects to join. On the one hand, people in ethnic areas do not have the identity baggage of aid workers, and their personal expressions are more colorful in local discourse and easier to be trusted. Their life changes are closely related to the targeted assistance work, which has an important guiding value, documentary significance and emotional communication effect on the assistance process and individual



expression of results. On the other hand, after many scientific and systematic improvements of targeted assistance work, many traditional "one-way blood transfusion" targeted assistance work has been replaced by "two-way mutual assistance" new counterpart mode of resource sharing and complementary advantages, and the identity boundaries of the donors and the aided are gradually blurred, and the identity boundaries of the new era are gradually blurred. The boundaries between the identities of the donors and the aided are gradually being blurred, and the story of targeted assistance in the new era can also be told by the people of ethnic areas in their capacity as masters.

### (3) Symbolic expression towards localization

Perhaps as a result of the numerical disadvantage of the group of creators of documentary images of targeted aid, journalists are responsible for most of the production of documentary images of targeted aid. As a result, the existing documentary video production and dissemination of targeted assistance relies too much on the narrative structure and symbolic framework of news reporting, with "symposium, farewell party, welcome party" and other contents taking up too high a proportion, and the non-local and homogenized images lack the symbolic representation of nationalization and the humanistic warmth that touches people, and ultimately present a kind of empty and cold praise. The final result is a kind of empty and cold slogan praise.

Demonstrating the value of results used to be the primary goal of targeted aid image dissemination. In the context of the era of digital images and social media, using identification with the government's governance efforts to evoke people's identification with the Chinese national community is a feasible path, but by no means the only one. "Identity is built on the social categories that everyone takes for granted, and settles into people's consciousness as an important source of 'ontological security' ". "The aesthetics of the Internet is decentered, but not centerless. The center of people's attention shifts with their personal interests, but not out of the identity framework already established in their minds. The sense of Chinese national community is the ontological "safe house" of the Chinese people. Within the "safe house", the creators and participants of the directed aid images are like-minded and share a symbolic representation system, which facilitates the symbolic innovation of the images and at the same time avoids the ambiguity of encoding/decoding.

## 5. Conclusion

In today's society, images have become an important tool for people to express and disseminate ideas. Through images, people can record and reproduce historical events and social phenomena, as well as annotate grand concepts of thought. In the creation and dissemination of documentary images of targeted assistance, the sense of Chinese national community lays the theoretical foundation for the participating subjects, who, based on the "eye of the image", allow people of all ethnic groups to understand the value system of Chinese national community and express the creators' imaginations and identifications of Chinese national community. And the documentary images of oral assistance have witnessed the practical embodiment of General Secretary theory of "four commonalities and five identities" in ethnic work. At the same time, the documentary images of targeted assistance can also become an important tool for promoting the interaction, communication and integration of various ethnic groups, sharing the image symbol system, and promoting the continuous reinforcement of the sense of Chinese national community.

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