

Constructing the Consciousness of the Chinese National Community through Media Communication in Ethnic Regions

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Abstract: This study takes Enshi Tujia and Miao Autonomous Prefecture as an example to explore the role of news communication in ethnic areas in strengthening the consciousness of community of the Chinese nation. Through the analysis of the current situation of the news communication system in Enshi Prefecture, the research finds that the communication content deeply integrates national culture and regional characteristics, the communication mode realizes the integration of traditional media and new media, and the communication effect significantly improves the public's cultural identity and social cohesion. The radio and television media in Enshi Prefecture have played an important role in promoting national unity and enhancing national identity through featured programs, ethnic language dissemination and multi-cultural display. However, the news and communication system in Enshi Prefecture still faces challenges such as lack of infrastructure and talents. In view of these problems, this paper puts forward suggestions such as improving the infrastructure, strengthening the personnel training, innovating the communication content and optimizing the communication strategy, in order to provide theoretical support and practical path for the news communication in ethnic areas to consolidate the community consciousness of the Chinese nation.

Keywords: news communication system, ethnic minority areas, communication strategy, media convergence

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With the advent of the information age, the role of news communication in social development is becoming increasingly prominent. As a multi-ethnic country, China's news and communication system in ethnic minority areas not only assumes the function of information transmission, but also plays an important role in promoting ethnic unity, maintaining social stability and promoting economic development. As a typical ethnic minority area, the study of its news and communication system has great theoretical and practical significance. As wuling mountain minority areas, traffic block, economic and social development lags behind the national average level, in the development trend of the era of media convergence, enshi news communication system to strengthen the national region people understand the outside information, promote communication, further cast the ideological foundation of the Chinese nation community identity, plays an important role, radio and television by creating public opinion environment atmosphere, gradually realize the national areas in space, culture, economy, social, psychological and comprehensive embedded.

1 Analysis of the Current Status of Enshi Prefecture's News and Communication System

Enshi Tujia and Miao Autonomous Prefecture is located in the southwest of Hubei Province, located in the Wuling Mountain area, and is the only ethnic minority autonomous prefecture in Hubei Province. The prefecture covers an area of 24,000 square kilometers, has jurisdiction over 2 cities and 6 counties, and has a total population of about 4 million, among which the tujia nationality, Miao nationality and other ethnic minorities account for 54% of the total population. As an ethnic minority settlement area, Enshi Prefecture has rich ethnic cultural resources. The Tujia hand-waving dance, the April 8th and other traditional festivals and customs of the Miao people, as well as the unique ethnic architecture, clothing and food culture, constitute a rich and colorful ethnic cultural landscape. These cultural resources not only provide rich materials for local news communication, but also put forward special requirements for the way and content of news

communication. In recent years, with the development of economy and society, Enshi Prefecture has made great progress, but it still faces many challenges.

The news and communication system of Enshi Prefecture mainly consists of two parts: traditional media and new media. In terms of traditional media, Enshi Prefecture has Enshi Prefecture Radio and Television Station, Enshi Daily mainstream media, as well as financial media centers in various counties and cities. These media play an important role in spreading local news, publicizing policies and regulations, and carrying forward national culture. In recent years, with the promotion of media convergence, traditional media actively transform to digital, forming a news production mode of "one-time collection, multiple generation and multi-channel communication".

In the field of new media, the news communication in Enshi Prefecture shows a booming trend. Government departments at all levels, news organizations, enterprises and public institutions have set up new media platforms such as Wechat public accounts, Weibo accounts and TikTok accounts, forming a diversified communication matrix. In particular, the launch of the "Cloud Enshi" APP integrates news and information, government services and people's livelihood information, and has become one of the most influential new media platforms in the local area. In addition, new media has also developed rapidly in Enshi Prefecture, and a number of web celebrity accounts mainly for spreading local culture and tourism information have emerged, injecting new vitality into the local news communication.

2 Characteristics of Enshi Prefecture's News and Communication System

The most remarkable feature of the news and communication system in Enshi Prefecture is its distinctive national characteristics. Local media pay attention to excavate and display the cultural elements of Tujia, Miao and other ethnic minorities in news reports, such as opening ethnic language programs and reporting traditional festivals, which have effectively promoted the inheritance and development of ethnic culture. At the same time, the news communication in Enshi Prefecture is also deeply rooted in regional characteristics, creating a series of news brands with local characteristics around the natural scenery, ecological resources and characteristic industries of Wuling Mountain area.

3 The Practice of Enshi Prefecture's Radio and Television Media in Strengthening the Awareness of the Chinese National Community

The radio and television stations of Enshi Prefecture pay attention to the publicity of ethnic unity and progress in terms of communication content, and actively create a good atmosphere for communication and integration among all ethnic groups by producing and broadcasting special reports and programs reflecting ethnic unity and progress. For example, Enshi Prefecture Radio and Television Station, the Program Impression Wuling, Enshi Story, All Through Enshi, Enshi Liukou Tea and Urban Steering Wheel series, show the vivid practice of the common development of all ethnic groups by telling the story of ethnic unity.

In the practice of forging the sense of community of the Chinese nation, Enshi State Radio and Television Station has carried out a number of innovative work. First of all, in terms of enhancing the national identity, it reported the implementation effect of the major national strategy in Enshi Prefecture, showing the care and support of the Party and the government to the ethnic minority areas, and enhancing the national identity and pride of the people of all ethnic groups.

Secondly, in terms of promoting ethnic unity, through continuous positive publicity and public opinion guidance, the sense of community has been effectively enhanced, and the understanding and respect among all ethnic groups have been promoted. In terms of the production of featured programs, a series of programs such as Enshi Story and Ethnic Customs have been launched to deeply explore and display the history, culture, customs and modern development of Tujia, Miao and other ethnic minorities, and promote the exchange and integration of various ethnic cultures. At the same time, in terms of inheriting ethnic culture, through characteristic programs and ethnic language dissemination, it not only protects the cultural heritage of ethnic minorities, but also promotes the innovative development and creative transformation of ethnic culture. In terms of national language communication, opened the local dialect programs and features, both protect the national language, and enhance the sense of identity and belonging of the masses, such as Enshi Liukou Tea, the host in

the form of enshi dialect, in the protection and inheritance of local culture, enhance regional identity has played an important role, at the same time through close to the public language form, improve the communication affinity and influence, promote the diversity of local culture and social cohesion.

In addition, the radio and television media in Enshi Prefecture also actively participate in and organize various ethnic unity themed activities. For example, the ""Ethnic Unity and Progress Promotion Month"" held every year extensively publicizes the typical deeds of ethnic unity and progress through special reports and artistic performances, thus creating a good social atmosphere. At the same time, the media also paid attention to reporting the vivid stories of the exchanges and integration of various ethnic groups, showing a beautiful picture of the people of all ethnic groups in Enshi Prefecture working together for common prosperity and development.

3.1 Special reports and programs: Carry forward the spirit of national unity

Enshi Prefecture Radio and TV station has produced special reports and programs to dig out and publicize the typical deeds of national unity and carry forward the spirit of national unity. These special reports and programs not only show the vivid practice of the common struggle and common development of all ethnic groups, but also enhance the sense of identity of the people of all ethnic groups to the community of the Chinese nation through true stories and touching details.

3.1.1 Typical stories of national unity are reported

Enshi Prefecture Radio and television Station launched a special report on ethnic unity, focusing on the cooperation and mutual assistance of the people of all ethnic groups in economic development, social governance and cultural inheritance. For example, it reports on the joint efforts of the Tujia, Miao, Han and other ethnic groups in poverty alleviation and rural revitalization, and shows the touching story of all ethnic groups working together for common prosperity. Through real cases, these reports convey the concept of "the Chinese nation is one family" and enhance the sense of community among the people of all ethnic groups.

3.1.2 Ethnic unity-themed program

Enshi Prefecture Radio and Television Station has produced many programs with ethnic unity as the theme of the program, such as Ethnic Unity and Progress Story Collection, Ethnic Customs and so on. These programs show the history, culture, customs and modern development achievements of various ethnic groups through interviews, documentaries and artistic performances. For example, the program Enshi Story introduces the ethnic culture of the Tujia people and the silver ornaments of the Miao nationality, which not only promotes the national culture, but also promotes the mutual understanding and respect among the ethnic groups.

3.1.3 Special reports on major festivals

In the Spring Festival, Mid-Autumn Festival, National Day and other traditional Chinese national festivals and important anniversaries, Enshi Prefecture Radio and Television Station launched special programs to show the scene of all ethnic groups celebrating the festival. For example, during the National Day holiday, the media will report on the people of all ethnic groups participating in flag-raising ceremonies, artistic performances and other activities to convey the joy of all ethnic groups celebrating the birthday of the motherland and further enhance the sense of community of the Chinese nation.

3.2 Publicity of ethnic unity and progress: creating a harmonious atmosphere

Enshi Prefecture Radio and TELEVISION station has done a lot of work in the publicity of ethnic unity and progress, and has created a social atmosphere of harmonious coexistence among all ethnic groups through various forms of publicity.

3.2.1 Promoting the activities of promoting ethnic unity and progress

Actively participate in the publicity of the activities to create ethnic unity and progress, and report the measures and results of governments at all levels in the creation of ethnic unity and progress. For example, the media will report the establishment activities of "Ethnic Unity and Progress Demonstration Village" and "Demonstration Unit of Ethnic Unity and Progress" carried out by the governments at all levels in Enshi Prefecture, to show the active participation and achievements of all ethnic groups in the establishment activities. These campaigns have not only raised the awareness of

people of all ethnic groups on the creation of ethnic unity and progress, but also stimulated their enthusiasm to participate in the creation.

3.2.2 Education and publicity of ethnic unity and progress

Education and publicity on ethnic unity and progress will be carried out through special programs and public service advertisements. Make public service advertisements with the theme of "The Chinese nation is one family, build the Chinese Dream together", and convey the concept of national unity through simple and powerful language and pictures. In addition, experts and scholars and model figures of ethnic unity and progress were invited to conduct interviews to interpret the policy of ethnic unity and progress, share the practical experience of ethnic unity, and enhance the understanding and recognition of the people of all ethnic groups of ethnic unity and progress. "Urban Steering Wheel" is a traffic service program, which will go deep into the campus, factories and workshops to publicize traffic laws and regulations, provide diversified traffic information services, pay attention to the travel needs of audiences in ethnic minority areas, and promote ethnic unity and social harmony.

3.3 Cultural inheritance and innovation: to enhance cultural identity

A lot of work has been done in cultural inheritance and innovation. By spreading the excellent traditional culture of all ethnic groups and enhancing the cultural identity of the people of all ethnic groups, the sense of community of the Chinese nation has been forged.

3.3.1 Ethnic culture inheritance program

Enshi radio and television new media platform with the theme of the program, such as Enshi Yaomei Learns Intangible Cultural Heritage, program through a short video, to host the first perspective, lead the audience appreciate the intangible culture of tujia and miao people, to promote the wuling mountains (southwest) tujia and miao culture ecological protection experimental zone construction. These programs show the traditional music, dance, clothing and diet of tujia, Miao and other cultural elements, and carry forward the fine traditional culture of various ethnic groups. By introducing the traditional customs of Tujia waving dance and crying marriage song, the program shows the unique charm of Tujia culture, enhances the cultural confidence of the Tujia people, and promotes the understanding and respect of other ethnic groups.

3.3.2 National culture innovation program

On the basis of inheriting the traditional culture, we should pay attention to the innovation of the national culture. Enshi Prefecture Radio and Television Station launches programs showing national culture in the form of modern art, such as music programs that combine Tujia folk songs with modern music, or fashion shows that combine traditional Miao costumes with modern fashion elements. These innovative programs have not only attracted the attention of young audiences, but also promoted the modern dissemination of national culture, and enhanced the sense of identity of the people of all ethnic groups to the Chinese culture.

3.3.3 Cross-ethnic cultural integration programs

Enshi Prefecture Radio and Television Station has also produced a number of programs to show cross-cultural integration of ethnic cultures, such as the program Impression Wuling Colorful Enshi .Ethnic Integration and so on. By showing the exchange and integration of various ethnic groups in culture, art, life and other aspects, these programs convey the concept of "each own beauty, beauty and beauty together". For example, Colorful Enshi shows the participation of tujia, Miao and Han ethnic groups in festivals, marriage customs and etiquette of various ethnic groups and strengthens the recognition of people of all ethnic groups to the Chinese national community. Impression Wuling is a by wuling mountain area of radio and television media collaboration body members joint cross-regional weekly columns, through news, project and short video, micro video programs such as form, comprehensive display of wuling mountain adjacent to the area of economic and social development achievements and colorful national culture content, to keep wuling mountain area nine type, state, area of national culture. Local customs and tourism resources.

4 Challenges Faced by the Enshi Prefecture's News and Communication System in Strengthening the Awareness of the Chinese National Community

However, the news and communication system in Enshi Prefecture also faces many challenges. First of all, the infrastructure is relatively backward, especially the network coverage and signal quality in remote mountainous areas still need to be improved, which restricts the development of new media. Secondly, the shortage of professional talents is prominent, and the compound talents who understand both news and communication and national culture are particularly scarce, which is difficult to meet the increasingly diversified needs of the audience.

5 Development Strategies for Strengthening the Awareness of the Chinese National Community in the Enshi Prefecture's News and Communication System

The in-depth analysis of the practice in forging the consciousness of the Chinese national community reveals the important role of the media in ethnic minority areas in promoting ethnic unity, inheriting national culture and enhancing national identity. Enshi Radio and TELEVISION TV has achieved remarkable results in forging the sense of community of the Chinese nation through the production of featured programs, ethnic language communication and ethnic unity theme activities, but it is also faced with challenges such as lack of infrastructure, communication effect to be improved and lack of talents.

5.1 Increase investment to improve the news and communication infrastructure

In the process of strengthening the sense of community of the Chinese nation, Enshi Prefecture should fully realize the important role of the news communication system, increase investment, constantly improve the news communication infrastructure, especially improve the network coverage and transmission quality in remote mountainous areas, so as to create good conditions for the development of new media. By upgrading news gathering and editing equipment, optimizing communication network and expanding communication channels, we can improve the efficiency and coverage of news communication, provide more timely, accurate and comprehensive news and information services for the people of all ethnic groups in the prefecture, further promote ethnic unity and cultural integration, and forge the sense of community of the Chinese nation.

5.2 Innovate the communication mode and expand the coverage

Take advantage of the advantages of the integrated development of traditional media and new media, innovate the way of news communication, such as through social media, short video platforms and other new media channels, to expand the coverage of publicity, improve the efficiency and influence of communication. At the same time, attention should be paid to the diversity and interest of the publicity content to attract the attention and participation of more young audiences.

5.3 Deepen content mining and carry forward national culture

The news and communication system of Enshi Prefecture should deeply explore and publicize the cultural characteristics and historical stories of all ethnic groups in Enshi Prefecture, show the vivid practice of communication and integration of all ethnic groups, carry forward the excellent traditional Chinese culture, and enhance the cultural identity and sense of belonging of the people of all ethnic groups. By telling stories of ethnic unity and progress, we will inspire the enthusiasm of the people of all ethnic groups to work together and achieve common prosperity and development.

5.4 Strengthen educational cooperation and cultivate a common consciousness

In terms of talent training, the cooperation with universities and scientific research institutions should be strengthened to cultivate compound talents who understand both news and communication and are familiar with national culture. At the same time, we should pay attention to the training and introduction of existing talents, establish a perfect talent incentive mechanism, and provide a solid talent guarantee for the development of media. In addition, it should strengthen exchanges and cooperation with media in other ethnic minority areas, share experience, and jointly explore effective ways to build a strong sense of community of the Chinese nation.

6 Conclusion

Through the study of Enshi Tujia and Miao Autonomous Prefecture, it is found that news communication plays an irreplaceable role in forging the community consciousness of the Chinese nation. Local news media have effectively enhanced the mutual understanding among various ethnic groups through various forms of reports, such as the excavation and display of the traditional cultures of the Tujia and Miao ethnic minorities, as well as telling stories about the economic, social and cultural exchanges and cooperation of various ethnic groups. While promoting the inheritance of national culture, it also emphasizes the Chinese cultural symbols and the image of the Chinese nation shared by all ethnic groups, which is conducive to building a spiritual home shared by all ethnic groups. With the development of new media, the news communication in Enshi Prefecture can spread the concept of national unity and progress to a wider audience with the help of more diversified platforms. In the long run, continuously optimizing the content and form of news communication can further enhance the sense of identity and sense of belonging of all ethnic groups to the Chinese nation, and continue to promote the deep ideological integration of ethnic minority areas and other parts of the country.

However, there is still room for improvement in the community consciousness of the Chinese nation. In the future, it is necessary to further explore how to more accurately balance the national characteristics and the overall consciousness of the Chinese nation in news reports. At the same time, we should strengthen the research on the application of emerging communication technologies, such as the use of virtual reality and other technologies, so that all ethnic groups can better feel the pattern of multiple integration of the Chinese nation. At the practical level, more cross-ethnic and cross-regional news communication cooperation projects should be encouraged to promote the sense of community in ethnic areas in an all-round way. In short, the news communication of Enshi Tujia and Miao Autonomous Prefecture has made remarkable achievements in forging the sense of community of the Chinese nation, but it still needs to continue to develop and innovate in the future to better meet the needs of ethnic unity and progress in the new era.

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