

Current Status and Trends of Cultural Run-of-the-Border Research

A Citespace-Based Visualization Analysis

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ABSTRACT

Cultural embellishment of Xinjiang is an important part of the Party's strategy of governing Xinjiang in the new era, and is the vivid practice of socialist culture with Chinese characteristics in Xinjiang. The conceptual connotation, theoretical logic and value implication of culture running the frontier has become a hot topic that has been successively explored in the domestic academic circles. With the help of the bibliometric analysis software Cite space, the data statistics of journal articles about culture running the frontier in CNKI from 2019-2024 are organized and knowledge mapping is carried out, and the results of the research show that enhancing identity is the practical goal of culture running the frontier, and casting a firm sense of Chinese national community is the practical basis for culture running the frontier, which is the practice of socialist culture with Chinese characteristics in Xinjiang. The research results show that strengthening identity is the practical goal of cultural embellishment, and casting a firm sense of Chinese national community is the practical basis of cultural embellishment. Looking ahead, cultural embellishment research needs to be multidimensional, strengthening the synergistic research between casting a firm sense of Chinese national community and cultural embellishment, promoting the cooperative research between Xinjiang and the Middle East and other regions, and facilitating a balanced research on the theory and practice of cultural embellishment.

Keywords: *Cultural embellishment, Cultural identity, Forging the sense of Chinese national community.*

1. INTRODUCTION

Cultural embellishment is a systematic project to promote the high-quality development of Xinjiang's ethnic work in the new era, maintain social stability, promote national unity, cast a firm sense of the Chinese national community, and build a common spiritual home for the Chinese nation. In 2018, the promotion of "cultural embellishment" across the region was reported in the press, and in July 2019, the seventh national work conference on counterpart aid to Xinjiang was held. In July 2019, the seventh national counterpart aid to Xinjiang work conference, Wang Yang emphasized that "we

should do a good job of cultural and educational aid to Xinjiang, in-depth promotion of the cultural embellishment project, to build a common spiritual home for all ethnic groups," opening up the innovative transformation from cultural aid to cultural embellishment. 2020 September 2020, General Secretary Xi Jinping emphasized in the third central Xinjiang work forum that "We must implement the Party's strategy for Xinjiang in the new era completely and accurately, firmly grasp the overall goal of Xinjiang's work, rule the territory in accordance with the law, stabilize the territory in unity, embellish the territory with culture, enrich the people and build up the territory in the long

term.”[1] “Culture Runs the Border” first came into the public's view in the form of a combination.2022 In July, General Secretary Xi Jinping pointed out during his visit to Xinjiang that “we should aim at strengthening identity and carry out in-depth culture Runs the Border”.[2] Cultural identity is the deepest level of identity, and cultural embellishment of Xinjiang is a guide for action in the new era to promote the cultural construction of Xinjiang, to promote national unity and social stability, to forge a strong sense of community among the Chinese nation, and to build a common spiritual home for the Chinese nation.

Starting from 2019, the academic community around the “culture to run the frontier” to carry out multi-dimensional, multi-field, multi-level research, after five years, has achieved rich results, in order to form a stage-by-stage summary of the relevant research and provide constructive advice on the direction of future research, this study to China Knowledge Network (CNKI) as a search platform, the search conditions set to select “Theme=Culture Runs the Border”, the search time is from 2019 to 2024,¹ A total of 739 documents were obtained, including 508 journal papers, 34 conference papers, 144 newspaper articles, 34 conference papers, and 53 dissertations. This study has journal papers as the main sample, so 508 journal papers with no authors, conference announcements, call for papers, and table of contents indexes were manually excluded, and the remaining literature of 470 was used as the sample data, and Cite space software was utilized to plot the annual trend of the number of articles issued in the study of cultural rundowns for the period of 2019-2024 (“Figure 1”).

The research on cultural embellishment in 2019-2024 shows a growing trend on the whole (“Figure 1”), which can be generally divided into a starting stage (2019), a rapid growth stage (2020-2022), and a stable and mature stage (2023-2024). In 2019, an article titled “Culture Runs the Border, Love Books Across 10,000 Miles Sent to Primary Schools in Tashkent County” published in the Young Reporter came out, which reported that the love books initiated and collected by the Qilu Evening News of the Volkswagen Newspaper Group, the Kashgar Daily, and the China Kashgar Network were sent to the hands of the primary

students of the boarding elementary school in Tiznav Township, Tashkorgan Tajik Autonomous County of Tashkorgan in Kashgar region of Xinjiang, which is the only article of this year. This is the only article of the year, and it can be seen that the practical report of “Culture Runs the Border” is earlier than the theoretical research.[3] In September 2020, General Secretary Xi Jinping's speech on the Party's strategy for governing Xinjiang in the new era further promoted the cultural embellishment of Xinjiang into the public's field of vision, and in 2022, General Secretary Xi Jinping's speech during his visit to Xinjiang promoted cultural embellishment of Xinjiang as a hot topic, and the related research showed an explosion of growth in three years, with experts from various disciplines participating in the related research and a large number of excellent articles emerging. The research on cultural embellishment after 2023 has basically stabilized in number, showing a slow growth trend. After 2023, the number of researches on cultural embellishment is basically stable, showing a slow growth trend, and since the deadline of the research data in this paper is September 2024, the total number of articles for the current year is 61 articles. Quantitative analysis shows that the number of research results is positively correlated with the importance attached to the research object, and the increase in the number of studies on cultural moistening can be seen in the gradual increase of its theoretical significance and practical value.

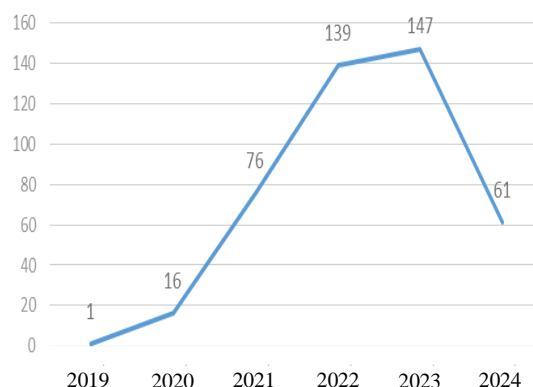


Figure 1 Annual trend of cultural rundown research postings, 2019-2024.

1. The starting point of research for this paper was chosen to be 2019, as the first journal article on the theme of culture running in the border, “Culture running in the border, love books sent across 10,000 miles to the elementary school in Tarxien County,” was published on September 30, 2019, in The Young Reporter.

2. THE CONCEPTUAL CONNOTATION, THEORETICAL LOGIC AND VALUE IMPLICATIONS OF CULTURAL RUNS FOR THE FRONTIER

Keywords are highly condensed by the authors of the research content, which can succinctly and powerfully reflect the core of the literature. By analyzing the co-occurrence of keywords, it is possible to clarify the connotations, academic hotspots, and evolutionary trends of Culture Runs the Border. In the keyword co-occurrence mapping of the 2019-2024 Culture Runs the Border research ("Figure 2"), the larger the circle is, the higher the frequency of the keyword referred to by the circle, and vice versa, it can be seen that the high-frequency keywords of Culture Runs the Border are "Culture Runs the Border", "Chinese National Community Consciousness", "Chinese Nation", "Chinese Nation", "Chinese Nation", "Chinese Nation" and "Chinese Nation". "community

consciousness", "casting the Chinese national community consciousness", "new era", "cultural identity", etc. The top ten keywords in terms of frequency are now refined. presented as a table of the main keywords for the study of cultural embellishment in 2019-2022 (e.g., "Table 1").

In "Table 1", frequency refers to the number of key occurrences, centrality is the core index for analyzing the importance of keywords, and year refers to the time when the keywords first appeared. If the centrality is more than 0.1, it means that the keyword is a central keyword, which is more important and influential in the study. As can be seen from "Table 1", there are seven keywords with a centrality of more than 0.1, which are culture running the frontier, Chinese national community consciousness, casting the Chinese national community consciousness, Xinjiang universities, curriculum ideology, new era, practice path, and cultural identity, which basically represent the focus of the research on culture running the frontier.

Table 1. List of key keywords (top 10) for cultural rundown study, 2019-2023

Serial number	Frequency	Centrality	Year	Main key words
1	274	0.91	2020	Cultural embellishment
2	37	0.16	2021	Consciousness of Chinese nation community
3	20	0.18	2022	Casting consciousness of Chinese nation
4	16	0.58	2021	Xinjiang Universities
5	15	0.09	2020	Strategy for governing Xinjiang
6	15	0.22	2021	Curriculum ideology and politics
7	14	0.88	2020	New era
8	12	0.09	2021	Chinese culture
9	12	0.08	2021	Practice approach
10	11	0.21	2020	Cultural identity

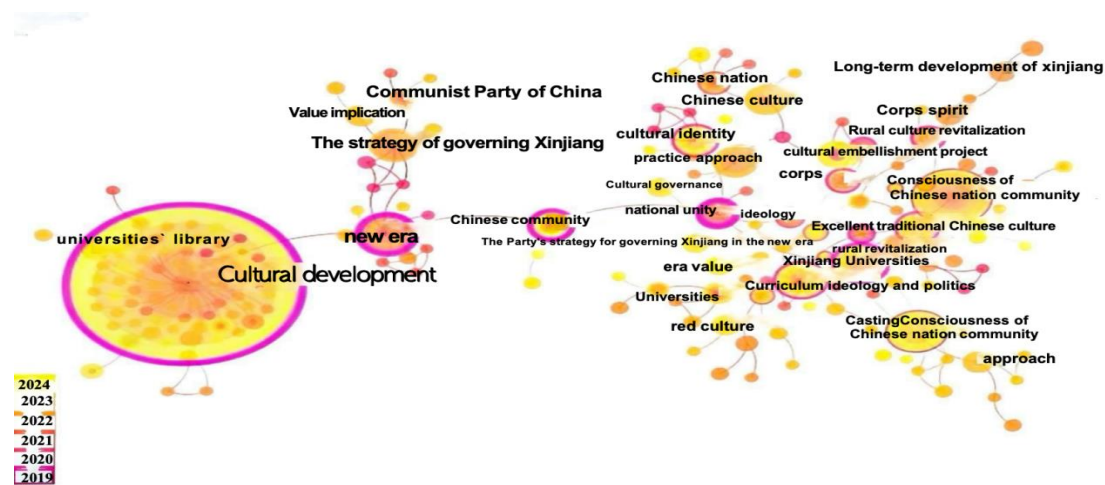


Figure 2 Co-occurrence mapping of keywords for Cultural Rundown research, 2019-2024.

“Cultural Runjiang” is derived from “Cultural Aid to Xinjiang”, which is an important initiative to promote social stability, unity and harmony, and cultural identity of Xinjiang region by culture in the new era, and cultural identity is the deepest level of identity, and the transition from ‘Aid’ to “Run” is the transformation from passive acceptance of help to active promotion of its own development in cultural industry and education by Chinese excellent traditional culture and national culture. The transition from “aid” to ‘embellishment’ is a change from passive acceptance of help in Xinjiang to active promotion of its own development in the cultural industry and educational undertakings by means of excellent traditional Chinese culture and national culture, i.e., a change from “blood transfusion” to “blood creation”. The word “润” means “to nourish” and “to moisturize”, which means both “to control” and “to control”. “Run” means “nourish” and “moisturize”, both in terms of ‘stomach’ and “brain”, and encompasses both material life and spirituality and culture. In terms of the conceptual connotation of “cultural moistening”, the academic community has now reached a consensus and deconstructed the term “cultural moistening”, which consists of ‘culture’ and “moistening”. The term “Culture Runs the Frontier” consists of two parts: ‘culture’ and “run the frontier”, in which culture refers to the socialist culture with Chinese characteristics, including the excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture, and “Culture Runs the Frontier” has the linguistic characteristics of politics, generalization, epochalism and harmony.[4] Its main tasks require, firstly, reflecting needs, secondly, eliminating extremes, thirdly, enhancing commonality, and fourthly, upgrading modernity.[5] Other scholars believe that cultural moistening of Xinjiang has two meanings: one is to govern by culture, aiming to establish and smooth the mechanism of moistening Chinese culture in Xinjiang, continuously injecting the Chinese national stance and socialist core values, and casting a firm sense of the Chinese national community from the human heart and spiritual dimension; the other is to govern by culture, highlighting the fundamental role of culture in Xinjiang's economic and social development, and letting culture be the social harmony stabilizer, political civilization navigator, economic development booster, and national unity adhesive, stabilizer of social harmony, navigational light of political civilization, booster of economic development, and adhesive of national unity.[6]

In terms of the theoretical logic of cultural embellishment, from a deconstructive perspective, culture is the cornerstone, “embellishment” is the methodology, and “embellishment” is the field. The excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture condense the common historical memory of the Chinese nation, and are the spiritual foundation of the cultural lifeblood of the Chinese nation. The spiritual roots of the cultural lifeblood of the Chinese nation, cultural moistening is to culture people, culture and education, must be in the “infiltration”, ‘nourishing’, “seeping”, The four aspects of “moistening” are to do a good job, do a fine job, and do a full job. Taking “Xinjiang” as the field, we should face the problems of Xinjiang, set up a good direction target, base on the situation of Xinjiang, and do a good job of strategic planning.[7] From the perspective of General Secretary Xi Jinping's important discourse on cultural construction, the theoretical logic of cultural moistening of Xinjiang is to ensure the Party's absolute leadership of cultural development by taking the Marxist view of culture as a unifying principle, to lead the inheritance, transformation and development of the cultures of all ethnic groups in Xinjiang by socialist core values, and to construct a theoretical system of socialist culture with Chinese characteristics.[8] From the perspective of cultural governance, the idea of ritual governance in the excellent traditional Chinese culture is the cultural root, the cultural outlook of the classic Marxist writers is the theoretical underpinning, and the idea of cultural construction of the Communist Party of China is the theoretical underpinning.[9] The logic of different theoretical perspectives on culture and border crossing differs, but the excellent traditional culture of the Chinese nation, revolutionary culture, advanced socialist culture, Marxist ideology, and General Secretary Xi Jinping's important discourse on cultural construction are the ultimate return.

With regard to the value implications of cultural embellishment, from the perspective of national construction, cultural embellishment is an intrinsic requirement for the promotion of the construction of a strong socialist cultural country with Chinese characteristics, and helps to stimulate the cultural self-consciousness and creative vitality of the various ethnic groups in the Xinjiang region. From the perspective of social governance, the “cultural embellishment of Xinjiang” is a fundamental step towards solving the deep-rooted problems of Xinjiang's long-lasting peace and stability, which is conducive to enhancing the identification with the

great motherland and Chinese culture, and laying the ideological and cultural foundation for the consolidation of the achievements of social governance and the realization of the overall goal.[10] From a humanistic point of view, culture runs the border to cast a deep historical value, manifest a profound spiritual value, and contain a deep humanistic value.[11]

From the perspective of the cultural industry, the cultural embellishment of Xinjiang is an objective need to promote the development of cultural undertakings in Xinjiang, accelerate the excavation and research of relevant cultural relics, and at the same time help to firmly grasp the ideological leadership in the development of the cultural industry, and safeguard the healthy development of cultural undertakings in Xinjiang. In short, the cultural embellishment of Xinjiang effectively responds to the needs of the people of all ethnic groups in Xinjiang for a better life, and fully adapts to the objective laws of social development in Xinjiang in the new era.

3. CASTING A FIRM SENSE OF COMMUNITY AMONG THE CHINESE NATION: THE PRACTICAL BASIS FOR CULTURAL MOISTENING OF THE FRONTIER

The co-presentation diagram (“Figure 3”) of institutional cooperation for papers on topics related to cultural moistening in 2019-2024 shows that Xinjiang University, Xinjiang Normal University, and Kashgar University are the institutions with a large number of papers, and institutions in the Xinjiang region are the key field

for cultural moistening research. As shown in “Figure 2”, the network density (Density) is only 0.0034, and there are 145 institutional nodes (N), while there are only 36 connecting lines (E), which shows that the relevant institutions have not yet formed a close cooperative relationship.

The distribution characteristics of issuing institutions concentrated in Xinjiang region are related to the specific field of cultural embellishment. Cultural embellishment is a major decision and deployment made by the Party Central Committee, and it is an important component of the Party's strategy for governing Xinjiang in the new era, and the casting of a firm sense of the Chinese national community is the “outline” and the main line of the Party's ethnic work, which is one of the important practical bases for cultural embellishment. In order to further explore and confirm the practical basis of culture running the frontier, this paper limits the source category to “Peking University Core + CSSCI”, and obtains a total of 45 papers, which will be sorted according to the citations and select the top 10 cited papers, as shown in “Table 2”. “Table 2” shows that among the top 10 cited papers with the theme word “Culture Runs the Frontier”, there are 6 articles directly mentioning “Casting Chinese National Community Consciousness” in their titles, and the rest of the articles do not directly mention “Casting Chinese National Community Consciousness”, but none of them are impervious to it in their texts. In the rest of the articles, although they do not directly mention “forging a strong sense of the Chinese national community”, the close connection between cultural embellishment and forging a strong sense of the Chinese national community permeates all the articles.

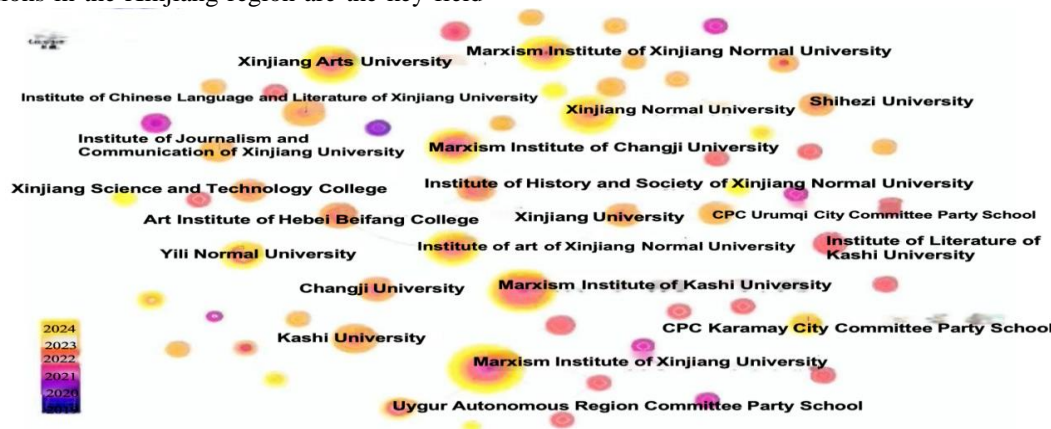


Figure 3 Co-occurrence map of institutional collaboration for papers on topics related to cultural moonshine, 2019-2024.

Table 2. Top 10 cited literature for papers on the theme word Cultural Rundown, 2019-2024

Serial number	Title	Author(s)	Journal name	Published time
1	Cultural Moistening Xinjiang: The idea, discourse and time logic of forging the Chinese nation's community consciousness in Xinjiang in the new era	Qing Jue; Wu Peng	Research on the history and geography of Chinese frontiers	2021-03-25
2	Casting Cultural moistening Xinjiang: the three basic dimensions of the Chinese nation's sense of community	Yang Wulin; Gu Guanghai	Guangxi ethnic studies	1012-02-20
3	Casting Cultural moistening Xinjiang the consciousness of Chinese nation community: value implicating, risk challenge and time logic	Gong Xiao; Meng Nan	Journal of north west normal university	2022-01-07
4	Cultural identity is the foundation for building the common spiritual home of the Chinese nation	Murat.Gheniyat	Journal of Xinjiang university	2021-06-21
5	Cultural embellishment of Xinjiang: time consciousness, connotation interpretation and practical approach	Ren Lili; Ilshad Ahmad	Xinjiang social sciences	2022-03-25
6	Cultural moistening Xinjiang and the cultural practice of ethnic groups in Xinjiang to forge a sense of community among the Chinese nation	Ma Xiaojun	Journal of north Minzu university	2022-07-15
7	Construction of the logic of "harmonious governance": the theoretical and practical dimensions of social governance in Xinjiang	Wei Li; Li Xiaoxia	Guangxi ethnic studies	2021-10-20
8	Goal; task and approach of cultural embellishment in Xinjiang	He Xingliang	Journal of Zhongnan Minzu university	2022-10-10
9	Cultural moistening Xinjiang: the discourse system and practice path of Xinjiang ethnic traditional sports in forging the consciousness of Chinese national community	Zhang Jingqiao; Li Yingjie	Journal of Beijing university of physical education	2022-09-25
10	Cultural embellishment of Xinjiang must grasp the four basic respects	Xu Lili; Yang Qingwen	Journal of Zhongnan Minzu university	2021-10-10

Based on the fact that to do a good job in Xinjiang, it is necessary to completely and accurately carry out the Party's strategy of governing Xinjiang in the new era, and that casting a firm sense of Chinese national community is the main line of the Party's work in the nationalities and ethnic regions in the new era, it can be seen that the path of implementation of the Party's strategy of "cultural moistening of Xinjiang" in the new era should be constructed by casting a firm sense of Chinese national community as the main line.[12] Accordingly, scholars from all walks of life have put forward the practical path of forging a strong sense of community among the Chinese nation by means of cultural embellishment of Xinjiang. Qingjue and Wu Peng have proposed that we should give full play to the advantages of the socialist system and firmly take the correct path of

resolving the national problems with Chinese characteristics, effectively forging a strong sense of community among the Chinese nation and strengthening the research on the unity of the Chinese nation in its pluralistic aspects, and continuously strengthening the education on the commonly used languages and patriotic education, telling stories and recording the beautiful and happy life of the Xinjiang society. language education and patriotism education, tell the story of Xinjiang with heart and soul, and record the beautiful and happy life of Xinjiang society.[13] Yang Hao Lin and Gu Guang Hai believe that it is necessary to emphasize the rule of law in culture, deepen cultural infiltration, enhance cultural heritage, and focus on cultural identity, so as to integrate cultural embellishment into the whole process of casting a firm sense of community of the Chinese nation

among the various ethnic groups in Xinjiang in all fields, and to effectively push forward the Party's strategy for governing Xinjiang in the new era by observing the correctness and innovation.[14] Gong Xiaoxia and Meng Nan proposed that the overall leadership of the CPC should be unswervingly adhered to, a new pattern of ethnic work in the new era should be formed, and cultural identity and cultural awareness should be promoted and strengthened.[15] Ma Xiaojun believes that standing in the new historical development position, the cultural embellishment of Xinjiang into a unity and cohesion of the people of all ethnic groups in Xinjiang soul-casting project, we must continue to consolidate the unity of all ethnic groups, do a good job in the field of ideology, to create a pattern of common governance and sharing, to build a mechanism for the interaction of all ethnic groups exchanges, exchanges, and integration mechanism, to follow the people's livelihoods, and promote the high-quality development of the people in Xinjiang for the casting of the sense of community of the Chinese nation, to provide ideological guidance and cultural Support.[16] Wei Li and Li Shaoxia believe that it is necessary to pay more attention to the regional cultures and different needs of the people of all ethnic groups in Xinjiang, insist on moistening the heart with culture, educating people with culture and nurturing people with culture, give full play to the role of culture in cleansing the heart and washing the mind, give the people of all ethnic groups in Xinjiang positive emotional care and value guidance, find a balance point between emotional and regulatory governance, realize the organic combination of hard and soft governance, and converge strong cohesion and centripetal force, and forge a strong sense of community among the Chinese nation.[17] Xu Lili and Yang Qinwen believe that one of the focuses of cultural embellishment is to regulate the behaviour of members of the Chinese national community with the sense of Chinese national community and socialist core values, and that the interweaving and embedding of national, regional, occupational, and public cultures can increase the commonality of the nationalities in multiple dimensions, promote the casting of a firm sense of Chinese national community, and thereby achieve a The good effect of "cultural moistening of the frontier" is thus achieved.[18]

Casting a firm sense of Chinese national community has a very close connection with cultural embellishment of Xinjiang. Casting a firm

sense of Chinese national community is the main line of the Party's ethnic work in the new era, and the strategy of governing Xinjiang is the Party's important strategic plan for Xinjiang's work, and cultural embellishment of Xinjiang is an important part of the strategy of governing Xinjiang, and based on this logic, cultural embellishment of Xinjiang is a microcosmic landscape in which the casting of the sense of Chinese national community has a guiding role in the process of cultural embellishment, and it is also an important practical basis for cultural embellishment. On the basis of this logic, culture is a microcosm of the ideological, cultural and spiritual civilization level in the field of Xinjiang, and the casting of the Chinese national community consciousness has a guiding significance in the process of culture and Xinjiang, and is also an important practical basis for culture and Xinjiang.

4. ENHANCING IDENTITY: PRACTICAL OBJECTIVES OF CULTURAL RUNS FOR THE BORDERLANDS

Guiding people of all ethnic groups to firmly identify with the great motherland, the Chinese nation, Chinese culture, the Communist Party of China, and socialism with Chinese characteristics is the core task of forging a strong sense of community among the Chinese nation, and enhancing identity is the goal of cultural moistening. Keyword emergence mapping can analyze the research hotspots and cutting-edge dynamics within a certain time frame, and Strength refers to the emergence strength of the keyword. In the top 8 keyword co-occurrence mapping ("Figure 4") of the 2019-2024 cultural embellishment research, "new era" has the highest value of emergence strength, in addition, "national unity", 'museum', "national identity" and "national culture" are the most important keywords. museum, national common language and script", "traditional Chinese culture", "college libraries", and "college students" are all practice-oriented. In addition, "national unity", 'museum', "national common language and script", "traditional Chinese culture", "university library" and "university students" are all practiced in different fields and in different ways to enhance the identity, and the heat of the research is still persistent, especially with universities as the main field of study.

Top 8 Keywords with the Strongest Citation Bursts

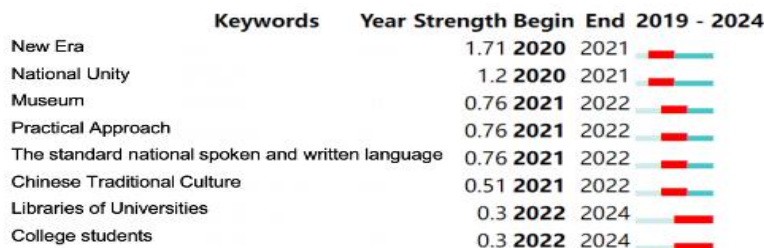


Figure 4 Mapping of the top 8 keyword bursts in cultural rundown research, 2019-2024.

During his visit to Xinjiang, General Secretary Xi Jinping pointed out that “we should carry out in-depth cultural embellishment of Xinjiang with the goal of strengthening identity”. The cultural embellishment of Xinjiang is a major decision and deployment made by the CPC Central Committee, and is an important part of the Party's strategy for governing Xinjiang in the new era. We should cast a firm sense of community among the Chinese nation as the main line, adhere to systematic thinking and comprehensive measures, establish and improve the working mechanism for cultural embellishment of Xinjiang, and educate and guide the people of the various ethnic groups in setting up a correct outlook on the nation, history, ethnicity, culture and religion, so as to enhance the identification with the Great Motherland, the Chinese nation and Chinese culture, Communist Party of China and socialism with Chinese characteristics. Trace cultural identity, emotional identity, Chinese national community identity, etc. in the long history of the Chinese nation to form a sense of identity with collective memory, and then promote political identity, identity, national identity, civic identity, such as the identity of the modern nation-state. It can be seen that “cultural embellishment” is to promote the excellent traditional Chinese culture in Xinjiang, which constitutes the Chinese national community, to construct a common spiritual home for all nationalities, and to forge a firm sense of the Chinese national community, and that cultural identity, emotional identity, and identity of the Chinese national community are important components of the “enhancement of identity”. Cultural identity, emotional identity and identity with the Chinese national community are important components of “strengthening identity”.

One of them is the promotion of cultural identity; Chinese culture is the synthesis of the outstanding cultures of all ethnic groups. The

cultural embellishment of Xinjiang is an important initiative to promote the cultural identity of all ethnic groups in Xinjiang, and an important means of enhancing the cultural self-consciousness and cultural self-confidence of all ethnic groups in Xinjiang.[19] The cultures of the various ethnic groups in Xinjiang were formed and developed in the embrace of Chinese culture, and from the very beginning they have been marked with the imprint of the pluralistic integration of Chinese culture. In different historical periods, the cultures of the various ethnic groups in the Xinjiang region have always been connected to the Central Plains culture, and have been an inseparable part of the Chinese culture.[20] The cultural embellishment of Xinjiang should be based on the main line of forging a firm sense of community among the Chinese nation, taking the excellent traditional Chinese culture, revolutionary culture and advanced socialist culture as the core content, and excavating representative Chinese cultural symbols, promoting the integration of Chinese cultural symbols into daily life, and enhancing the “five identities” of the people of the various ethnic groups in Xinjiang, especially their cultural identities, in order to Forging a strong sense of community among the Chinese nation.[21] There are more practice fields of cultural identity, and in terms of culture and tourism, the practice of Xinjiang's cultural tourism in forging a strong sense of community among the Chinese nation, relying on the advantages of “pluralistic and integrated” Chinese culture, has promoted the process of social transformation and cultural reconstruction in the ethnic regions, solidified the spiritual ties among the ethnic groups, and further strengthened the ethnic groups' identification with the Chinese culture.[22] In terms of colleges and universities, college students in Xinjiang colleges and universities are the main force in promoting “Culture Runs the Border”, and they should constantly improve their ability of course ideology and awareness of “Culture Runs the Border”, so as

to make the nurturing function of language course ideology and “Culture Runs the Border” work more effective. Achieve greater results in the work of “cultural embellishment”.[23] Jointly promote the teachers and students of all ethnic groups in Xinjiang universities to enhance their cultural identity and cultural confidence, drive Xinjiang universities to improve their ideological management ability, and highlight the discourse power of Marxism in Xinjiang universities.[24] In addition, there is still much room for research in urban communities, cyberspace, and intangible cultural heritage.

The second is to enhance emotional identity and build a common spiritual home for all ethnic groups. Cultural embellishment is a soul-casting project to unite hearts and minds, and the first step is to build a common spiritual home for all ethnic groups, led by socialist core values.[25] To promote the cultivation and practice of core socialist values among all ethnic groups in Xinjiang, and to carry forward the national spirit with patriotism at its core and the spirit of the times with reform and innovation at its core. Secondly, learning to use the common national language and script has been the main focus, building bridges of communication among all ethnic groups.[26] All ethnic groups master the state common language and script in order to better understand and appreciate the excellent traditional Chinese culture, further understanding of the revolutionary culture, advanced socialist culture, etc., in the process of language and script learning through the subtle cultural cultivation to enhance the emotional identity. Once again, the public cultural service system is constantly being improved, and cultural projects to benefit the people are being created and promoted, such as the Books of Love in Primary Schools, Art Museum Exhibitions, Architectural landscape design, etc. Lastly, a variety of cultural activities have been organized and carried out, with the completion of a number of public cultural facilities, such as cultural centres, grand theatres and mugham inheritance centres, the regular opening of museums and libraries, and the organization of a wide range of activities using traditional Chinese festivals and activities such as the “One Family, One Nation” campaign as a vehicle. Thirdly, it is to promote the identification of the Chinese nation as a community and to forge a strong sense of the Chinese nation as a community. Cultural embellishment of Xinjiang is not only a process of injecting a strong sense of Chinese national community into the Xinjiang

region, but also a process by which the people of all ethnic groups in Xinjiang come to a deeper understanding of the commonality and unity of the Chinese nation, and establish a correct view of the history of the Chinese nation on the basis of cultural and emotional identity, so that the relationship between “pluralism” and “unity” and the relationship between ‘Xinjiang’ and the “Chinese national community” will be made clear. The relationship between “plurality” and “oneness” and between ‘Xinjiang’ and the “Chinese national community” should be clarified, and the first step in forging a strong sense of the Chinese national community in Xinjiang should be to promote identification with the Chinese national community and firmly establish the principle of solidarity, honour-shame-sharing, life-and-death solidarity. The first step is to promote the identification with the Chinese national community and to firmly establish the concept of a community that shares solidarity, honour and disgrace, life and death, and destiny. In the second part of this paper, “Casting a firm sense of Chinese national community: the practical basis for cultural embellishment of Xinjiang”, we have already elaborated on the intrinsic connection between cultural embellishment of Xinjiang and the casting of a firm sense of Chinese national community as well as the relevant studies. In addition, some scholars, by exploring the spiritual symbols shaped by the red pomegranate in the context of cultural embellishment, have proposed to form visual images and cultural symbols widely accepted and cherished by all ethnic groups, so as to enhance the value cognition and emotional recognition of the Chinese national community among all ethnic groups, and to forge a strong sense of Chinese national community

5. CONCLUSION

Cultural moistening of Xinjiang is a long-term strategy and a fundamental move to realize long-term peace and stability in Xinjiang, which not only has an important position in the field of ethnic work, but also has considerable vitality and vitality at the level of academic research. The goal of cultural embellishment is to enhance the identification with the great motherland, the Chinese nation, Chinese culture, the Chinese Communist Party, and socialism with Chinese characteristics, which is rooted in the emotional identity embedded in the long history of the Chinese nation and the collective memory of the various ethnic groups, as well as in the collective memory of the Chinese

people. The root of this is the emotional identity, cultural identity, and identity of the Chinese national community embedded in the long history of the Chinese nation and the collective memory of all ethnic groups. In the five years from 2019 to 2024, the academic discussions on the connotation, logic, and value of “cultural embellishment of the frontier” have been fruitful, and its practical basis and goal have become clearer, and in the future research, it is necessary to strengthen the synergistic research on casting a firm sense of the Chinese national community and cultural embellishment of the frontier in terms of the content of the research, and promote the development of “cultural embellishment of the frontier” in terms of the main body of the research. In future research, it is necessary to strengthen the synergistic research on casting the consciousness of Chinese national community and culture in terms of research content, promote the cooperative research between Xinjiang and the Middle East in terms of research subjects, and promote the balanced research on the theory and practice of culture in terms of research paradigm, so as to provide a certain degree of doctrinal basis and theoretical support for the subsequent research on culture.

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