Youth Volunteer Services for Red Culture: Mechanisms and Pathways to Strengthen the Sense of Community for the Chinese Nation

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Abstract: Red culture is a valuable spiritual asset of the Party and the country. Its transmission through youth volunteer services can significantly enhance the sense of shared destiny and collective honor among people of all ethnic groups, thereby innovating service pathways to strengthen the sense of community for the Chinese nation. This study, grounded in the perspective of strengthening the sense of community for the Chinese nation, aims to clarify the inherent value of youth volunteer services promoting red culture and to explore pathways for leveraging these services to reinforce this sense of unity. Through questionnaire surveys and field interviews, the research reveals that participation in red culture activities has markedly strengthened the "Five Identities" among youth in Guangxi. However, challenges remain, including the need to optimize the policy environment for youth volunteer services, improve activity mechanisms, and enhance the enthusiasm and professional competence of youth volunteers. In response, the study proposes refining practical pathways in the context of the new era by strengthening ideological guidance, enhancing cultural identity, broadening participation channels, and reinforcing institutional support. These recommendations aim to provide theoretical and practical insights for leveraging youth volunteer services in the transmission of red culture to fortify the sense of community for the Chinese nation.

Keywords: Red Culture, Youth Volunteer Services, Strengthening the Sense of Community for the Chinese Nation

1. Introduction

Red culture, a valuable spiritual asset formed during the Party's century-long struggle, aligns with the spirit of volunteerism characterized by mutual assistance, self-help, selfless dedication, and altruism^{[8][9][10][18]}. These services have become a vital mechanism for strengthening the sense of community for the Chinese nation^{[15][19][20]}. By guiding young people to deeply engage with the profound connotations and revolutionary spirit of red culture^{[11][16][22]}, these initiatives effectively foster cultural exchanges and national unity in ethnic regions.

Current research on strengthening the sense of community for the Chinese nation has progressively deepened and expanded, focusing on policy interpretations, the transmission of red culture, and its intrinsic connection to national unity. Bian Chenglin highlights the need to address emerging challenges in the new era by integrating red culture research with the practice of socialism with Chinese characteristics, aiming to resolve theoretical and practical issues while fully realizing the value of red culture^[1]. At the same time, studies on red culture's transmission emphasize its challenges in modern media environments, including formalism, weak foundational identity, and outdated methods. Scholars such as Teng Huijun and Dai Caihong argue for innovation in these approaches^{[2][3]}, while Wang Minglei and Wu Huiming highlight red culture as an essential resource for cultural education, particularly in higher education [4][5]. Furthermore, research delves into the inherent relationship between red culture and the sense of community for the Chinese nation^[12]. Li Weijun explores its role in fostering political recognition, cultural identity, and social cohesion^[6], while Long Bolin examines the feasibility and necessity of leveraging red culture from the perspective of red memory^[7]. Collectively, these studies underscore the significant role of red culture in enhancing political recognition, strengthening national unity, and boosting cohesion among ethnic groups, offering both theoretical and practical support for promoting solidarity in the new era.

2. Research Design

2.1. Research Methods

This study uses a mixed-methods approach to examine the role of youth red culture volunteer services in promoting ideological education and strengthening the sense of community for the Chinese nation in Guangxi. By combining field interviews and questionnaire surveys, the research explores how youth in Guangxi engage in red culture volunteer activities to foster ethnic unity. The study aims to provide empirical insights into the contributions of these services in advancing national unity and the sense of community, highlighting their current status and impact.

2.2. Questionnaire Design

The questionnaire in this study consists of five sections: basic information, scales measuring understanding and recognition of the sense of community for the Chinese nation, participation in red culture activities, and involvement in community-strengthening activities. Adapted from reliable instruments with localized adjustments for Guangxi university students, the scales were revised based on pre-survey feedback. Most variables are measured using a 5-point Likert scale, with some specific variables using binary scoring. This design ensures both reliability and contextual relevance.

2.2.1. Data Collection

Table 1: Descriptive Statistics of Basic Information

Dimensions	Option		percentage
Gender	man	353	37.1%
Gender	woman	596	62.8%
	A Chinese Communist Party Member (probationary Party member)		11.4%
Political Affiliation	communist youth league member		70.2%
	democratic party	15	1.5%
	the masses	161	16.9%
	junior college student	184	19.3%
Educational Level	undergraduate	727	76.6%
	Master's degree or above	38	4.1%
Professional category	science and engineering	364	38.3%
	Literature and history	447	47.1%
	Art and body class	53	5.5%
	other	85	8.9%
i-i	Guangxi area	788	83.0%
origin of student	Outside Guangxi district	161	17.0%
C 't t t G	urban community	420	44.2%
Community type of the source place	Rural communities	508	53.5%
	administrative village	21	2.2%
What him I of a manufact I	Urban village community	213	22.4%
What kind of community the	Relocation and resettlement communities		7.1%
source of origin belongs to	other	668	70.5%

The questionnaire was distributed using a combination of online and offline methods. Online distribution was conducted via Tencent Questionnaire, while offline distribution involved random sampling during field investigations. The survey targeted university students studying in Guangxi, covering four types of institutions: 211 universities, general undergraduate universities, vocational undergraduate colleges, and higher vocational colleges. A total of 1,037 questionnaires were distributed, with 949 valid responses collected after excluding ineligible questionnaires, resulting in a response rate of 91.5%. This meets the requirements of the study. The reliability of all measurement dimensions was confirmed, with Cronbach's α coefficients exceeding the critical threshold of 0.8, and the overall Cronbach's α coefficient for the scale reaching 0.969. The KMO values for the scales measuring understanding of the sense of community for the Chinese nation, recognition of the sense of community, participation in red culture activities, and involvement in activities related to the sense of community were 0.951, 0.976, 0.906, and 0.918, respectively, all exceeding 0.9. Bartlett's test of sphericity yielded significance levels below 0.05 for all scales, indicating their suitability for factor analysis. The basic

information about the questionnaire is summarized in Table 1.

As shown in Table 1, the distribution of survey samples is relatively balanced. In terms of gender, males account for 37.1%, and females account for 62.8%. Regarding political affiliation, members of the Communist Party of China (including probationary members) account for 11.4%, members of the Communist Youth League account for 70.2%, members of democratic parties account for 1.5%, and non-affiliated individuals account for 16.9%. For educational level, 19.3% of respondents are associate degree students, 76.6% are undergraduates, and 4.1% are postgraduate students or above. In terms of academic discipline, science and engineering majors account for 38.3%, arts and humanities majors for 47.1%, arts and sports majors for 5.5%, and other disciplines for 8.9%. Regarding the place of origin, 83% of respondents are from within Guangxi, while 17% are from outside the region, with data distributed across the four types of universities.

3. Analysis of the Current Status of Youth Red Culture Volunteer Services in Strengthening the Sense of Community for the Chinese Nation

3.1. Questionnaire Survey Analysis

The scale used in this study comprises four sections: understanding the sense of community for the Chinese nation, recognition of the sense of community, participation in red culture activities, and participation in activities related to strengthening the sense of community for the Chinese nation. These scales were further subdivided for more comprehensive and accurate analysis. As shown in Table 2.

scale	dimension		
Strengthen the community	Understanding of China's unified multi-ethnic country		
awareness of the Chinese nation	The understanding of the "five identities"		
	The degree of recognition of the great motherland		
Strengthen the degree of	The degree of recognition of the Chinese nation		
community recognition of	The degree of recognition of Chinese culture		
the Chinese nation	The degree of recognition of the Chinese Communist Party		
	The degree of recognition of socialism with Chinese characteristics		
	Visit the Red Memorial Hall		
	Interviews, and visits to veteran veterans		
Participation in red cultural	Participate in the volunteer service activities of red culture		
activities	Participate in the research of the red culture project		
	Participate in red cultural and sports activities		
	Watch the red cultural and cultural activities		
Participating in the	Participate in folk activities		
activities of forging the	Participate in relevant cultural and sports activities		
community awareness of	Accept the relevant ideological and political education		
the Chinese nation	ation Participate in related research projects		

Table 2: Dimensions of Different Scales

3.1.1. Significant Progress in Strengthening the "Five Identities" Among Youth in Guangxi Policy Leadership and Institutional Support

Table 3: Analysis of Variance (ANOVA) Between Personal Information and Recognition Level of the Sense of Community for the Chinese Nation

dimension; dimensionality	The degree of identity of the Chinese nation (the degree of "five identities")		
Gender	0.641		
origin of student	0.200		
Political status	0.05		
Academic level	0.09		
Professional category	0.303		

As shown in Table 3, there are no significant differences in the level of recognition of the "Five Identities" regarding gender, place of origin, educational level, or academic discipline. However, political affiliation exhibits a significant difference in the level of recognition of the "Five Identities."

3.1.2. Participation in Red Culture Activities Significantly Correlates with Strengthening the "Five Identities" Among Youth of All Ethnic Groups

As shown in Table 4, the correlation coefficient between the recognition level of the sense of community for the Chinese nation ("Five Identities" recognition) and participation in red culture activities is 0.345, with P<0.001. This indicates a significant positive correlation between the two variables. In other words, the more frequently young people participate in red culture activities, the deeper their recognition of the "Five Identities." Among Guangxi university students, the correlation between the recognition level of the sense of community for the Chinese nation and participation in red culture activities is particularly significant. Students who have participated in red culture activities demonstrate a higher level of recognition of the sense of community for the Chinese nation.

Table 4: Correlation Analysis between Participation in Red Culture Activities and Recognition Level of the Sense of Community for the Chinese Nation

		The "Five identities" is the degree of identity	Participate in red culture Activity situation
The degree of identity of the Chinese nation (the degree of	Pearson correlation	1	0.345**
	Sig. (double-tail)		0.000
"five identities")	The number of cases	949	949
Participation in red cultural activities	Pearson correlation	0.345**	1
	Sig. (double-tail)	0.000	
	The number of cases	949	949

At the 0.01 Level (Two-Tailed), the Correlation is Significant

The survey reveals that participation in red culture activities effectively enhances the cognition and belief in the "Five Identities" among youth of various ethnic groups. With its unique historical significance and values, red culture activities guide young people to deeply study the Party's fine traditions, strengthen their "Four Confidences" (confidence in the path, theory, system, and culture of socialism with Chinese characteristics), and foster national cohesion and solidarity.

3.2. Field Interview Analysis

3.2.1. Promoting the Development of Youth Red Culture Volunteer Services through Multi-Stakeholder Collaboration

Youth red culture volunteer services are key to promoting red culture and fostering national unity and cultural identity. A multi-dimensional system for these services has been established through collaboration among Party committees, governments, universities, and social organizations^{[13][14][17][21]}. Local governments, such as the Guangxi Ethnic and Religious Affairs Commission, promote red culture activities through policies, funding, and initiatives like the Knowledge Contest on Strengthening the Sense of Community for the Chinese Nation and the "Pomegranate Blossom Youth Dream" Unity Camp. Universities integrate red culture into curricula, host lectures, and organize activities to engage students, as seen at Guangxi Minzu University, which incorporates red culture into its educational framework. Enterprises and social organizations, such as the Guangxi Red Culture Promotion Association, provide support by offering venues, funding, and technical resources. These collaborative efforts have enabled youth in Guangxi to significantly contribute to red culture volunteer services, enhancing the sense of community for the Chinese nation with youthful energy.

3.2.2. Promoting the Development of Youth Red Culture Volunteer Services through Integrated Approaches

The research reveals that organizing diverse youth red culture volunteer activities has become a key strategy in Guangxi's efforts to strengthen the sense of community for the Chinese nation. Guangxi has implemented various initiatives at different levels, including red culture seminars, red film screenings, thematic activities, red music concerts, and art exhibitions, promoting the integration of red culture with youth volunteer services. For example, M University hosted the "Revitalize China" stage play performances, employing forms popular among youth to educate and guide students in solidifying their "Five Identities" and strengthening their ideals and beliefs. By utilizing online platforms such as short video apps, official WeChat accounts, VR/AR technologies, and animated games, Guangxi has leveraged the advantages of multimedia to create an engaging atmosphere for learning about red culture. These

approaches subtly imbue young people with red culture values, fostering a sense of national pride and responsibility while inspiring enthusiasm and interest in participating in red culture volunteer services. These diverse and content-rich red culture activities have significantly enhanced young people's understanding and appreciation of red culture, increasing the appeal and impact of red culture volunteer services.

3.2.3. Promoting the Development of Youth Red Culture Volunteer Services through Content Integration

Red culture activities, rich and diverse in content, encompass revolutionary history, heroic deeds, red traditions, and red arts, complementing one another to encourage youth to deeply study and inherit red culture. Guangxi actively integrates red culture with ideological and political education, social practice, professional learning, and cultural, entertainment, and sports activities, embedding the dissemination and promotion of red culture into the lives of youth from all ethnic groups and revitalizing its spirit in the new era. Through "dual empowerment," red culture enriches ideological and political education by transforming historical resources into teaching materials, while empowering social practice through initiatives such as "Three Going to the Countryside," "Large-Scale Visits," and the "Youth Red Dream Journey," establishing new platforms for red culture volunteer services. Meanwhile, "dual integration" combines red culture with professional learning to enhance practical and professional capabilities and with cultural, entertainment, and sports activities to inject vitality and appeal. These efforts effectively increase the influence and attractiveness of red culture volunteer services, fostering a deeper understanding among youth and strengthening its role in promoting national unity and cultural identity.

4. Analysis of Challenges in Youth Red Culture Volunteer Services for Strengthening the Sense of Community for the Chinese Nation

4.1. Policy Environment Requires Optimization

The development of youth red culture volunteer services currently faces challenges in both the service environment and incentive system construction. In terms of the service environment, the lack of a cohesive policy framework and insufficient intergovernmental collaboration limit the effectiveness of volunteer services. Although the Guangxi Zhuang Autonomous Region Ethnic and Religious Affairs Commission promotes the integration of the sense of community for the Chinese nation into education, fragmented policies and outdated promotional methods, such as conference mobilizations and policy announcements, fail to effectively engage youth. The underutilization of new media platforms further limits outreach to the target demographic. Regarding the incentive system, while measures like volunteer certificates and service hour records have been introduced, they remain inadequate. These incentives are often short-term and fail to address the unique nature of red culture volunteer services, resulting in limited youth engagement and difficulty in establishing long-term practices. The lack of a strong institutional incentive framework hampers the sustainability and large-scale development of these services. Therefore, improving policy coordination and enhancing the incentive system are crucial to fostering the long-term growth and success of youth red culture volunteer services.

4.2. Activity Mechanism Needs Improvement

Youth red culture volunteer services face challenges in platform construction, collaboration, and expanding influence. University platforms remain single-functioned, with limited integration and support systems. While the "online and offline" model has expanded reach, it lacks innovation, depth, and interconnectedness, hindering synergy. Additionally, the collaboration among government, universities, and society needs improvement. Although initiatives like the Baise and Nanning education bases exist, youth red culture activities lack standardization and regularization, and university-community partnerships are underdeveloped. Furthermore, the overall influence of these activities is confined to universities and surrounding areas, with low public awareness and recognition, limiting their societal impact. To address these issues, constructing a collaborative mechanism, developing integrated platforms, and expanding societal influence are crucial for the sustainable, high-quality development of youth red culture volunteer services, enhancing their impact and fostering a robust ecosystem for promoting red culture and national unity.

4.3. Service Enthusiasm and Professional Competence Need Improvement

Youth enthusiasm and professional competence in red culture volunteer services require significant improvement. Research reveals that many students participate for external rewards like academic credits or service hour incentives, lacking genuine interest and intrinsic motivation. This weak connection leads to low engagement and insufficient subjective initiative, hindering the effectiveness and inclusiveness of these services. Additionally, professional competence among youth volunteers shows polarization, with students from arts and humanities majors demonstrating better understanding and service capabilities compared to those from other disciplines. Some volunteers also lack the necessary skills, limiting the quality of services. To ensure sustainable development, it is crucial to enhance professional competence through diversified education and training programs, improving service standards and promoting the professionalization and standardization of red culture volunteer services.

5. Practical Pathways for Youth Red Culture Volunteer Services to Strengthen the Sense of Community for the Chinese Nation

5.1. Strengthening Policy Support

Youth volunteers play a key role in social governance and national unity, serving in grassroots communities and schools. To ensure the sustainable development of youth red culture volunteer services, it is essential to establish standardized mechanisms guided by red culture values. Regular training should enhance volunteers' organizational and coordination skills, ensuring high-quality services. Improving professional competence, focusing on moral integrity, communication, and exemplary behavior is also crucial. Promoting outstanding volunteers through media platforms like short videos and WeChat can inspire greater youth engagement. Strengthening institutional support through systems for registration, service tracking, and performance evaluation is necessary, with clear protocols and disciplinary standards to enhance management. Quantitative assessments and supportive policies are essential for long-term development. Fully documented activity data should integrate red culture services into efforts to strengthen the sense of community for the Chinese nation, ensuring their refinement and sustainability. Strengthening the link between red culture and youth volunteer services can significantly contribute to national unity and social cohesion.

5.2. Expanding Participation Channels

Youth red culture volunteer services face challenges such as insufficient participation, limited content diversity, and a lack of self-sustaining capacity. To address these issues, broadening participation channels and enhancing publicity efforts are essential. Multi-channel strategies using traditional media, online platforms, and social media, with innovative formats like graphics, videos, and live streams, can help attract young people and highlight the significance of red culture. Additionally, improving the volunteer service system through training programs focused on red culture, experiential activities, and fostering emotional connections can strengthen interethnic communication and cultural identity. Innovating the format and content of volunteer services to align with youth interests is crucial, enabling them to experience red culture's influence while contributing to society and border ethnic regions. Universities, governments, and social organizations must deepen collaboration, integrate resources, and create a synergistic effect. Universities should collaborate with local governments to plan activities, with governments providing support. Social organizations can mobilize widespread participation, forming a comprehensive support network for sustainable development of red culture volunteer services.

5.3. Focusing on Training and Motivation

To enhance youth participation in red culture volunteer services, both intrinsic motivation and external incentives must be addressed. Intrinsically, education and emotional guidance can deepen young volunteers' understanding of red culture's historical and spiritual significance, fostering pride and responsibility. Modern technologies like short videos, interactive apps, and online courses can disseminate red culture knowledge in ways that resonate with youth, making it both meaningful and relatable. Externally, establishing attractive incentives such as academic credits or employment recommendations can motivate participation and align volunteer work with personal and professional goals. Additionally, regular training and cross-disciplinary collaboration are vital for enhancing the competencies of young volunteers. Training should cover core red culture knowledge, volunteer service

techniques, and team collaboration, while cross-disciplinary exchanges foster innovation by combining diverse skill sets. This approach not only enhances volunteers' personal abilities but also strengthens their effectiveness, creating a passionate, professionally competent volunteer team that supports the high-quality development of red culture volunteer services.

5.4. Strengthening Ideological Guidance

Youth red culture volunteer services play a crucial role in engaging young people, particularly university students, in preserving and developing red culture, especially in areas rich in red resources that often overlap with ethnic minority regions. These regions typically face economic challenges and lack awareness of red culture preservation. By integrating red culture preservation with volunteer services, a sustainable and professional volunteer team can be established in these areas to revitalize red culture. Such teams can enhance ideological guidance through red culture values like courage, unity, and sacrifice, fostering a deeper sense of mission among local populations. Youth volunteers, influenced by red culture, also develop values such as perseverance and sacrifice, strengthening their commitment. These activities not only deepen recognition of red culture but also promote ethnic unity, reinforcing the sense of community for the Chinese nation. By fostering red culture recognition, youth red culture volunteer services contribute to national confidence, cohesion, and the continuity of red culture for future generations.

5.5. Enhancing Cultural Identity

Red culture, embodying shared emotions, values, and spiritual guidance, serves as a unifying force and an inspiration for progress. It is a cornerstone for establishing core socialist values and disseminating mainstream ideology. Through red culture, youth deepen their historical understanding, reinforcing their Marxist beliefs, enhancing cultural consciousness, and inspiring a sense of social responsibility. In the journey toward the nation's rejuvenation, inheriting red culture is essential for solidifying the shared spiritual home of the Chinese people. Red culture must be integrated into youth ideological education and volunteer services, with multi-level development, multi-channel expansion, and innovative dissemination methods. These efforts should make red culture engaging, ensuring youth not only identify with but internalize its principles as behavioral norms. This systematic inheritance strengthens identification with mainstream culture and injects lasting vitality into the efforts to strengthen the sense of community for the Chinese nation.

6. Conclusion

Red culture, as the soul of the struggle spirit in the new era, plays a vital role in fostering national spirit and shaping interethnic relations. This article examines the importance of youth red culture volunteer services in strengthening the sense of community for the Chinese nation. These services provide young people with platforms to learn and experience China's revolutionary traditions and culture, fostering deeper interactions and enhancing recognition of the national community. However, challenges such as low participation, lack of diversity in content, and insufficient long-term engagement persist. To address these issues, the article proposes expanding practice platforms and offering deeper cultural experiences to stimulate intrinsic motivation. In the new era, as youth bear the responsibility of national rejuvenation, the significance of red culture volunteer services has grown. By continuously innovating service formats and content, these initiatives can effectively transmit red culture and embed the sense of community in youth, contributing to the realization of the Chinese Dream.

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