

Analysis on the Construction Logic and Practical Path of Brand Activities for Ethnic Unity Education in Universities: Integrating It into the Brand "Pomegranate Seeds" Practice Workshop

Yiming Huang¹, Kun Qian^{2,*}, Zhang Liu¹, Haiyan Zhang², Yin Hong²

¹Kunlun Tourism College, Heilongjiang Institute of Technology, Harbin, 150400, Heilongjiang, China

²Harbin Huade University, Harbin, 150025, Heilongjiang, China

*Corresponding author

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Abstract: Under the background of multicultural integration, national unity education in universities is facing new challenges, and it is of great significance to build such brand activities. This article focuses on the brand activities of national unity education in universities. Through the in-depth analysis of the relevant theoretical basis, this article makes it clear that ethnic theory, educational communication theory and Chinese national community consciousness theory provide support for the activities. Then, the construction logic is discussed, from goal setting, content planning, cooperation of participants to resource allocation, all links are closely linked. At the same time, the article puts forward the practical path, covering activity design, implementation promotion and evaluation feedback. The research shows that reasonable construction logic and practical path can effectively improve the effect of national unity education in universities. By creating brand activities such as "Pomegranate Seeds" Practice Workshop, students' awareness of national unity can be enhanced, mutual understanding and unity among students of all ethnic groups can be promoted, and useful reference can be provided for national unity education in universities.

1. Introduction

As an important place to train high-quality talents, universities undertake an important mission in national unity education. With the development of the times and the integration of multi-cultures, the society has put forward higher requirements for national unity education in universities [1]. In this context, building brand activities of national unity education in universities has become a key measure to strengthen the effectiveness of national unity education [2]. From a national perspective, national unity is related to national stability and development [3]. China is a unified multi-ethnic country, and the common struggle and prosperity of all ethnic groups is the cornerstone of the country's long-term stability. Universities can cultivate talents with national unity consciousness and provide solid talent support for national development by carrying out brand activities of national unity education.

From a social perspective, a harmonious and stable social environment is the premise of development [4]. As the pillars of the future society, college students' sense of national unity directly affects the degree of social harmony. Through brand activities, students can be guided to establish a correct national outlook, promote mutual understanding and respect among students of different nationalities, and then promote the whole society to form a good atmosphere of national unity [5]. For the self-development of universities, carrying out brand activities of national unity education is helpful to improve the quality of education and cultural connotation [6]. Brand activities can enrich campus culture, create a positive, pluralistic and inclusive educational environment, attract more high-quality students and enhance the social reputation of universities. "Pomegranate seeds" Practice Workshop, as an innovative brand activity form of national unity education, has unique value [7]. It is symbolized by the image of "Pomegranate Seeds", which means that all ethnic groups are closely connected and hold together like pomegranate seeds.

Through the activities of this workshop, the content of national unity education can be vivid and practical, and students' participation and sense of identity can be improved, so that national unity education can really take root.

It is of great practical significance to deeply analyze the construction logic and practice path of brand activities of national unity education in universities, and to incorporate the innovative form of "Pomegranate Seeds" practice workshop, which is of great practical significance to strengthen national unity education in universities and promote the development of the country and society. This study aims to provide theoretical support and practical guidance for national unity education in universities, and promote the national unity education to a new height.

2. Brand activity theory of national unity education in universities

National unity education aims at promoting mutual understanding, respect and unity among all ethnic groups, and is an important educational content for maintaining national unity and social stability. To carry out the brand activities of national unity education in universities needs solid theory as support. Ethnic theory is its important cornerstone. Ethnic theory systematically expounds the formation, development and evolution of ethnic groups, and points out the direction for the brand activities of ethnic unity education in universities. It allows educators to clearly understand the characteristics and differences of different ethnic groups, fully respect the cultures and customs of different ethnic groups in the design of activities, avoid conflicts caused by cultural misunderstandings, and ensure that activities meet the laws and needs of national development. The theory of educational communication emphasizes the process and effect of information dissemination. Through this theory, universities optimize the dissemination mode of national unity education content. In brand activities, various communication channels, such as the combination of online and offline, are used to convey educational information to students more widely and efficiently, enhance educational influence and appeal, and enhance students' acceptance of national unity education.

The concept of "pomegranate seeds" practice workshop originated from the theory of community consciousness of the Chinese nation. This theory emphasizes the close relationship and common destiny of all ethnic groups in the historical development, and "Pomegranate Seeds" vividly reflects the interdependence and unity of all ethnic groups. Based on it, the practice workshop can better cultivate students' sense of Chinese national community in the activities, make students deeply realize that all ethnic groups are inseparable like pomegranate seeds, and give profound connotation and unique value to the brand activities of national unity education in universities.

3. The construction logic of brand activities of national unity education in universities

The construction of brand activities of national unity education in universities needs to follow certain logic to ensure that the activities can effectively promote the work of national unity education and enhance the educational effect. This construction logic covers many key aspects, such as goal setting, content planning, cooperation of participants and resource allocation.

(1) Goal setting logic

The primary goal of brand activities of national unity education in universities is to cultivate students' awareness of national unity and Chinese national community. Specifically, through activities, students can deeply understand the history, culture, customs and habits of all ethnic groups in China and eliminate strangeness and misunderstanding among ethnic groups. For example, let students understand that all ethnic groups have made unique contributions to the development of the country, and then establish a correct view of the nation and the country. In the short term, it is necessary to stimulate students' interest in national unity education and actively participate in related activities; The long-term goal is to encourage students to internalize the concept of national unity into their own values and actively practice it in their daily lives and future work. Table 1 presents the objectives of different stages and their specific contents in detail:

Table 1 Hierarchical Breakdown of Objectives for Brand Activities in Ethnic Unity Education at Universities

Objective Stage	Specific Objective Content
Short-Term Objectives	1. Increase students' awareness of ethnic unity education activities, achieving an awareness rate of over 80%.
	2. Attract at least 60% of students to participate in at least one brand activity focused on ethnic unity education.
	3. Enable students to gain a preliminary understanding of the basic cultural characteristics of China's major ethnic groups.
Medium-Term Objectives	1. Significantly enhance students' understanding of cultural differences among ethnic groups, with a passing rate of over 70% on related tests.
	2. Cultivate students' ability to communicate across ethnic lines, ensuring that at least 80% of students can engage in friendly and effective communication with classmates from different ethnic backgrounds.
	3. Strengthen students' recognition of the multi-ethnic, integrated structure of the Chinese nation, achieving a recognition rate of over 85%.
Long-Term Objectives	1. Foster a firm sense of ethnic unity in over 90% of students, encouraging them to actively uphold ethnic unity in both thought and action.
	2. Encourage students to disseminate the concept of ethnic unity to their families and society, expanding the reach of educational influence.
	3. Empower students to become active contributors to the cause of promoting ethnic unity and progress, demonstrating excellent ethnic unity qualities in various social practices.

(2) Content planning logic

The content of brand activities should closely focus on the core of national unity education, which is both rich and targeted. On the one hand, it is necessary to cover the historical and cultural knowledge of all ethnic groups, and let students systematically understand the development context and cultural treasures of all ethnic groups through activities such as holding ethnic cultural exhibitions and historical lectures. On the other hand, it pays attention to the discussion of practical problems, such as the development achievements of ethnic areas and hot topics in ethnic exchanges, and guides students to think about how to better promote national unity in the new era. In addition, it is necessary to integrate practical experience, such as organizing students to participate in voluntary service activities with ethnic characteristics, so that students can personally feel the cultural charm of various ethnic groups and the power of unity and cooperation.

(3) Collaborative logic of participants

The brand activities of national unity education in universities involve many participants, including school management, teachers, students and related forces outside the school. School management is responsible for formulating activity policies, providing resource guarantee and macro guidance; As the key subject of activity planning and implementation, teachers design specific activity plans and impart professional knowledge according to educational objectives and students' characteristics. Students are the core participants in activities, so we should fully mobilize their enthusiasm and initiative, encourage students to organize and participate in activities independently, and give play to their self-education function. Relevant forces outside the school, such as ethnic cultural research institutions and ethnic communities, can provide rich resources and practice places for activities and expand the breadth and depth of activities. It is necessary to establish an effective communication and cooperation mechanism among all subjects to form an educational synergy.

(4) Resource allocation logic

Resources are the basis for ensuring the smooth development of brand activities. In terms of human resources, a team of professional teachers, including ideological and political teachers, ethnologists and counselors, will be set up to provide professional support for the activities. In terms of material resources, we should use campus venues and multimedia equipment to build an

activity platform, and strive for off-campus resources, such as museums and cultural venues, as activity bases. In terms of financial resources, the school set up funds for special activities, and actively sought social donations and government support to ensure sufficient funds for activities. Through the rational allocation of various resources, it will lay a solid foundation for the construction and sustainable development of brand activities of national unity education in universities.

4. The practical path of brand activities of national unity education in universities

The effective development of brand activities of national unity education in universities needs to be realized through concrete and feasible practical paths. These paths cover activities design, implementation promotion and evaluation feedback, so as to ensure that the activities achieve the expected educational effect.

(1) Activity design path

Activity design should closely focus on the goal of national unity education and combine students' interests with the characteristics of the times. For example, the "ethical culture month" campaign is held, focusing on different national cultures every month. In the form of activities, knowledge contests, cultural performances, hand-made and other ways are integrated. Knowledge contest can stimulate students' enthusiasm for actively learning national knowledge; Cultural performances show the cultural charm of all ethnic groups through songs and dances, dramas, etc. Hand-made allows students to experience national traditional skills. Activity design for "ethical culture month" is shown in Figure 1.

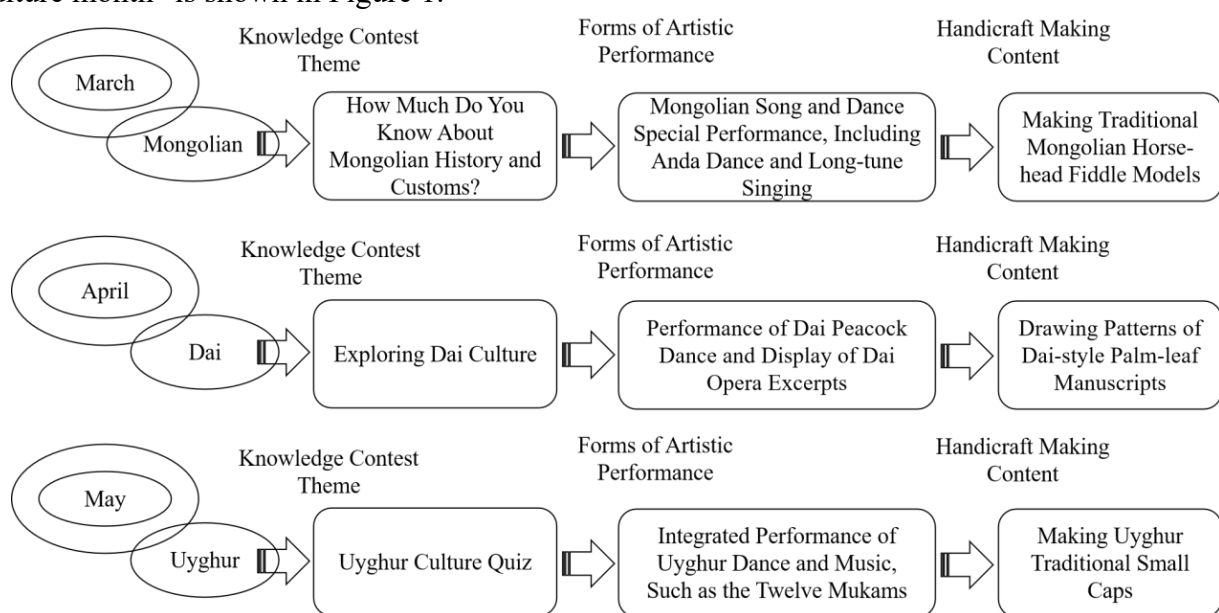


Figure 1 Activity Design for "Ethnic Culture Month"

(2) Implement the propulsion path

In the process of activity implementation, it needs careful organization and effective coordination. First of all, it is necessary to do a good job of publicity and promotion in advance, and use campus official website, social media platforms, posters and other channels to widely publicize the content, time and place of the event to attract students to participate. For example, two weeks before the launch of the "ethical culture month" activity, the highlights of the activity were broadcast regularly every day through campus radio, and beautiful posters were posted in places with heavy traffic such as teaching buildings and canteens. Secondly, when the activities are carried out, ensure that all links are carried out in an orderly manner. For cultural performances, arrange the stage layout, actor rehearsal and equipment debugging in advance; The knowledge contest should strictly control the rules and processes of the contest to ensure fairness and justice. At the same time, event organizers should pay attention to live interaction and encourage students to actively ask

questions and share their feelings. After the activity, organize students to exchange and discuss and deepen the activity experience. For example, hold a forum to let students talk about the gains and experiences of participating in the "ethical culture month" activities.

(3) Evaluate the feedback path

Establishing a scientific and reasonable evaluation and feedback mechanism is helpful to find out the problems in the activity in time and optimize the activity plan. Evaluation can be carried out from multiple dimensions, including students' participation, knowledge mastery, emotional attitude changes and so on. Data were collected through questionnaire survey, examination evaluation and behavior observation. For example, after the "ethical culture month" activity, a detailed questionnaire was distributed to find out students' satisfaction with the content and form of the activity and their own improvement in national unity consciousness. According to the evaluation results, summarize the advantages and disadvantages of the activity. If it is found that students are not interested in a certain form of activities, or have difficulty in understanding certain ethnic knowledge, adjust the design of follow-up activities in time. At the same time, students, teachers and off-campus cooperative institutions are encouraged to give feedback, and an all-round feedback system is formed to provide strong support for the continuous improvement and development of brand activities of national unity education in universities. By constantly optimizing the practice path, the brand activities of national unity education in universities can better meet the needs of students and effectively improve the quality and effect of national unity education.

5. Conclusions

Brand activities of national unity education in universities are of great importance in today's social development. Through the study of its construction logic and practical path, it provides a systematic and operational guiding framework for universities to carry out related educational activities.

From the perspective of construction logic, clear goal setting is the orientation of activities, which covers stimulating students' interest in the short term and cultivating their firm values of national unity in the long term. Content planning pays attention to richness and pertinence, combines national historical and cultural knowledge with practical problems, and integrates them into practical experience. Participants' collaboration emphasizes the cooperation of school management, teachers, students and off-campus forces, forming an all-round educational synergy. Resource allocation provides material guarantee for the smooth implementation of activities and ensures the rational use of human, material and financial resources. In terms of practical path, well-designed activities such as "ethical culture month" stimulate students' enthusiasm for participation in various forms. Effective implementation and promotion, through comprehensive publicity, orderly organization and active interaction, to ensure the smooth progress of activities. The scientific evaluation and feedback mechanism is based on multi-dimensional data collection, which can find problems in time and optimize the activity plan.

By integrating innovative forms such as "Pomegranate Seeds" Practice Workshop, the brand activities of national unity education in universities can convey the concept of national unity more vividly. The development of these activities has effectively enhanced students' understanding and recognition of various ethnic cultures and promoted exchanges and unity among students of different ethnic groups. In the future, universities should continue to deepen the exploration and practice of the brand activities of national unity education, and constantly improve the construction logic and practical path to meet the needs of the development of the times and make greater contributions to cultivating high-quality talents with a strong sense of national unity and safeguarding national unity and social harmony and stability.

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