

# Empathy Narration and Symbol Communication of the Documentary New Domestic Products in China

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**Abstract:** The documentary *New Domestic Products* vividly tells the century-old story of Chinese manufacturing, objectively narrating physical properties' quality. By focusing on the aesthetics of objects, the story narration of the three domestic product movements manufactured in a century and the difference in transformation, the character pedigree and symbol communication of Chinese goods have been unified, reflecting the superb communication skills of empathy. The breakthroughs in the history of China's century-old manufacturing reforms, the innovation of butterflies, and the spreading effects that directly reach people's hearts must explore the intrinsic meaning and cultural genes of physical beauty. Through empathy narrative, speaking with facts, paying attention to communication skills, and grasping narrative rules, this is a practical path for Chinese goods to spread symbols in the international market.

**Keywords:** New Domestic Products "; empathy narrative; cultural consumption; symbol communication

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## Introduction

In June 2020, the documentary *New Domestic Products* was broadcast on Tencent Video and was highly praised by the audience. The content fits the pulse of the new era and speaks with facts. It adopts the "combined plastic" method of self-plastic and other plastic to spread the symbols, thus winning the broad audience's love and praise. In recent years, the

narrative of Chinese goods, the aesthetics of material sense, and the spread of symbols have become scholars' research topics. Scholar Sui Yan said: "In international communication, the symbols that refer to China cannot be the Great Wall, Confucius, silk, porcelain, and Peking

opera, and cannot just stay in traditional culture." [1] In addition to traditional classic symbols, China stands on the international stage of the era, and new high-quality symbols are needed to rival the manufacturing powers. Scholar Wu Xingming said: "The modern creation of Chinese-style material sense will be 'Made in China.' It will be the true industrial foundation for our national industry to be independent of the world's national forests, and it is also the key to Chinese culture that will contribute to human life in the future." [2] In 2019, a documentary about manufacturing, *American Factory* won the title of "Oscar Best Documentary" in 2020. Its work "contradictions and conflicts in the narrative makes the original production and manufacturing story



unremarkable and becomes the background of the times. The ups and downs of western manufacturing and industrial workers' "history of fate." [3] Whether it is American manufacturing or Chinese goods, empathic narration, and symbolic dissemination of the stories of manufactured items is the creative mission and aesthetic object of documentary art.

The vivid story and image dissemination of the documentary New Domestic Products has made the world feel a unique charm and significant role of Chinese products in the special year of the outbreak of the new crown epidemic. The people should insist on the core technology and exquisite manufacturing of Chinese products and be wary of merchants' need to adhere to the brand symbols of Chinese products and share internationally. The work analyzed the documentary New Domestic Products from the perspective of empathic narration and symbol communication, discussed the qualitative change of Chinese goods and the world coordinates, and the technical aesthetics and cultural consumption of Chinese goods.

### **1. The Memory Retrospect and Empathy Narrative of New Domestic Products**

The documentary New Domestic Products starts with a narrative from the macro background of the three domestic product movements in 1904, 1984, and 2015; then it traverses the difficult start and contrast gap of Chinese manufacturing 100 years ago from "The Same Frame Spanning a Hundred Years" and "Reduction is Creation"; "Born Glory" and "Tell the World My Name" tell the cultural genes and brand value of Chinese goods; finally it spread to the same stage singing on the world manufacturing of "Going to Sea" and "The World Without Boundaries", and the spiral progress is used for the storyline, aesthetic quality and historical changes of Chinese goods. The work strongly praises the great creation and qualitative improvement of the domestic product movement in the 40 years of reform and opening up, focusing on the innovation and

brand value of the third new domestic product movement since 2015. It provides a development path with a broad vision of international space and quality beliefs to deliver cultural confidence and production aesthetics for the intelligent creation of new domestic products. Looking back at the century-old manufacturing history of Chinese goods, there is not only a long journey of difficult start and tortuous exploration, but also a tenacious transcendence of seizing opportunities and never giving up, and an international pattern of shining debut and cultural symbols. We marvel at the intensive work of our ancestors in the history of Chinese goods manufacturing. We are even more proud of the diligent wisdom and innovative creation of the Chinese people and respect the soul and mission of creating goods.

For more than a hundred years, the manufacturing industry has always regarded rushing out of Asia and going to the world as its dream goal. Chinese goods have gone through a long journey of tortuous and hard work. There are years of wasting and running-in experience with foreign-funded enterprises and the uneasy attitude of greed for foreigners and rough copycats, so that Chinese people feel the game competition and cold-eyed slowness of the world's manufacturing industry. They must take the road of self-reliance and hardcore. Xi Jinping said: "China's development achievements result from decades of hard work, bloodshed, and sweat by the Chinese people. For thousands of years, the Chinese nation has been known for its hard work. Chinese people know that there is no free lunch in the world. China is a large country with a population of more than 1.3 billion. If wanting to develop, China must rely on hard work instead of on the gifts of others. No one in the world has such ability." [4] From poverty and weakness to the second-largest economy globally, the huge leap and splendid changes of Chinese goods are not accidental luck and charity from the power, but the hard work and endless accumulation of



hundreds of millions of Chinese people. The documentary objectively narrates the polished experience made in China and cleverly incorporates the vivid stories of the product and inserts a wonderful commentary by the writer Wu Xiaobo. It deeply explores domestic products' social changes and closely integrates domestic product manufacturing stories with character genealogy and social reforms. The story's connotation and historical thickness are presented to demonstrate the story's warmth, aesthetic style, and price quality of Chinese products.

The close-up shot of the documentary New Domestic Products first traced back to the expedition of Zhang Qian's envoy to the Western Regions in the Han Dynasty more than 2,000 years ago and the waves of Zheng He's voyages more than 600 years ago. It then instantly returned to the international background of industrial revolution manufacturing products. The 1904 World Exposition was held in St. Louis, USA. China's products in the World Exposition were traditional items such as tea, porcelain, furniture, and folk juggling. Chinese goods represent the deep traces of traditional manufacturing and manual skills and are in sharp contrast with the industrial manufacturing products of the imperial powers such as locomotives, cannons, steam engines, and huge ships, which brings profound stimulation and bold dreams to China's advanced manufacturing. China is undergoing a difficult transition on the road to modernization—in the divided and turbulent social situation, not to mention the manufacture of advanced locomotives, artillery, airplanes, and other complex objects, even simple crafts such as matches, buttons, and needles are difficult to produce and can only provide cheap original materials. Chinese goods have a difficult start, without a solid foundation of manufacturing capital, many talents to control technology and a peaceful production environment. They are even more difficult to

get rid of the fate of being controlled by the empire of property rights.

However, the Western Industrial Revolution and the World Exposition have allowed us to play games, and a group of advanced people and industrialists are actively exploring. Chinese goods made their debut at the World Expo. Although they have not received widespread attention, they have begun to communicate from self-closing to world appearances. Made in China starts with a difficult start and dreaming of voyages, and groups of entrepreneurs who dare to overcome obstacles and make waves are constantly emerging. Xi Jinping said: "From Zhang Jian in the late Qing Dynasty to the beginning of the Republic of China, to Lu Zuofu and Tan Kah Kee during the Anti-Japanese War, to Rong Yiren and Wang Guangying after the founding of New China, they are all models of patriotic entrepreneurs." [5] In the social environment of foreign aggression and the order of the people, farmers, industry, and commerce, it is not easy to manufacture goods. Only by respecting and protecting the manufacturing industry from the system and reforming the business environment to create elements and innovative vitality can we continue to promote the innovative development of Chinese goods. Xi Jinping said: "70 years ago today, Comrade Mao Zedong solemnly announced to the world the founding of the People's Republic of China, and the Chinese people have since stood up. This great event has completely changed China's poverty and weakness for more than 100 years after modern times. With the tragic fate of being bullied, the Chinese nation has embarked on a magnificent road to achieve a great rejuvenation. Over the past 70 years, people of all ethnic groups across the country have worked hard with one heart and one mind, and have achieved great achievements that have made the world admirable." [6] Looking back at the tremendous changes in Chinese products Taking off, only the independent construction of the country can



provide all the conditions for creating products. Only China's reform and opening up can embark on the broad road of manufacturing. Only when the people of all ethnic groups work together can they write self-confidence from being poor to being a big country.

## **2. Manufacturing accumulation and brand recognition of Chinese goods**

The documentary New Domestic Products recounts the manufacturing opportunities in the early stage of reform and opening up. After 40 years of reform and opening up, the competition has cleaned up and the big waves have washed the sand. There are not only electrical appliances Haier that has gone to the world stage, but also the decline of sneakers; there are both the time-honored and innovative Tongrentang, as well as the freshly brand Yogowei. The footage of the work goes back to Deng Xiaoping's visit to Japan in 1980. The older man sat on the Shinkansen and realized the profound truth of modern manufacturing. Reform and opening-up have revived the innovative vitality and manufacturing capabilities of Chinese goods. The work also deliberately reproduces the historical footage from the beginning of reform and opening up. The brand-style clothing of French designer Pierre Cardin is in sharp contrast to the standard Landic tunic of the Chinese public. This is an objective image of society at that time. In 2018, Dolce & Gabbana, a famous western brand of clothing, used such a sharp contrast to win eyeballs and carry out marketing activities. As a result, it encountered fierce resistance from the Chinese people. This is essentially an arrogant attitude and insult, rather than an accurate reproduction of Chinese social life. Over the past 40 years of reform and opening up, Made in China has gone through a long journey of low-end production and OEM imitation. This is self-precipitated and restrained growth, and this is the phoenix nirvana of self-improvement. At the beginning of reform and opening up, China had nearly two thousand time-honored domestic

products manufactured. After social inspections, market elimination, and product degradation, half of the time-honored brands disappeared. From traditional manufacturing to the new domestic product movement, several ups and downs of joy and sorrow have been staged continuously.

The documentary is good at telling lively stories about object manufacturing and actively explores Beijing's time-honored brands' insider legends. "Because documentaries themselves have the attributes of stories, or the documentaries themselves express stories." [7] There is a saying in Beijing that "Wear the hat of Majuyuan, put on the shoes of Neiliansheng, dress Badaxiang, and belt Sidaheng", most buyers' sincere love and value recognition of time-honored brands originated from the empathy spread of the stories of their articles. The cloth shoes "Neiliansheng" was first known for making shoes for the royal family of Ouchi. After wearing it, it will rise step by step, highlighting the cultural meaning and brand awareness. The "Tongrentang", which is also a time-honored traditional Chinese medicine, dares to innovate and compete with each other and constantly pushes traditional Chinese pharmaceuticals into new markets, thereby winning consumers' admiration. The international market is a warm and affectionate shared embrace and a cruel and ruthless game competition. Many time-honored brands have perished in a century of changes. Only those who can inherit historical and cultural genes and dare to innovate and manufacture new products can stand in an invincible position. Cloth Shoes of Neiliansheng and Pharmaceutical Tongrentang are successful representatives. Expert Zhang Bin said: "The time-honored brand is the crystallization of traditional Chinese business development, and it is loaded with the traditional Chinese business ethics and morality. The narrative choice of the family story reflects the cultural representation of the modernity of contemporary China. Since



the family is a substantive social system centered on blood relationship; on the other hand, it is a spiritual, cultural identity, which contains the psychological code of national culture and the modern transformation of traditional values." [8]

The time-honored brand is a commercial accumulation of traditional history and a meaning implantation of cultural identity. For China's new domestic products to go global, it must contain Chinese culture, Chinese style and Chinese quality, to conquer customers and continuously innovate and develop. The transformation and upgrading of Chinese goods is from cheap low-end and OEM to self-recognition and brand building. Only when the design culture, production and marketing are deeply integrated and innovative can they win the gorgeous change of product identity and compete with world brands. Otherwise, any tricks will hardly awaken the buyer's love and pursuit. Wu Xingming said: "From the beginning of product positioning, the material products that we emphasized step by step embeds the expectations of culture and meaningful consumption into every link of material production. Until being released into a wave of consumption waves, it starts again." [9] Incorporating Chinese culture and meaning into the spiritual soul of the product is the secret to traditional product manufacturing success, and it is also the innovative path that any new domestic product must follow.

Hardship makes the best of adversity, and the documentary vividly narrates China's transformation from low-end manufacturing to brand building. From the manufacture of water cups in Yongkang, Zhejiang to the luggage industry in Jiaxing; from Jiangsu Sunshine Apparel Group to Fujian Jinba menswear; from Shanghai Dafu to Anta, Li Ning, Xtep, from Beijing's Palace Museum to Dunhuang, Gansu; from Jingdezhen's ten Large porcelain factory to Yonghe Xuan Linglong porcelain; from Guangdong Hengjie bathroom to Fadio's

stainless steel cabinets; from makeup brand Lin Qingxuan to Yogowei to Xiaoxian stew; from online game Journey to the West, Honor of Kings to the popular Southeast Asian "Grandmaster of Demonic Cultivation"; from Wanmo headset to the Mobvoi; these domestic products are representative of innovative production products. The sinking and elimination of each product make people feel distressed and helpless, and the innovative development of each product makes people feel emotional. Successful items appear so warm and infused, and excellent plays appear so beautiful and empathetic. Xi Jinping said: "In the past 40 years of reform and opening up, from the beginning of a new era to entering a new century, from standing on a new starting point to entering a new era. 40 years of hard work, our party has led the people draw a magnificent and magnificent historical picture scroll and composes a moving and magnificent anthem of struggle." [10]

### 3. Cultural genes of Chinese goods and mass consumption

The documentary New Domestic Products focuses on the third new domestic product movement in China since 2015. The creation of objects in the new era is combined with cultural genes. The new domestic products represent the new aesthetic culture, the new technology creation, and the new concept advocating, narrating product creation's material culture. Wu Xingming said: "The appearance of physical properties in art is the basic content of the quality of visual modernity. It is a direct product of the self-confirmation of perceptual modernity in art. It is a self-sufficient composition of perceptual value." [11] New Chinese Products tells about the innovative manufacturing and gorgeous transformation of many objects, the ancient palace fan of the Forbidden City adds Yongzheng's gestures of "I miss you so much" and "scissors". There are also many cultural and creative items plus cultural memories, which



have become the core identity of creating new domestic products. The IP operation of the Summer Palace, the combination of ancient plum, orchid, bamboo and chrysanthemum with modern stationery, let the spring breeze of the Summer Palace blow into thousands of homes. Mo Kao Grotto at Dunhuang is an outstanding representative of ancient Chinese art. Nowadays, the exquisite pattern of Dunhuang has been integrated into silk scarves so that the silk scarves are more in line with contemporary people's aesthetic feelings, and the beauty of the millennium in Dunhuang is rejuvenated. Jingdezhen, Jiangxi Province, as the capital of China's porcelain, Huang Mei and his wife returned from Xiamen to innovate ceramics, named "Yonghe Xuan", marketing and spreading Linglong porcelain. Zhejiang Yongkang Wujin's water cups are equipped with fashion symbols such as bullets and soldiers. Hals competes with the world's three major water cup brands. Ningbo trolley bags will accompany you on the journey. Guangdong Hengjie Sanitary Ware's intelligent creation and Guangzhou Liby Group's craftsmanship Innovation, the stainless steel innovation of the kitchen brand Fadio, the investment of China Great Wall Motor Group to Russia, the clothing brand of Jiangsu Sunshine Group, and the global competition of Shenzhen Wanmo headset all demonstrate the transformation and upgrading of Made in China and the charm of quality.

Xi Jinping said: "Cultural self-confidence is a more basic, broader and deeper self-confidence, a more basic, deeper, and more lasting force. Strengthening cultural self-confidence is related to the country's prosperity and decline, cultural security, and the big issue of national spirit independence." [12] The transformation and upgrading of selected new products in the documentary New Domestic Products began in-depth exploration from the clothing, kitchen, water cup, cosmetics, automobile and other industries, highlighting

the huge leap in China's material manufacturing. From OEM to self-recognition and brand building, the new domestic products appear confident, vigorous and full of meaning. This is a long history of skill accumulation and market demand. The documentary also reproduces the Chinese style of Chinese spiritual products such as the online game legend, the Glory of Kings, and the TV series "Grandmaster of Demonic Cultivation". The online game Three Kingdoms' killing skill "Longdan" highlights Zhao Yun's image style of "guns are like thunder, full of courage", the outstanding Glory of kings, and the image quality of ancient Chinese celebrity Li Bai's "poetry, wine and swordplay", these cultural products show the Chinese aesthetic style. E-sports works and film and television culture are new gains from China's spiritual products, and are also the core mark of a major manufacturing country. It is an important field and hope orientation for future manufacturing development.

The documentary New Domestic Products provides an in-depth narrative of the innovations of objects since 2015, and emphasizes the design innovation of art products, highlights the cultural genes of China's intelligent manufacturing, and pays more attention to the exquisite beauty of objects. Any sloppy, fooling attitude will be defeated in the market competition. The ending of LeEco and Ruixing Coffee is a punishment lesson. Looking around the manufacturing of items from world powers, all are engraved with the careful integration of their own cultural elements. American Boeing, Apple and Hollywood blockbusters, German Audi, BMW, Mercedes-Benz and philosophical trends, France's Lafite, L'Oréal and fashion design, Japan's Toyota, Honda, Sony and animation works, British Jaguar and cultural products, South Korea's Samsung, Hyundai and idol dramas, these products profoundly reflect the symbolic dissemination of their own cultural genes, vividly interpreting the transformation



and innovation of article manufacturing and cultural collection. The documentary specifically analyzes the cultural code of Starbucks' success. As a representative of the integration of objects and culture, Starbucks can blossom and bear fruit in China's tea country. The core secret is to respect Chinese culture. Especially when it opened a new store on the old Tianjin Industrial Bank site, which has a history of 100 years, it did not engage in large-scale demolition and construction, but respected history and paid attention to the protection of cultural relics. Innovative store style design, and actively promote Yunnan coffee farmers to get rid of poverty and become a model representative of international brands rooting in China and a model for learning Chinese domestic products going global. The thinker Baudrillard said: "Consumer society not only means wealth and services, but more importantly, everything is a service (TOUT EST SERVICE). What is used for consumption is by no means as a simple product, but as personalized services is provided as extra gifts." [13] In the era of international e-commerce, we are a consumer society willing to buy and actively build an era of selling and selling. Through the blessing of platforms such as Alibaba, Amazon and Tencent, China's material products and spiritual culture can shine more on the international stage.

In faraway Africa, the Chinese mobile phone brand "Transsion" has achieved 50% market share and won customers' favor. In Southeast Asia, Chinese TV dramas such as "The Rumored Chen Qianqian", "External Girl Chai Xiaoqi", and "Grandmaster of Demonic Cultivation" have been loved and sought after by the audience. These works are blessed by professional translation and platform, thereby expanding the consumption power and influence of items. China in the new era is forming a wave of returning to the country. New and old entrepreneurs seize social opportunities and set off a "Chinese current" wave of

entrepreneurship. Let more customers feel the story temperature and effort made in China, and let more people love the aesthetic quality and price function of Chinese intelligence, to empathically spread the consumption power, influence and confidence of Chinese goods.

#### **4. Reform and innovation of Chinese goods and the spread of symbols**

The documentary New Domestic Products narrates representative items of traditional time-honored brands, launches mature products that have gradually grown through reform and opening up, and showcases innovative products that have emerged in recent years. Let the core characters behind the objects appear on the stage, narrate the ups and downs of their integration with the product, and vividly present the empathic narrative and aesthetic communication between the characters. For Time-honored Tongrentang, Shi Jiamo's insistence on innovation, Hengjie Sanitary Ware's Xie Weifan's environmental protection concept, Sunshine Group's chairman Chen Lifang's experience abroad, the positioning conflicts of the nine fathers and daughters of the new porcelain yellow sales, the trendy creation of water cup Hals Lu Qiang, Xiaoxian, the fashion creativity of Lin Xiaoxian, the chairman of Dumpling, the entrepreneurial experience of Lin Qingxuan and Sun Laichun of cosmetics, their entrepreneurial stories and the accumulation of bits and pieces, have all been able to shape and demonstrate themselves in their works. Let entrepreneurs explain their original intentions, narrate their stories' details, and sincerely reveal their feelings. Let the audience feel the development and changes of China's manufacturing industry and the accumulation of years and see Chinese manufacturing and the international game's cultural genes. The documentary narrates the vivid stories of each item. Everyone will marvel at the hard work of entrepreneurs and admire the innovative ideas of Chinese entrepreneurs. These characters are no longer mysterious and



obscured. They will not sigh and sink into waiting. Instead, they choose to participate in the challenge and dance with their international counterparts and compose new songs with their international competitors. Write the legendary stories of China's billions of entrepreneurs working hard to win Chinese goods' value identity and international reputation. Xi Jinping said: "The Chinese people are well aware of the hardships of achieving national prosperity and strength. They all praise the development achievements of all countries' people and will not complain that others have obtained huge opportunities and rich returns from China's development. The Chinese people welcome people from all over the world to board China's "fast train" and "free ride"."[14] From the story of characters made in China a hundred years ago, to the international experience of the reform and opening-up process, to the confidence and calmness of the new era, Chinese manufacturing entrepreneurs pay more attention to identity Shaping, more highlight the cultural value of Made in China, and more boldly spread the image quality of Chinese goods. These characters' shining appearance and the gathering of stories forge a pedigree of China's century-old manufacturing industry and jointly build the majestic power of Chinese-made products.

The empathy narrative and symbol dissemination of the documentary New Domestic Products give people profound enlightenment, that is, we must walk the road of excellence, pay attention to the consumption path of cultural genes, respect the rule of law of the market economy, and control Excellent ability of core technology. Made in China is ushering in good opportunities in the new era. These are all comprehensive and detailed tests from shoes, drinking glasses and clothes to mobile phone cosmetics and medical products, to the complex manufacturing of automobiles and high-speed trains and airplanes. Any item can only be invincible in the market if

consumers critically inspect it. Xi Jinping said: "Entrepreneurs must base themselves in China, look at the world, improve their ability to grasp international market trends and demand characteristics, improve their ability to grasp international rules, develop international markets, and prevent risks in international markets. Drive enterprises to a higher level of development Achieve better development in opening up to the outside world and promote the domestic and international double cycle."[15] The closer the Chinese goods are to the center of the world's manufacturing stage, the more they must accept the pressure of consumer assessment and critical eyes, public opinion and crisis public relations. Only in this way can we comprehensively advance China's manufacturing to a new level and new level.

The documentary New Domestic Products imagely spreads the exquisite stories made in China, objectively narrates the warmth and thickness behind the objects, and vividly interprets national competition's core. From a major manufacturing country to a strong manufacturing country, China faces a century of opportunities and great challenges, and we need to maintain strategic determination and confidence and courage. Aesthetician Zong Baihua said: "The decorativeness of art is the part of beauty in art. However, art not only satisfies the requirements of beauty, but also satisfies the requirements of ideology. It must be able to understand social life, social class struggle and the laws of social development from art. There are originally two parts in the product: ideological and artistic. Truth, goodness, and beauty are unified requirements. One-sided emphasis on beauty leads to aestheticism; one-sided emphasis on truth leads to naturalism."[16] The silk road of smoke came to the Ming Dynasty's sea waves six hundred years ago, to the ocean-going science and technology culture of the modern revolutionary ancestors, and to the game tide of the Internet age. Made in China has had prosperous,



brilliant and creative achievements. There have been dark, closed and bumpy lessons. Only by adhering to the great country road of high-quality intelligent manufacturing and craftsmanship can we enter the world stage of manufacturing power. We also need to uphold the craftsman spirit of stability, long-term pursuit, and innovation. We are worthy of the historical accumulation left by our forefathers and the excellent opportunity that the new era will give to China's manufacturing industry.

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