

Promoting Chinese National Community Formation: An Analysis of 'My Altay' Based on Douban Reviews

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Abstract: *My Altay* is a unique Chinese television drama that focuses on the lives and cultures of ethnic minorities, particularly in Northern Xinjiang. Since its debut, the series has generated widespread positive reactions, prompting an analysis of its success in transcending ethnic boundaries and appealing to a multicultural audience. This study employs methods such as web scraping, high-frequency word analysis, and sentiment analysis to examine online audience feedback and emotional responses. The results show that viewers are particularly captivated by the rich depiction of Northern Xinjiang's landscapes, the complexity of its characters, and the portrayal of local traditions. Overall, the drama's reception has been largely favorable, with the series facilitating a shared cultural space that fosters communication and integration between different ethnic groups. By blending universal themes of identity, belonging, and cross-cultural understanding with region-specific narratives, *My Altay* has created a platform for intercultural exchange and mutual respect.

Keywords: Altay, Ethnic Minorities, Chinese National Community, homeland, TV drama

1. Introduction

"*My Altay*", an ethnic drama directed by Teng Congcong, premiered on May 7, 2024, on CCTV-1 and iQIYI's Microdust Theater. Within days, it hit 10M views on Maoyan, reached 38.3M views and a peak popularity score of 7,243 on iQIYI, topping the platform's family drama chart. By June 12, its Douban rating rose from 8.5 to 8.9, ranking No.1 among 2024 domestic dramas.

According to China Media Group Audience Measurement (CVB) 's viewing data calendar, the average rating of each drama episode was as high as 2.625%[1], and the viewing data was quite impressive. At the same time, *My Altay* was shortlisted for the Best Long-Form Series Competition Unit of the 7th Cannes International Series Festival and the 29th Busan International Film Festival and was selected as an outstanding online audiovisual work in the second quarter of 2024. With its warm realism and original ecological naturalness depicting the lives of ethnic minorities, it deeply captured and healed the hearts of audiences at home and abroad.

The "awareness of the Chinese National Community" refers to the close connection and common sense of belonging formed by a nation based on a common history and culture. It emphasizes the subordinate status of all ethnic groups, their common history and culture, as well as their common development goals and value concepts.

In September 2014, General Secretary Xi Jinping first proposed the concept of “cultivating the awareness of the Chinese National Community,” which was further emphasized at the 19th CPC National Congress in 2017 and incorporated into the Party Constitution. *My Altay*, adapted from Li Juan’s essay collection, explores interethnic love and everyday life in northern Xinjiang through a gentle, slow-paced narrative across eight episodes. Depicting harmonious interactions among Han, Kazak, Kirgiz, Mongolian, and Daur communities, the drama reflects a “utopian” vision of multiethnic integration. This article examines how *My Altay* conveys layered meanings of ethnic memory and culture through its unique narrative and visual style, contributing to the formation of Chinese National Community awareness as reflected in audience reception across platforms.

2. Thematic analysis of *My Altay*

My Altay follows Li Wenxiu, a Han girl who returns to her hometown in Altay after setbacks in urban life. Living with her mother and reconnecting with local communities—particularly through her bond with Batay, a Kazak youth—she rediscovers the natural and cultural richness of her homeland. The drama features a minimalist visual style and a slow-paced, character-driven narrative that highlights ethnic diversity through subtle storytelling. Overall, this short drama with an ethnic minority theme, *My Altay*, focuses on three aspects: inter - ethnic love and marriage, family ethics, and the complex of loving one's homeland, transforming the grand concept of "Chinese National Community" into something concrete and understandable.

In terms of inter - ethnic love and marriage, *My Altay* takes the love story between a Han girl and a Kazak boy as the main line, and unfolds the narrative with two pairs of love and marriage relationships at different age stages.

In *My Altay*, the most important love and marriage line is the love story between Li Wenxiu and Batay. In the drama, Batay confesses his love to Li Wenxiu under the moonlight, saying "The one I love is the person I first saw walking on the snow." Although his words are indirect and implicit, his love is innocent and passionate. At the same time, in the third episode of the drama, through Li Wenxiu's voice-over, the audience learns that in the Kazak language, "liking you means I clearly see you", which is a refreshing expression of love[2]. At the same time, the drama also tells the love stories of Tokon, a Kazak mother, who manages to remarry to Chaoge, a Mongolian, with her children despite all difficulties, and Zhang Fengxia, a Han mother, who bravely ends her relationship with Gao Xiaoliang after realizing the deception and betrayal behind the romantic passion. Whether the love and marriage end happily depends on the emotional attachment between the two people rather than their ethnic identities. However, the different designs of the love endings between the same - ethnic and different - ethnic couples in the drama are more in line with daily life, ensuring the authenticity of the plot.

The "Chinese National Community" refers to "a national entity formed by the integration of 56 ethnic groups in China[3]." One of the symbolic manifestations of this "integration" is inter - ethnic marriage. In a sense, when adults of different ethnic groups develop feelings for each other in life, fall in love, talk about marriage, and enter the marriage hall, this kind of love and marriage culture can best reflect the landscape of the Chinese National Community[4]. Inter - ethnic love and marriage is an indispensable part of forging a strong sense of community for the Chinese nation. The people in Altay have the right to free love and bravely pursue those they love, which greatly promotes cross-cultural communication among different ethnic groups, breaks down ethnic prejudices and discrimination, and reflects the pattern of the pluralistic unity of the Chinese nation at the emotional and spiritual levels.

In terms of family ethics, *My Altay* mainly showcases the diversity of family ethics concepts through parent-child relationships, marital relationships, and ethnic group relationships. The

coexistence of these concepts reflects the mutual understanding and tolerance of thinking patterns among different ethnic groups.

Chinese family ethics dramas generally develop story conflicts based on traditional Chinese family ethics. To gain the psychological recognition of the audience, they often follow the narrative pattern of "crises in blood or marital relationships and emotional restoration[5]." *My Altay* also adopts this narrative pattern.

Regarding parent-child relationships, two opposing family ethics concepts of respect and tolerance, and arbitrariness and closed-mindedness are vividly reflected in the families of the male and female protagonists, respectively. As a typical modern woman, Zhang Fengxia breaks free from the identity confinement of a traditional single-mother family. She has an open-minded attitude towards raising her daughter and always respects her daughter's choices. At the same time, freedom is also a major feature of Li Wenxiu's family style. When Li Wenxiu wanted to ask for the "favor debts" owed to Zhang Fengxia's grocery store, Zhang Fengxia did not lecture her daughter rigidly as a parent, but let her act freely[6].

In contrast, the male protagonist Batay and his father Sultan also reflect the inter-generational differences within traditional ethnic minority families. As the epitome of the awakened and rebellious new-generation herdsmen, Batay desires to stay and work at the horse farm in the county town and bravely pursues the Han girl. Sultan, as an elder with traditional and rigid thinking, hopes that his son will inherit the ranch business and opposes the relationship, believing that Wenxiu cannot take care of the family like a Kazak woman. This collision of old and new concepts within the family also reflects the collision and integration of tradition and modernity[7].

In terms of marital relationships, Tokon, a Kazak woman "moving towards independence and liberation," demonstrates that modern views on love and marriage are integrating into traditional ethnic minority settlements. Tokon, who is assigned typical female family functions, lives in a repressive environment. Meeting her lover Chaoqe after her husband Murat's death undoubtedly lights up her life. Her decision to leave the repressive home, remarry, and fight for custody of her children all reflect the awakening of the modern view on love and marriage among people in traditional areas, who bravely break through the constraints and strive to pursue love[8].

Regarding ethnic group relationships, Altay is more like a community where multiple ethnic groups live in harmony rather than just the setting of the story. Niu Song, the artistic director of the China National Film and Television Art Development Promotion Association, mentioned: "The reason why *My Altay* is anticipated is that it breaks through one-sided narration and showcases the harmony among Han, Kazak, Mongolian and other ethnic compatriots in the vast land[9]." The local people live in harmony, treating the cultures of different ethnic groups with respect rather than infringement. This is a portrayal of the mutual help, unity, and love among all ethnic groups within the "Chinese National Community".

The integration of ethnic culture is an objective process that is not influenced by different ethnic cultures. People of different ethnic groups live in a common cultural space, showcase themselves to each other, and naturally enjoy ethnic culture[10]. In "*My Altay*", the grocery store run by Zhang Fengxia, a character in the TV drama, is set as an embedded and shared field for people's communication and interaction on the summer pasture. It plays an important role in adjusting social relations and reflecting emotional changes. The grocery store itself has the basic function of selling daily necessities. However, relatively backward and information-isolated areas like Altay also undertake the responsibility of a news and information disseminator[11]. People exchange and share the latest information they know in the grocery store, enhancing their emotional connection with each other, thus integrating scattered individuals into the Chinese National Community.

In terms of the complexity of loving one's homeland, "*My Altay*" selects Altay as the narrative background. In this drama, Altay is not only the homeland of the people in Xinjiang in the

geographical sense but also a sustenance of the homeland sentiment deeply loved by the local people. At the same time, it brings emotional healing and soothes the hearts of the local people.

As a general category of the composition of Chinese civilization, "home" is the only way to understand the logic and changes of social composition[12]. Especially in the context of mobility, "home" (home), as a perception of belonging and attachment, presents key attributes in modern society[13]. Physically, home is the place where a person is born and grows up. Emotionally, however, it is the spiritual pillar deep in the heart of a wandering individual. The warmth of homeland and the indelible beautiful filter are created by people's different experiences and memories related to their native land, bringing people a sense of belonging and existence. Thus the attachment to homeland is generated.

As a nomadic people, the Kazakhs view "home" as deeply connected to the vast grasslands, with horses playing vital roles in daily life, from transportation to ritual. In *My Altay*, Batay's horse, "Snow Trampler," symbolizes his emotional bond with Li Wenxiu, witnessing the growth of their relationship. Its death during the Tulpar Festival—traditionally representing peace—marks the symbolic end of their romance. The couple's eventual reunion during the Spring Festival, three years later, reflects a deeper emotional return to their homeland. Both characters are drawn back by a profound attachment to their native land, where memories of love, kinship, and belonging remain rooted.

A female activist of a community association abroad once said that she was attached to her community because she knew the stories of the people, loved all the people she knew, and established emotional bonds with each other[14]. The same is true for the homeland. People's attachment and love for their native land are also based on the humanistic beauty of their homeland. Wherever one's parents reside is considered one's homeland. Similarly, the place where one's lover resides also becomes a homeland. To love one's homeland is to cherish both one's lover and parents.

3. Research methods

This research adopts the content analysis method to analyze the evaluations and feelings of the audience towards this short drama. Specifically, it is divided into three steps:

The first step involves collecting audience reviews of *My Altay* from Douban, China's largest film and music review platform. Established in 2005, Douban integrates taste, expression, and communication systems, offering an open space for users to share evaluations. It serves as a key source for objective, multi-dimensional insights into film and television reception.

This research is based on studying how *My Altay* promotes the formation of the Chinese National Community from the audience's perspective. Therefore, this research selects Douban, which has the richest and most diverse film reviews, and uses big data mining technology to crawl and sort out the audience reviews.

The researchers collected information such as the publishers of the drama review content, the time and place of publication, the text, and the number of likes. After data cleaning, a total of 709 long reviews and 398 short reviews were obtained. Next, the researchers exported the collected information to the local area to form an Excel table.

Table 1: Classic reviews of *My Altay* and their number of likes on Douban (partially)

Popular Comments on 'My Altai' on Douban(partial)	
comment	likes
I feel like damp decaying wood,exposed to sunlight.So bright,so healing,looking at it makes me want to cry	11982
Li Wenxiu said she wants to be a useful person,but her mother said,'What is useful? Wildflowers and wild grass are useless on the ground now,they will be useful if they are eaten by animals one day.'This sentence is so shocking that I feel like crying. Batai, acted byactor Yu Shi, is so so beautiful and divine by the female director.It's really lucky for an actor to encounter such a role, to perform so well, and to be filmed so well by the director.	10020

Table 1: (continued)

The bathhouse scene is the best female expression I have seen in recent years.	5747
Freedom,vitality,passion,romance.	4992
The vast and boundless grasslands of Altay will surely catch all my worries and troubles.	4922
A rare high-quality product in the restless fast food drama market.	3899
What beautiful scenery,what beautiful people.If you can let go of everything,you must go	3125
and see this grassland with your own eyes,and meet Ba Tai.Riding horses and galloping in	
northern Xinjiang,singing loudly under the sky,as if any troubles can be let go.	
Adapted from the prose book of the same name by Li Juan,although it is a mini drama,it has a cinematic quality.Fresh,healing,simple,yet humorous.The acting skills of the leading actors were also very natural,as if they were locals.After watching it,I really want to travel to Altai.Altai's cultural and tourism industry in Xinjiang should use this drama to promote it and help with tourism.	1474
In just eight episodes It seems like I had a hazy yet beautiful dream.	1154
I saw you clearly.'I was moved by this sentence today.	1079
Truly a play that has entered the main competition section of Cannes!Every frame is as beautiful as a painting,and I fully understand what Director Teng said that good casting can give a character life	783
The world seems to be as pure,ancient,and inclusive as Altay.When watching it,there is an	513
inexplicable sense of loss.The more beautiful,the more ancient,and the more fragile it is. Batai's family is the last pure nomadic tribe,and hunters can no longer hold guns. Modernization,industrialization,and urbanization are both endowing and depriving.	264
No matter how bumpy life may be,it should still be lived brightly.	

The second step is to conduct high - frequency word statistics. In this study, the Jieba word - segmentation tool is used to cut the Chinese text and remove some stop words, meaningless words, and punctuation marks.

The third step is "sentiment analysis". The researchers use the LDA topic model to analyze the positive and negative sentiment of the reviews. The researchers summarize the 1,107 short and long reviews obtained. Through Python programming, they use a code package to score the sentiment of the imported reviews. The full score is 1. The closer the score is to 1, the more positive the review is; the closer it is to 0, the more negative the review is.

4. Research results

4.1. The audience is attracted by the scenery and characters in the drama

The audience is interested in the personalities and experiences of the characters in the story. As shown in Table 2, "Statistics of the Top 50 High-frequency Words about *My Altay*", "Wenxiu," and "Batay" rank 3rd and 5th respectively, indicating that the audience likes to discuss these two characters while watching the drama. At the same time, the audience pays relatively high attention to the scenery and atmosphere in the drama. Through the high - frequency word statistics, the researchers found that when expressing their opinions on the drama, the audience likes to use words such as "romance" and "happiness" to express happiness and beauty. Also, the appearance of the word "grassland" in the statistical results proves that the charming scenery and free atmosphere of the Xinjiang grassland attract the audience. Many netizens have also said, "Isn't *My Altay* really a drama that purifies the 'office atmosphere'? After watching it, I feel like I'm already lying flat on the prairie."

Moreover, *My Altay* is an autobiographical prose collection by Li Juan, a well-known contemporary Chinese female writer. It has been a best-seller for more than ten years. With an "on - the - spot" approach and documentary techniques, it faces many issues such as society and people's livelihood. It has won many awards, including the Lu Xun Literature Prize Prose Award. She was born in Xinjiang, grew up in Sichuan, followed her mother to be a tailor, sell small groceries in the Altay mountain area, moved with herders, and worked in Urumqi as an assembly line worker for over a year. Such experiences became the basis for her to write the prose collection *My Altay*. *My Altay*

combines her personal experiences with her writer's dream. Before being adapted into a TV drama, it had already accumulated a certain degree of popularity and a certain number of original work fans. Words such as "TV series", "original work", "story", and "plot" that appear in the high-frequency words reflect that the audience and book fans are keen to compare the original version with the TV drama version. Some people think that "the quality presented in the whole drama is almost the same as that of the original work in feeling, and several very interesting characters have been enriched. I'm completely fascinated by the actors' performances." Others believe that to a certain extent, the TV drama is not as good as the original work, saying that ". However, the TV drama vividly shows the beautiful scenery of Altay through camera language and picture composition, it is difficult to fully restore the emotional depth and delicate brushstrokes in the novel. Many inner monologues and emotional twists in the original work can only be hinted at by pictures and sound effects in the TV drama. They cannot directly touch the audience's hearts like the text does."

Table 2: Statistical results of the Top 50 high-frequency words of *My Altay* on Douban

word	Number of occurrences	word	Number of occurrences
Altai	893	prose	84
life	469	picture	79
Wenxiu	322	performer	77
like	297	adapt	76
Ba Tai	223	movie	74
grassland	216	nature	71
role	215	work	69
LiJuan	184	Token	65
TV series	175	grandma	64
female	140	conflict	62
happiness	139	feeling	61
Zhang Fengxia	139	character	60
Xinjiang	136	mom	57
original work	135	episode	55
director	128	authentic	55
scenery	124	fine and smooth	54
story	123	Yu Shi	54
Taxue	112	scene	53
plot	108	herdsman	53
romance	106	grow up	50
hurt	106	tradition	49
healing	99	angle of view	49
pasture	95	expression	48
world	91	lovely	45
freedom	86	acting	45



Figure 1: Statistical results of the Top 50 high-frequency words of *My Altay* on Douban

4.2. The majority of reviews are positively-oriented

The emotional expressions of the audience are mainly positive, with attention paid to its poetic and romantic aesthetic of artistic conception and the issue of "how *My Altay* promotes the formation of the Chinese National Community". As shown in the pie chart in Figure 2 "The Number and Proportion of Audience Reviews of Different Emotions towards *My Altay*", positive reviews of *My Altay* (emotional score > 0.7) account for 93%, neutral reviews (emotional score 0.4 - 0.7) account for 4%, and negative reviews (emotional score < 0.4) account for 3%. It can be seen that the audience shows a clear emotional preference for *My Altay*, and it is mainly optimistic.

By analyzing some of the popular reviews from the audience on the Internet, the researchers found that the audience mainly demonstrated positive emotions using praise and expressions of love. Audiences left messages such as "I like this kind of film with ethnic customs", "The vast prairie must be able to take in all my sorrows and troubles", "The characters in the drama are romantic, free, full of vitality and wisdom, and the lead actors' acting skills are also very natural", "The plot is healing, and the presented pictures are very poetic and textured, like a dream". The audience was curious and watched the drama due to the rarity of ethnic - themed TV series. During the viewing, they were deeply attracted by the beautiful scenery of northern Xinjiang and the full-fledged and individual characters presented in the drama, and were intoxicated by the romantic, free, poetic, and vibrant slow-life artistic conception, thus generating positive emotions such as praise and love in their hearts.

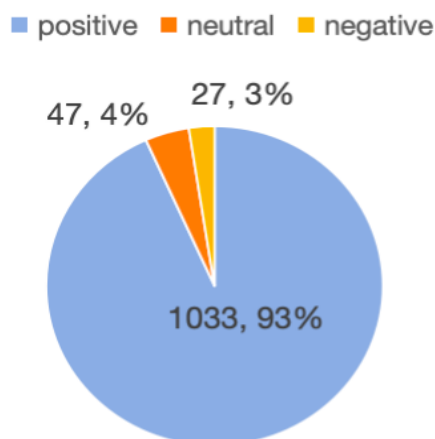


Figure 2: The quantity and proportion of audience reviews with different emotions towards *My Altay*

At the same time, *My Altay* is set in the Altay region where Han people and ethnic minorities in northern Xinjiang live together, focusing on the issue of "harmonious co-existence and ethnic integration". The drama presents diverse answers and insights to the audience on "how to promote the formation of the Chinese National Community".

By vividly and realistically depicting the harmonious co-existence between humans and nature, as well as the exchanges, integration, and mutual assistance among people of all ethnic groups in Xinjiang, *My Altay* makes Altay a spiritual sustenance of people's homeland and spiritual homeland. It was awarded the excellent work of the 17th Achieving Five Top Project Prize by the Publicity Department of the Central Committee in China.

This drama enables countless audiences to appreciate the magnificent landscapes of Xinjiang pastures and the simple and romantic natures of people of all ethnic groups. It showcases the integration of ethnic and modern cultures, reflects the kaleidoscopic and colorful multi - culture, and demonstrates the inclusiveness and symbiosis of cultures. Through real - life scenes, the audience can truly feel what the Chinese National Community is. A Kazakh audience member said that she had no interest in Kazakh traditional culture since childhood, and what touched her most about this drama was "regaining her identity with Kazakh culture and the lives of herdsmen in the process of secularization". At the same time, the drama profoundly expresses the importance of ethnic identity. All ethnic groups do not lead segregated lives but are closely united like pomegranate seeds. They respect everything of other ethnic groups while recognizing the value of their own ethnic group. The life scene of friendly exchanges, unity, and mutual assistance among multiple ethnic groups enhances ethnic cohesion and promotes social stability. While maintaining their own traditional culture, Kazakh herdsmen have also accepted the influence of modern education and Han culture; Han residents, in the process of integrating into the local community, have gradually developed a sense of belonging and identity with the Altay region, reflecting the dynamics and diversity of ethnic identity.

From an ethnological perspective, *My Altay* constructs and interprets the concept of the Chinese National Community. In the drama, characters of different ethnic groups are interdependent and develop together in a shared living environment, forming a close community of shared future. They jointly face the challenges and difficulties of life and share the joy and happiness of success. The construction of this community not only reflects the pluralistic integrated pattern of the Chinese nation but also highlights the Chinese nation's spirit of unity, struggle, and common development

5. Conclusion

The preciousness of *My Altay* lies in its connection between traditional culture and modern life, evoking the empathy of urban dwellers towards their homelands, ethnic groups, and childhood memories.

The drama mentions that in Kazakh culture, the emergence of friendship or love between people is due to being seen. Therefore, in the Kazakh language, "I like you" (Kazakh: Men seni jahsi koremin) means "I clearly see you." The establishment of intimate relationships among people is inseparable from mutual understanding, and the first step in understanding is to care about and clearly see each other. However, the high - pressure and fast - paced modern society has left people physically and mentally exhausted, with an empty and lonely spiritual world. The helpless situation of being unable to handle personal life easily forces people to reduce interactions with neighbors and friends. The nine - to - five loneliness and superficial polite interactions make people seem like isolated individuals living in compartments, unable to draw strength from the care and understanding of the outside world. *My Altay*, by showing scenes of harmonious co-existence and friendly exchanges among multiple ethnic groups and different generations, awakens the audience's need for social-emotional connections, enabling people who have become numb to interpersonal communication to rediscover the happiness of interacting with others.

Grandma Chaoge, who is of Mongolian ethnicity, also said, "No matter how bumpy life is, we should live it brightly" and "Kids, go out and see the world. A pine tree that can live for ten thousand years can't grow in a flower pot, and a thousand mile horse can't be trained at home." These words have gone viral because they effectively address the pain points of contemporary young people. The current economic downturn has made life more volatile and unpredictable, accompanied by problems that trouble young people new to society, such as difficult employment and salary cuts. Grandma Chaoge's words represent the support and trust from an elder with more social experience to the younger generation. In contemporary society, people pursue perfection, stability, fame, and fortune, inevitably accompanied by anxiety brought about by a sense of disparity and tension. *My Altay*, with the encouragement of the elders, alleviates the anxiety of urban dwellers about the uncertainty and changes of the future in their high - intensity lives, enabling people to learn to live in the moment with an open-minded outlook on life and dare to step out of their comfort zones and see the world.

In conclusion, unlike urban dramas, *My Altay* calms people's inner anxiety by presenting the scenery of nature and slow-paced narration, revealing that "the purest spiritual comfort for humanity always comes from nature." At the same time, through its narration of friendly exchanges among multiple ethnic groups and the ordinary lives of different generations, it ignites people's inner attachment and love for their homeland. "Love and homeland" are eternal topics pursued by humanity. *My Altay*, by creating a common cultural space, bridges the gaps between different ethnic groups, thus enhancing the cohesion of the Chinese National Community from the perspective of literary and artistic works.

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