

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Space Culture: Innovative Approaches for Public Engagement in Space (9)

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SPACE ACTIVITIES AND THE CONSTRUCTION OF NATIONAL IMAGE

**Abstract**

National image is an important manifestation of a country's comprehensive national strength. Space activity is one of the most direct and the most significant form for shaping the national image. At the early stage, the space activities are mainly programs based on the need of arms race, the national image is relatively single. But as the space technologies application and the development of space resources increase, and the development of international political and military situation, the national image in space activities have become rich in content. Therefore, how to construct a good national image through the media coverage is an import research field. On the base of the character of space activities, and taking the development of the construction of national image in space activities into account, this paper investigates and analyses the present and development tendency of the construction of good national image in space activities. Furthermore, the development strategies of the construction of national image in space activities are discussed.