Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 5, No. 2, 2023

Research on the Problems and Countermeasures of Yellow River Culture Communication

-- Taking Dongying City of Shandong Province as an Example

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Abstract: Taking Dongying City, Shandong Province as an example, this paper discusses the current situation, challenges and countermeasures of the Yellow River culture communication. As an important part of the Yellow River basin, Dongying city has actively built the Yellow River cultural protection and inheritance system, promoted the Yellow River culture by editing and publishing cultural books, building historical and cultural exhibition rooms, and at the same time strengthened cultural exchanges and cooperation in an online and offline all-round mode. However, in the aspect of spreading Yellow River culture, Dongying city is faced with challenges such as stylized content, single communication channel and lack of communication effect evaluation, which limit the wide spread of Yellow River culture. Through the questionnaire survey of college students, this paper found that the Yellow River culture has an important influence in cultivating patriotism and promoting cultural inheritance, and has a certain social value and significance.

Keywords: Yellow River Culture; Information Dissemination; Cultural Tourism; Innovative Measures.

1. Introduction

The Yellow River, as the mother river of the Chinese nation, has given birth to the unique and rich Yellow River culture for thousands of years. Its profound historical deposits and unique cultural connotation have played an irreplaceable role in the development of Chinese civilization. However, under the background of globalization and digital age, the spread of the Yellow River culture is facing unprecedented challenges and opportunities. The protection, inheritance and promotion of the Yellow River culture is not only related to the revival of the local culture, but also is an important strategy to promote the social and economic development and enhance the brand image of the city.

This paper tries to provide a reference with practical value and academic contribution for the dissemination and development of Yellow River culture in modern society, in order to promote the wide spread and profound influence of Yellow River culture in Dongying city and even the world. Through comprehensive analysis and suggestions, we look forward to inject new vitality into the future development of the Yellow River culture.

2. The Current Situation of Developing the Yellow River Culture in Dongying City

The Yellow River originates on the Qinghai-Tibet Plateau and pours into the Bohai Sea in Kenli District, Dongying City, Shandong Province. The Yellow River flows eastward from the source and flows through nine provinces (regions), including Qinghai, Sichuan, Gansu, Ningxia, Inner Mongolia, Shanxi, Shaanxi, Henan and Shandong. With a total length of 5464 km, the upper reaches of the Yellow River to Inner Mongolia Hekou Town are 3472 km long; the middle reaches from Hekou Town to Taohua Town are 1206 km long; the lower reaches from Taohua Valley to Dongying City have a length of 798 km. The Yellow River basin covers an area of 795,000 square kilometers. The Yellow River has rich cultural connotation, a long-time span and unique characteristics.

In the Yellow River Yellow River cultural protection system construction, Dongying city of the Yellow River Yellow River basin administration, to strengthen the protection of the Yellow River, inheritance and carry of traditional culture, with the Yellow River water conservancy commission, Shandong Yellow River embankment "world heritage" declaration project related work, edited by the Yellow River estuary historical and cultural heritage series, built the Yellow River estuary historical culture exhibition room. In combination with regional characteristics and engineering culture, a number of characteristic cultural projects such as water conservancy scenic spots, cultural parks, water conservancy projects and wetland tourism landscape will be cultivated to build the Yellow River cultural brand. We will establish an online and offline comprehensive publicity model, strengthen the cultural research, exchange and cooperation of the Yellow River estuary, tell the "Yellow River story" well, enhance the "Yellow River discourse power", fully demonstrate the role and value of the Yellow River culture in promoting the social and economic development of the river basin, and guide the whole society to pay more attention to the Yellow River culture and devote itself to the protection of the Yellow River.

3. Challenges of Spreading the Yellow River Culture

In recent years, the spread of the Yellow River culture has made certain achievements, including the emergence of various Yellow River cultural tourist areas and various museums with the construction of the Yellow River National Cultural Park as the carrier, but it is relatively concentrated

on the dissemination of traditional media. Today, the accelerated update of media technology has created a completely different information transmission background, which in a sense has boosted the change of domestic media ecological pattern. Although science and technology are not the decisive factor of the society, it provides the momentum for the subversive change of cultural communication and creates new opportunities and new ways for carrying forward the Yellow River culture.

3.1. Programical Communication Content

The existing forms of communication of Yellow River culture in Dongying are usually mainly traditional ways such as periodicals, TV documentaries and museum exhibitions, which are difficult to meet the mentality and cognitive requirements of young people in consuming time, not restricted by time and space, and pursuing novelty and passion. In addition, the existing communication content does not fully apply the rich historical and cultural resources of the Yellow River Basin, such as legends and customs with local characteristics.

3.2. Single Communication Channels

According to statistics, the number of Internet users in China has increased from 772 million in 2017 to 1.032 billion in 2021, and the Internet penetration rate has also increased by 55.8% -73%, especially the Internet penetration rate in grassroots areas has increased to 57.6%. However, from the current point of view, the main propaganda mode of the Yellow River culture in Dongying is still at the level of pictures, paper and real scene tour. The stylized scene limits the promotion of the Yellow River culture to a large extent. The construction of various cultural publicity sites (including sites, exhibition halls, museums, etc.) has much investment and a long process but a small capacity. The above conservative transmission routes cannot win the favor of the youth groups.

3.3. Lack of Assessment of the Transmission Effect

Although the practice of cultural communication on the Yellow River has been widely carried out, many contents in Dongying face the situation of unknown knowledge due to the lack of corresponding evaluation and feedback on the publicity effect. In addition, the fragmented interpretation of Dongying cultural propaganda reported by local media reports also easily leads to the superficial cultural propaganda and the problem of one-sided interpretation.

4. Research, Design and Analysis

4.1. Questionnaire Design

The team conducted a questionnaire survey of young people aged 18-25 in Dongying city, with a total of 15 questions, including 6 multiple choices, 8 single choices and 1 open questions. The questionnaire was designed based on the way of understanding the Yellow River culture and the Yellow River culture.

4.2. Data Analysis

As can be seen from Figure 1, the largest proportion is to cultivate patriotic feelings, while other parts are similar. It can be seen that telling the story of the Yellow River well is particularly important to cultivate a person's high-quality patriotic spirit.

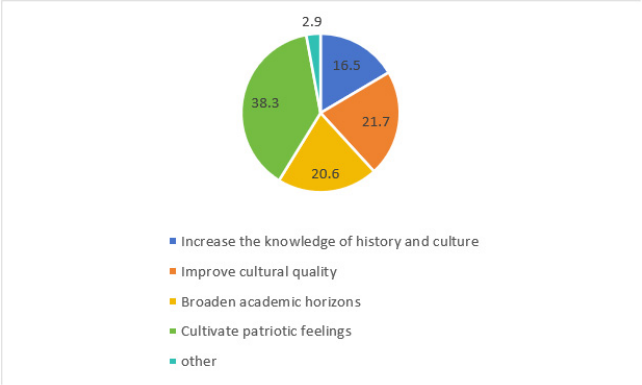

Figure 1. The Yellow River Culture helps the students

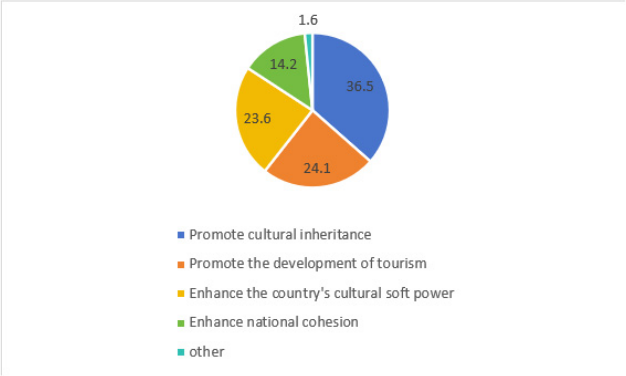

Figure 2. The Impact of the Yellow River culture on the society

As can be seen from Figure 2, the largest proportion is to promote cultural inheritance. With the improvement of China's national strength and international status, Chinese people's confidence in their own culture will increase accordingly. On the one hand, spreading the Yellow River culture shows the cultural confidence of the Chinese people, on the other hand, it can promote the inheritance and protection of Chinese culture.

Yellow River culture contains a very rich spiritual connotation and characteristics of The Times, the Yellow River culture in the process of China's social and economic development has played an important role and value, but also for the development of the world economy, culture, political provides a rich guiding ideology and concept, contributing to solve the problem of the world of the Chinese wisdom. Thus, the Yellow River culture is of great significance to us.

5. Dongying's Measures to Tell the Yellow River Story Well

5.1. Innovate the Cultural Content of Rural Communities

Dongying city government should not only politically support estuary cultural content operation, related policy support, also from the aspects such as economic and cultural introduced to spread and promote community culture policy, to attract social capital, let the market to stimulate cultural community operating vitality and vitality, and improve the urban infrastructure and surrounding service facilities, attract more capital injection to further strengthen the Dongying cultural image of social influence.

5.2. Create the Cultural Image of the "Yellow River Estuary" of Dongying

With cultural IP as the core, we will build a characteristic Yellow River wetland leisure theme park, Sun Tzu cultural theme park and petroleum spirit theme park, and form the Yellow River Estuary cultural theme park. Mining estuary cultural resources, with the cultural characteristics of the estuary culture itself and cultural IP for the audience, in the original estuary cultural characteristics and the new era of protective inheritance and innovative creation, concise out the theme park construction need cultural elements, construction of theme park cultural elements group, fully demonstrate the spiritual value of the estuary culture.

5.3. Tell the "Yellow River Story" Well through Sports Events

Integration of all kinds of events, culture, tourism resources, and the combination of text brigade fusion era background, break the inherent boundaries of culture and sports, carry out a large number of style for the estuary area with international influence, promoting the depth of the estuary culture and the sports industry fusion, strengthen the estuary international marathon, the estuary (Dongying) international road cycling race series of key events, speed up the local sports events and stadium building, attract more sports lovers deeper understanding of the Yellow River culture.

5.4. Go into the Primary and Secondary Schools to Preach the Yellow River Culture

By preaching the geographical characteristics of the Yellow River, the legend of the Yellow River and stories let students preliminary understand the charm of the Yellow River culture, explain the important position and role of the Yellow River in Chinese history, emphasize the importance of the Yellow River and the necessity of protection, let the students understand the environment, protect the Yellow River for social and personal significance, cultivate their environmental protection consciousness and sense of responsibility. Organize some interactive and experiential activities related to the Yellow River culture, such as simulating farming activities in the Yellow River basin, making handicrafts featuring the Yellow River basin, etc., so that students can have a deeper understanding of the Yellow River culture through practice and personal experience.

6. Suggestions for the Development of the Yellow River Cultural Communication

The Yellow River culture is one of the origins of thousands of years of Chinese civilization. It covers many elements of ancient culture. The spread of the Yellow River culture helps to maintain and inherit China's cultural memory, make the next generation understand and inherit the ancient wisdom, and cultivate respect and identity for traditional culture. As a multi-ethnic and multi-cultural country, the Yellow River basin of China breeds unique and rich folk culture and folk art. The dissemination of the Yellow River culture can promote the cultural exchange and integration among all regions and ethnic groups in China, promote the development of cultural diversity, and strengthen ethnic unity and social harmony. The cultural communication of the Yellow River can also drive the development of tourism and cultural industry in the Yellow River basin. There are many ancient cultural sites and places of interest in the Yellow River Basin. These rich cultural resources have attracted a large number of tourists and cultural lovers. Through cultural communication, the visibility and image of relevant regions can be improved, the prosperity of tourism can be promoted, and the development of local economy can be driven.

(1) Carry out creative cultural products and content production, including cultural and art performances, exhibitions, documentaries, music, books, etc. Through diversified forms and media channels, the essence of the Yellow River culture will be transmitted to more people.

(2) Actively use the Internet, social media and other digital platforms to promote the Yellow River culture. Establish an official website or online resource platform to provide comprehensive and convenient cultural information and materials of the Yellow River. At the same time, local governments are encouraged to carry out cultural and creative industries, and use the Internet to promote and sell Yellow River cultural products.

(3) Strengthen the popularization and research of the Yellow River culture in the field of education, and incorporate it into the school curriculum and education system. Cultivate students' interest in and recognition of the Yellow River culture, and deepen their understanding of Chinese history and culture.

(4) Establish close cooperative relations with the media, and provide the Yellow River cultural publicity in the form of news reports, special programs and tourism promotion. To spread the Yellow River culture to the world through television, radio, newspapers and Internet media platforms.

(5) Strengthen the cooperation and linkage among all regions in the Yellow River basin, and jointly promote the Yellow River culture. The Yellow River Cultural Festival, art exhibitions, academic seminars and other activities will be held to attract more tourists and cultural lovers from home and abroad to experience and understand the Yellow River culture.

Acknowledgments

This paper relies on the 2023 Shandong Province College Students Innovation and Entrepreneurship Training Project: Exploration on the path of Yellow River Culture integrating into social practice education in universities-Take universities in Shandong Province as an example (Project number: S202310424108).

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