

# RESEARCH ON THE NATIONAL IMAGE COMMUNICATION OF THE YELLOW RIVER CULTURE FROM THE PERSPECTIVE OF RECEPTION AESTHETICS

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**Abstract:** The Yellow River culture, rich in content and steeped in history, serves as a representative symbol of the Chinese nation and an iconic emblem of Chinese civilization. On the basis of accurately grasping the connotation of the Yellow River culture, how to construct production spaces and consumption scenarios for cultural narratives through the Yellow River National Cultural Park is of great significance for promoting the creative transformation and innovative development of traditional Chinese culture, as well as facilitating cultural exchanges and mutual recognition. To narrate China's stories through the Yellow River culture, we should base ourselves on the organic unity of the commonalities of the Yellow River culture and the cultural individualities of its upstream, midstream, and downstream regions. We should delve into the cultural genes of the Chinese nation embodied in the Yellow River's cultural heritage and highlight the values of Chinese civilization signified by the Yellow River's cultural symbols. On this foundation, we should further clarify the spatial construction principles of the Yellow River cultural narrative, grasp the dimensions of the spatial field of the Yellow River cultural narrative, and establish the basic scenarios of the Yellow River National Cultural Park. Meanwhile, we should formulate fundamental strategies for disseminating China's national image through the Yellow River culture, continuously enhancing its dissemination power and influence.

**Keywords:** Yellow river culture; Cultural genes; China's stories

## 1 INTRODUCTION

The Yellow River, China's longest river alongside the Yangtze, is honored as one of the "mother rivers" of the Chinese nation. It has nourished the early civilizations of the land and is considered a significant birthplace of the Chinese people[1]. The river originates in the northern foothills of the Bayan Har Mountains on the Qinghai Plateau in the west and flows eastward, passing through the Loess Plateau, Inner Mongolian Plateau, and North China Plain before emptying into the Bohai Sea, spanning approximately 5,464 kilometers. Along its course, the Yellow River receives numerous tributaries, with the Wei River on the north bank and the Luo River on the south being the largest[2]. The Yellow River basin, covering an area of about 750,000 square kilometers, is a critical source of water and a base for agricultural production in China. It is also one of the cradles of Chinese civilization, bearing a rich heritage of historical and cultural significance.

The Yellow River culture is ancient, with extensive and diverse branches that contribute to the development and richness of the Yellow River cultural community[3]. This has made the Yellow River culture a representative symbol that encapsulates the cultural genes of the Chinese nation, characterized by its diverse unity[4]. Unlike regional cultures such as the Jingchu culture or Jiangnan culture, which emphasize regional characteristics, the Yellow River culture embodies the shared cultural genes of the Chinese nation's integration, evolution, and inheritance.

## 2 THE CULTURAL GENES OF THE CHINESE NATION EMBEDDED IN YELLOW RIVER CULTURE

The cultural genes of the Chinese nation contained within the Yellow River culture can be understood through three dimensions: the subject dimension of unity, the cognitive dimension of interconnectedness, and the practical dimension of diligence. These dimensions form the intrinsic core of using the Yellow River culture to tell China's story effectively.

### 2.1 Emphasis on Unity

Stemming from the pursuit of cultural subjectivity, humanity has continually shaped cultural rituals, intensified cultural expressions, internalized cultural traditions, and absorbed foreign cultural elements in a self-constructive manner. This process satisfies individuals' needs, imparts life skills, expands survival conditions, and perpetuates ethnic lineages. Over the ten-thousand-year cultural evolution in China, the continuous exchange and blending among various ethnic groups have fostered a shared cultural value, giving birth to a culturally inclusive and internally unified community[5]. This community embodies the pluralistic yet unified value core and cultural traits of Chinese civilization, making it the only uninterrupted, historically consistent, and continuously evolving civilization in the world.

The Yellow River basin, as a crucial cradle of the Chinese nation, boasts a cultural development characterized by regional diversity, interconnectivity, and value coexistence. It exemplifies the vitality of Chinese culture's pluralistic creativity, inclusiveness, and enduring development[6]. On the one hand, the rich regional cultures formed along the

upper, middle, and lower reaches of the Yellow River fully demonstrate the multicultural creativity of Chinese culture, reflecting the cultural continuity and accumulation achieved by different ethnic cultural subjects in their pursuit of development and prosperity throughout history. On the other hand, the Yellow River culture, during the historical process of the Chinese nation's integrated development, has forged the deep-seated cultural concept of "emphasizing unity", which signifies mutual dependence, an emphasis on the whole, and solidarity. This concept has become a shared value that unites cultural subjects, resonates deeply in people's spiritual world, and constitutes an essential cultural gene of the Chinese nation.

Preserving the Yellow River culture, inheriting its millennia-old cultural lineage, and showcasing the cultural spirit of the Chinese nation and the vitality of Chinese civilization fundamentally entails highlighting the value-sustaining power of the Yellow River culture's emphasis on unity and seeking common ground, its spirit of national unity, and its soul of Chinese rejuvenation, all while presenting its diverse and rich cultural forms.

## **2.2 Seeking Connection**

The formation and development of culture represent an evolutionary process through which people express meaning through objects, symbols, or behaviors. This process embodies the gradual and complex nature of human cognitive activities, reflecting the dynamic interplay between the subjective spiritual world and the objective material world. From a cognitive perspective, diverse cultures strive to answer fundamental questions about nature, survival, self-identity, and community dependence. Through interactions and intergenerational transmission, these cultures continually deepen and expand their cognitive accumulations, shaping shared ways of thinking and living within a particular geographical region or ethnic group. The rich diversity of Chinese culture's origins is characterized by a flourishing of ideas and a multi-faceted progression, while its evolution has seen a gradual blending of these diverse elements into a unified whole. At its core, this cultural cognition underscores the logic of "seeking connection".

The Yellow River basin and the Yangtze River basin serve as the interconnected origins of Chinese culture, where advanced agricultural civilizations flourished, giving rise to a general pattern of rice cultivation in the south and millet cultivation in the north. Over the long historical course of accumulating and enriching cultural cognition, a way of thinking that connects natural order with cultural understanding gradually emerged, evolving into the unique "cosmopolitan view" of traditional Chinese culture. This cognitive logic of seeking connection transformed into a social logic of seeking common ground. As articulated in the concept of "Great Harmony Under Heaven", it envisions a harmony achieved through natural order, enabling individuals to fulfill their potential and fostering harmony between humans and nature, among humans themselves, and between humans and all things in the universe.

The cognitive logic of seeking connection is a vital cultural gene of the Chinese nation, underpinning the fundamental principles of traditional Chinese medicine. It also serves as a cultural pillar in various aspects of Chinese politics, economics, and society, with notions like "political harmony and people's contentment", "governing for the benefit of the people", and "harmony in the family brings prosperity to all" deeply ingrained in people's minds[7]. The Yellow River, as a vital artery traversing China from east to west, plays a significant role in cultural blending and economic connectivity. It serves as a waterway and cultural bridge connecting the vast regions north and south of the river, embodying the cultural logic of seeking connection that showcases the unique charm, wisdom, and global influence of Chinese culture.

## **2.3 Emphasizing Diligence**

Culture in human life transcends merely being a spiritual existence of ideas; it also permeates daily production and lifestyle, embodying an externalized practical dimension. Internalizing knowledge and externalizing it through action constitute the essence of an individual's realization of the unity of knowledge and practice grounded in cultural heritage. The Chinese cultural heritage is deeply rooted in an agricultural-based mode of production, characterized by a daily rhythm of working with the sunrise and resting with the sunset, and a pursuit of abundant harvests and thriving livestock. Hard work and diligent labor are seen as prerequisites for bountiful rewards, with the belief that heaven rewards diligence serving as a cultural guide for self-actualization. Emphasizing diligence encapsulates the fundamental practical mechanism of agrarian culture, where adhering to the agricultural calendar and working with the seasons gradually internalizes into a cultural mindset ingrained in people's beliefs, becoming one of the fundamental dimensions for moral evaluation in agrarian societies.

Over the long evolution of Chinese culture, diligence has evolved into a traditional virtue of the Chinese nation. The emphasis on diligence, as a cultural gene, permeates people's hearts, with ideas and behaviors such as assiduous study and training, diligence leading to prosperity, diligent governance for the benefit of the people, and thrift in household management deeply etched into the fabric of traditional Chinese culture. In the Yellow River basin, where agriculture flourished and water transportation was convenient, the gene of emphasizing diligence has been passed down from generation to generation, enriching the Yellow River cultural heritage with profound historical connotations and embodying the solid foundation of Chinese culture.

In conclusion, from the perspective of the historical genesis and overall evolution of the Yellow River cultural heritage, the cultural genes of valuing unity, seeking connection, and emphasizing diligence are integrated into the multicultural fusion and inheritance of the Chinese nation, shared by various regional cultures. Examining the essence of Yellow River culture from its universal characteristics offers a concise and clear expression of its underlying values.

### 3 THE CHINESE AESTHETIC VALUES SYMBOLIZED BY THE YELLOW RIVER CULTURE

Civilization is the crystallization of culture, which, as a long-term evolutionary process, gradually constructs the cognitive understanding of relationships between objects and humans, as well as among humans, through the spiritual realm of human practice. This understanding continuously transforms into complex social relational structures, subsequently overlaying cultural relations onto social ones, fostering individuals with harmonious mind-body integration and cooperative communities, guiding humanity towards civilized societies[8]. The Yellow River culture, with its rich connotation and robust structure, has propelled the Chinese civilization forward from the depths of history, maintaining the continuity and stability of Chinese society through its outward assimilative mechanisms and inward-seeking balances.

As an iconic symbol of Chinese civilization, the Yellow River culture fundamentally establishes the value core that propels the continuous development of Chinese social civilization, manifesting the value support in its modern narrative and systematically presenting the fundamental values of Chinese civilization in a vivid and coherent manner. As an integral part of Chinese culture, the Yellow River culture embodies the cultural genes of valuing unity, seeking connection, and emphasizing diligence. The Chinese civilizational values symbolized by it can be unfolded through the process of progressively enhancing human capabilities from the exterior to the interior and then back out, highlighting the fundamental values in the construction of relationships between humans and nature, humans and the self, humans and technology, humans and society, as well as humans and civilization. This approach bridges the essence of traditional Chinese culture with the quintessence of socialist advanced culture.

#### 3.1 Nature Outlook: Harmony of Heaven and Humanity Centered on Humanity

During its historical evolution, the Yellow River culture has gradually accumulated people's understanding of nature into a set of values that balance the relationship between humans and nature. As a typical region among the world's major river basins, the Yellow River valley entered the era of agrarian civilization relatively early, where adhering to the seasons and not missing the agricultural timings formed the basic norms of people's production and life[9]. Through long-term agricultural labor, the concept of "conforming to nature brings good fortune" became the core of the ancient Chinese cultural notion of "harmony between heaven and humanity."

As people's understanding of natural ecological laws deepened gradually, they began to utilize and transform nature while conforming to it, making it more conducive to human survival and development needs. This shifted the passive adaptation of "harmony between heaven and humanity centered on nature" towards proactive responsiveness in "harmony between heaven and humanity centered on humanity." Especially after industrialization's excessive exploitation and consumption of natural resources, contemporary people have become increasingly conscious of protecting the natural ecology. Humans are beneficiaries of nature, but even more so, protectors of it. Placing the ecological restoration of the Yellow River first and safeguarding the mother river of the Chinese nation has become the epochal melody of the Yellow River culture, embodying an ecological civilization value that underscores the harmonious coexistence between humans and nature.

#### 3.2 Outlook on Life: Cultivate Oneself and Strive for Progress in One's Career

The Yellow River valley is the cradle of Chinese civilization, and the Yellow River culture has nurtured generations of people, exerting a lasting influence on shaping individual life purposes and meanings. From agrarian to industrial and then to information societies, Confucian ideas have consistently played a pivotal role in the Yellow River culture, with the concepts of self-cultivation, family harmony, governance, and world peace deeply rooted in people's minds. Self-cultivation and striving for progress have become the internal spiritual driving forces for individual growth.

Yellow River culture has inscribed the red genes into the pursuit of individual life values. The cause of socialism with Chinese characteristics has become the goal that contemporary people strive for diligently.

Integrating self-cultivation and striving for progress into the great rejuvenation of the Chinese nation is the resounding call of the times given by the Yellow River culture to individuals. The socialist core values of patriotism, dedication, integrity, and friendliness nurture individuals throughout their growth and development. As the great river flows eastward, washing away the heroes of the past, generation after generation of Chinese people have integrated their individual selves into the great national cause, which serves as a vivid portrayal of the life values transmitted by the Yellow River culture and also marks the interpretation of cultivating oneself and striving for progress in one's career for the continuous development of Chinese civilization.

#### 3.3 Outlook on Development: Innovate Continuously and Progress through Wisdom

As human self-capabilities continue to enhance, the Yellow River culture has witnessed productivity, the fundamental driver of human civilization's progress, transforming people's production and lifestyles through the creation of technological tools. The interaction between humans and technology has constructed an inherent dimension of cultural development. The Yellow River valley is a representative region for the origin, development, and advancement of human agricultural technology, as well as a pioneering region for China's modern industrialization. The outlook on development that emphasizes innovation and revolution has infused the Yellow River culture with contemporary vitality.

Facing the tide of the new technological revolution worldwide, the cultural essence of pursuing technological innovation is recognized by the Yellow River cultural community, which focuses on enhancing its own intellectual capabilities. With the cultural concept of "innovate continuously and progress through wisdom," it promotes the high-quality development of the Yellow River Economic Belt. Under the premise of adhering to ecological protection, suitable industries must be developed to achieve scientific, orderly, and high-quality development. This necessitates people finding new paths for development with innovative thinking and boundless wisdom.

### **3.4 Moral Outlook: Reverence for Virtue, Inclination towards Goodness, and the Cultivation of Respect**

The Yellow River culture is one that coexists with its watershed. The ever-flowing waterways intimately connect people, deepening moral conceptions that bind human relationships and underpinning the internal ethics that maintain social order during the formation of communities of shared interests.

Human moral values unify individual with collective interests. Culture plays a fundamental role in instilling moral lessons of good and evil across generations. In the historical interplay between the Yellow River and Yangtze River cultures, the core Confucian concept of benevolence has profoundly penetrated Chinese culture, with reverence for virtue, striving towards goodness, and emulating the virtuous becoming the fundamental ideals and practical guidelines for individual moral cultivation.

Within the rich regional cultures encompassed by the Yellow River basin, reverence for virtue and inclination towards goodness constitute significant hallmarks unifying the moral spirit of Yellow River culture, concurrently symbolizing the universal application of virtue in Chinese civilization[10]. The moral outlook of "reverence for virtue, inclination towards goodness, and the cultivation of respect" inherently harmonizes traditional moral culture with the moral demands of the new era, fitting seamlessly within the contemporary development of Yellow River culture.

### **3.5 Civilizational Outlook: Mutual Recognition, Coexistence, and Harmony as the Foundation**

The Yellow River culture, akin to other great river cultures worldwide, is an open watershed culture. The openness of river cultures stems from their function as vital transportation corridors that facilitate cultural exchanges. As major rivers empty into the sea, they provide favorable conditions for expanding the interaction of riverine cultures, propelling river civilizations into the historical tide of mutual recognition with other civilizations. As human activities and interaction expand, individuals not only recognize their own cultural identities within the community but also establish cognitive frameworks for external cultures, gradually forming a civilizational outlook that balances internal and external perspectives.

The intermingling of the Yellow River and Yangtze River cultures has laid the cultural foundation of Chinese civilization and fostered a civilizational outlook of mutual recognition and coexistence in encounters with other civilizations, serving as an endogenous driving force for its continuous development. Regarding the coexistence of diverse civilizations, the Confucian principle of "harmony as the most precious" emerges as a crucial value, with "harmony" embodying the developmental wisdom of Chinese civilization. Its profound implications, as the essence of Chinese culture, play a pivotal role in supporting and guiding the symbiotic development of global civilizations within the framework of a shared human destiny, becoming a hallmark of the resonant era of coexistence between Yellow River and Yangtze River civilizations.

## **4 SPATIAL FIELD AND SCENE CONSTRUCTION FOR THE AESTHETIC NARRATION OF YELLOW RIVER CULTURE**

As a representative cultural symbol of the Chinese nation, the Yellow River culture's narrative subject is the Chinese nation itself, fundamentally structured by diversity in unity. In the new era, protecting, inheriting, and promoting the Yellow River culture essentially amounts to telling China's story through its lens, showcasing the historical confidence in the continuous development of Chinese civilization and the new chapter of civilization in comprehensively advancing national rejuvenation through Chinese-style modernization.

The construction of the Yellow River National Cultural Park involves creating a systematic narrative logic and specific scenes within designated spatial fields, thereby stimulating the narrative participation and creativity of cultural subjects[11]. This endeavor aims to manifest the inherent value of Yellow River culture within the striving history of the Chinese nation and the civilizational forms created by the times, continuously enhancing people's value recognition, aesthetic experience, and spiritual enlightenment.

### **4.1 Principles for Spatial Construction of Aesthetic Narration of Yellow River Culture**

The Yellow River culture boasts a long history, a vibrant cultural lineage, and an abundance of cultural relics and intangible cultural heritage. Its relentless march through time has painted vivid humanistic landscapes, integrating cultural creativity into the tide of socialist construction with Chinese characteristics. The rich historical and contemporary connotations of Yellow River culture provide ample content resources and scene conditions for its narrative expression, rendering its narrative diverse and colorful.

Protection as the Prerequisite: Implement nationwide protection of Yellow River cultural relics and the ecological environment. Protect intangible cultural heritage through inheritors, establishing working mechanisms including

protection lists, evaluation standards, and responsibility systems. Prioritize the authenticity of Yellow River cultural heritage and the ecological integrity of its natural environment in the construction of cultural dual-narrative spaces, showcasing the unique charm of a green and humanistic space.

Restoration as the Focus: Strengthen water quality and riparian vegetation restoration in the Yellow River basin, maintaining a natural ecological balance. Repair cultural heritage sites with meticulous craftsmanship, highlighting the co-creative life space of Yellow River culture's dual-narrative within the fundamental dimension of harmonious coexistence between humans and nature.

Expansion as the Direction: Provide field conditions for the creative transformation and innovative development of Chinese excellent traditional culture. Through digital empowerment of new cultural production and consumption fields, transform Yellow River cultural narratives from static expressions to dynamic practices, becoming a digital and intelligent space for people to participate in cultural construction in the new era.

Interaction as the Goal: Engage people in narrative scenes, integrating them into the narrative process. Through cultural narrative experiences, stimulate ideological resonance, making Yellow River culture a value carrier for people to co-create a new era's spiritual essence within the cultural community. Additionally, transform the narrative space of Yellow River culture into an exchange and dialogue space between Chinese and world civilizations.

#### **4.2 Dimensions of the Narrative Space Field of Yellow River Culture**

Based on the above analysis, we can clearly grasp the distinctive positioning of the narrative space construction of Yellow River culture: green humanistic space, co-creative life space, digital intelligent space, and exchange and mutual recognition space. These provide a basic framework for the field and scene of Yellow River cultural space.

The temporal axis of cultural narrative constructs a sense of history in specific spaces, enabling people to generate cultural emotions through their individual perceptions, connecting members of the cultural community through shared roots and veins. On this basis, the cultural narrative space embodies people's concrete understanding of technological and social development. Its field is open, dynamic, and extensible to multiple subjects, capable of being in a state of self-growth within a certain culture. As an open cultural growth space, the narrative space field of Yellow River culture needs to provide content elements for self-spiritual production for various subjects entering the field, promoting meaning generation based on individual cultural concepts and emotions.

The narrative space field of Yellow River culture can construct its content elements from three dimensions: identity, knowledge, and cognition, creating cultural aesthetics and sentiment satisfaction for people with wisdom as the foundation and emotion as the link.

Highlight Cultural Identity and Showcase Experiential Charm: Emphasize the immersive experience of the cultural landscape within the field, endowing the narrative field of Yellow River culture with distinctive identities. Enable people to actively integrate with cultural identities within the field, projecting their emotions into the overall context of cultural narratives, making each individual the protagonist of the narrative.

Enrich Historical Knowledge and Reveal Development Laws: Focus on constructing cultural lineages with a correct historical perspective, using culture to convey truth and truth to promote culture. Place the rich scenes of Yellow River culture within the grand historical process of the evolution of Chinese civilization, revealing the objective laws of social development and the unyielding cultural character of the Chinese nation.

Enhance Civilizational Understanding and Inspire Practical Creation: Emphasize the exchange and fusion between Yellow River culture and other cultures. Highlight the essential requirements and global significance of mutual recognition among civilizations through the openness of the Yellow River cultural field. With the inclusive pattern of Chinese civilization, inspire innovative momentum and development paths for civilizational practices, promoting the construction of a community with a shared future for mankind.

#### **4.3 Basic Scenes of the Yellow River National Cultural Park**

The National Cultural Park is a nationally significant cultural narrative space with important cultural landmark significance, carrying the core function of national cultural narrative. It not only showcases the connotation and essence of national culture but also further promotes the overall transformation and practical innovation of cultural resources, enduringly presenting the charm of national culture to the world through specific scenes and activities.

As a major project for cultural prosperity and development in the new era, the Yellow River National Cultural Park is a spatial field that centrally showcases the protection, inheritance, and promotion of Yellow River culture. It integrates important sections along the river basin into a complete narrative system of Yellow River culture. Based on the natural watershed culture of major rivers, the Yellow River's mainstream exhibits different hydrological characteristics and representative scenes in its upper, middle, and lower reaches, providing rich narrative content for the Yellow River National Cultural Park.

Based on the key construction strategies of the National Cultural Park, its main functional areas cover four aspects: control and protection, thematic display, cultural tourism integration, and traditional utilization. Its basic scenes can be refined into six components: archaeological sites, natural shorelines, thematic venues, sightseeing and leisure, cultural research and creation, and ceremonial activities. By regularly hosting ceremonial activities related to Yellow River culture, such as sacrifices, celebrations, and cultural festivals, abstract cultural values can be concretized into

perceivable and experiential forms, enabling people to deeply appreciate the unique charm and profound significance of Yellow River culture through participation.

## **5 AESTHETIC STRATEGIES FOR DISSEMINATING CHINA'S NATIONAL IMAGE THROUGH YELLOW RIVER CULTURE**

Yellow River culture serves as a distinctive hallmark of Chinese culture, providing essential content for national cultural narratives and offering direct support for telling China's stories well. Utilizing Yellow River culture to narrate China's stories not only reinforces cultural and historical confidence in China, fully showcasing the enduring influence and internal cohesion of traditional Chinese culture; it also caters to the need of developing socialist advanced culture in the new era, continuously enhancing the transmission of Chinese civilization and the creativity of modern civilization, as well as shaping and disseminating the image of a socialist cultural power[12]. It plays a pivotal role in fostering mutual understanding among people worldwide, deepening exchanges and mutual recognition of world civilizations, and promoting Chinese culture's better integration into the global arena through cultural charm and value cognition.

Based on the construction of the Yellow River National Cultural Park, we should focus on narrative expressions centered on Yellow River cultural resources. By employing Yellow River culture to present and disseminate a credible, lovable, and admirable image of China, we can, on the basis of enhancing the intuitive experience of reading materials and scenic views, guide people's reflections and innovations on life, forming a national image communication system that bridges the historical and contemporary eras. It is crucial to employ fundamental, crucial, implicit, and leading strategies in cultural dissemination.

### **5.1 Let "Cultural Relics" Speak**

Cultural relics are material remnants left over from the development of human society and civilization, embodying specific values. They reflect material creations and aesthetic expressions based on people's production and life in particular historical periods, condensing certain values, spiritual aspirations, and societal development pursuits.

As the core region of the origin and development of Chinese civilization, the Yellow River basin is rich in cultural relics. Nationally protected cultural relics units are clustered along the river, exhibiting a centralized structural feature in terms of type distribution, with ancient architecture dominating in quantity. In the national cultural narrative system, cultural relics serve as the most direct carriers and cultural tokens that directly touch people's hearts in the dissemination of national images[13]. Therefore, fully utilizing cultural relics to disseminate national cultural images has become a fundamental strategy.

### **5.2 Delight in "Beauty"**

As a world-class river basin culture, Yellow River culture encompasses natural landscapes and artificial structures, both of which constitute cultural aesthetic objects. Meanwhile, poetic and prose compositions, as the mainstay of aesthetic activities, create and reproduce the artistic conception of cultural aesthetics through spiritual construction, injecting a living soul into cultural dissemination. The charm of Yellow River culture lies in the inherent organic unity of natural beauty and humanistic beauty. How to enable people to appreciate its cultural essence through their perception and creation of beauty is a crucial strategy for expanding the effectiveness of national cultural image dissemination.

The primary prerequisite for the ecological beauty of Yellow River culture is the protection of water bodies and riparian vegetation, restoring vitality to the cradle of the Yellow River and presenting a beautiful picture of harmonious coexistence between humans and nature. This can be achieved by establishing nature reserves at various levels, improving the aquatic ecological environment, and conserving the biological resources of the Yellow River. Additionally, corresponding ecological protection organizations should be established to encourage more people to actively participate in the protection of Yellow River biological resources, thereby making ecological protection the foundation of Yellow River culture and the highlight of its beautiful landscapes.

Addressing and coordinating the natural ecological protection of the Yellow River with modern production organizations is crucial for constructing an aesthetically pleasing Yellow River landscape system. As an economic artery, the Yellow River itself carries significant production and transportation functions. Promoting its green production transformation is an essential aspect of showcasing the beauty of modern development in Yellow River culture.

Simultaneously, guiding people to advocate and adopt green lifestyles is also the intrinsic value of Yellow River culture for individuals. Its cultural beauty should also be embodied through people's social behaviors. Presenting the beauty of Yellow River culture in the narrative expression and dissemination of national images not only allows people to intuitively appreciate the natural scenery of the Yellow River but also integrates the concept of ecological protection into people's lives and production, making "beauty" delightful through people's green behaviors and continuously creating new connotations of the times.

### **5.3 Let "Wisdom" Shine**

Using Yellow River culture as an expression of national narratives, in the process of disseminating national images, apart from employing explicit strategies such as cultural relic narratives, landscape narratives, and subject behavior

narratives that directly affect people's sensory systems, it is also essential to integrate the ideological wisdom of the diverse yet unified continuous development of Chinese civilization into the entire narrative process. This involves telling China's stories well with values and cultural logic, and effectively utilizing implicit strategies in narrative frameworks for image dissemination. The narrative framework and the narrative itself form an interactive and mutually supportive unity, rooted in the basic cultural stance and historical perspective established by the narrative subject, as well as the logical development centered on the relevant content itself, reflecting the fundamental relationship constructed between the subject's cultural self-recognition and that of others.

The millennial cultural heritage of Yellow River culture not only resonates with the cultural values of people in vast river basins and their profound recognition of cultural community unity, embedding the unique temperament of Yellow River culture within rich cultural forms but also deeply ingrains the value genes of Chinese culture and the iconic concepts of Chinese civilization, making it a representative narrative of Chinese culture.

Therefore, the narrative framework of Yellow River culture should not be limited to its origin and evolution but should instead take a broad view of the overall development pattern and context of Chinese culture. Within the overarching narrative of the origin and evolution of world river civilizations, a logical thread should be constructed that connects the Yellow River culture with Chinese culture as sharing the same roots and the mutual recognition and communication between Chinese civilization and world civilizations.

Yellow River culture embodies the ideological wisdom of the continuous development of Chinese civilization. How to make Chinese wisdom shine with global influence is a focal point that requires special attention in cultural narrative dissemination, playing a vital role in deepening the perception of national images. This dissemination focus is naturally recognized through the narrative structure of Yellow River culture rather than being deliberately crafted outside the basic narrative system. Let the light of wisdom shine alongside cultural narratives, becoming the essence and realm of shaping and disseminating national images through culture.

#### **5.4 Aspire for the "Future"**

Yellow River culture, with its long history and profound accumulation, serves as an important spiritual bond that maintains the diversity and unity of the Chinese nation. During its long-term evolution of openness, exchange, and integration, it possesses robust cultural vitality, forming a continuous development pattern of Chinese culture spanning thousands of years. The vitality of Yellow River culture essentially embodies the continuous cultural creation of cultural subjects. A nation's cultural creativity is the fundamental force shaping its national spiritual cohesion and determines its cultural vitality.

Telling China's stories through Yellow River culture should not only focus on the unique resources of traditional Chinese culture it embodies, fully showcasing cultural genes and modern inheritance, reinforcing the historical identity of Chinese culture, but also aim at the continuous creation of cultural subjects, highlighting the development trajectory and era characteristics of socialist advanced culture, forming a modern identity for Chinese culture, and enhancing the charisma of the national cultural image in contemporary times.

Inspiring people's aspirations for the "future" development of Yellow River culture and emphasizing the "creativity" of Chinese culture, showcasing its endless vitality and rapid changes to the world, constitute leading strategies for the dissemination of national cultural images. The key to the leading role of this cultural image in dissemination lies in guiding people to experience its cultural creativity's value attraction and aesthetic orientation through rich cultural experiences, as well as its potential to create an even better future, resonating with people's ideal lives and cultural expectations.

## **6 CONCLUSION**

The protection, inheritance, and promotion of the Yellow River culture in the new era form an interconnected cultural value chain, with protection as the premise, inheritance as the foundation, and promotion as the key. Preservation and inheritance serve to facilitate contemporary creativity, ensuring that the fruits of cultural development continuously meet the modern spiritual needs of the people. It is imperative to demonstrate the contemporary creativity of the Yellow River culture through the practice of building a culturally strong nation with Chinese characteristics, showcasing the nation's cultural creativity through an ever-growing array of cultural products and continually expanding its global influence. In this sense, cultural creation inherently constitutes the building blocks of communicative power and effectively shapes an alluring image that inspires aspirations.

By leveraging the Yellow River culture to narrate China's stories, we not only emphasize the unique resources embedded within the fine traditional Chinese culture, fully showcasing its cultural genes and modern inheritance, reinforcing the historical identity of Chinese culture, but also focus on the sustained creativity of cultural entities. This involves highlighting the developmental trajectory and contemporary characteristics of socialist advanced culture, forming a modern identity for Chinese culture and enhancing the appeal of the national cultural image in the contemporary era.

Instilling a yearning for the "future" of the Yellow River culture involves emphasizing the "creativity" of Chinese culture, showcasing its enduring vitality and rapid evolution to the world. This constitutes a leading strategy in the dissemination of the national cultural image. The crux of this leading role lies in guiding people to experience the value

attraction and aesthetic orientation of cultural creativity through rich cultural experiences, resonating with their aspirations for an ideal life and cultural expectations.

In conclusion, the holistic approach to protecting, inheriting, and promoting the Yellow River culture necessitates a deep understanding of its historical significance, contemporary relevance, and future potential. By embracing its unique cultural heritage and fostering innovation, we can harness the Yellow River culture as a powerful narrative tool to tell China's stories, strengthen national cultural identity, and enhance global cultural influence. The key lies in striking a balance between preserving the essence of tradition and fostering creativity, ensuring that the Yellow River culture remains vibrant, relevant, and inspiring for generations to come.

Moreover, the promotion of the Yellow River culture should be integrated into broader national development strategies, fostering cultural tourism, creative industries, and international cultural exchanges. These efforts will not only enrich people's lives and promote social harmony but also contribute to the construction of a harmonious world through cultural dialogue and mutual understanding.

Ultimately, the Yellow River culture represents a treasure trove of wisdom, values, and aesthetics that have shaped China's past, present, and future. By nurturing its creative potential and sharing its rich heritage with the world, we can contribute to the common prosperity of human civilization and foster a more interconnected and harmonious global community.

## COMPETING INTERESTS

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