

THE PATH OF INNOVATIVE DEVELOPMENT OF LI BING CULTURE

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Abstract: As an important part of Chinese excellent traditional culture, Li Bing culture carries profound historical background and rich spiritual connotation. In the context of the new era, how to realize the innovative development of Li Bing's culture and make it glow with new vitality in contemporary society is an important issue worthy of in-depth discussion. This study first summarizes the core connotation of Li Bing's culture, including “governing water and rejuvenating the country, learning from nature, seeking truth and innovation, and harmony between man and water”. Then, it analyzes the necessity of the innovative development of Li Bing culture, and points out the needs of the development of the times, cultural inheritance and social development. This study proposes a specific path for the innovative development of Li Bing's culture, including in-depth exploration of the spiritual connotation of Li Bing's culture ; promote the creative transformation of Li Bing culture ; strengthen the international exchange and cooperation of Li Bing culture; promote the inheritance and development of Li Bing culture; to promote the deep integration of Li Bing culture and ecological civilization construction. Through these paths, we can effectively promote the inheritance and promotion of Li Bing's culture, make it play a greater role in contemporary society, and contribute more to the creative transformation and innovative development of Chinese excellent traditional culture.

Keywords: Li Bing culture; Innovation; Cultural heritage; Path

1 INTRODUCTION

As the soul and spiritual banner of the nation, culture carries historical memory, lifestyle and values. With the surging tide of globalization and the rapid development of science and technology, the status of culture in the competition of comprehensive national strength has become increasingly prominent, and cultural self-confidence has become the key support for national development. Li Bing culture, as an important part of Chinese excellent traditional culture, has experienced thousands of years of precipitation, containing rich spiritual connotation and profound historical heritage. It not only witnessed the wisdom and courage of the ancient working people, but also showed its unique charm and vitality in contemporary society.

Li Bing, the great creator of Dujiangyan water conservancy project, his water control concept and practice have made the Chengdu Plain rich and prosperous. His concept of “governing water and rejuvenating the country, learning from nature, seeking truth and innovation, and harmony between people and water” is not only a treasure of ancient water conservancy projects, but also provides valuable enlightenment for the development of modern society. The success of the Dujiangyan water conservancy project has made the Chengdu Plain get rid of the trouble of floods and become a “land of abundance” with abundant products, laying a solid foundation for the economic prosperity and social stability of the past dynasties. The wisdom of respecting nature and conforming to nature contained in Li Bing's culture, as well as the spiritual connotation of brave exploration and bold innovation in practice, is of great significance to our study and life. It teaches us to revere nature and live in harmony with nature; encourage us to innovate in the face of difficulties and continue to pursue progress.

In the context of the new era, how to crack the password of the innovative development of Li Bing's culture and make it glow with new vitality in contemporary society has become an important issue that needs to be further studied. This study will explore the effective way of Li Bing's cultural innovation development through the in-depth analysis of Li Bing's cultural connotation and the guidance of cultural thought. Cultural thought emphasizes the importance of cultural self-confidence and points out that culture is the soul of a country and a nation. It provides a solid theoretical basis and practical guidance for the inheritance and development of Li Bing's culture, encourages us to dig deeper into the contemporary value of Li Bing's culture, and promotes its creative transformation and innovative development in modern society.

Studying the innovative development path of Li Bing's culture not only helps to inherit and carry forward this precious cultural heritage, but also plays an active role in the construction of a cultural power and contributes unique cultural strength to the great rejuvenation of the Chinese nation. Through in-depth research, we hope to provide useful reference and reference for the inheritance and development of Li Bing's culture, so that this ancient and brilliant culture will shine more brightly in the new era.

2 LITERATURE REVIEW

With 5W communication theory as the guiding framework, Pu explores the external communication strategy of Li Bing culture, discusses the definition of celebrity culture, comes up with the definition of Li Bing culture, points out its

historical significance and contemporary value, collects and organizes relevant materials, analyzes the current situation and problems of communication, and proposes the response strategy from the five dimensions of communication main body, content, channel, object, and effect, with a view to bring inspiration to the practice of the external communication of Li Bing culture and the culture of famous people of Bashu [1]. Wang et al. showed that Li Bing culture is a part of the excellent traditional Chinese culture, and its spiritual connotation is specifically expressed as “water governance, mastery of nature, truthfulness and innovation, and harmony between people and water”, and combined with the national policy as well as the needs of economic and cultural development in the new era, it puts forward the suggestions for the inheritance and development of Li Bing culture [2]. Yang and Zhao pointed out that Li Bing's water control has made Sichuan a land of heaven with thousands of miles of fertile land. His water control contains the scientific nature of nature, the unity of heaven and man, the people's nature of reverence for life, benevolence and love for things, and the practicality of making the best use of the situation and adapting to the times. It is a concrete manifestation of the connection between the history and reality of traditional culture, which is highly consistent with the concept of the new era. Inheriting the Chinese context, we should promote the popularization and modernization of Chinese excellent traditional culture represented by Li Bing's water control culture [3]. Li et al. pointed out that the Dujiangyan water conservancy project still plays a highly efficient function even though it has lasted for more than 2,000 years, and the article synthesized the documentary records, archaeological discoveries and folk legends to try to conduct a systematic examination of the life and place of origin of Li Bing, the guardian of Shu of Qin, and his water-control history in Shu, and to explore the connotation of the cultural value of the historical celebrities and their contemporary conversion strategies [4]. These researches have deeply explored the historical value, spiritual connotation, contemporary significance and inheritance development strategy of Li Bing culture from different perspectives, providing a rich theoretical basis and reference for further research and practice of Li Bing culture. At the level of value enhancement and style construction, Zhao's study points out that the value growth of Li Bing culture IP plays a key role in enhancing cultural influence, promoting cultural development and inheritance as well as strengthening local culture and city ranking. In the era of new media, the creation of IP value is closely connected with youth subculture, and the subculture of youth groups, as the main consumers of the Internet, has an important influence on the style construction of Li Bing's cultural IP [5]. According to Herbertig's classic theory, from the perspective of collage, isomorphism and ideological practice, through the appropriation of network elements, reconstruction of meaning, organic combination of traditional culture and subculture symbols resonance, and expanding the channels of audience perception and participation, and providing space for expression of meaning, it can realize the stylistic adaption of Li Bing's cultural IP to the Internet ecosystem, enhance its recognition and ecological integration, and achieve the upgrading of the IP value. In terms of contemporary value and transformation and development, Ling's research found that the contemporary value of Li Bing culture, as a part of the excellent traditional Chinese culture, is mainly embodied in three aspects: firstly, the concept of being an official, which is “to serve an official for the benefit of one party”; secondly, the spirit of great national craftsmanship; and thirdly, the application of ancient Chinese philosophical thinking in engineering technology [6]. In-depth exploration of the contemporary value of Li Bing culture aims to realize its creative transformation and innovative development, in order to help contemporary China's economic and cultural construction [7]. In the dimension of historical achievements and spiritual inheritance, Pan's research emphasizes that Li Bing built Dujiangyan and irrigation canal projects, which played the functions of irrigation, transportation, flood control, etc., and laid the foundation of ecology, industry, and shipping in the Land of Heaven, and that his achievements, stories, and spiritual resonance integrated into the hearts of the people in Shu, made Li Bing the founder and guardian of the Land of Heaven and was admired by the whole world [8]. These studies point out the direction for the subsequent research on Li Bing's cultural communication.

3 NECESSITY OF THE RESEARCH

Li Bing culture, as an important part of the excellent traditional Chinese culture, has been precipitated for thousands of years and contains rich spiritual connotation and deep historical background. It not only witnesses the wisdom and courage of the ancient working people, but also shows its unique charm and vigorous vitality in contemporary society. It is necessary to study the path of creative development of Li Bing culture in many aspects.

First of all, it is the requirement of the times to promote the creative transformation and innovative development of Chinese excellent traditional culture. As an important part of Chinese excellent traditional culture, Li Bing culture, with its profound historical heritage and humanistic value, provides rich materials for the cultural construction in the new era. Through innovative development of Li Bing culture, we can stimulate the vitality of traditional culture, make it compatible with modern society, and inject new impetus into the cultural construction of the new era. This not only helps to pass on and carry forward the excellent traditional Chinese culture, but also strengthens the national cultural soft power and enhances international influence.

Secondly, the wisdom and methods shown by Li Bing in the process of water management are important inspiration and reference for the development of modern water conservancy. The scientific concepts and practical experience contained in Li Bing's culture can provide useful references for the planning, design, construction and management of modern water conservancy projects. Through the innovative development of Li Bing culture, it can promote the sustainable development of water conservancy, improve the efficiency of water resources utilization, and solve the many challenges faced by contemporary water conservancy.

In addition, Li Bing culture, as a spiritual wealth of the Chinese nation, has a strong cohesive and inspirational force. In the journey of the great rejuvenation of the Chinese nation, cultural self-confidence and national cohesion are indispensable spiritual power. Through the innovative development of Li Bing culture, it can enhance people's sense of identity and pride in the excellent traditional Chinese culture, stimulate the patriotic fervor and national pride of all Chinese children, and provide solid spiritual support for the realization of the great rejuvenation of the Chinese nation.

At the same time, with the growth of population and economic development, the shortage of water resources and water ecological deterioration is becoming more and more prominent, and has become a bottleneck restricting the sustainable development of economy and society. The concept of "learning from nature and harmonizing water with human beings" in Li Bing culture provides valuable ideas for solving this problem. Through the innovative development of Li Bing culture, we can promote the construction of a water-saving society and ecological civilization, promote the rational use of water resources and the protection of water ecology, and effectively respond to the challenges of water resource shortage and water ecological deterioration.

Finally, the innovative spirit and practical ability shown by Li Bing in the process of water management is an important revelation for modern scientific and technological innovation and industrial upgrading. The innovative thinking and scientific methods contained in Li Bing's culture can provide inspiration and reference for modern scientific and technological research and industrial innovation. Through the innovative development of Li Bing culture, it can stimulate the innovation vitality of the whole society, promote scientific and technological innovation and industrial upgrading, and provide a new source of power for economic and social development.

4 SPECIFIC PATHS AND MEASURES FOR THE INNOVATIVE DEVELOPMENT OF LI BING CULTURE

4.1 In-Depth Excavation of the Spiritual Connotation of Li Bing Culture

Strengthen academic research, organize experts and scholars to carry out in-depth research and excavation of Li Bing culture, and sort out its historical lineage and spiritual connotation. Promote the academic research and dissemination of Li Bing culture by organizing academic conferences and publishing academic works. Academic research can not only reveal the deep value of Li Bing culture, but also provide solid theoretical support for subsequent cultural inheritance and innovation.

Carry out publicity and education to popularize the historical background and spiritual connotation of Li Bing culture to the public by organizing exhibitions, lectures, performances and other forms of activities. At the same time, new media platforms are utilized to strengthen publicity and promotion and increase the visibility and influence of Li Bing culture. The interactivity and extensiveness of the new media platform can attract the attention of the younger generation and revitalize Li Bing culture in modern society.

In the process of strengthening academic research and publicity and education, we should not only focus on the depth and breadth of content, but also on the innovation and diversification of forms. For example, in academic research, interdisciplinary cooperation, combined with history, culture, water conservancy engineering and other fields of knowledge, comprehensive and in-depth excavation of the spiritual connotation of Li Bing culture. In publicity and education, it can be combined with modern technological means, such as virtual reality, augmented reality, etc., so that the public can more intuitively feel the charm of Li Bing culture.

4.2 Promote the Creative Transformation of Li Bing Culture

Combine the water management wisdom of Li Bing culture with modern science and technology to promote the intelligent, informative and automated development of water conservancy projects. Utilize advanced technologies such as big data, cloud computing and Internet of Things to improve the monitoring, early warning and management level of water conservancy projects. Through the means of modern science and technology, Li Bing's water management concept can be applied more precisely, so that the ancient wisdom can play a greater role in contemporary water conservancy projects.

Combine Li Bing culture with cultural industry to develop cultural tourism products and cultural creative products with local characteristics. By creating Li Bing cultural tourism routes, tourists can not only visit Dujiangyan and other water conservancy projects, but also gain a deeper understanding of the connotation and value of Li Bing culture. At the same time, the development of Li Bing cultural derivatives, such as souvenirs, handicrafts and publications, can meet the needs of different consumers and expand the market influence of Li Bing culture.

In the process of promoting the creative transformation of Li Bing culture, it is also necessary to focus on the integration of culture and economy. Through the combination of culture and industry, it can not only promote the development of local economy, but also provide economic support for the inheritance and innovation of Li Bing culture. At the same time, it is necessary to encourage and support the development of cultural and creative enterprises to develop more innovative products based on the theme of Li Bing culture, so that Li Bing culture can be revitalized in modern society.

4.3 Strengthen the International Exchange and Cooperation of Li Bing Culture

International academic conferences and forums are regularly organized, inviting experts and scholars at home and abroad to discuss the historical background, spiritual connotation and innovative development path of Li Bing culture. Through international exchanges and cooperation, global wisdom can be gathered to provide diversified perspectives and innovative ideas for the inheritance and development of Li Bing culture. At the same time, it also helps to promote the internationalization of Li Bing culture and enhance its visibility and influence in the international arena.

Organize international cultural exchange activities, such as cultural exhibitions and cultural performances, to show the unique charm and value of Li Bing culture to the international community. Through these activities, it can enhance the international community's understanding and recognition of Li Bing culture, and promote exchanges and integration between different cultures. At the same time, it will strengthen the exchange and cooperation with foreign water conservancy experts and scholars, and jointly promote the development of global water conservancy. The wisdom and philosophical thinking of water management contained in Li Bing culture is an important revelation for solving global water resource problems and promoting sustainable development.

In the process of strengthening international exchanges and cooperation, it is also necessary to focus on the establishment of a long-term stable cooperation mechanism. Establish strategic partnerships with internationally renowned academic institutions and cultural organizations to jointly carry out research projects, talent training and cultural exchange activities. Through these cooperation, resource sharing and complementary advantages can be realized, providing a strong guarantee for the international dissemination and development of Li Bing culture.

4.4 Promote the Inheritance and Development of Li Bing Culture

Promoting the inheritance and development of Li Bing culture is the basic guarantee for realizing its innovative development. Strengthening the cultivation of talents is the key, and it is necessary to cultivate a group of Li Bing culture inheritors and researchers with both professionalism and innovation ability. By organizing training courses and seminars, the professionalism and innovation ability of the inheritors can be effectively improved. At the same time, universities and scientific research institutions are encouraged to offer relevant courses and research projects, so as to provide more professionals in the field of Li Bing culture research. It is equally important to improve the inheritance mechanism, which should be established and improved, including the inheritor system, inheritance base construction, inheritance of financial security, etc., to ensure that the inheritance and development of Li Bing culture is strongly guaranteed. The inheritor system helps to clarify the responsibility and obligation of inheritance, and the construction of inheritance base can provide a practical place and platform for cultural inheritance, while the inheritance fund guarantee supports the smooth development of inheritance work from the economic level.

4.5 Promoting the Deep Integration of Li Bing Culture and Ecological Civilization Construction

The water management wisdom of Li Bing culture emphasizes "learning from nature", which coincides with the concept of modern ecological civilization. In promoting the construction of a water-saving society, the water management concept of Li Bing culture should be fully borrowed to strengthen the unified management of water resources, promote water-saving technology and equipment, and improve the utilization efficiency of water resources. For example, in the field of agriculture, efficient water-saving irrigation technologies such as drip irrigation and sprinkler irrigation should be promoted; in urban life, water-saving appliances should be promoted to encourage residents to save water.

Combining Li Bing culture with the construction of ecological civilization helps promote ecological restoration and environmental protection. Improve the quality of the ecological environment by strengthening ecological restoration projects, such as afforestation and wetland restoration. Green technologies and products are promoted to reduce the over-exploitation and destruction of natural resources and to realize the harmonious coexistence of man and nature. For example, in the Dujiangyan area, an ecotourism demonstration zone can be created on the basis of the Li Bing culture, and through the development of ecotourism, the benign interaction between local economic development and ecological protection can be promoted.

COMPETING INTERESTS

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