

# THE PATH OF CREATIVE TRANSFORMATION OF LI BING CULTURE

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**Abstract:** As an important part of Chinese excellent traditional culture, Li Bing culture contains rich scientific spirit, humanistic value and philosophical wisdom. The purpose of this study is to explore the path of creative transformation of Li Bing's culture, with a view to providing a useful reference for cultural construction in the new era. This study first analyzes the connotation and value of Li Bing culture, including its scientific, people-oriented and practical characteristics, as well as its inheritance and evolution in historical development. Then, from the four aspects of cultural inheritance, scientific and technological innovation, social application and international communication, this paper puts forward the specific path of Li Bing's cultural creative transformation, aiming at realizing the value sublimation and innovative development of Li Bing's culture in modern society.

**Keywords:** Li Bing culture; Creative; International communication; Cultural heritage; Technological innovation

## 1 INTRODUCTION

As an outstanding water conservancy expert and politician in ancient China, Li Bing's outstanding contribution is not only reflected in the construction of the Dujiangyan, a great water conservancy project, but also in the far-reaching influence of his water management concept, engineering technology and the social culture and values related to it. Dujiangyan has been baptized by wind and rain for more than 2,000 years and still plays an important role, which is not only a miracle of water conservancy project, but also a powerful testimony to the vitality of Li Bing's culture. As an important part of Ba Shu culture and even Chinese civilization, Li Bing culture carries rich historical memories and cultural connotations, and its influence transcends time and space, which is an important revelation for the development of modern society.

In the context of globalization and the information age, the development and inheritance of culture are facing unprecedented opportunities and challenges. On the one hand, the rapid flow of information makes communication between different cultures more frequent, providing a broad space for cultural dissemination and integration [1]; on the other hand, the risk of cultural homogenization is also increasing, and many cultural heritages with unique values are facing the crisis of being marginalized or even extinction [2]. In such an era, how Li Bing culture can maintain its uniqueness while realizing the organic combination with modern society has become an important issue to be solved. The concept of "the unity of man and heaven" and "the law of nature" embedded in Li Bing culture coincides with the sustainable development and ecological civilization construction advocated by modern society, which provides a solid ideological foundation and practical direction for the innovative development of Li Bing culture.

Realizing the innovative development of Li Bing culture is not only a respect and inheritance of historical and cultural heritage, but also a positive response to the needs of modern society. By deeply exploring the multiple values of Li Bing culture and combining it with modern scientific and technological means and innovative thinking, new vitality can be injected into it, so that it can be revitalized and energized in the modern society. In the wave of globalization and informatization, we should take active actions and effective measures to promote the inheritance and development of Li Bing culture in the new era, so as to make it a cultural bridge connecting the past and the future, China and the world, and to contribute wisdom and strength to the prosperity and progress of human civilization.

## 2 LITERATURE REVIEW

As an important part of Ba Shu culture, the study of the path of innovative development of Li Bing culture needs to be explored in depth from multiple perspectives. By combing through the relevant literature, it can be found that scholars have studied the dissemination and development of Li Bing culture and Ba Shu culture from different dimensions, providing a rich theoretical foundation and practical reference for the path of innovative development of Li Bing culture.

From the viewpoint of the main body of cultural communication, Pu has deeply analyzed the main body of Li Bing culture under the framework of 5W communication theory, pointing out that the diversity of the main body of communication is crucial to the external communication of Li Bing culture [3]. This includes different levels of subjects such as government agencies, professional cultural groups, civil organizations and individuals, each of whom plays a different role in cultural communication and plays a unique role. By integrating the resources of all parties and forming a synergy, the dissemination of Li Bing culture can be promoted more effectively. At the same time, Du also emphasized the role of the government in guiding and supporting the process of cultural "going out" in the study of

cross-cultural communication of Sichuan opera [4], which provides a useful reference for the construction of the main body of Li Bing's cultural communication.

In terms of communication content, scholars generally agree that the diversified values of Li Bing culture, including its historical value, scientific value, social value, etc., should be deeply excavated in order to enrich the communication content and enhance the attractiveness of culture. Liu pointed out the multidimensional value of Ba Shu culture in cross-cultural communication [5], which is also applicable to Li Bing culture. Li Bing culture is not only a kind of historical and cultural heritage, but also contains rich philosophical thinking, scientific spirit and humanistic feelings, and the excavation and presentation of these contents are of great significance to show the unique charm of Li Bing culture. In addition, when Hou studied the documentary film on the subject of "Ba Shu Culture", he paid attention to how to show the specificity of regional culture while highlighting its universality [6], which is inspiring for the construction of the communication content of Li Bing culture, i.e., in the process of communication, we should pay attention to finding the resonance point between Li Bing culture and audiences of different cultures, so as to promote cross-domain understanding and identification of the culture.

The expansion of communication channels is also one of the important paths for the innovative development of Li Bing culture. The development of new media technology has brought new opportunities for cultural communication, and Chen emphasized the optimization strategies for the communication of Ba Shu culture in the new media environment, including making full use of the communication advantages of new media platforms, integrating communication resources, and innovating the forms of cultural presentation [7]. These strategies are also applicable to the dissemination of Li Bing culture, which can be expanded in scope and influence through the establishment of official social media accounts and the cooperation with well-known new media platforms to carry out thematic activities. At the same time, traditional media should not be ignored, such as through the production of high-quality documentaries, special reports and other traditional media such as television, newspapers and other traditional media to disseminate, can cover a wider range of audience groups.

Finally, the evaluation and feedback mechanism of the dissemination effect is also a part of the innovative development path of Li Bing culture that cannot be ignored. Wu proposed that to enhance the communication power and influence of Ba Shu culture, it is necessary to establish a scientific and reasonable evaluation index system to measure the effect of communication activities objectively and accurately [8]. For the assessment of the communication effect of Li Bing culture, multiple dimensions such as communication coverage, audience participation and cultural identity can be considered comprehensively, and through regular collection and analysis of data, problems can be found and communication strategies can be adjusted in a timely manner in order to achieve the continuous optimization of the communication effect.

To sum up, the research on the path of innovative development of Li Bing culture needs to comprehensively consider the main body of communication, content, channels, audience and effects, and through continuous exploration and practice, build up an all-round, multi-level and three-dimensional communication system to promote the inheritance and development of Li Bing culture in the new era, so as to make it blossom more brilliantly on the domestic and international cultural stage.

### **3 NECESSITY OF THE RESEARCH**

The study of the path of innovative development of Li Bing culture has important practical significance and theoretical value. In today's era, the rapid development of society and the continuous progress of science and technology promote the diversification and high level of people's cultural needs. Traditional culture is facing new challenges and opportunities in modern society, and Li Bing culture, as one of the treasures, needs to be creatively transformed with the times to meet the spiritual and cultural needs of people in the new era. By combining it with modern science and technology, art, education and other fields, more cultural products and services with contemporary characteristics and innovative values can be created to satisfy people's growing demand for cultural consumption and enhance the quality of cultural life.

At the same time, the inheritance of culture is not only a respect for history, but also a responsibility for the future. Li Bing culture carries the wisdom and spirit of the Chinese nation and is one of the important symbols of Chinese civilization. In the process of inheritance, if it is not creatively transformed, Li Bing culture may gradually lose its vitality and even be forgotten. Therefore, it is our important mission to actively explore the effective ways of creative transformation of Li Bing culture, so that it can be continuously innovated and developed in the process of inheritance, so that the ancient Li Bing culture can shine with a new luster in the modern society, and contribute to the prosperity of Chinese culture.

In addition, the increasingly frequent cultural exchanges in the context of globalization provide opportunities for the international dissemination of Li Bing culture. As a Chinese cultural symbol with unique charm and profound heritage, Li Bing culture has the potential and value to go global. Through creative transformation, Li Bing culture can be presented to the world in a more vivid, graphic and easy-to-accept way, which can enhance the international community's understanding and recognition of Chinese culture, increase the international influence of Chinese culture, promote the exchange and mutual understanding of Chinese and foreign cultures, and contribute to the building of a community of destiny for mankind.

### **4 THE PATH OF CREATIVE TRANSFORMATION OF LI BING CULTURE**

#### **4.1 Cultural Heritage and Education**

In terms of school education, Li Bing culture is integrated into the curriculum system, such as history, geography, water conservancy and other disciplines, and the connotation, value and historical significance of Li Bing culture can be effectively taught to students through classroom teaching, special lectures and practical activities. At the same time, the preparation of teaching materials and reading materials suitable for students of different ages, and the telling of the story of Li Bing's water treatment in a lively and interesting way can stimulate students' interest in and love for Li Bing's culture, and then cultivate their cultural confidence and national pride.

Utilizing places such as museums, memorial halls and cultural heritage sites to hold activities such as exhibitions, lectures and seminars can popularize knowledge of Li Bing culture among the public. In addition, the development of Li Bing culture-themed tourism routes and products, such as Dujiangyan Water Conservancy Project study tours and Li Bing culture experience tours, can enable tourists to feel the charm of Li Bing culture during field visits and experiences. Bringing Li Bing culture to the grassroots through community cultural activities and cultural trips to the countryside can further increase the recognition and participation of Li Bing culture in the whole society.

#### **4.2 Technological Innovation and Integration**

Through digital display and dissemination, Li Bing culture can be presented in an all-round and multi-angle way with the help of modern information technology, such as Virtual Reality (VR), Augmented Reality (AR) and 3D modeling. Creating a virtual museum of Li Bing culture can reproduce the construction process and operation principle of Dujiangyan Water Conservancy Project through virtual scenes, so that the audience can feel the great achievement of Li Bing's water management in an immersive environment. In addition, cell phone applications and online games on the theme of Li Bing culture will be developed to attract young people's attention and understanding of Li Bing culture in an interactive and interesting way, thus expanding its scope of dissemination and influence.

Encourage scientific research institutions and enterprises to carry out innovative research on water conservancy science and technology related to Li Bing culture, combining ancient water management wisdom with modern science and technology, and being able to explore new methods and techniques for solving contemporary water conservancy problems. For example, drawing on the concept of water diversion without a dam in Dujiangyan, new ecological water conservancy engineering technologies and equipments are being developed to realize the sustainable use of water resources and the protection of the ecological environment. At the same time, it strengthens the application of Li Bing culture in the construction and management of modern water conservancy projects, inherits and carries forward the spirit of Li Bing's water management, and promotes the development of water conservancy.

#### **4.3 Social Application and Industrial Development**

In the cultural and creative industry, Li Bing culture is used as the material to develop colorful cultural and creative products, such as Li Bing culture-themed souvenirs, artwork, clothing, home furnishings, etc., which can transform the cultural connotation into perceptible and touchable physical objects, and enhance the dissemination and influence of culture. Organize Li Bing Culture Creative Design Competition to stimulate the creativity of designers, explore the commercial value of Li Bing culture, and promote the prosperity of cultural and creative industries. At the same time, to build Li Bing cultural brand, through brand authorization, cooperative development and other ways, to inject a new impetus for economic growth.

Deeply excavating the integration point between Li Bing culture and tourism industry, and creating tourism destinations and tourism products with Li Bing cultural characteristics can enhance the cultural connotation and attractiveness of tourism. In the vicinity of Li Bing cultural sites such as Dujiangyan, build Li Bing cultural theme parks and cultural neighborhoods to create a strong Li Bing cultural atmosphere, so that tourists can feel the charm of Li Bing culture during their visits. Develop Li Bing cultural performing arts projects, such as large-scale live performances, stage plays, etc., to show the legendary story of Li Bing's water governance through artistic forms, and bring unique cultural experiences to tourists. At the same time, strengthen the publicity and promotion of Li Bing cultural tourism, create a brand of Li Bing cultural tourism, attract more tourists to come to experience the Li Bing cultural journey, and promote the development of the local economy.

#### **4.4 International Communication and Exchanges**

Actively participate in international water conservancy academic conferences and cultural exchanges, organize experts and scholars to conduct in-depth research and discussion of Li Bing culture and its modern value, and be able to show the unique charm and scientific value of Li Bing culture to the international academic community. Establish cooperative relationships with foreign universities and scientific research institutions, carry out joint research projects, and promote the international dissemination and academic exchanges of Li Bing culture. Publish monographs and academic papers on Li Bing culture in English to increase its visibility and influence in the international academic community.

At the same time, it organizes Li Bing culture international exchange exhibitions, cultural festivals and other activities, invites foreign government officials, experts and scholars, cultural messengers, etc. to participate, and demonstrates to

the world the profundity of Li Bing culture through various forms such as exhibitions and displays, cultural performances, and folklore experiences. Make use of the platforms of international friendly cities and overseas Chinese cultural centers to carry out promotional activities of Li Bing culture and enhance the understanding and love of foreign people for Li Bing culture. Support enterprises and organizations related to Li Bing culture to “go out” and hold cultural exhibitions, product promotion and other activities overseas, so as to expand the international market of Li Bing culture and promote the globalization and dissemination of culture.

### **COMPETING INTERESTS**

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