
Original Research Article

A Research on the International Expression Model of Yellow River Culture

Jianguo Liu ^{1,*}, Sijia Jiang ², Mengyuan Chen ¹

¹ Foreign Languages School, Henan University of Science and Technology, Luoyang 471000, China.

² China Petroleum Engineering & Construction Corporation, Beijing 100000, China.

Abstract: Based on the international communication environment and the regional features of the Yellow River culture, this paper analyzes its current status of translation and dissemination. It offers a multi-dimensional perspective on constructing strategies for the international expression model of the Yellow River culture. The goal is to enhance the influence of the Yellow River culture continuously, deepen the understanding of people from other regions about the culture, and provide theoretical guidance and practical directions for promoting the Yellow River culture.

Key words: Yellow River culture; International expression model; Cultural soft power

1. Introduction

The Yellow River culture represents the great wisdom created by generations of Chinese ancestors through hardships. The Yellow River Basin gave birth to cultures such as the Hexi culture in the upper reaches, the Guanzhong culture in the middle and upper reaches, the Heluo culture in the middle and lower reaches, and the Qilu culture in the lower reaches. The essence of Yellow River culture lies in being a multi-layered, multi-dimensional, and multi-directional cultural community interwoven through time and space. Originating in the Neolithic era of primitive society, the Yellow River culture formed during the Xia, Shang, and Zhou Dynasties, reached its zenith during the Spring and Autumn, Warring States, Qin, Han, Tang, and Song Dynasties, experienced changes during the Yuan, Ming, Qing Dynasties, and lingered through modern times, experiencing revival today. Throughout its historical development, the Yellow River culture has played a significant practical role, including initiating the initial era of Chinese civilization, shaping the embryo of the Chinese nation, embodying the soul of the Chinese nation's spirit, and propelling social development.

Discourse encompasses terms, systems, and theories. Discourse systems manifest the external expression of cultural content. A country's discourse system for international communication carries its ideological values and is an integral part of its cultural soft power. In the context of ecological protection and high-quality development in the Yellow River Basin, constructing strategies for the external translation discourse system of the Yellow River culture and enhancing its communication effectiveness hold important theoretical and practical significance.

2. Current Status of International Translation and Expression Models of Yellow River Culture

The international expression of Yellow River culture has already encompassed various forms, forming a multi-dimensional and comprehensive pattern of expression that combines government, grassroots, and individual efforts, as well as traditional and emerging media. However, there are still numerous issues concerning the depth and breadth of its expression.

2.1. The Need to Enhance Differentiation for Cross-Cultural Audience

In the realm of cross-cultural communication, there often exist significant differences in audience values, thinking patterns, and economic backgrounds. The acceptance level of information varies among audiences, making it crucial for communicators to differentiate their approaches based on audience characteristics. For instance, audience categories could be divided into primary, secondary, and general recipients, or attitudes categorized as favorable, unfavorable, or neutral. Currently, the international communication system of Yellow River culture lacks refinement in targeting audience groups. The consideration of audience values is not comprehensive enough, and the adoption of methods preferred by local audiences has not been timely, hindering the elicitation of resonance within local audiences. This has impacted the effectiveness of Yellow River culture's dissemination, leading to a significant reduction in its communicative impact.

2.2. Urgent Need to Expand Innovative and Distinctive Communication Models

With a rich and diverse cultural heritage, Yellow River culture has a long history and abundant resources. However, the current international communication model for Yellow River culture remains relatively singular, predominantly relying on traditional media promotion. Innovative thinking in operational methods is lacking, and the promotion of Yellow River culture within the context of industrial integration is primarily limited to the development of domestic scenic spots and related tourist memorabilia design along the Yellow River. The distinct characteristics of promoting Yellow River culture are not prominently displayed; static exhibitions prevail while dynamic experiences are limited. The application of multi-modal technological methods is also relatively lacking.

2.3. Urgent Need to Strengthen the Training of Comprehensive International Communication Talents

In the rapidly evolving era of information technology, the international communication model of Yellow River culture requires optimization and upgrade. Creative application of new theories, technologies, and methods is necessary, alongside the promotion of a technology-empowered communication model blending language and communication theories. Therefore, individuals engaged in the international communication of Yellow River culture need to possess not only proficient internet technology skills and effective foreign language communication abilities but also a solid foundation in communication theory. Moreover, they must exhibit strong overall qualities, innovative awareness, and capabilities. However, there is a severe shortage in the cultivation and reserve of talents dedicated to the international communication of Yellow River culture. Provinces along the Yellow River lack educational and research institutions that can train high-level talents in this field, severely constraining the deep and wide promotion of Yellow River culture. A comprehensive and systematic arrangement and reasonable planning are urgently needed.

3. Strategies for Constructing the International Expression Model of Yellow River Culture

The construction of the international expression model for Yellow River culture should adhere to principles of comprehensiveness and practicality. On one hand, it should bridge the past and present while embodying contemporary features. On the other hand, it should emphasize theoretical innovation while drawing historical experiences and nourishment from the longstanding local cultural traditions of the Yellow River Basin, summarizing the practical basis and expression models for an external discourse system. The specific strategies

for constructing this system are as follows:

3.1. Anchoring in Urban Positioning and Function

In the international translation and communication of Yellow River culture, the urban qualities of the Yellow River Basin should be integrated. By grounding in urban positioning and function, and utilizing the distinctive vocabulary of Yellow River culture, a unique international discourse system for Yellow River culture can be developed. This system can effectively narrate the story of Yellow River culture, precisely convey the three-dimensional voice of Yellow River culture to the world, and actively employ the communication patterns of external translation and publicity of Yellow River culture. This involves using culturally accessible mediums for foreign audiences, planning activities with distinct local features of the Yellow River Basin, and enhancing the goal-oriented effectiveness of international translation and communication of Yellow River culture.

3.2. Focusing on the Regional Characteristics of Yellow River Culture

Provinces within the Yellow River Basin should fully tap into the regional culture of the basin. This involves organically blending traditional and modern Yellow River culture, crafting unique characteristics of Yellow River culture, and categorizing these features under various themes such as material culture, spiritual culture, customs culture, dialect features, architectural characteristics, folk arts, and more. Additionally, relevant government departments or organizations should enhance the top-level design of cultural projects, coordinating the deployment of personnel and resource allocation between departments systematically and strategically. Simultaneously, grassroots efforts should be mobilized, collaborating with professionals and artists from the community to develop cultural products. Regionally distinctive traditions of the Yellow River Basin, such as martial arts, cuisine, traditional Chinese medicine, archaeology, Tai Chi, and cave art, should be incorporated into external translation discourse communication and international expression.

3.3. Adhering to an International Perspective of Yellow River Culture

The construction of the external translation discourse system of Yellow River culture should embrace a strategy that combines both "inviting in" and "going out." On one hand, through broad networking and diverse mobilization, foreign dignitaries, academic elites, domestic and international tourists, or business partners should be engaged through various channels and formats. They should have the opportunity to experience Yellow River civilization firsthand, delve into the local customs of the Yellow River Basin, and appreciate the social complexities of the Yellow River people. On the other hand, by leveraging information technology, strengthening network management, and employing multi-modal formats, Yellow River culture's distinctive features should be showcased to the world. This approach allows for the telling of the Yellow River story and dissemination of Yellow River culture. By transcending geographical boundaries and cultural barriers, it brings people closer to and fosters understanding of the Yellow River Basin and its culture, ultimately embedding the essence of the Yellow River Basin and its culture within the hearts of many.

4. Paths to Enhancing the Communicative Power of International Expression of Yellow River Culture

In the context of current efforts for ecological conservation and high-quality development in the Yellow River Basin, elevating the influence of Yellow River culture and asserting the discourse authority of coordinated development within the basin requires not only the construction of a distinctively Chinese external discourse

system for Yellow River culture but also strengthening research on the communicative power enhancement paths from a Marxist perspective. Both aspects are mutually reinforcing and indispensable. We believe that efforts should be directed towards the following four aspects:

4.1. Constructing an Internationally Distinctive Discourse System for Yellow River Culture

To enhance the communicative power of the international expression model for Yellow River culture, it is crucial to build a discourse system with unique Chinese characteristics. This involves crafting a representation style of Yellow River culture that captures the features of the northern region. On one hand, this integration of previously fragmented portrayals should form a comprehensive international discourse system for Yellow River culture. On the other hand, the latest theoretical research outcomes from both domestic and international sources should be incorporated to enrich and innovate the traditional historical discourse system. This way, the regional cultural discourse of the Yellow River Basin can cater to the cultural demands of both domestic and international audiences. Notably, efforts should be made to create a cultural industry with "Yellow River cultural symbols" or "Yellow River Basin elements" to attract global attention. Additionally, the economic development of the Yellow River Basin significantly influences the effectiveness of the external translation discourse system of the Yellow River. Therefore, provinces within the basin should persist in reform and opening up, focus on development, and establish a solid foundation for constructing a distinctive discourse system for Yellow River culture.

4.2. Strengthening the International Communication Capacity of Yellow River Culture

Enhancing the communicative power of the international expression model for Yellow River culture is a systematic endeavor. It requires the construction of a robust discourse system for communicating Yellow River culture while also strengthening the international translation and communication capacity. On one hand, provinces within the Yellow River Basin should optimize their international communication strategies, expand channels for international communication of Yellow River culture, integrate traditional and emerging media for this purpose, fully harness scientific and technological advancements in international communication of Yellow River culture, and actively promote the deepening integration of media in telling the story of the Yellow River, highlighting the management of the Yellow River by its people, and narrating the story of China's dream of national rejuvenation through the strength of the Yellow River Basin. On the other hand, active cultivation of international communication talent for Yellow River culture is vital. Emphasis should be placed on nurturing talents with proficiency in foreign languages and cross-cultural communication, enabling them to effectively communicate on the international stage, ensuring the sustainability and positive development of the international discourse system for Yellow River culture.

4.3. Actively Engaging in Domestic and International Exchanges and Cooperation

Provinces within the Yellow River Basin should proactively establish close connections with external entities, creating distinctive high-end brands and platforms for advanced Yellow River cultural exchanges, thus enhancing the domestic and international influence of Yellow River culture. On one hand, close partnerships should be forged with international cultural institutions, museums, academic organizations, and others to facilitate cross-border cultural exchanges and exhibitions. Efforts should be made to attract increased attention from global leaders, experts, scholars, business professionals, and young students, encouraging their visits, learning, and training in important cities and cultural tourism sites within the Yellow River Basin. On the other hand, substantial support should be provided to enterprises within the Yellow River Basin, particularly cultural

enterprises, in terms of policies and funding. This support aims to cultivate a group of externally-oriented cultural enterprises that represent and showcase Yellow River culture, enhancing their access to the international market and competitiveness. Moreover, meticulous efforts are needed for the external publicity and introduction of Yellow River culture, increasing promotional efforts and presenting new concepts, categories, and expressions that bridge Chinese and foreign elements. The goal is to present a vibrant Yellow River Basin.

5. Conclusion

The international expression of Yellow River culture requires concerted efforts in both the construction strategies of external discourse systems and paths to enhancing communicative power. Anchored in the Yellow River Basin, it's imperative to define the position of Yellow River culture, construct its distinctive discourse system, select international communication content accurately, diversify paths and mediums of international communication, collaborate across multiple sectors, and present the vibrant spectrum of the Yellow River Basin to promote domestic and international recognition of Yellow River culture, thereby contributing to ecological conservation and high-quality economic development within the Yellow River Basin.

Fund projects

This article is a research outcome of “Soft Science Research Project of Henan Province” (Number: 222400410451) and “Henan Cultural Research Special Program of Promoting-Culture Project” (Number: 2022XWH098)

References

1. Ge, J. X. (2020). *The Yellow River and Chinese Civilization*. Beijing: China Publishing Group Corporation.
2. Shi, X. (2022). *Research on Cultural Discourse: Exploring China's Theories, Methods, and Issues*. Beijing: Peking University Press.
3. Miao, C. H., & Ai, S. W. (2021). *Protection and Development of the Yellow River*. Beijing: Science Press.
4. Jia, W. S., & Shi, J. (2022). Theoretical Reflection and Strategic Conception of Yellow River Civilization. *Journal of Northwest University (Philosophy and Social Sciences Edition)*, 52(1), 57-66.
5. Li, Z. H. (1997). A Discussion on Yellow River Culture. *Historical Monthly*, (6), 76-84.
6. Xu, B. Q., & Yuan, W. (2001). *Politics of Language and Translation*. Beijing: Central Compilation & Translation Press.
7. CPC Central Committee and the State Council. (2021). *Outline of the Plan for Ecological Protection and High-Quality Development of the Yellow River Basin*. http://www.gov.cn/zhengce/2021-10/08/content_5641438.htm.
8. Chris, S. (2019). *The Routledge Handbook of Chinese Discourse Analysis*. London: Routledge.