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The communication of the Yellow River water culture in Ningxia from the perspective of high-quality development

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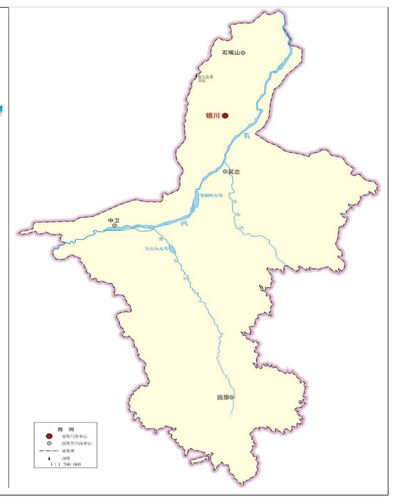
Introduction



- The Yellow River is the mother river of the Chinese nation, nurturing a brilliant Chinese civilization. Ningxia is the only province where the Yellow River flows through and belongs to the Yellow River basin. It is an important ecological Safety barrier in northwest China.

- This paper focuses on the relationship between Ningxia and the Yellow River, emphasizing the close connection between humans and the river, based on the harmonious coexistence between humans and nature, the water culture of the Yellow River in Ningxia is divided into irrigation water culture, ecological water culture, landmark water culture and energy water culture. Establish a classification system for the Yellow River water culture of the Chinese narrative system, promoting the creative transformation and innovative development of excellent traditional culture.

Types of Yellow River Water Culture

1 Irrigation water culture

- Irrigation water culture is the general name of the cultural phenomenon which is derived from the trans-regional allocation and utilization of water resources in the Yellow River.
- The Ningxia Yellow River Diversion Ancient Irrigation District is listed on the World Irrigation Engineering Heritage List, the remarkable achievements of ancient Chinese water conservancy engineering technology.

2 Ecological water culture

- Ecological culture is based on the natural environment, through scientific and technological transformation, coordinating economic development with the natural environment, and promoting harmonious coexistence between humans and nature.
- This paper takes Ningxia's wine、rice fishing space and sand lakes as examples to explain Ningxia's ecological culture and its high-quality development process.

Wine

Abandoned mines
↓
Enotourism production area

Rice fishing space

Scattered small plots of farmland
↓
A sightseeing park that combines agriculture (fishing) and leisure tourism

Sand Lake

Fish ponds on a state farm
↓
Ecotourism destinations

3 Landmark water culture

- The landmark water culture defined in this paper is a natural object connected with the region, which is formed by water and serves the economic, social and cultural development of Ningxia.
- This paper takes Chinese wolfberry, rice and tan sheep as examples to explain the connotation, characteristics, and historical value of Ningxia's landmark water culture, how landmark water culture leads Ningxia water culture to the world.

The Chinese Wolfberry of Zhongning

- ➢ Geographical indications for agricultural Geographical indication
- ➢ Sino-european geographical indications products

Ningxia Rice

- ➢ Geographical indications for agricultural Geographical indication
- ➢ Sino-european geographical indications products

Yanchi Tan Sheep

- ➢ Geographical indications for agricultural Geographical indication
- ➢ Agricultural cultural heritage

4 Energy water culture

- Energy water culture takes energy as the breakthrough point, reflecting people's understanding of energy saving, water saving and environmental protection.
- Taking Ningdong Energy and Chemical Industry Base as an example, this paper analyzes its energy production and utilization mode to provide useful information for the high-quality development of the whole basin.

The Transmission Path of Ningxia Yellow River Water Culture

- to improve public participation
  - ➢ Legal protection and policy support
  - ➢ Traditional participation
  - ➢ Network participation
- to promote water resources intensive
  - ➢ Colleges and universities
  - ➢ Primary and secondary schools
  - ➢ The masses
- to popularize the “Internet +” mode of communication
  - ➢ Professionals
  - ➢ Practitioners
  - ➢ Visitor

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