



Research on the Construction of Cultural Image of Qinhuai River

Linsong Guan

Communication University of China, Nanjing, Nanjing 211172, Jiangsu, China

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Abstract: The Qinhuai River is the largest river in Nanjing and the cradle of Nanjing culture, which has given birth to the splendid Qinhuai River culture in Nanjing. With the development of society and the improvement of people's living standards, the construction of spiritual culture has become the focus of society, and Qinhuai River culture, as one of the main cultures in Nanjing, has attracted more and more people's attention and love. In this case, the relevant departments should pay attention to the construction of the cultural image of the Qinhuai River, show the city's humanistic characteristics and unique cultural image to the public, and spread and promote the culture of the Qinhuai River. Taking the Qinhuai River culture as the starting point, this paper analyzes the role and value of the construction of the cultural image of the Qinhuai River, and focuses on the analysis of the construction countermeasures of the cultural image of the Qinhuai River, so that the Qinhuai River culture has a long history.

Keywords: Qinhuai River, cultural image, construct countermeasures

1. Introduction

The Qinhuai River is the cradle of humanity in Nanjing, and the Qinhuai River that flows for thousands of years has witnessed the ups and downs of countless countries, recorded the rise and fall of the ancient capital of the Six Dynasties, and formed a unique Qinhuai River culture with unique characteristics and connotations. Qinhuai River culture is an important part of China's excellent culture, and it is also the main display of Nanjing's history and culture, which provides nourishment for the spiritual and cultural life of the people and is an indispensable cultural content. In order to enable more people to understand, learn, disseminate and carry forward the culture of the Qinhuai River, it is necessary to form a systematic and complete cultural image of the Qinhuai River. Therefore, relevant departments and personnel should actively explore the path of building the cultural image of the Qinhuai River, create a cultural image of the Qinhuai River with rich connotation, far-reaching connotation and cultural diversity, and ensure that the culture of the Qinhuai River receives more people's attention and understanding.

2. Qinhuai River culture

Although the Qinhuai River is a small river in the tributaries of the Yangtze River, it is the river with the highest content of Chinese culture, which has an important position in Chinese culture and carries a large number of cultural connotations and cultural values [1]. In the course of thousands of years of development, the working people on both sides of the Qinhuai River have created the splendid Qinhuai River culture with their hard work, shaped the brilliant Qinhuai civilization and Qinhuai history, and become an indispensable cultural content of the Chinese nation. The Qinhuai River culture records the rise and fall of more than a dozen dynasties, such as a thick history book, which contains all its historical stories, cultural phenomena, idioms, classics and poems and songs, and other cultural characteristics, forming a unique cultural characteristics. The Qinhuai River is a cultural treasure that cannot be ignored in Chinese culture, representing the cultural charm and spiritual civilization of Nanjing. Since ancient times, a large number of literati have gathered on the banks of the Qinhuai River, creating a large number of poems and songs, contributing to the culture of the Qinhuai River. For example, the poet fairy Li Bai wrote on the bank of the Qinhuai River "So far between Qinhuai and Huai, the rites and music show the heroes", and the poet Du Mu wrote when he stayed in Qinhuai at night, "The merchant girl does not know the hatred of the country, and she still sings the flowers in the backyard across the river".

3. The role and value of the cultural image construction of the Qinhuai River

Culture is the soul of a country and the cornerstone of its development, and a country without culture is like a bird without wings and unable to spread its wings. Therefore, the construction of cultural image can not only spread and promote excellent traditional culture, but also promote the people to establish cultural self-confidence and create a historical and cultural image of the city.

First of all, the construction of the cultural image of Qinhuai River can enable the people to have an in-depth understanding of related cultures and achieve the purpose of cultural dissemination. In the process of constructing the cultural image, it is necessary to reorganize and organize the cultural content, cultural connotation and cultural characteristics of the Qinhuai River, so as to make it meet the cultural needs of modern and contemporary times and meet the requirements of the people's spiritual life, so as to attract a large number of people to take the initiative to understand the Qinhuai River culture. At the same time, the construction of the cultural image of the Qinhuai River can provide the people with clearer cultural content, so that they can directly understand the cultural connotation, promote more people to know and understand the culture of the Qinhuai River, and realize the cultural dissemination and promotion. Secondly, the construction of the cultural image of the Qinhuai River makes the people feel the cultural charm and cultural spirit, experience the profoundness and longevity of Chinese culture, and realize cultural pride and pride in the depths of their hearts, so as to establish cultural self-confidence and promote people to correctly face Chinese culture and foreign culture. Finally, as an important culture of Nanjing, the construction of the cultural image of Qinhuai River culture makes the urban cultural phenomenon of Nanjing more distinct, creates a historical and cultural image, and promotes the high-quality development of Nanjing.

4. Countermeasures for the construction of the cultural image of the Qinhuai River

4.1 In-depth excavation of the cultural connotation of the Qinhuai River

When constructing the cultural image of the Qinhuai River, it is necessary to deeply excavate the cultural connotation and all the cultural characteristics of the Qinhuai River, analyze, sort out and summarize them, so as to clarify the most essential cultural spirit and cultural value, determine the overall cultural image, and realize the construction of cultural connotation. In this process, it is necessary to extensively consult cultural classics, visit the site, conduct in-depth exploration, communicate with local craftsmen and intangible cultural heritage inheritors, and collect more Qinhuai River culture and related cultural works, historical stories, idioms and allusions. Big data technology can also be used to collect and intelligently classify the culture of the Qinhuai River, so as to select the most representative, cultural, and profound cultural characteristics and construct an interesting, systematic, and contemporary cultural image [2]. At the same time, it is necessary to ensure that the cultural image can significantly highlight the cultural characteristics, cultural connotation and regional characteristics of Nanjing, show the spirit and true emotions of Nanjing people's love for life, pursuit of ideals and hard work, gather the spirit of the city and the people, and show the most essential cultural characteristics. For example, in the excavation of cultural connotations, it can be found that the Qinhuai River culture is closely related to the ancient imperial examination. In this regard, we can use the scientific examination as the starting point to build a cultural image, rebuild the wharf, examination shed and other buildings, vigorously promote the Confucius Temple, and fully excavate the cultural connotation of the imperial examination in the Qinhuai River culture, so as to form a unique cultural image and expand its influence and dissemination.

4.2 The integration of Qinhuai River culture into urban development

Culture cannot exist independently in the city, and needs to be presented with the help of other carriers, so when constructing the cultural image of Qinhuai River, it can be integrated into the development of the city to achieve a good embodiment of the cultural image.

First, the culture of the Qinhuai River can be integrated into tourism development. In the new era, tourism has become the main choice of people's leisure and entertainment, an important carrier of cultural exchanges, and an important way to build a cultural image. To this end, when constructing a cultural image, we can start with tourism, infiltrate the Qinhuai River culture in the tourist landscape, homestay inns, and transportation facilities, create a unique tourism culture, and create a cultural tourism brand with cultural charm and tourism attraction, so that tourists can understand and experience a large number of Qinhuai River culture in the process of tourism, and build a cultural image of the Qinhuai River [3]. Second, the culture of the Qinhuai River can be integrated into urban construction. When constructing the cultural image of the Qinhuai River, a large number of cultural elements of the Qinhuai River can be integrated into the urban infrastructure, such as the riverside, rivers, buildings, pedestrian streets and other urban facilities of the Qinhuai River, so as to realize the organic integration of urban construction and culture and show the culture of the Qinhuai River. For example, the Qinhuai River culture can be used as the theme to build an urban pedestrian street, integrate a large amount of Qinhuai River culture into the construction of the pedestrian street, use poetry and songs to decorate, hold cultural activities, sell traditional food, and build a cultural exhibition hall. Third, the culture of the Qinhuai River can be integrated into cultural construction. In the construction of cultural image, we can deeply study the cultural resources and cultural connotation of the Qinhuai River, vigorously develop the cultural industry, and create related cultural and creative products. With the help of various classic works and folk arts, it

is disseminated and promoted, such as the poetry works of Li Bai and Wang Wei, Yan Zhenqing's "Li Xuanjing Monument", Fu Baoshi's "Maoshan Majestic", Qinhuai lanterns, paper-cutting, etc. With the help of these cultural heritages, we will carry out diversified and diversified cultural activities and cultural creations, develop new industries, and spread the culture of the Qinhuai River. Fourth, the culture of the Qinhuai River can be integrated into environmental protection. The Qinhuai River is the birthplace of the Qinhuai River culture, so it is necessary to pay attention to the environmental prevention and control of the Qinhuai River, reduce sewage discharge, ensure water quality, and make the Qinhuai River an ecological river with clear water and rich biodiversity. At the same time, cultural corridors can also be built on the riverbank, water screens and music fountains can be built, and cultural performances can be held regularly to integrate the Qinhuai River culture into it, so as to realize the close experience of the Qinhuai River culture, increase the cultural spiritual connotation, and build the cultural image of the Qinhuai River.

4.3 Using diversified channels to widely publicize

When constructing the cultural image of the Qinhuai River, it is also necessary to use various new technologies and new tools to carry out extensive publicity, so as to promote more people to understand, perceive and love the culture of the Qinhuai River. In the process of publicity, multi-channel publicity and promotion can be realized, using Internet platforms, social media and other multimedia technologies for online publicity, such as establishing public accounts, opening social media accounts to publish cultural videos, and also using advertisements, posters, leaflets and other ways to publicize and expand its influence. In addition, it can also cooperate with tourism departments, media organizations, and cultural organizations to carry out cultural exchange activities and performance activities to improve the cultural visibility of the Qinhuai River.

5. Conclusion

To sum up, as an integral part of Chinese culture, Qinhuai River culture should be well disseminated and promoted, so that more people can understand and fall in love with Qinhuai River culture and expand its influence and popularity. To this end, it is necessary to study the strategy of constructing the cultural image of the Qinhuai River, dig deep into its cultural connotation and cultural resources, integrate the Qinhuai River culture into the urban construction and development, and use a variety of ways to publicize and promote, so as to show the brilliant Qinhuai River culture to the people.

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