

# A Study of the Innovative Design and Transmission Path of Jinan Yellow River Culture from the Perspective of Neo-culture Creativity

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**Abstract.** The state is positively advocating the connection of the traditional culture and cultural and creative products, so it is of great significance to integrate the Yellow River culture in Jinan cultural and creative products. At present, it is popular and such new trend of culture will affect the concept of the targeted audience potentially, which also carries forward the traditional culture. In this paper, the author applies the modern design ideas and methods to create the creative cultural products that could arouse emotional resonance, bring the new vitality and values of the times of Jinan Yellow River culture, as well as explore the Jinan Yellow River cultural and creative products and effective transmission path from the perspective of the neo-culture creativity.

**Keywords:** Neo-culture creativity; Jinan Yellow River culture; Innovative design; Transmission path

## 1 Trend of coordinated development of neo-culture creativity and Jinan Yellow River Culture

Based on the demands of the neo-culture creativity, it has the sound foundation and conditions of the integrated development between the Jinan tourism and spread of Yellow River culture. At present, Jinan has not formed the large-scale and characteristic development of the Yellow River culture, the development of Jinan Yellow River Culture is not mature and there is no high degree of integration. Hence, it is crucial to spread the gene of Yellow River culture correctly and efficiently, to promote the development of Jinan Yellow River Culture. Jinan Yellow River Culture deepens the connotation of neo-culture creativity, which also revitalizes the traditional culture, so that it could be better inherited <sup>[1]</sup>.

## 2 Current situation and dilemma on the study of the innovative design and transmission path of Jinan yellow river culture from the perspective of neo-culture creativity

At present, some achievements have been made in the study of the innovative design, communication theory and practice of Jinan Yellow River Culture. However, it lacks of the systematic

research on the inheritance of Jinan Yellow River Culture, and there are few studies on the cultural creative design and communication of Jinan Yellow River.

### **2.1 Current situation of the study of the innovative design and communication theories of Jinan Yellow River Culture from the perspective of the neo-culture creativity**

To achieve the innovative development of the Jinan Yellow River Culture from the perspective of the neo-culture creativity, the concept of putting the cultural value first is integrated in IP. The spread of Jinan Yellow River Culture shall take the living needs of the masses as the core, and it shall be propagated, while the cultural connotation is accumulated. We shall not stick in the mud. With reference and selection of the Jinan Yellow River Culture, it shall not be superficial and the connotation shall be explored, to constantly expand the contents of the traditional culture, enhance the application of Jinan Yellow River Culture and extensively spread its core spirits.

### **2.2 Current situation of the study of the innovative design and transmission path of Jinan yellow river culture from the perspective of neo-culture creativity**

Through the investigation and field research, the author analyzes the current situation of the innovative design and transmission path of Jinan yellow river culture from the perspective of neo-culture creativity. For the specific contents, the author selects the reasons of the research survey, and the current situation of the cultural and creative design and transmission of Jinan Yellow River, applies the analytical method to conduct the comprehensive analysis and review for the research institutes and scholars, as well as tests the problems in the current situation of the cultural and creative design and transmission of Jinan Yellow River, the relevance of the indicators and topics. The development of the digital technology promotes the integration of media, so that the different forms of communication could be achieved through various media and terminals, the presentation of traditional culture could be more creative, more contemporary and full of vitality<sup>[2]</sup>.

### **2.3 Dilemma and root analysis of innovative design and transmission of Jinan yellow river culture from the perspective of neo-culture creativity**

The research analysis is carried out based on the features of the cultural and creative products and connotation of the Yellow River Culture, to analyze the project feasibility<sup>[3]</sup>. It is found that the researchers select the outdated cultural contents, the design lacks of innovation and the mode of transmission is backward. Then, the researchers carry out the further analysis for the depth and breadth, innovation strength and communication strategy of Jinan Yellow River Culture, so that the reasons are clearer and simpler.

China's Yellow River culture has the unique characteristics and strength. As the era develops, we have more objective and profound understandings. The cultural consciousness will drive the subjectivity of the public participation and it mobilizes the wisdom in all aspects. The public could combine with the understanding of Jinan Yellow River Culture and conduct the innovative transmission.

### **3 Strength of the innovative design of Jinan Yellow River Culture from the perspective of the neo-culture creativity.**

#### **3.1 Market strength of cultural and creative products of Jinan Yellow River based on the neo-culture creativity**

Jinan Yellow River Culture is the culture to strive for the wellbeing of people and the rejuvenation of the Chinese nation, and dares to struggle and sacrifice. Jinan Yellow River Culture is the position of Chinese culture. It stands on the reality and the popular Yellow River culture is developed based on the era environment. Under the rapid development of economy, the cultural and creative products of Yellow River provide the cultural belief and psychological bailment. The neo-culture creativity could increase the understandings of the public on Yellow River culture and provide the aesthetic experience. Hence, there are the increasing market strengths on the cultural and creative products of Yellow River.

As the mother river of Chinese civilization, the Yellow River has a long history, rich and colorful cultural heritage, profound folk culture, rich tourism resources, cultural and creative products can be combined with these cultural heritage, folk culture, scenic spots to promote and sell. Combining modern design concepts, combining Yellow River culture with fashion elements, and launching cultural and creative products that meet the aesthetic needs of modern people can attract more people's attention. With the improvement of people's cultural consumption level, the demand for cultural and creative products is also increasing, and the Yellow River cultural and creative products have broad market prospects and high-quality investment opportunities.

#### **3.2 Strength of propaganda of Jinan Yellow River Culture from the perspective of the neo-culture creativity**

The propaganda effects of Yellow River cultural and creative products are superior of the pure language. When the targeted audiences receive the language publicity passively, they may not accept it psychologically. Besides, it could not be carried out at any time. After the mental acceptance, the public could have the desire of purchase and attract the high-frequency attention and use in a more comprehensive and lasting way, so as to publicize the Jinan Yellow River Culture.

Shandong is the core area of the Yellow River culture and the place of concentration. It is the spiritual hometown and spiritual home of the Chinese people. At present, Shandong Provincial Party Committee and provincial government are actively implementing the national strategy of ecological protection and high-quality development of the Yellow River Basin, which provides us with a good opportunity to promote the cultural transmission, heritage protection and historical inheritance of the Yellow River in the new era. We should actively align the national strategy, continue to promote the innovative development of cultural resources in the province with high-quality cultural communication, boost the modernization of Shandong, and write a more brilliant chapter in the Central Plains in the new era.

### **3.3 Under the new cultural and creative perspective, Jinan Yellow River culture connotation advantage**

The Yellow River gave birth to the Chinese nation and civilization, and the integrated and unified ideology and culture corresponding to the management of the Yellow River has had a profound impact on the Chinese civilization. To achieve the goal of the great rejuvenation of the Chinese nation, it is urgent to nourish the excellent traditional Chinese culture represented by the Yellow River culture, draw spiritual strength from the excellent Chinese culture represented by the Yellow River culture, improve the soft power of culture, and promote the construction of a strong socialist culture.

The root, systematic and inclusive nature of the Yellow River culture will have an important impact on the people of the whole country to enhance cultural confidence, protect the ecological environment, and promote high-quality development. To achieve common prosperity for all the people, it is also necessary to combine meeting the material and cultural needs of the people with enhancing the spiritual strength of the people, so that the fruits of Yellow River cultural tourism can benefit all the people.

### **3.4 Deep exploration of the elements of Jinan Yellow River Culture under neo-culture creativity**

To make the communication effects more detailed, we shall fully play the contents of education, and apply the resources of Jinan Yellow River Culture, so that the public feel closer and more proud. After the products attract the attention of the consumers, it facilitates the promotion of the product markets and improves the effects of publicity.

Under the background of the integration of modern science and culture, to reconstruct the communication system of the inheritance and innovation of the Yellow River culture in Shandong Province, it is necessary to strengthen the top-level design and overall planning, but also to use scientific and technological means to enrich and integrate the profound connotation of the Yellow River culture, innovate the communication mode suitable for the characteristics of The Times, and realize the creative transformation and innovative development of the Yellow River culture.

## **4 Innovative design and transmission path of Jinan yellow river culture from the perspective of neo-culture creativity**

With the rapid development of new media and hyperactive neo-culture creativity, it brings the development opportunity for the transmission and expansion of Jinan Yellow River Culture, and presents the great challenges. Besides, the modern technical means are applied reasonably to publicize and carry forward the Jinan Yellow River Culture, which is the trend of the era.

### **4.1 Form the resultant force, be open to publicize the Yellow River culture and fully promote its development**

The government, social organizations, enterprises and institutions, and the public shall cooperate and work together to conduct the innovative design and communication development of Jinan Yellow River Culture, so as to integrate more fields and forms of Yellow River culture,

bring more vitality to the development of Jinan Yellow River Culture, promote its attraction and facilitate the development.

China upholds the golden means in Confucian culture and forms the mild and simple national characteristics. However, the designers are over-cautious and they lack of the innovation in inheriting and developing the Yellow River culture, which affects the presentation of the creativity and novelty. Hence, the designers shall select the elements of the mainstream values in Jinan Yellow River Culture, and carry out the innovative design in an open and personalized attitude, to convey the positive culture, so it is rich in the cultural values and spiritual connotation in the creation of the traditional culture IP. The social forces could be fully mobilized to participate in the transmission and development of Yellow River culture. The current advanced technologies shall be sufficiently applied in the development process, and the experiencing products are developed to spread the Yellow River culture actively<sup>[4]</sup>.

#### **4.2 Integrate the sources of Yellow River culture, focus on human nature and emotional appeal and develop the famous brands of Yellow River culture**

The innovative products that highlight humanism could solve the contradiction of the functionalism and formalism in the works. Hence, the design shall focus on the humanistic care and it highlights the humanistic value of the works in the transmission of Yellow River culture. To fully understand the demands of the audience and respect the aesthetic and cultural trend, the "people-centered" thoughts shall be integrated in various aspects. The Yellow River culture shall be applied to the modern cultural and creative design reasonably after taking the essence and removing the dross. It could not only improve the quality and aesthetic perception of the new cultural and creative products, to meet the demands of the targeted audiences in the spiritual level. Besides, it greatly enriches the value added of the products, enhances the cultural cognition and emotional resonance on of the new cultural and creative products<sup>[5]</sup>.

It shall construct "the tourism complex of Yellow River culture", enhance the cultural competitiveness of Jinan Yellow River Culture, and promote the combination of the Jinan Yellow River Culture with the study tour and ecological tour. It is crucial to accelerate the integration of tourism development of Jinan and Yellow River culture, to develop the cultural tourism brand of the Yellow River culture. It shall construct the unique and characteristic brands of Yellow River culture, and promote the brand popularity, to achieve the quickly integrated development of the Jinan Yellow River Culture and cultural and creative products.

#### **4.3 Enrich the cultural communication content of the Yellow River, adhere to the dialogue between the content and the people, and radiate the new vitality of traditional culture.**

Actively refine and disseminate the essence of Henan Yellow River culture, adhere to the operation idea of content is king, channel improvement and audience first, adhere to the dialogue with the public, close to social reality, focus on hot issues, and take audience needs as the center of innovation node, not only spread the vitality, cohesion and centrality of the Yellow River culture, It is also necessary to work hard on the leading force, leading force, spreading force and influence of the Yellow River culture. First, the use of scientific and technological means to carry out the Yellow River cultural resources survey. Using remote sensing technology, geographic information system, big data and other scientific and technological means, relying on the basic information platform of territorial space, the national cultural big data system, and the national cultural relics survey database, the survey of cultural relics and ancient

books, intangible cultural heritage, local operas, traditional Musical Instruments, and fine arts collections along the Yellow River will be carried out to improve the construction of cultural resources database in the Yellow River basin.

Secondly, do a good job of tracing the source, finding the root, casting the soul of the big article. Relying on universities such as Shandong University and scientific research institutions such as the Shandong Museum and the Institute of Cultural Relics and Archaeology, major research projects such as the Chinese Civilization Exploration Project and Yellow River cultural archaeology have been implemented to increase the inheritance and interpretation of the Yellow River culture. Stimulate the vitality of the Yellow River cultural heritage, coordinate and promote the protection and inheritance of ancient and modern books, cultural relics, cultural relics and other historical and cultural heritage of the Yellow River, so as to expand its international visibility and influence.

#### **4.4 Innovate the cultural and creative products of Yellow River, enhance the technical integration of traditional culture and apply multiple approaches to strengthen the width and breadth of transmission.**

During the transmission process of neo-culture creativity, the Yellow River culture exists as a cultural symbol. The Yellow River culture elements are re-designed and re-decoded, and the targeted audiences could understand it via the media, achieving the effects of transmission. The audiences have their preferences on the media, and the Yellow River culture shall be publicized to all people. Hence, the various media shall be integrated to expand the contact of the audiences. At present, the information is increasingly fragmented and the social media are most frequently used by the mainstream consumer group in the daily life. With the increasing enhancement of the subject consciousness and the strength of the word-of-mouth communication in information trust, the social media could promote its transmission to publicize the brands.

## **5 Conclusions**

To sum up, the extensive and profound Yellow River culture has the long-term and broad impact on the yellow river basin. The Jinan Yellow River Culture is introduced to enrich the solid connotation of the neo-culture creativity<sup>[6]</sup>. They are combined to better promote the development of the cultural soft power, enrich the spiritual and cultural life, and strengthen the cultural confidence and cultural self-consciousness, better inherit and innovate the culture.

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