

## Contents

### Culture Studies of Yellow River

The Regional Geographical Effects of the Yellow River after Its Diversion and the Heritage Activation of Its Old Course: A Case Study of the Ancient Yellow River in Jiangsu .....

..... WU Bihu, JI Fengyi, XUE Tao(5)

The Protection of Yellow River Cultural Ecology at the Nexus of the River, Landscape and Cultural Heritage .....

..... ZHAN Senyang(15)

The Historical Evolution of the Sacrifice to the Yellow River and the Image Building of “Mother River” in the New Era .....

..... WANG Degang, WANG Wei(22)

Beyond Etiquette and Custom: Research on the Formation of the River God King Zhu in the Qing Dynasty .....

..... JIA Guojing(32)

### Folklore Observation

Handicraft and the Remolding of Contemporary Chinese Lifestyle .....

..... FANG Lili(42)

The Reproduction of the Publicity in the Village and the Publicizing Transformation of Ancestor Worship Activities: An Analysis Centering on the Reconstruction of the Ancestor Sacrifice Ceremony in G Village .....

..... XUAN Chaoqing, GE Shan(52)

Research on the Path of Organic Integration between the Reconstruction of Collective Memory and the Inheritance of the Value of Traditional Villages in Rural Revitalization .....

..... LU Kerong(62)

Creative Derivation and Communication of Intangible Cultural Heritage in the Era of Media Convergence: Taking Chinese New Year Picture as an Example .....

..... YUAN Zhoufei(71)

### ICH Forum

Priority of Community or Priority of Society? The Logical Starting Point of Folkloristics and the Amendment to *Convention on the Protection of Intangible Cultural Heritage* ...

..... LV Wei(78)

An Analysis on the Current Situation of the Construction of China's Cultural Ecological Protection Area and Its Future Trend .....

..... CHU Guoshuai(88)

Documents, Objects and Livingness: The Intermediary Mode of University Libraries in the Safeguarding of Intangible Cultural Heritage .....

..... CHEN Shujun(99)

Collusion and Cooperation: Resource Transformation of Safeguarding of Festival Intangible Cultural Heritage: A Case Study of Enshi Tujia *Nv'erhui* Festival .....

..... GUI Sheng, SHEN Xiao(105)

The Community Participation in ICH under the Condition of Authorized Heritage Discourse and Social Differentiation: A Case Study of the Safeguarding of Yao People's *Shuagetang* .....

..... CHEN Daina(115)

### History of Folkloristics

The Main Problems in the Compilation of *The Complete Works of Zhong Jingwen* .....

..... ZHU Xiaofeng(125)

The Editing Work and Characteristics of *Tribune of Folk Literature* during Its Founding Period .....

..... FENG Li, SHI Aidong(139)

The Life History of *Folk Literature Quarterly* .....

..... ZHENG Tuyou(150)