





# CONTENTS 目录

- 4 友刊封面故事 Magazine Review
- 5 近期活动聚焦 Recent and Forthcoming Events

## 特別报道 Special Reports

- 6 感受多彩年味 Savor the Joy of Chinese New Year with Diverse Celebrations and Traditions
- 8 春节"申遗"凯旋: 赋能传统文化弘扬新征程 Empowering the Inheritance of Traditional Chinese Culture Inscription of Spring Festival as UNESCO Intangible Cultural Heritage
- 12 2025年欢乐春节 五洲同欢 Celebration of 2025 Happy Chinese New Year Around the World
- 14 四海同春千年年味 五洲共赏万家灯火 ——从年味中讲述中国故事

Enjoying a Myriad Twinkling Lights Around the World Telling China Stories from the Spring Festival Atmosphere

### 现场纪实 On the Spot

- 18 非遗贺新春·年画进万家
  New Year Painting Creating
  the Atmosphere of Chinese New Year
- 21 非遗贺新春·古城过大年 Celebration of the Chinese New Year in the Ancient City

#### 每月一品 Works of the Month

- 22 吉林冰雪旅游线路——梦幻吉林 Jilin Ice and Snow Tourism Route: Magic Jilin
- 28 吉林冰雪旅游线路——深度长白 Jilin Ice and Snow Tourism Route: In-depth Mystery Tour to Changbai Mountain

#### 产业动向 Art as Business

32 博物馆过大年 布茶鸡添新趣 Enjoy Chinese New Year at Museum with Lucky Chick

## 行万里路 Cultural Tourism

35 黑龙江:被冰雪偏爱的宝藏之地 A Treasure Trove Favored by Snow and Ice

#### 中外学苑 China & World Studies

44 中国高校期刊的国际传播力建设——以上海大学为例 Pathway of the Internationalization of Shanghai University-run Academic Journals