

# Innovative Moves Advance Rural Revitalization in Ningbo

Striving towards a modern coastal metropolis  
建设现代化滨海大都市



“Filial piety blessed land, shun tillage calendar mountain.”

“舜耕历山，孝德福地。”

On the afternoon of July 26, the second batch of college research teams participating in Project π: Exploring Social Civility in Rural Ningbo – jointly initiated by Ningbo Municipal Civilization Office and three other local organizations – received a mission. The teams were scheduled to go live separately at eight villages across this coastal city of East China with the theme of “Amazing Villages”. New Rural Glory, a team led by Ms. Zhang Bingqian (staff member of Ningbo Polytechnic), embarked on a bilingual live stream at Lishan Village, Ditang Subdistrict, Yuyao. With an injection of international flair into rural charm, the team accomplished their mission impressively.

7月26日下午，“乡村π计划——乡风文明大调研”第二批调研团队迎来考题——8村联播之“厉害了我的村”。由宁波职业技术学院老师张冰倩带队的“新新乡荣队”在余姚市低塘街道历山村创新开启双语直播，“田园风”搭上“国际范”的尝试，令人眼前一亮。

On camera appear the two students: Lin Jingxiang, Mandarin-speaking anchor from Ningbo Polytechnic, and Shao Yishu, a 16-year-old sophomore from Ningbo Foreign Language School who provides English commentary throughout the broadcast.

出镜的是两位学生，其中普通话主播是来自宁波职业技术学院的林靖翔，宁波外国语学校新高二学生、年仅16岁的邵驿舒则全程输出英语。

The two student anchors strolled along iconic landmarks in Lishan Village. They walked through Lishan Cultural Park, Filial Piety Culture Gallery, Agricultural Culture Exhibition Hall and along to the Ant Library. Through their live broadcasting, the village’s rich cultural heritage was showcased to their audience.

历山文化公园、孝德文化长廊、农耕文化展示馆、蚂蚁图书馆……将历山村的打卡点串珠成链，两位主播在走走停停间，向直播间的网友们全方位展示属于这里的深厚的文化底蕴。

This innovative move of promoting rural revitalization with bilingual live streaming has earned thumbs-up and ‘buzzword’ praise from netizens.



Four international students are talking with a local villager.

双语直播，助推乡村振兴，这波操作被网友点赞“666！”

“On the first day of our survey, we were assigned to make a live stream; during the follow-up brainstorm, we decided to adopt a new presentation form.” Facing the camera with ease was Shao Yishu, who was making her debut in live broadcasting. Though she is the youngest in the team, her English proficiency was excellent. Just recently, Yishu finished the 19th Asian Games of Bilingual Student Journalist Training Camp and earned the honor of ‘Outstanding Bilingual Student Journalist’ in recognition of her exceptional oral English.

“调研第一天，我们就领到了直播任务，当时大家集思广益，想用一种比较新的方式呈现。”面对镜头不怯场的邵驿舒，这次其实是她的直播首秀。团队中，虽然她年纪最小，但英语水平过硬，就在前不久举办的杭州第19届亚运会双语学生记者全国训练营活动中，还凭借出色的口语，摘得“优秀双语学生记者”荣誉。

Before her first live broadcast, Yishu made careful preparations, including painstaking translations of her lines. To this high school student, participating in the live streaming was highly meaningful, “Bilingual live streaming is a way to showcase the charm of Ningbo’s local villages to more people, especially international tourists.”

直播前，她做足功课，逐字逐句进行翻译。参与这场直播，她觉得很有意

义，“双语直播是一种途径，可以向更多人，尤其是国际友人展示宁波乡村的魅力。”

The integration between “rural charm” and “international flair” is not limited to only one team. In “China’s Top Scholar Village”, Zoumatang Village, Jiangshan Town, Yinzhou District, eight postgraduate students from Ningbo Innovation Center, Zhejiang University and two high school graduates from Ningbo Siming Senior High School have been conducting research for several days. Among them, four are international students from Bangladesh and Zambia. And it is their first time delving into Chinese rural areas to figure out the secrets of rural China’s appeal.

“田园风”与“国际范”的碰撞，可不止这一支团队。在“中国进士第一村”——鄞州区姜山镇走马塘村，来自浙江大学宁波科创中心（宁波校区）的8名研究生和宁波四明中学的两名高中毕业生，已开展多日调研。其中，4名是来自孟加拉国和赞比亚的留学生，这是他们第一次深入中国乡村，解读中国乡村的流量密码。

In front of them is a horsehead-shaped gable with distinctive architectural features of the Ming Dynasty (1368-1644) and the Qing Dynasty (1616-1912), while not far away lies a spacious pond. The tall gable complements the lotus flowers, creating a picturesque scene that is truly captivating. Over the past few days, the four international students have been follow-

ing the team’s journey in Zoumatang Village, exploring its scenery as well as interviewing villagers. Other on-site activities included visiting the ancestral hall to learn about family traditions and values, and savoring local delicacies such as lotus pond coffee and lotus seed jelly. While gaining insights into rural life, they are also contributing in their own way to the development of the village.

眼前是明清建筑特色的马头墙，不远处是一潭开阔的池塘，高高的马头墙与荷花相映成趣，形成一幅美不胜收的画卷。连日来，4名留学生跟着团队在走马塘村遇见风景，采访村民，走进家风家训馆，品尝荷塘咖啡、木莲冻……在了解乡村的同时，他们也在用自己的方式为乡村出一份力。

“The Zoumatang Scholar Cake is scrumptious!” The previous day, Azad Md Tariquzzaman from Bangladesh gained a joyful hands-on experience in making the Scholar Cake. When finished, he asked other team members to film a short video in which he praised Zoumatang using the Chinese he has been practicing.

“走马塘进士糕，赞！”前一日，阿扎德体验了一把制作进士糕的乐趣，结束时，他请成员拍摄短视频，用不利索的中文为走马塘点赞。

Malambo Lushomo and Bokola Masulani from Zambia took the initiative to shoot and edit a new but free promotional video for the village after having learned that the video of Zoumatang Village’s tourist center had not been updated for many years. Their gift would be completed within a week. Once it is finished, they also intended to share it through their personal social media accounts, inviting their overseas friends and families to enjoy this beautiful rural village.

来自赞比亚的Lulu和Lani，在得知走马塘村游客中心的宣传视频多年未更新时，主动提出要送村里一份礼物——拍摄、剪辑视频，计划一周后就能完工。而制作完成的视频，他们也打算通过个人账号对外传播，让海外的亲朋好友认识这个美丽乡村。

Journalist: Chen Ye  
Translators: Pan Wenjie,  
Yao Zhanhong (intern)  
Proofreaders: Fan Yeping,  
Huang Dawang, Jason Mowbray