

A Comparative Study of China–Mongolia Media Coverage of World Environment Day

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Abstract

This study examines how media in China and Mongolia report environmental issues on World Environment Day, based on an analysis of coverage from 2010 to 2025. By systematically comparing the content and dissemination patterns of environmental news in the two countries, the study reveals how different development contexts shape distinct trajectories of environmental communication. At the same time, it demonstrates that both countries share similar trends in addressing issues related to sustainable development and global environmental governance.

In general, environmental journalism in China and Mongolia has evolved within different socio-political contexts; however, its role in shaping environmental awareness and promoting public participation has been steadily increasing. World Environment Day has become an important global platform for enhancing public knowledge of environmental issues and encouraging broader participation. As neighboring countries facing similar ecological challenges, China and Mongolia have actively engaged in environmental communication through the media. Nevertheless, differences in media systems and socio-political conditions may lead to variations in the content and structure of environmental reporting.

Keywords: Environmental Journalism, World Environment Day, Media coverage, Environmental communication, China–Mongolia Comparison, Sustainable Development

1. Introduction

World Environment Day is observed annually on June 5. It was first established following the decision of the United Nations Conference on the Human Environment held in Stockholm, Sweden, in 1972. This day serves as an important global event aimed at promoting environmental protection, advancing sustainable development, and enhancing public awareness and participation. Each year, World Environment Day is organized around a specific theme, providing a platform for addressing pressing environmental issues, including climate change, deforestation, and desertification. The United Nations Environment Programme (UNEP) plays a central role in coordinating activities and facilitating participation among

countries.

World Environment Day not only involves governments but also brings together citizens, media organizations, and international institutions. Through this broad participation, it raises awareness of environmental issues and contributes to changes at both the policy and societal levels. Therefore, it holds significant importance in fostering global environmental awareness and strengthening cooperation.

Environmental issues have become one of the most critical challenges facing the world in the 21st century. Climate change,

air pollution, and ecosystem degradation are attracting increasing attention from governments, international organizations, and the public. In this context, the media plays a crucial role in shaping public understanding of environmental issues and influencing policy decisions. Environmental journalism not only disseminates information but also determines how environmental issues are interpreted and discussed.

China and Mongolia, as neighboring countries in East Asia, face similar environmental challenges such as desertification, air pollution, and climate change. However, due to differences in media systems, political structures, and levels of economic development, variations exist in how environmental issues are framed and reported in the two countries.

The Earth is the common home of humanity. Since the Industrial Revolution in the 18th century, human society and the economy have entered a period of rapid development, accompanied by significant population growth and an increasing exploitation of natural resources. This has led to escalating environmental pollution, intensified ecological degradation, and a sharp acceleration in the rate of species extinction.

Under such circumstances, the United Nations convened the United Nations Conference on the Human Environment in Stockholm, Sweden, from June 5 to 16, 1972. This conference marked the first major international effort in which governments worldwide collectively discussed modern environmental issues and explored strategies for global environmental protection. The conference adopted the Declaration of the United Nations Conference on the Human Environment, calling upon governments and peoples of all countries to cooperate in protecting and improving the human environment for the benefit of present and future generations.

The Stockholm Conference on the Human Environment is widely regarded as a turning point in humanity's awareness of environmental issues and the starting point of global environmental governance. World Environment Day has since become one of the key mechanisms of the United Nations for raising global environmental awareness, drawing governmental attention, and promoting action. Each year, the United Nations system and national governments organize various activities to highlight the state of the global environment, the impacts of human activities, and the importance of protecting and improving the human environment [1].

Following the establishment of the United Nations Environment Programme (UNEP) and the first celebration of World Environment Day in 1974, an annual theme has been announced each year, and a host country and city have been designated to organize the main global event. According to available data, several countries have hosted the global World Environment Day celebrations twice or

more, including:

Bangladesh (10 times: 1975, Dhaka; 1977–1981, Sylhet; 1982, Dhaka; 1983, Sylhet; 1984, Rajshahi; 2010, Lampur);
China (3 times: 1993, Beijing; 2002, Shenzhen; 2019, Hangzhou);
Canada (3 times: 1976, Ontario; 1986, Ontario; 2017, Ottawa);
the United States (2 times: 1974, Spokane; 2005, San Francisco);
the United Kingdom (2 times: 1994, 2007, London);
Pakistan (2 times: 1985, Islamabad; 2021, held online due to COVID-19);
Mexico (2 times: 1990, Mexico City; 2009);
India (2 times: 2011, Delhi; 2018, New Delhi);
Brazil (2 times: 1992, Rio de Janeiro; 2012, Brasília);
Sweden (2 times: 1991, 2022, Stockholm);
and the Republic of Korea (2 times: 1997, Seoul; 2025, Jeju Island).

On June 5, 2013, Mongolia hosted the global World Environment Day celebrations, emphasizing the importance of developing a green economy and achieving a sustainable future. The event was held under the theme “Think.Eat.Save. Reduce Your Foodprint,” which focused on promoting sustainable consumption and reducing food waste.

Achim Steiner, then Executive Director of the United Nations Environment Programme (UNEP), noted that Mongolia is among the countries most vulnerable to global warming. He emphasized that the Mongolian government is committed to addressing a range of challenges arising from climate change, including food security, changes in traditional pastoralism, and water scarcity, while also viewing these challenges as opportunities to pursue a low-carbon and more sustainable future.

For Mongolia, World Environment Day has played an important role in promoting the transition of major economic sectors, such as mining, toward a green economy, as well as in enhancing environmental awareness among youth and the broader public. Hosting this event has also provided Mongolia with an opportunity to showcase its environmental initiatives on the global stage and to attract international support and cooperation.

According to environmental media reports from China, the country has also actively responded by implementing a series of initiatives aimed at promoting green and low-carbon economic development. Under the concept of a “Green China,” nationwide campaigns have been carried out, including National Energy Conservation Awareness Weeks, World Environment Day activities, and other public awareness programs. Since 2005, China has established an annual national theme for World Environment Day, aiming to enhance public awareness of environmental protection, promote energy conservation, and encourage the adoption of green consumption practices.

Year	Theme in Mongolia	Theme in China
2010	One World, One Future	Reducing Carbon Emissions, Promoting Green Living
2011	Forests: Nature at Your Service	Jointly Building an Ecological Civilization and Sharing a Green Future
2012	Green Economy: Does It Include You?	Have You Taken Action for Green Consumption?
2013	Think. Eat. Save. Reduce Food Waste	Breathe Together, Fight Together
2014	Make Wise Choices, Practice Sustainable Consumption	Declare War on Pollution
2015	Seven Billion Dreams. One Planet. Consume with Care	Practicing Green Living
2016	Go Wild for Life (Protect Wildlife and Nature)	Improving Environmental Quality and Promoting Green Development
2017	Connecting People to Nature	Lucid Waters and Lush Mountains Are Invaluable Assets
2018	Beat Plastic Pollution (Reduce and Manage Plastic Waste)	Beautiful China, I Am an Actor
2019	Beat Air Pollution	Defending the Blue Sky Campaign, I Am an Actor
2020	Raise Awareness for Nature	Beautiful China, I Am an Actor
2021	Ecosystem Restoration	Harmony Between Humanity and Nature
2022	Only One Earth	Building a Clean and Beautiful World
2023	Beat Plastic Pollution	Building a Modern Society of Harmonious Coexistence Between Humanity and Nature
2024	Our Land. Our Future. We Are the #GenerationRestoration	Advancing the Construction of a Beautiful China in All Aspects
2025	Our Power, Our Planet	I Will Take the Lead in Building a Beautiful China

Table 1: World Environment Day Themes in China and Mongolia (2010–2025)

Before 2005, although China organized environmental conferences annually on June 5, limited attention was paid to publicity campaigns, resulting in a lack of unified vision and clear action-oriented objectives. Since 2005, China has consistently aligned itself with global priorities, and its annual themes have shown a high degree of correspondence with those of World Environment Day. This reflects China’s adherence to international environmental agendas and, to a certain extent, has strengthened public communication and awareness of global environmental protection.

2. Research Methodology

This study is based on commonly used scientific research methods, as well as approaches widely applied in journalism studies. Specifically, methods such as observation, data collection, and content analysis were employed. In analyzing the collected materials, comparative analysis, classification, analytical interpretation, and synthesis were combined to ensure a systematic and comprehensive examination.

Category	Characteristics	China	Mongolia
Policy-oriented	Focus on national strategies and development goals	2011, 2016, 2021, 2023	Rare
Action-oriented	Emphasizing public participation and behavioral change	2018, 2019, 2020, 2025	2014, 2023
Issue-oriented	Addressing specific environmental problems	2014, 2019	2018, 2019, 2024

Table 2: Classification of World Environment Day Themes by Type in China and Mongolia

3. Results

Based on an analysis of World Environment Day themes in China and Mongolia from 2010 to 2025, the themes can be categorized into three main types according to their content and modes of expression.

From the perspective of content and modes of expression, the themes of World Environment Day in China and Mongolia from 2010 to 2025 reveal distinct structural characteristics in environmental communication between the two countries. In China, the themes are largely aligned with national policies and development strategies, reflecting a macro-level orientation with a strong emphasis on guiding societal values. In contrast, Mongolia's themes tend to focus on specific environmental issues, grounded in practical realities and expressed in a more direct manner. Therefore, China's themes can be characterized as predominantly policy-oriented and action-oriented, while Mongolia's themes are more issue-oriented and problem-focused.

At the level of linguistic expression, notable differences can also be observed between the two countries. In China, themes often convey normative values and policy-oriented messages, frequently employing abstract and integrative concepts such as "Beautiful China," "green development," and "ecological civilization." These

expressions are typically framed in a collective and advocative tone, aiming to shape societal direction and communicate policy priorities. As such, they are more general and operate at a higher, macro-discursive level.

By contrast, Mongolia's themes are more grounded in concrete environmental conditions and tend to directly address specific issues. Expressions such as "air pollution," "desertification," and "plastic waste" clearly identify environmental problems in a straightforward and accessible manner. Linguistically, these themes are often concise, action-oriented, and easy for the public to understand, emphasizing practical engagement and immediate relevance.

In summary, China's thematic expressions are characterized by a policy-driven, value-oriented, and macro-level discourse, whereas Mongolia's themes emphasize concrete issues, direct communication, and practical orientation. This divergence reflects broader differences in the objectives, functions, and societal roles of environmental communication in the two countries.

In the case of China, the development of World Environment Day over time can be summarized as follows.

Stage	Characteristics
2010–2013	Environmental awareness and green economy
2014–2018	Pollution control and environmental governance
2019–present	"Beautiful China" and public participation

Table 3: Stages of Development of World Environment Day Themes in China (2010–2025)

From 2010 to 2025, the themes of World Environment Day in China demonstrate a clear stage-based evolution, showing significant progress in both content and orientation. This development reflects a transition from basic environmental awareness to policy-driven approaches, and eventually to a more comprehensive model emphasizing public participation.

During the initial stage (2010–2013), the themes primarily focused on disseminating fundamental environmental concepts, highlighting the importance of the green economy and sustainable consumption. The main objective of this period was to enhance public understanding and cultivate environmental awareness, with expressions that were generally broad and guiding in nature.

In the intermediate stage (2014–2018), the themes became increasingly policy-oriented, emphasizing pollution control and environmental governance measures. This shift indicates that China began to address environmental issues at an institutional level, strengthening legal frameworks and governance mechanisms. Compared with the earlier stage, the themes not only promoted

awareness but also highlighted concrete actions and governance outcomes.

Since 2019, under overarching concepts such as "Beautiful China," the themes have further expanded to emphasize public participation. Greater attention has been given to civic engagement, individual responsibility, and collective action, reflecting a shift toward addressing environmental challenges through both governmental policy and societal involvement.

Overall, the evolution of China's environmental themes has progressed from raising awareness to deepening policy and governance, and ultimately to fostering a more integrated and participatory approach. This trajectory demonstrates the strengthening of China's environmental governance capacity and the formation of a more systematic approach to achieving sustainable development goals.

In the case of Mongolia, the development of World Environment Day over time can be outlined as follows.

Stage	Characteristics
2010–2013	Resources and consumption
2014–2018	Environmental issues
2020–present	Ecosystem restoration and climate change

Table 4: Stages of Development of World Environment Day Themes in Mongolia (2010–2025)

From 2010 to 2025, the themes of World Environment Day in Mongolia have evolved in close alignment with the country’s ecological realities, demonstrating a shift toward more specific and problem-oriented content. This development reflects a gradual progression from promoting resource efficiency to highlighting pressing environmental challenges, and ultimately to emphasizing ecological restoration and sustainable development strategies.

During the initial stage (2010–2013), the themes focused on resource conservation and sustainable consumption, aiming to promote environmentally responsible lifestyles. The primary goal was to enhance public awareness at a general level and encourage changes in consumption behavior. Linguistically, the themes were simple, accessible, and closely connected to everyday life, facilitating direct public engagement.

In the intermediate stage (2014–2019), as environmental degradation became more apparent in Mongolia, the themes increasingly addressed concrete issues such as air pollution, desertification, and waste management. This shift indicates a

growing recognition of environmental problems not only as conceptual concerns but as tangible risks with significant social and economic impacts. Consequently, the themes during this period became more issue-focused, realistic, and urgent in nature.

Since 2020, the themes have moved toward emphasizing ecological restoration, climate change adaptation, and long-term environmental governance. Greater attention has been given to systematic approaches, including land restoration, desertification control, and the protection of natural resources. This reflects a transition from identifying environmental problems to pursuing long-term, solution-oriented strategies.

Overall, the evolution of Mongolia’s environmental themes has progressed from promoting awareness of resource use to identifying concrete ecological challenges, and further toward integrating restoration and sustainability into policy frameworks. This trajectory indicates that environmental issues have become central to national development and require coordinated efforts among government, the public, and international partners.

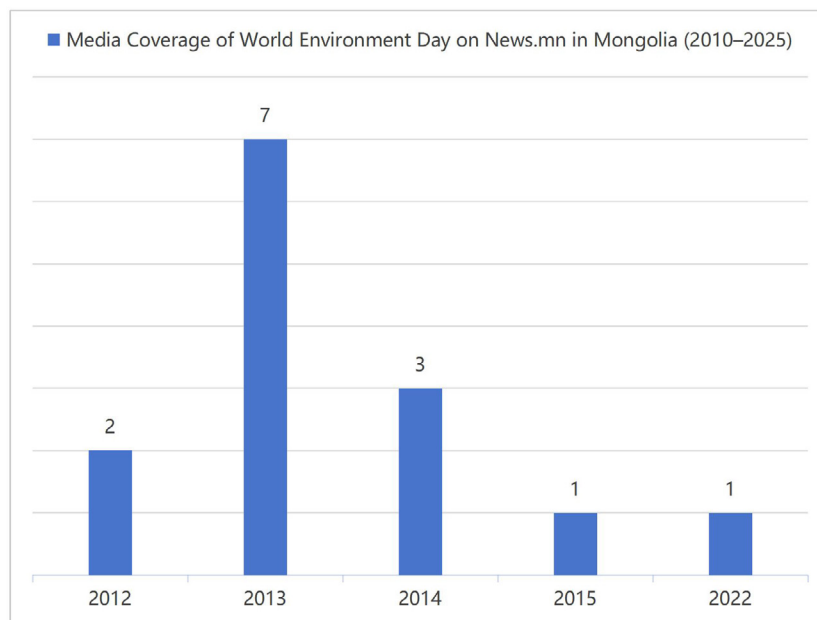


Figure 1: Media Coverage of World Environment Day on News.mn in Mongolia (2010–2025)

An examination of media reports on World Environment Day in Mongolia from 2012 to 2022 reveals notable fluctuations in both the quantity and content of coverage. In 2012, the number of related reports was relatively low—approximately two articles—

indicating that media coverage at the time primarily focused on raising awareness and issuing general appeals. Headlines such as “*Today is World Environment Day*” and “*Let Us Create a Clean Environment Ourselves*” suggest an emphasis on public education

and participation, while deeper policy-oriented analysis remained limited.

In contrast, 2013 witnessed a sharp increase in media coverage, with more than six reports published. This surge was directly associated with Mongolia hosting the global celebrations of World Environment Day that year. As the event was organized under the auspices of the United Nations Environment Programme (UNEP), international attention intensified, significantly boosting domestic media engagement. Multiple reports, including repeated headlines such as “World Environment Day to Be Celebrated in Mongolia”, as well as articles like “*World Environment Day to Be Celebrated for Five Days*”, “*Mongolia Invited to Host World Environment Day*”, “*From Brown to Green Economy*”, and “*E. Zorigt: Mongolia Will Become a Model of Global Green Development*”, demonstrate a diversification of content covering policy, international cooperation, and development discourse. The increase in reporting was not only due to the significance of the event itself but also because Mongolia became a focal point for international environmental activities. However, the repetition of similar news items also reflects certain weaknesses in media organization and content differentiation.

In 2014, the number of reports declined to approximately three, accompanied by a shift in content focus. Coverage became less centered on World Environment Day itself and more oriented toward related environmental themes and public activities. Reports such as those on the *World Day to Combat Desertification*, flash mob events, and green-themed public campaigns indicate a transition toward cultural and participatory forms of engagement. While these activities were environmentally relevant, they were

less directly tied to the core theme of World Environment Day, suggesting that the heightened attention observed in 2013 was not sustained due to the absence of an institutionalized media mechanism.

By 2015, media coverage further decreased to around one report. The content became more narrowly focused on specific issues, such as “*Sharing Experiences of Practicing Sustainable Consumption*”, which aligned with the annual theme but lacked a clear connection to the temporal and symbolic significance of World Environment Day itself. This indicates a decline in the prominence of the event within media discourse and a disruption in consistent promotion.

A more pronounced discontinuity is observed in 2022, when only a single report related to *Earth Hour* was published, effectively replacing coverage of World Environment Day with another environmental observance. This suggests that, at the media level, different environmental events are not clearly differentiated and tend to be grouped under a generalized “green” agenda.

Overall, the analysis of media coverage from 2012 to 2022 demonstrates that World Environment Day in Mongolia is not reported in a consistent or systematic manner. Instead, coverage fluctuates depending on specific events and contextual factors. The significant increase in 2013, driven by Mongolia hosting the global celebration, contrasts with the relatively low and unstable levels of coverage in other years. This pattern indicates that media dissemination of World Environment Day in Mongolia remains largely event-driven rather than institutionalized at the policy or structural level.

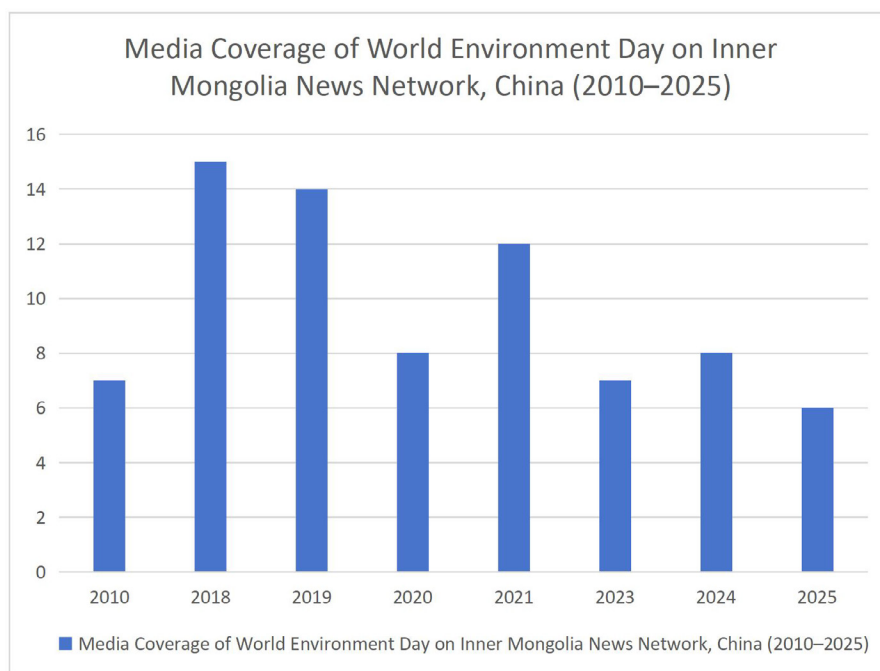


Figure 2: Media Coverage of World Environment Day on Inner Mongolia News Network, China (2010–2025)

An analysis of media reports on World Environment Day in China from 2010 to 2025 reveals a clear evolution in both the quantity and content of coverage. In 2010, the number of reports was relatively high and the content was diverse, focusing on public participation, environmental awareness, and institutional development. Typical reports highlighted citizen engagement in environmental initiatives, the use of cultural productions to promote ecological awareness, and local activities encouraging low-carbon lifestyles, indicating that this period primarily emphasized awareness-raising and public mobilization.

A significant increase in media coverage occurred in 2018, marking a peak in both quantity and thematic expansion. During this period, reporting shifted toward policy-oriented and conceptual narratives, with strong emphasis on ideas such as “ecological civilization” and the construction of a “Beautiful China.” Environmental issues were increasingly integrated into economic, social, and governance frameworks, and media coverage reflected both domestic policy priorities and global environmental trends. This suggests that environmental communication had developed into a large-scale, coordinated campaign across multiple sectors.

In 2019, the high level of coverage continued, with a stronger focus on policy implementation and institutional mechanisms. Reports addressed legal frameworks, governance reforms, and concrete outcomes, including rural environmental transformation and the development of green agriculture. This indicates a transition from policy promotion to implementation, where environmental governance was increasingly reflected in practical results.

From 2020 onward, media coverage became more specialized and institution-oriented. Reports emphasized judicial practices, inter-agency cooperation, and corporate social responsibility, showing a shift toward more detailed and professional communication. Although the number of reports remained relatively stable, the depth and structure of the content improved. In 2021, the number of reports increased again, reflecting broader public participation and the promotion of the concept of harmonious coexistence between humans and nature.

After 2023, the number of reports declined, while their quality and strategic focus continued to improve. Coverage increasingly emphasized policy outcomes, such as improvements in air quality and ecological protection, indicating a shift from broad promotion to results-oriented communication. By 2024 and 2025, media reporting became more stable and focused on the integration of policy, technology, and local implementation, with greater emphasis on practical actions and grassroots participation rather than large-scale campaign-style narratives.

Overall, the data show that media coverage of World Environment Day in China has evolved from an initial stage of public awareness and participation to a peak period of policy expansion in 2018–2019, followed by a more stable phase characterized by institutionalization, quality improvement, and a focus on implementation.

A comparison with Mongolia further highlights notable differences. While China demonstrates relatively stable and institutionalized media coverage, Mongolia exhibits greater fluctuation, largely driven by specific events such as hosting international activities. In terms of content, Chinese media integrates environmental reporting into a broader system linking policy, development strategies, and public participation, forming a structured and multi-level communication model. In contrast, Mongolian media coverage tends to focus on campaigns and event-based reporting, with relatively limited depth in policy analysis and weaker continuity over time. These differences reflect broader variations in environmental governance, media functions, and institutional capacity between the two countries.

4. Discussion

Based on the research findings, several directions can be proposed to improve media coverage of World Environment Day in both China and Mongolia. As neighboring countries sharing similar ecological challenges—particularly desertification, climate change, and air pollution—the coordination of environmental communication and policy is of mutual importance.

In China, although the media system is relatively stable and closely aligned with national policies, further improvements can be made in terms of content depth and the quality of public engagement. Specifically, greater emphasis should be placed on practical cases, local experiences, and citizen participation, rather than relying predominantly on slogan-based communication. In addition, the use of digital platforms and new media could be expanded to enhance youth engagement and broaden audience reach.

In Mongolia, it is necessary to institutionalize media coverage of World Environment Day by establishing a more stable and systematic communication mechanism. Currently, reporting remains largely event-driven and lacks continuity. Strengthening coordination among government agencies, media organizations, and local institutions, along with unified planning, would help improve consistency. Moreover, greater attention should be given to policy interpretation, outcome-based analysis, and international experience. Large-scale national initiatives, such as the “Billion Trees” campaign, should be promoted more systematically and continuously through the media. Given its relevance to combating desertification and mitigating climate change, this initiative also presents opportunities for China–Mongolia cooperation.

Looking ahead, both countries could further deepen cooperation by enhancing information exchange, conducting joint communication initiatives, and developing coordinated strategies for trans-boundary environmental issues. As neighboring countries, they share common challenges such as desertification and dust storms; therefore, World Environment Day can serve as an effective platform for strengthening shared awareness and regional responsibility. Enhancing information quality in China, strengthening institutional mechanisms in Mongolia, and expanding bilateral cooperation will be essential for improving the overall effectiveness of environmental communication.

5. Conclusion

This study comparatively analyzed media coverage of World Environment Day in China and Mongolia from 2010 to 2025, leading to the following conclusions.

First, there are significant differences in the volume and stability of media coverage between the two countries. In China, World Environment Day is reported regularly and systematically each year, with notable peaks—particularly in 2018–2019—corresponding to heightened policy activity. In contrast, media coverage in Mongolia is relatively unstable and largely dependent on specific events, especially major international activities.

Second, in terms of content, Chinese media tend to integrate World Environment Day into a comprehensive framework combining state policy, development strategies, and public participation, forming a coherent “policy–communication–implementation” structure. As a result, coverage spans multiple dimensions, including legal frameworks, economic mechanisms, local practices, and international cooperation. In Mongolia, however, reporting is predominantly event-oriented and advocacy-based, with relatively limited policy analysis and a lack of sustained informational continuity.

Third, clear differences are also evident in the level of institutionalization. In China, World Environment Day functions as a policy-oriented communication tool supported by a stable and systematic media mechanism that influences multiple levels of society. In Mongolia, by contrast, media coverage remains less institutionalized, characterized by short-term, event-driven reporting.

Overall, the findings suggest that China has developed a more systematic and strategic approach to environmental communication with broader societal impact, while Mongolia still needs to strengthen its communication mechanisms, deepen content quality, and establish a more stable, policy-oriented media system. These improvements will be crucial for enhancing the effectiveness of environmental communication in the future.

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