

Investigation on the Current Situation of Mobile Short Video Empowering "Rural Revitalization"

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Abstract: Rural revitalization must be achieved for national rejuvenation. At present, most of the research literature focuses on rural revitalization strategies, "three rural" work, industrial prosperity, and urban and rural development. The author found that with the rapid development of the Internet economy, the Internet has provided another revitalization path for rural revitalization. However, the Internet is a double-edged sword for rural revitalization. After literature research and field surveys, the author found that the organic integration of the new model of "short video" digital agricultural assistance with modern rural areas requires strengthening digital infrastructure and revitalizing rural areas. Multi-channels such as cultural space, improving media literacy, and cultivating the main body of rural revitalization stimulate the internal driving force of rural revitalization.

Keywords: Current Situation, Mobile Short Video, Rural Revitalization

1. INTRODUCTION

The implementation of rural revitalization is an important strategic plan made by our party on rural issues since the 19th National Congress of the Communist Party of China. Since the 18th National Congress of the Communist Party of China, new progress has been made in the structural reform of the rural supply side, the per capita income of farmers has continued to rise, and self-awareness has gradually recovered.

The content dissemination of rural-themed short videos is also easy to obtain the traffic support of leading companies on short video platforms. Domestic short video platforms such as Douyin and Kuaishou have developed support plans for creators of rural-themed short videos. For example, ByteDance has launched the "Douyin Village Project" consisting of public welfare projects such as the "Rural Guardian Project", "Rural Talent Project", "Mountain goods on the headlines" and "Mountain DOU is a beautiful scenery". While rural culture is exported through short videos, it also promotes the integration of rural culture, urban culture, Internet culture and other diverse cultures. As a carrier of rural culture communication, they have broken the authority of traditional media discourse system, enriched the connotation and humanistic value of rural culture, promoted the transformation of rural customs, reshaped rural culture, and enhanced the audience's recognition of rural culture and cultural confidence.

The development of mass media and rural society has always been an important social issue concerned by the academic circles and the industry. With the proposal of the rural revitalization strategy, the importance of rural cultural communication has once again been highlighted. At present, academic research is more based on the content of rural culture communication, from rural culture in the traditional sense to the manifestations of rural culture empowered by new technologies, to explore the historical evolution, manifestations, and communication characteristics of rural culture. With the rapid rise of short video platforms represented by Douyin and Kuaishou, the functional form and content types of short videos are constantly iterating. Negotiative decoding has brought double interaction between short video platforms and rural users, and short video content

production It is internally divided into urban production content and rural production content. According to the communication structure in Hall's "coding and decoding" theory, it is not difficult to see that urban production content and rural production content will affect people in the same region or people in different regions according to platform circulation and distribution. function and affect the reproduction process.

In this study, we mainly analyze the interaction between production content and different geographical populations and their reproduction content. Digital media consumption is reshaping the large county-level rural market: new farmers take advantage of the slack to film their daily life in the fields and alleys, and traditional ancient villages enter the public eye from short videos; Fresh agricultural products effectively solve the problem of narrow agricultural product sales channels and open sales channels for agricultural product marketing. New peasants represented by "Xiaoli from Yunxiang", "Old Village Chief of Qujing" and "Jiangyu Alimu" have explored a relatively successful e-commerce sales model using traffic as the drainage and the high conversion rate of e-commerce sales. The e-commerce operation model of "short video + live broadcast" is worthy of reference.

2. THE PROPOSED METHODOLOGY

2.1 The Function of Short Video in Rural Revitalization

The scenes of rural life conveyed by short rural videos have aroused the audience's yearning for the beautiful pastoral life and stimulated the audience's consumption desire. The short video platform has become the connection point between the rural supply and the audience's needs. Natural scenery, etc. are disseminated to a wide audience, and a channel has been established between the needs of the audience and rural resources, and the development of new models of "rural short video + e-commerce" and "rural short video + cultural tourism". The new model of "rural short video + e-commerce" represented by live broadcast e-commerce has given full play to its ability to bring goods and has become a new way to lead the online sales of agricultural products out of the village. The

"decentralization" of rural cultural communication is the product of the awakening of farmers' subjective consciousness and the rapid development and interaction of short videos.

Liang Shuming, the founder of the rural construction movement, pointed out that the first step in rural construction is to inspire farmers' self-consciousness. My country's rural culture has a long history, but for a long time, in the dissemination and construction of rural culture, most peasant groups are disadvantaged groups who lack the right to speak, and a "silent spiral" effect has been produced in the long run. But what follows is the blind obedience and misreading of urban culture by rural youths. The struggle of rural youths for the right to self-expression is externalized as the emergence of "earth culture", and "earth culture" not only includes the video style of the video, but also points to the social phenomenon behind this type of video. This kind of subculture has already appeared in the early years, even earlier than the first year of short video.

The "Sha Matt" culture once impacted the traditional culture with an unprecedented attitude, but it declined rapidly in an instant and became synonymous with "non-mainstream". Short videos and live broadcasts have both social and media attributes, carry a large amount of content information, and have rich forms of interaction with the audience, breaking the unified single propaganda method of traditional media. For example, Xinnong Wu Liqin and his wife, with their fresh and natural works and friendly smiles, let the netizens who are born with inseparable feelings for the traditional rural life and the secluded lifestyle affectionately call it "Xiaoli" "Brother Xiaozhu". With a stable number of fans, Wu Liqin began to help the folks live broadcast the goods, and patiently responded to the product inquiries of netizens one by one, so that both consumers and consumers could actively participate in the interactive ceremony, forming an emotional resonance, and allowing netizens who were originally on the sidelines to take action to place orders. . Successfully sold green food chili noodles, peppercorns, ecological rice, tea seed oil and other special agricultural products to all parts of the country. The crisis facing the media industry is homogeneity, which is manifested in the homogeneity of media products and the homogeneity of monetization channels.

2.2 The Sustainable Development Path of Short Video in Rural Revitalization

On the road of focusing on its own development, rural short videos repeat monotonous and boring content creation, and the problem of homogeneity is highlighted. As a creator of rural short videos, he must be a builder of new urban-rural relations, an inheritor and promoter of traditional Chinese culture, and actively spread excellent rural traditional culture and national culture.

Improve the content production literacy of farmers. vitality. In the practice of rural cultural tourism development, how to use the power of short videos to promote the expansion and deepening of rural cultural content to deeper fields and carry out in-depth development and dissemination is the main problem facing the current prosperity of the rural cultural industry. Rural cultural tourism needs to develop unique cultural symbols recognized by local villagers and perceived by foreign tourists. The all-weather feature and intelligent recommendation function of short videos can better realize the diffusion and strengthening of this cultural symbol. The short video, as the carrier of the emotional transmission of the communicator at the lens end, provides a sustenance domain

for the entertainment life and emotional companionship of rural users.

Rural areas have long been plagued by problems such as lack of entertainment and lack of companionship for the elderly and young people. As a carrier of information and emotions, short videos can provide spiritual comfort and companionship to such people and satisfy their psychology of "seeing" and "being seen" need. The short video algorithm pushes short videos published by accounts that users may know, to meet the basic needs of elderly users in rural areas to pay attention to their loved ones. To realize the localization of culture, there are good reference cases on both sides of the strait for reference. For example, after participating in the "Spring Plowing" and "Autumn Harvesting" series of agricultural and artistic activities organized by Chishang, Jiang Xun chose to be a resident artist in Chishang, a village in the eastern Rift Valley of Taiwan.

In the following two years of living in the village, Jiang Xun shared stories of life in Chishang with the public from multiple latitudes through art exhibitions, social media platform Facebook, and prose monographs. The key to rural revitalization lies in talents, and the key to agricultural and rural development also lies in talents. Helping farmers improve their media literacy, standardizing the content of short video creation, and strengthening the organizational management of creators will help promote the construction of rural civilization, inherit excellent traditional culture, and create an excellent rural cultural environment. effect.

The government has strengthened the training of farmers' media literacy by setting up special training courses, offering free skills training courses, inviting relevant professional scholars to systematically train short video shooting and editing skills, and inviting outstanding short video creators to share their experiences and gains, and guide rural The standardized and systematic operation of short videos makes short videos a powerful carrier for spreading and revitalizing rural culture. Secondly, the role of "short video + live broadcast" in rural cultural communication and precise poverty alleviation cannot be underestimated. Propagating and promoting products and services in poverty-stricken areas in the form of short videos and live broadcasts. This innovative model has shown a good momentum of development in practice.

Since 2018, the short video platform represented by Kuaishou has launched the "Happy Village Strategy". Through short videos, live broadcasts, e-commerce training, etc., people, scenery, and things in the countryside will go out of the countryside and onto the Internet. Culture is understood by more people through short videos, live broadcasts, and other channels. In terms of talent introduction, it is necessary to increase financial allocation or investment promotion to attract more talents to settle down and help rural development or establish a learning subsidy mechanism to aid mechanisms such as knowledge exchange and study subsidies. Establish a network evaluation mechanism for China Unicom, transparently and digitize the solutions and progress of problems found at each stage and establish and improve the evaluation mechanism while digitizing the overall case to provide a reference for the development of regions with similar situations.

3. CONCLUSION

Equal emphasis should be placed on improving the protection mechanism and empowering development. Short video platforms and big data regulators should improve

corresponding protection mechanisms to minimize the harm and negative impact of short videos on young people in response to the problem of younger rural users. The short video platform should rely on big data to analyze the data of rural youth users across the country, and propose effective prevention and control mechanisms, such as canceling the tourist access mechanism or establishing a personal use database. Digitally empowered rural development represented by "short video + live broadcast" requires farmers, grassroots government officials, e-commerce platforms, and media to form a rural revitalization matrix, and comprehensively utilize digital talent training, e-commerce to help farmers, rural cultural and tourism promotion, rural cultural dissemination, "make agriculture a promising industry, make farmers an attractive profession, and make the countryside a beautiful home for living and working in peace and contentment", completely change the "hollowing" phenomenon of the countryside, and truly realize "employment at the doorstep".

4. ACKNOWLEDGEMENT

Project Fund: Phased Achievements of the General Social Science Project of the Beijing Municipal Education Commission, Project Number: SM202310017001; The final outcome of the URT program for undergraduate research and training at Beijing Institute of Petroleum and Chemical Technology, project number: 2023X00224.

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