

# *Research on the Internal Logic, External Value and Development Path of Rural Revitalization Empowered by the “Three Rural Micro-videos”*

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**Abstract:** In the era of new media, the research value of “three rural micro-videos” are not limited to its text, but also the possibilities created and social changes brought about when it is used as a “new agricultural tool”. Starting from the key difficulties in the rural revitalization strategy, such as bridging the “digital gap” between urban and rural areas, improving the digital literacy of villagers, and promoting the revitalization of rural culture and industry, the article analyzes the redistribution of urban and rural discourse power in the production and dissemination of short videos in rural areas, the bridging role of urban and rural memory and culture, and the internal logic of farmers' identity and cultural self-confidence empowering rural revitalization. Furthermore, the article also reveals the external value of rural revitalization empowered by “three rural micro-videos” from the aspects of short videos to help rural talents revitalize, promote rural economic development and industrial integration, and build a new pattern of rural cultural industry. Finally, from the perspective of text production, economic development and social governance, the sustainable development path of short videos is explored.

## 1. Introduction

A country must first strengthen the agriculture to make itself strong, and only when the agriculture is strong can the country be strong. The three rural issues are fundamental issues related to the national economy and people's livelihood<sup>[1]</sup>, and are the core of the rural revitalization strategy. China unveiled its “No. 1 central document” for 2023, pointing out: We must unremittingly take the solution of the “three rural issues” as the top priority of the whole party's work, and use the efforts of the whole party and the whole society to comprehensively promote rural revitalization and accelerate the modernization of agriculture and rural areas<sup>[2]</sup>. In recent years, with the advent of self-media, “three rural micro-videos” have become a new way to empower rural revitalization. According to the 51st *Statistical Reports on Internet Development in China* released by CNNIC (China Internet Information Center), as of December 2022, the number of short video users in China exceeded one billion for the first time, an increase of 14.4 million from December 2021, accounting for 94.8% of the total number of Internet users<sup>[3]</sup>.

The development of the Internet and the wide coverage of the fifth-generation mobile

communication technology in counties have provided the prerequisites for a large number of rural people to access the network. The grassroots nature of short videos also makes it quickly sinks into the rural market and become a platform for farmers to show themselves, which has spawned the rural content field of short video platforms and shown a trend of diversified development. The micro-videos of three rural issues which focus on rural China are the records about China's countryside in the context of media convergence<sup>[4]</sup>, reflecting the contemporary rural appearance, farmers' living standards and cultural development level. "Media is information", when "three rural" micro-videos are in full swing, as a new carrier and new force for new rural development in the new era, it has the new attributes of "new agricultural tools", which not only change the pattern of rural information production and dissemination to a certain extent, but also bring great changes to rural life and production, and are of strategic significance for digital village construction and rural revitalization.

## **2. The Separation and Integration of Urban and Rural Areas: The Internal Logic of "Three Rural Micro-Videos" Empowering Rural Revitalization**

### **2.1 Redistribution of Urban and Rural Communication Discourse**

The imbalance and uncoordinated development of urban and rural areas is the most prominent structural contradiction in China's economic and social development at this stage, and it is also the root cause of many problems that have been facing for a long time<sup>[5]</sup>. Rural revitalization is a complex system project with rural areas as the main battlefield and farmers as the main body, therefore, awakening farmers' subjective awareness, respecting their subjective status, and giving play to their main role are the keys to rural revitalization.

Under the influence of China's urban-rural dual structure, the dissemination of rural information has always been in the state of inequality between urban and rural areas. In the era of traditional media, the appearance of rural areas is often in the agenda setting of mass media, specific political context and social issues, and the rural space arranged by the media is mixed with the operation of ideology and power discourse<sup>[6]</sup>. The huge group of farmers is in a long-term state of "speechlessness". The entry of modern media into the countryside has brought about the technological opportunity and self-expression to farmers, a vulnerable group in the information dissemination link. The "marginal" countryside is appearing in the public's field of vision in a new way, and the farmers are transforming from narrative objects photographed by traditional reports and other things to creative subjects, participating in the process of discourse production as creators. From the perspective of rural revitalization, in the production process of the "three rural micro-videos", farmers take the initiative to shape the rural image in an active and personalized way, which builds a more convenient path for the output of rural information. The improvement of farmers' dominant status after media empowerment also provides strong and lasting vitality and impetus for rural revitalization and development.

### **2.2 Bridging the Gap between Urban and Rural Memory and Culture**

The "three rural micro-videos" meet the audience's "visual spectacle" with novel rural experiences. Through the daily filming, "three rural" Self-Media provides the audience with a convenient way to watch their real life, and builds a bridge for urban residents to understand the real life of rural areas with the audience's curiosity-led viewing behavior. For example, the blogger "To My Lost Youth 2" on the Douyin platform, the blogger took cattle as the protagonist of the video, filmed the cattle's daily life, told about the relationship and personality, and attracted more than 600,000 fans to adopt "electronic pets". Under the influence of different life experiences in urban and rural areas, such short videos meet the needs of urban residents for novel experiences by constructing "rural wonders",

filling the gap in their understanding of rural life and some rural scenes.

The slow-paced life of “three rural micro-videos” caters to the audience's “pastoral imagination”. Modernization has made the boundaries between urban and rural areas clearer, but in fact, urban and rural areas are not absolute binary opposites, there is an inseparable culture and memory between the two, and they can be integrated and reproduced through the mediation of short videos<sup>[7]</sup>. In the intense fast-paced urban life, people tend to look for an outlet of emotion. For example, the short videos represented by "Li Ziqi" and "Zhang Tongxue" have reconstructed the rural space with their romantic, poetic narrative and aesthetic image expression, making it enter the public field of vision in a more wonderful way, and then making the behavior of watching short videos become the choice of some audiences to escape the hustle and bustle of the city at low cost, and the rural life conveyed by the video evokes the yearning of urban residents for a slow-paced life state, and even becomes a typical case of cultural export.

The scene reproduction of “three rural micro-videos” satisfies the audience's memories of the disappearing countryside. Under the influence of the social structure of urban-rural duality, the long-term urban-rural industrial dichotomy has led to a serious imbalance in the allocation of urban and rural factors, with resources and talents from the countryside constantly flowing to the cities, and part of the countryside space also fading away, so that the life and home of the olden days can only become the beautiful memories in people's hearts. Daily, multi-scene, multi-perspective videos have reproduced a large number of rural scenes, evoked people's collective memories of the countryside in childhood, satisfied the audience's remembrance of the countryside to a certain extent, and become the spiritual destination for people to solve “homesickness”. While strengthening the rural group's own identity and cultural identity, the videos carrying local complexes and collective memories also continue to build the common cultural identity and values of urban and rural areas, bridging the memory and cultural separation between urban and rural areas.

### **2.3 Enhance Farmers' Identity and Cultural Self-confidence**

Identity is the psychological process of an individual's confirmation of self-identity, cognition of the group to which he belongs, and the accompanying emotional experience and behavior pattern. Identity is not fixed, but a process of continuous construction as it develops. For example, titles such as “new farmers” and “village guardians” have become identity labels for farmers to quickly identify and link each other. And for rural self-media with a huge number of fans, they do not regard themselves as Internet celebrities, and the platform provides them with “well-known creators in the field of three rural areas” and “members of the rural Intelligent Group” and other identities to express a high degree of identity recognition<sup>[8]</sup>, which allows micro-videos creators to maintain a high level of creative passion and improve the content quality of “three rural micro-videos”.

In terms of creation, “three rural micro-videos” endow farmers with the status of narrative subject and give everyone the right to record their lives. Farmers, as the subject of narrative, create a good rural image by showing the rural ecological culture, intangible cultural heritage, which are conducive to showing a good rural style and family tradition in the public view, realizing cultural output, and enhancing cultural self-confidence.

## **3. Talent, Industry and Cultural Revitalization: The External Value of “Three Rural Short Videos”**

### **3.1 Short Videos Help Rural Talents Revitalize**

The “three rural micro-videos” can help improve farmers' digital literacy and bridge the “digital gap” between urban and rural areas. As a new form of information dissemination, the micro-video of

rural has greatly broadened the information acquisition channels of farmers, enriched the information cognition mode of farmers, changed the information dissemination mechanism in rural areas, and improved the ability of villagers to use digital media. By watching micro videos, which is a convenient and efficient way to obtain information, farmers can learn about relevant policies, market information, agricultural technology, etc. according to their actual needs.

Micro celebrities such as “Li Ziqi”, “Kangzai Farmer” and “Rural Xiaoqiao” are typical cases of returning home to start a business. After graduating from university, “Rural Xiaoqiao” chose to return to the village to start a business, and recorded her entrepreneurial life with short videos, attracting a large number of fans also injecting new vitality into the countryside. Their success is also allowing more people to see that new hope is bred in the vast rural land, attracting urban people to return to the countryside. The content of short videos in the three rural areas has shown a diversified development trend, and has also attracted some beauty bloggers to use rural backgrounds to carry out differentiated operations with the good results. It can be seen that the short videos of rural areas create the possibility of diversified employment and entrepreneurship, and also promote the integration of urban and rural resources and the flow of creative talents.

### **3.2 The “three rural micro-videos” Promote Rural Economic Development and Industrial Integration**

The instrumental and economic value brought by the “three rural micro-videos” is of practical significance to the construction for digital villages construction and the rural industries revitalization. “New agricultural tools” have changed the situation in the past, where farmers can only rely on traditional farming tools and physical labor to obtain the financial benefits, and the resulting mediated shift of production methods is also an important part of the construction of digital villages.

In the process of diversified development, the “three rural micro-videos” have become a part of the industrial chain of agriculture, tourism, rural culture and other industries, and its economic value mainly comes from Internet traffic monetization and transformation of scientific and technological achievements. First, the short video platform's traffic support for "three rural areas" content has strengthened the ability of three rural areas to monetize their self-media traffic. For example, Douyin launched the “New Farmers Program”, which will invest a total of 1.2 billion traffic resources to support the content creation of the platform's three rural areas. The second is the transformation of scientific and technological achievements based on agricultural technology promotion. Agricultural technology promotion, as an important part of the transformation of agricultural scientific and technological achievements, is an important way to promote the effective supply of agricultural products, increase farmers' income, and improve the agricultural production environment. Using short videos as an intermediate medium, agricultural technology has been realized from the laboratory to the field. The transformation of agricultural and rural areas plays a key role in the development of agricultural and rural modernization.

In terms of expression, “three rural micro-videos” are more active in helping the revitalization of rural industries. The “rural space” built by “three rural” self-media caters to the needs of urban consumers and satisfies their “emotional consumption” experience. The short video platform has also hatched a group of rural Internet celebrities who have become anchors with goods. Through the “short video + e-commerce” model, it has effectively stimulated the sales of rural agricultural products, expanded the sales channels of agricultural resources such as agricultural products, and promoted the agricultural products sale in poor areas. The cooperation and integration of sales and the national market of agriculture, rural areas and farmers. For example, some netizens commented on the live commerce of “Kangzai Farmer”: Since Kangzai started livestreaming, he has gone to places where all the fruit farmers have gathered and there is no market. (They) have been to my hometown to help

sell oranges. Now he goes from Guangxi to Gansu to sell honeydew melons! He's really helping farmers with heart.

“Three rural micro-videos” also show a trend of integration and development with multiple subjects in terms of stimulating economic benefits. Affected by the COVID 19, “cloud tourism” has set off a boom, which also provides new ideas for “short video + cultural tourism”. “Three rural” self-media work with travel agencies to create a new form of “short video + tourism”. According to the *Annual Report of China Domestic Tourism Development (2022-2023)* released by the China Tourism Academy, domestic tourists made 3.246 billion trips, an increase of 12.8% over 2020. Among them, urban tourists made 2.342 billion domestic trips, an increase of 13.4%; rural tourists made 904 million domestic trips, an increase of 11.1%<sup>[9]</sup>. Under the background of the continuous rise of tourism popularity and the integration of culture and tourism, the rural culture and tourism market has sufficient development potential, and the “three rural” self-media use short videos to shoot cultural and tourism content such as rural beauty and folk festivals, attracting tourists to sightsee, and driving people to “punch in” in rural areas. Therefore, “three rural micro-videos” can accelerate the pace of rural cultural and tourism integration to a certain extent, drive the development of rural tourism economic industry, especially for the development of cultural tourism industry in poor areas. In addition, the “short video + science and education” model is also emerging, government official departments or universities, scientific research institutions, etc. through short video to carry out policy publicity and technology promotion, improve the professional quality of agricultural business entities, and lay a good foundation for the development of rural industries.

### **3.3 “Three rural micro-videos” Promote the Dissemination of Rural Culture**

China's vast rural land has rich cultural heritage, such as tangible and intangible cultural heritage, various folk customs, revolutionary culture, food culture, farming culture, etc., short videos play an important role in the dissemination and revitalization of rural culture. However, at present, there are still problems in rural areas, such as insufficient development of the tertiary industry, weak rural production and life service capabilities, low level of industrial integration, and insufficient excavation of rural cultural values and rural functions<sup>[10]</sup>.

The emergence of videos has brought new opportunities for the dissemination of rural culture, on the one hand, they provide new rural cultural communication channels. In the era of traditional media, due to the influence of geography and development efforts, some unique rural cultures are difficult to be known to the public<sup>[11]</sup>. Today, the grassroots nature of short videos has brought some rural cultures into the public eye in a more “down-to-earth” way, in the process of this transmission, farmers show spontaneity and inject new impetus into the dissemination of rural culture through short videos. On the other hand, “three rural micro-videos” are reshaping the pattern of rural cultural industries. Through the display of short videos, rural culture attracts the public to experience the countryside and deeply feel the local cultural characteristics. For example, the promotion of rural intangible cultural heritage, folk art, museum tourism, etc., all promote the dissemination and development of rural culture under the background of the integration of culture and tourism. Rural cultural products are sold through short videos, which further improves the economic benefits of the rural cultural industry and promotes the integration of the primary, secondary and tertiary industries in the countryside.

## **4. The Sustainable Development Path of “three rural micro-videos”**

### **4.1 Text Production: Strengthening Value Guidance and Improving Content Quality**

While “three rural micro-videos” are booming, there are also problems such as the text content



focusing on the surface of daily life, the shooting scenes are homogeneous, and some rural scenes will lose the opportunity to be represented. Therefore, it is indispensable to lead the rural areas towards digitalization and promote rural revitalization by strengthening value guidance, digging deep into rural historical and cultural resources, disseminating positive cultural customs, showing the real rural style, basing on the performance theme of “three rural areas”, and finding a balance between authentic records and artistic expression. At present, “three rural micro-videos” take UGC (user-generated content) as the main body, but what really appeared in the public's field of vision is the videos led by PGC (professional production content).

For the grassroots creators of UGC, most of them are farmers with low level of education, lack of professional operation teams, and their production content is often a highly autonomous and uncontrollable state, so they can only be guided and motivated from the outside, focusing on establishing correct values and encouraging them to carry out diversified creations beyond the field, daily necessities, rather than enhance the beauty of their works. It is necessary to strengthen media literacy education in rural areas, actively disseminate Internet knowledge and basic operational skills, and improve farmers' ability to use the Internet and distinguish information. For farmers who need to bring economic benefits through short video platforms, they should be helped to improve their professional skills in creating and filming short videos, improve the quality of content of their works, and teach basic skills for online sales.

PGC professional video creators, should continue to output high-quality content, but they should not overly cater to capital. Whether the content of the “three rural micro-videos” can show the real rural life, whether it can conform to the audience's imagination of rural life, and whether it can resonate with the audience's nostalgia are the important criterion for judging excellent “three rural micro-videos” cultural products. While short videos become “new agricultural tools” to bring economic benefits, we should guard against the excessive commercialization of short video creation under the influence of capital, encourage video creators to maintain their original intention, and stabilize the value of short videos for rural development. In addition, although the rural land is full of people's rural complexes and the beautiful imagination of pastoral “utopia”, it cannot ignore the “aesthetic division” and the shielding of rural authenticity that may be brought by such short videos, and the aesthetic balance between technical packaging and real records should be sought. For this, we should give full play to the value guidance role of rural short video PGC and KOLs, and disseminate the excellent Chinese rural traditional culture, beautiful rural stories and the simple spiritual quality of rural people, so that the videos show the poetic and beautiful countryside on the basis of reflecting social reality.

#### **4.2 Economic Perspective: Enhance the Sustainable Monetization Ability of “three rural micro-videos”**

Rural industry revitalization is the most important part of rural revitalization, we should fully see the important role of short videos in rural industry revitalization, improve the brand awareness of rural short videos, and strengthen the sustainable monetization ability of “three rural micro-videos” under the premise of ensuring video content.

First of all, we need to enhance the brand communication effect of agricultural products with high-quality and differentiated brand building. When publicizing and promoting agricultural products, it is necessary to pay attention to exploring the characteristics of local culture and agricultural products, and promote characteristic agricultural products according to local conditions. For Example, a microcelebrity named “I am La Bu La Jin” attracts a large number of fans to pay for the “novel experience” with the service of selling “fruits picked by animal workers”, and more than 170,000 products have been sold, successfully driving the sales of oranges in the orchard. Meanwhile, short

video creators should also make full use of the intuitive and convenient characteristics of short videos to deeply reflect the green, healthy and pollution-free labels in the agricultural production process into the public's field of vision and increase the exposure of agricultural products. For example, the "short video + e-commerce" model uses the functions of the short video platform to enhance user stickiness, ensure quality and improve sustainable monetization capabilities.

Second, an integrated development mechanism for short videos and multiple subjects needs to be established. In terms of short video account operation, non-professional rural short video creators can rely on MCN to carry out more professional and market-oriented operation for rural short video creation, enhance their competitiveness and expand economic benefits. Meanwhile, in order to increase the sales of agricultural products, short videos can be used as the carrier to build a network platform integrating the roles of government, enterprises, e-commerce, consumers, farmers, supply and marketing cooperatives, etc., to realize the platform docking mode of "government-enterprise-society-agriculture" by improving the interest connection mechanism, and provide farmers with channels for product output and docking.<sup>[12]</sup>

Furthermore, it is also needed to feed back through short videos, increase product sales channels, promote the realization of the value of agricultural products, innovate development models, break through the restrictions of circles, enhance the value of "three rural" products, and help rural revitalization.

#### **4.3 Social Perspective: The Combination of "Governance Support" and "Intellectual Support"**

In terms of rural grassroots governance, we should pay attention to the impact of "three rural micro-videos", introduce relevant policies to support and regulate the participation of rural short videos in consolidating and expanding the results of poverty alleviation and rural revitalization in accordance with local conditions, provide necessary technical support and resource guarantees, and create a healthy environment for the creation and development of short videos in rural areas. In terms of policies, it is necessary to start from policy support, capital regulation, resource integration and technical guidance to attract, encourage and protect creators to continue to cultivate in the field of "three rural" and stick to their original intentions for a long time<sup>[13]</sup>.

In the process of embedding short videos in rural grassroots governance, in addition to relying on the support and guidance of the government and related policies, the participation of universities has also injected new vitality into the empowerment of short videos in rural governance. Relying on colleges and universities to educate and guide farmers is a good way to improve rural digital literacy. For example, new media agricultural assistance has become one of the selected topics selected for social practice in colleges and universities, relying on digital agricultural knowledge lectures and related skills training provided by college students, and giving full play to the function of videos to "intellectual support", so that all kinds of groups in the agricultural field, including farmers, can become "new farmers" who understand production technology, digital technology, marketing and management.. Furthermore, it is also necessary to strengthen exchanges and cooperation between rural short videos and county-level integrated media, improve the service capabilities of new media and rural short videos, such as using short videos for rural sports and cultural activities, science and technology education, agricultural technology extension and other service capabilities, and give play to the positive role of short videos while enriching the spiritual and cultural life of villagers, so as to continuously promote the construction of digital villages and improve the effect and ability of grassroots social governance.

## **5. Conclusion**

At present, China's task of accelerating and deepening rural revitalization is urgent and arduous,

and it should be noted that “three rural micro-videos”, as an important tool for building digital villages and promoting rural revitalization, profoundly affect the pattern of rural information dissemination and the way farmers produce and live. After media empowerment, it has also changed the identity of farmers to “new farmers”, and also brought new opportunities for farmers' own development.

In general, the process of circulation and operation of “three rural micro-videos” are also the process of bridging the “digital gap” between urban and rural areas. The emotions, identity, culture and other identities have become the endogenous driving force of rural revitalization, providing good opportunities and favorable conditions for rural revitalization. The “three rural micro-videos” not only play a role in the integration and development of rural talent revitalization and various industries in rural areas, but also drive the digital economy in rural areas and create a new situation of green and high-quality development in rural areas. Therefore, we should deeply understand the internal logic of rural short videos to empower rural revitalization and the positive role of “three rural micro-videos” in rural development, and constantly explore the sustainable development path, so that it can better play the proper meaning of “new agricultural tools” while providing leisure and entertainment for the public.

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