

Research on the Strategy of Rural Revitalization of Jilin Province Assisted by New Media Images under the Background of "Internet+"

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Abstract: In the implementation of rural revitalization strategy, new media technology plays an important role in the development of rural revitalization, and new media image is an important part of new media technology. Image communication has gradually replaced the text communication, which has an important influence on the communication benefit. However, in the process of rural revitalization in Jilin Province, the application and exploration of new media images are not enough, and the communication benefits have not been fully played. To realize the economic and cultural needs of rural revitalization in Jilin Province with better help rural revitalization, explore the status of the application of new media images in the process of communication and analyze the existing problems, it studies and summarizes the countermeasures to improve the communication efficiency of the new media images in rural revitalization, so as to inject new vitality into the development of rural revitalization in Jilin Province.

In the 20th CPC report, General Secretary pointed out that " we should comprehensively promote rural revitalization, give priority to agricultural and rural development, consolidate and expand the achievements of poverty alleviation, accelerate the building of a strong agricultural country, and steadily promote the revitalization of rural industries, talents, culture, ecology and organizations."^[1]New media image plays an important role in promoting the revitalization of rural culture in Jilin Province. Promoting the dissemination of rural images in Jilin Province is an important way to realize the revitalization of rural culture and enhance the confidence of rural culture. We examined and understood the quality of new media image works and their application in rural revitalization in Jilin Province, the current situation of image creators and their technical ability, the main content of dissemination and the chosen medium of dissemination, etc. We summarized the problems of single subject matter of new media image creation, lack of filming skills, unsatisfactory attraction of published works and deviation of creative content from the theme of rural areas in Jilin Province, and figured out a series of measures to better improve the dissemination efficiency of rural cultural and economic revitalization in Jilin Province. I will seek a series of measures to improve the communication efficiency of rural cultural and economic revitalization in Jilin Province. Through the online learning and exchange platform, we will increase the cultivation of technical talents for rural image creators and other countermeasures. It is

believed that these countermeasures can play a positive role in the communication benefits of rural revitalization in Jilin in terms of new media images.

1. The application status of new media images in rural revitalization and communication in Jilin Province under the background of "Internet +"

New media images can give full play to the rural revitalization of Jilin Province, which can greatly improve the communication efficiency of e-commerce in Jilin Province, and play a certain positive role in promoting the economic revitalization and cultural revitalization of rural revitalization. First, the popularization of new media video technology can enable rural image creators to better export video works and contribute to the rural economy; Second, the current era is not the era of "wine needs no bush". According to the 46th Statistical Report on Internet Development in China released by CNNIC, by June 2020,^[2] China's rural Internet users reached 285 million, accounting for 30.4 percent of the total number of netizens, and the Internet penetration rate in China's rural areas reached 52.3 percent. The data shows that the digital era in rural China has arrived, and the popularity of the Internet has a direct impact on social, economic and cultural development in rural areas. New media images can bring new sales channels and publicity channels for rural individuals and enterprises, so that they can have a broader space for development. For example, the "post-85" young man Lu Kai in Wulindong Town, Raohe County, Heilongjiang Province, began to publish short videos with the online name "Lu Xiaokai" in 2018 to show the real life in the northeast forest region. With the help of the government, he set up a studio selling honey, grains and mushrooms, with an annual sales of 30 million yuan and cooperation with nearly 400 bee farmers. It has significantly improved the local economy. Therefore, if the new media video creators in Jilin province can make full use of the new media video technology, they can play a greater role in the communication process of rural revitalization in Jilin Province.

2. Problems existing in new media images in rural revitalization communication in Jilin Province

2.1 In the development of rural revitalization in Jilin Province, the quality of new media images needs to be improved

New media video in rural revitalization communication in Jilin Province is lacking in terms of technology. People's video deputy chief editor Linda meng and people's audio-visual institute researcher Sun Fengxin wrote "short video reshaping media pattern and industry ecology" mentioned in "2020 short video strong rise, firmly occupy the user's eyes, ears and fragmented time, and has gradually bid farewell to savage growth into the stability, present specialization, quality, industrialization, standardization of development characteristics", the requirement of new media image has tended to specialization. New media image overall has a trend of polarization in Weibo, TikTok, RED, Kuaishou media platform, with higher photography professional team of new media image quality, stronger effect and visual impact, but the quality of the pictures taken by other rural creators is lacking in terms of color, pixels, artistic atmosphere and composition, this gives the audience a poor picture effect, without arousing the interest and naturally losing viewing attraction.

According to a large number of browsing and investigation on the Internet, it is found that most of the new media image creation of rural themes in Jilin Province are relatively simple and lack of transport mirror. The subject and the scenery in the picture are directly shot in the middle scene, and the picture is a shot to the end. The use of photographic skills such as light and composition is less than the low quality of the image. These problems will greatly reduce the viewing experience of new media images, affect the viewing experience of the audience, and also affect the

communication benefit of rural revitalization in Jilin Province.

From the perspective of content, the new media video in the rural revitalization communication of Jilin Province has a single theme, and is not close to the cultural resources and ecological resources with Jilin characteristics. According to the research, the reason for the low benefit in the communication process of rural revitalization in Jilin Province is that the subject selection of new media video creators in Jilin Province mainly focuses on rural life, funny daily life and delicious food. The natural resources, ecological landscape and characteristic agricultural and sideline products of the rural areas in Jilin Province are relatively few involved, and the local rural characteristic advantages of Jilin Province have not been fully utilized. When people mention Jilin, they may first think of Changbai Mountain, but in fact, there are many characteristic cultures and natural resources in Jilin besides Changbai Mountain. For example, in the fifth batch of national intangible cultural heritage list, there are bacon cake, Yangko and Ji opera; Manchu paper-cut, Wula Chen Hanjun single drum dance and Wula Manchu folk music; Jilin intangible cultural heritage project and the fishing and hunting culture of Chagan Lake. Ice and snow tourism, Changbai Mountain and other natural landscapes, as well as the advantages of agricultural and sideline products such as rice, ginseng, agaric, beef, peanuts and other products can be used as the material for new media video shooting. In the new media images, Jilin rural creators do not fully show the local characteristics of Jilin, which makes it impossible for foreign personnel to understand the characteristics of rural areas in Jilin through the Internet. As a result, the publicity benefits of cultural communication and economic revitalization in Jilin Province are not ideal, and naturally they cannot attract a large number of consumers.

2.2 In the rural image creation of Jilin Province, the drainage effect is not ideal

By June 2020, the number of short video users in China had reached 818 million, accounting for 87 percent of the total Internet users. After research, only searching keywords such as "village, rural" on TikTok and Kuaishou platforms, TikTok hot topics played more than 1 billion times, and Kuaishou released more than 50,000 works. Only TikTok platform in Yunnan has 36 creators between 10 0,000 to 1 million fans, 18 rural creators in Jilin Province, 19 more than 1 million fans in Yunnan, and more in the field of agriculture, rural areas and farmers, while only 3 have more than 1 million fans in Jilin Province. And a large number of data show that the number of fans and the number of likes are less than half that in Yunnan province. There are few new media video creators about the rural areas in Jilin province, and the drainage effect is not ideal, which affects the pace of rural cultural revitalization and economic revitalization in Jilin Province. Having traffic is very key to the new media technology to promote the development of rural revitalization, and drainage is an important means of Internet marketing, that is, to use various means to attract the attention of target users, so as to improve the exposure of rural areas in Jilin. No flow means no attention. If the excellent ecological resources and cultural characteristics of Jilin Province are not seen, it cannot help farmers to sell products and get income and get out of difficulties.

In 2023, 45 villages and towns, including Xietun Village, Mangka Manchu Township, Jiutai District, Changchun city, Jilin Province, will win the annual provincial "one village, one product" model village. The grapes in Minzhu Village and the agaric in Shansongling Village are all high-quality agricultural products produced in the model villages of Jilin Province. However, due to the fact that they have not received wide attention, the communication channels are restricted, which all restrict the sales situation of agricultural products in Jilin Province. Therefore, improving the effect of drainage and increasing the effective communication benefits are the key to help the rural revitalization and cultural revitalization in Jilin Province.

3. Strategic countermeasures to improve communication efficiency in rural revitalization of Jilin Province

With literature investigation and field investigation research, it summarizes the problems existing in the process of rural revitalization and dissemination of new media images in Jilin Province under the background of "Internet +", e.g., weak shooting skills of new media images, single content of creation, unsatisfactory drainage effect of video works and lack of new media image talents. In view of a series of problems, relevant measures are explored as follows:

In view of the lack of new media video shooting skills in Jilin Province, relevant institutions need to cooperate with various parties to make up for the technical shortcomings. First of all, it explains the use of new media image technology through relevant activities organized by the government, relevant villages and departments, then strengthens the public understanding of new media image skills. Secondly, it shares online platforms where creators who are interested in new media technologies can learn new media imaging techniques. Learning through Internet resources, online courses on the Internet are a good channel to acquire knowledge, which can let villagers understand the shooting methods of new media images as soon as possible, so as to apply them to their own short video works. Thirdly, the school needs to focus more on the cultivation of talents for the cultivation of photography talents. In teaching, innovative teaching mode is adopted, the teaching form of "classroom + market" is adopted, and the practice mode of organizing students to go into the countryside, so that the homework of photography students becomes works and works into commodities. In June 2023, for example, Huce Film School of Zhejiang University of Media and Communication organized teachers and students to work in the village of Longyouhu Town, set up 24 groups with 240 students, settled in 24 villages for five days of in-depth interviews and research, so as to carry out video creation, so that teachers and students can "create video in the countryside", students can not only learn skills, but also promote the economic and cultural revitalization of rural Jilin Province, thus realizing the teaching practice activities of school-township linkage, production-learning combination and multi-win-win. Finally, because the dilemma of rural development has limited attraction to talents, township and other employers can try to change their thinking of employment and make good use of external talents, and adopt the employment method of "new media video talents are not necessarily owned by me, but can be used by me". At the same time, it can integrate the forces of the academic community and the industry, and intervene the relevant talents of new media image technology and new media operation, so as to escort the continuous output of high-quality rural content.

In order to better help the rural revitalization of Jilin Province, the creation of new media images also needs to be closely related to the characteristic rural resources of Jilin Province. The research shows that the communication content of new media is more about the lifestyle of northeast China and the daily funny clips, and the agricultural products, tourism resources and characteristic culture of Jilin countryside are not guided or displayed in the new media images, which greatly affects the development of rural revitalization in Jilin Province. The key to new media images in rural revitalization needs to be truly based on "agriculture" and present the rural characteristics and cultural advantages of Jilin Province to the audience. Therefore, in the process of rural revitalization, Jilin Province should try to choose the new media communication content to first choose the high-quality communication content close to the rural life, add the rural characteristic agricultural products into the creation of new media images, and increase the exposure of agricultural products in Jilin Province. In rural revitalization, it gives full play to the communication power of new media images, "image has a picture more than a thousand words", and allows consumers to better understand the countryside of Jilin through images.

In view of the problem that new media image drainage is not ideal, it is necessary to expand

communication channels, carry out content planning, and create first products. For new media image transmission platform in addition to the TikTok there are a lot of communication platform, such as quickly, B station, spelling, little red book and headlines, although users and activity than TikTok, but the type of the platform and user group positioning all have emphasis, according to the content of different platform positioning of new media image production and release, can to a certain extent improve the spread of rural revitalization of Jilin province benefit. In addition, at present, Jilin Province has no agricultural products, ecological tourism and folk culture and other aspects, and there is a general problem of weak brand awareness. Winter fishing in Chagan Lake has a thousand years of fishing and hunting culture, and ethnic cultures such as Hezhe and Xibo, can try to create a publicity mode of "new media + cultural tourism industry", and open up a new road for rural economic revitalization and cultural revitalization. Using natural resources to deeply cultivate quality content is an urgent problem that we need to solve. It makes full use of its own advantages to build a brand symbol belonging to the countryside of Jilin Province, which needs to find positioning in the communication process, create a series of new media video works according to the cultural characteristics of Chagan Lake in Jilin Province, bacon flatbread, Yangko, Hezhen and Xibe create a high-quality image and promote top products. Only in this way can we usher in new vitality for the rural economic revitalization and cultural revitalization of Jilin Province. After summary and reflection, the scope of research on new media image's contribution to the rural revitalization of Jilin Province has been limited to a certain extent due to the limited research time. On this basis, it can expand and explore the communication objects and platforms in the future, hoping that the research content of this study can provide certain theoretical support and practical reference for new media image's contribution to the rural revitalization of Jilin Province.

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