

County-Level Integrated Media Center Promotes Cultural Inheritance and Innovation with "Short Video" as the Carrier

Ziting Zhai, Zun Jiao*

Qingdao Film Academy, Qingdao 266500, China.

Abstract: As a public opinion position to convey the spirit of the Party Central Committee and national policies, the Integrated Media Center plays a vital role in publicity work. However, there are also some problems in the process that hinder further development. The integrated media center has the advantages of understanding the direction of publicity, familiar with the local economic and cultural development, and mastering the production of short videos. If the integrated media assists in the production and promotion of short videos, it will have better publicity effects. This article analyzes the problems in the promotion process of short videos for rural users, in order to establish effective working ideas for the media center and promote local cultural inheritance and innovation.

Keywords: County-Level Integrated Media; Rural Revitalization; Short Video; Cultural Inheritance

Introduction

The "three rural" issues have always been fundamental issues related to my country's national economy and people's livelihood, and the rural revitalization strategy has been an important task in rural work since the 19th National Congress of the Communist Party of China. Rural revitalization is a comprehensive revitalization that requires coordinated economic, political, cultural, social, and ecological civilization construction in rural areas. Cultural revitalization is an important part of the entire work, providing development soil for economic development and rural ecological construction. This paper takes the work of integrated media as the starting point, and under the background of rural revitalization, according to the status and role of integrated media in rural revitalization, combined with the current "short video" popularization and use among rural users, it discusses effective And the specific work ideas with strong operability can bring sustainable development to the cultural inheritance of rural areas through "short video" method.

1. Problems existing in the practical work of county-level integrated media

In terms of platform operation of county-level integrated media centers, they are mostly operated with the help of higher-level media platforms, while provincial-level platforms hardly involve issues related to "agriculture, rural areas and farmers". As a county-level integrated media center, it lacks a lot. Function. For example, the county-level convenience services, agricultural technical services, and farmers' employment related to the needs of the county-level people are still relatively lacking or even completely blank. In addition, there is a serious lack of services. At present, many county-level integrated media centers still habitually focus on setting up models, reporting events and leadership activities in publicity. They do not pay much attention to cultural construction, rural B&Bs, etc. In terms of service content, Most of them stay at the level of "facing the top", but the tendency of "facing the bottom" is not high.

2. Difficulties faced by rural cultural inheritance

2.1 The development of the external media environment is backward

Some folk tales, traditional handicrafts, proverbs and songs, etc., are mostly spread among people within the countryside for a long time. Due to the limitations of time and space, the rich rural cultural content is not connected with the outside world, resulting in the interruption of the dissemination process and the inability to carry out wider cultural promotion and inheritance.

2.2 Rural cultural facilities are backward

Many rural cultural facilities, such as rural cultural stations, libraries, etc., mostly rely on local financial appropriations to maintain their operations, and these facilities often have concentrated investment in the early stage, good maintenance and operation, and increased use costs in the later period, while investment has decreased, resulting in Many cultural facilities are unable to operate normally and have become empty shells.

2.3 The gap between urban and rural areas creates barriers to cultural communication

Within counties and townships, interpersonal communication dominates, while mass media relies more on the mainstream culture of the city. Therefore, the content, methods and channels of mass communication do not pay more attention to the cultural needs of rural residents. Without strong intervention and guidance, the barriers to urban and rural cultural communication will become more and more obvious, further affecting the dissemination and inheritance of rural culture.

3. Difficulties faced by using short videos to inherit rural culture

3.1 Homogenization of subject matter and content

Short videos with the theme of "agriculture, rural areas and farmers" and rural culture, whether they are creators with a large number of fans or newcomers, most of the themes they create are rural beauty, farm food, pastoral life, etc. In particular, new creators are often accustomed to imitating or even copying popular works, resulting in more homogenization of themes and content.

3.2 The quality of creators needs to be improved

The popularization of the Internet in rural areas, the rapid expansion of the number of mobile users, and the low entry threshold for short video creation have stimulated the active participation of more rural residents. From another perspective, with the stimulation of traffic and number of fans, Under the current situation, due to the limitations of cultural level and weak ideology, video contents such as plagiarism and vulgar content have appeared, which is contrary to the revitalization of rural areas and the promotion of rural culture.

3.3 "Seeking differences" and "seeking strangeness" impact on rural culture

Stimulated by the number of traffic and fans, many short video creators deliberately vilify and distort some bad habits and bad habits in rural areas in order to gain attention by pretending to be ugly and making pranks, which has had a negative impact on the promotion and inheritance of rural culture.

3.4 "Information cocoon room" restricts large-scale promotion of rural cultural content

The short video platform is characterized by fast communication speed and high platform openness, which can quickly create hot topics and content. However, in order to retain users for a longer period of time, various short video platforms currently push content to users based on "algorithm recommendations". And because some spoof, extreme, and exaggerated content objectively have stronger dissemination and promotion power, more and more such bad content is pushed to users, and users continue to refresh and watch these negative content. From the perspective of video producers, more inferior content will be produced in the one-sided pursuit of traffic and profits. From a more macro point of view, "algorithm recommendation" has contributed to the formation of "information cocoon room". The limitations of short video users' thinking and vision will be intensified. It hinders the spread and inheritance of rural culture through short videos.

4. Insufficient economic and technical support weakens creators' enthusiasm for continued creation

There are two problems that cannot be avoided in the development process of short video creation. The first is the quality of the content, and the second is the traffic problem. Many content producers believe that they need to "buy traffic" to obtain traffic, which undoubtedly significantly increases production costs. The income of short video creators in rural areas mostly depends on the

platform's subsidies, but it is far from covering the creator's input cost, causing them to need to create at their own expense, causing economic pressure and seriously affecting the enthusiasm of creators. Especially in the early stages of creation, individual creators are unable to relieve their pressure through financing. Although ad placement and pre-roll ads are one of the main ways to generate income for short videos, it is difficult to have a stable income in the initial stage of low traffic and few fans.

5. The task requirements and development ideas of the county-level financial media center to promote short videos for cultural inheritance

Considering that the current county-level financial media center needs to better shoulder the important historical mission under the new situation and new tasks. Responsibilities need to be shifted from focusing more on media attributes to comprehensive attention that takes into account social governance attributes, community, and rural aspects. In the new stage of development, it is especially important to see that the dissemination and inheritance of rural culture is the internal driving force for development and the driving force for innovative development.

5.1 "Content" promotion, innovation and gatekeeping

5.1.1 "Content" boost

Rural culture is a synthesis of the achievements of material civilization and spiritual civilization formed under a long-term social and historical background, with unique cultural characteristics of rural areas. For short video creators from rural areas, although they live in this land, due to their limited cultural level, coupled with their lack of grasp of the characteristics and direction of new media communication, they cannot comprehensively and accurately use the short video method. Promote rural culture. For the Media Center, on the one hand, it understands the communication requirements and communication ideas, and at the same time, because of its location "up to the center, down to the people", it has the inherent advantage of being familiar with rural culture. In addition, it can also provide guidance on shooting and production techniques to rural short video creators.

5.1.2 "Content" innovation

The current short video content related to "three rural issues", rural revitalization, and rural culture is too homogeneous, lacks innovation, and is seriously plagiarized, which has caused users' aesthetic fatigue. Therefore, county-level financial media needs to give full play to the responsibility of content innovation, discover content with local characteristics according to local conditions, enhance the diversification of content, and guide creators to conceive and create content from the perspective of users.

The county-level integrated media center can comprehensively use a variety of information dissemination technologies to fully integrate the information and resources of traditional media and various types of new media, and provide content support for the innovative creation of short video content. It can also integrate more diverse media forms and content such as short videos, webcasts, and creative posters to expand content acquisition, release, and publicity channels, thereby enhancing the creativity and innovation of short video content.

5.1.3 "Content" control

Short videos bring new development opportunities to the countryside, enhance the vitality of the countryside, and provide a good booster for the revitalization of rural culture. Through short videos, the rural landscape, local customs, etc. are disseminated, arousing rural residents' confidence in rural economy, culture and landscape, arousing urban residents' yearning for rural life, and soothing the homesickness of wanderers.

5.2 Assist short video creation and communication with other industries for mutual benefit

5.2.1 Promote short video creation and dissemination

The short video platform recommendation algorithm limits the expansion of the scope of short video dissemination, and the cultural gap between urban and rural areas also limits the increase in the short video audience. Convergent Media integrates various types of media. Compared with ordinary short video creators, it has a relatively complete communication matrix. It can take advantage of this advantage to provide multi-angle information content supply and promotion for short videos.

References

- [1] Li M. How county-level integrated media centers serve rural revitalization[J]. News Enthusiasts, 2022(03):97-99.
- [2] Zhou Q. Innovative paths for county-level integrated media to spread rural culture from the perspective of rural revitalization[D]. Chengdu University of Technology, 2020.
- [3] Meng PP. Analysis on the issues and paths of rural revitalization empowered by "Three Rural Affairs" short videos [J]. Modern Agricultural Machinery, 2023(04): 30-32.
- [4] Li SW, Liu YC, Liu JS. Exploration on Promoting the Revitalization Path of Sannong Short Video We Media Empowering Digital Rural Areas[J]. Agriculture and Technology, 2023, 43(14): 158-162.