

# Research on the Actuality of Short Video Works in Rural Culture in the Era of "We Media"

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## Abstract

**The construction and communication with rural culture is the only way to promote the new rural construction, and it is also an important part of the rural revitalization strategy. With the development of Internet technology, short videos have begun to help rural culture export more actively and effectively, and also inject new vitality and power into the lives of peasants. This article attempts to analyze the actuality of rural cultural communication in short videos in the current network environment, and conduct a typological research on the creative content, so as to deeply consider the impact on short videos on the development of rural culture.**

## Keywords

**Short video; Rural Culture; Content Category.**

## 1. Introduction

As a major agricultural country, the problem of agriculture, rural and farmers that our country faces in the process of urbanization are the primary priority of the whole party's work. If the nation is to rejuvenate, the countryside must be revitalized. And cultural revitalization is also an important link to it. In the report on the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping clearly pointed out that "culture is the soul of a country, a nation. Culture rejuvenates the country, culture makes nation strong. Without a high degree of cultural confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation." Rural culture is the soul of the country. Only by doing a good job of rural culture can the high-quality development of the rural revitalization and the rural economy will be prosperous. The 5G network has created an era where everyone is a network anchor which provided a new path to the spread of rural culture.

## 2. The Actuality of the Spread of Network Rural Culture

Rural culture refers to all wealth (including material wealth and non-material wealth) created by people in rural society. The country's rural culture has a decline in nearly 110 years from the Opium War in 1840 to the founding of New China in 1949, which also promotes the existence of traditional cultural lifestyles in my country's rural culture. The emergence of short videos in the self-media era has brought new opportunities for the development of rural culture that lags behind urban culture. According to statistics from the National Bureau of Statistics, as early as 2007, the penetration rate of color TVs in China reached 94.4%. Therefore, for a long period of time, the spread of rural culture in my country has been one-way passively broadcasting. Television media output to the peasant masses, and broadcast and television media construct the image of rural culture in their eyes and spread it to the outside world. The broadcast and television media held the absolute right to speak in the construction of rural culture. Due to the lag in information reception, the peasants are also willing to use radio and television media as their main entertainment, leisure and way of understanding outside culture.

With things going on like this, they have been in a state of "aphasia" all year round and lack the active awareness of exporting rural culture to the outside world.

The arrival of the information age has broken this state of unidirectional transmission. According to the statistics of the 48th "Statistical Report on Internet Development in China" in 2021, the number of Internet users in my country is 1.011 billion, and the Internet penetration rate is 71.6%. Among them, the number of rural Internet users is 297 million, and the rural Internet penetration rate is 59.2%. As of June 2021, the number of users of online video (including short videos) in my country has reached 944 million, accounting for 93.4% of the total number of Internet users. Among them, the number of short video users is 888 million, accounting for 87.8% of the total number of Internet users. This means that nearly 88 of every 100 peasant that use the Internet use the short video platform, which shows that short video has penetrated into the peasants.

Short videos with fragmentation characteristics are short in time and rich in content, which are suitable for viewing in leisure time. And the low production and publish threshold of short video greatly cater to the peasants who are generally not well educated. The short video platform has released the peasant masses' "aphasia" for many years, allowing them to actively integrate into the channels of rural cultural communication. At present, short videos with rural themes mainly focus on pastoral life, family ethics, craftsmanship, and talent performances. These are closest to the origin of rural people's lives. It is handy with peasant users to create and allows the majority of short video audiences to truly feel the actuality of rural culture.

### 3. The Actuality of Short Video Content Creation of Rural Culture

UGC (User Generated Content) and PGC (Professional Generated Content) are the main sources of current rural cultural short video content creation. The UGC model allows short video users to independently create content and publish it on the platform. It realizes the unification of the user identity and creator identity of the short video platform, and meets the self-expression needs of some rural groups. This model breaks the previous "centralized" network context and forms a "decentralized" voice, giving ordinary people the power of expression. The viewer's empathy makes this model more connected to the audience. The PGC model is to create the content by a professional team. Whether the arrangement of the content, the quality of the creation, or the final effect of the published work, they are more professional than the UGC model, also more professional and readable. But it lacks being close to the audience and the simple texture of the rural life, so the PUGC mode of UGC+PGC appeared in the short video of rural culture. The PUGC mode not only satisfies the authenticity of the creator, but also satisfies the professionalism of the work. Regardless of the model, the classification of short video content from rural culture is mainly reflected on the following types:

#### 3.1. Pastoral Life

Comparing with the convenient, splendid, intelligent, and elite life in the city, the rural culture in people's impression represents a quiet, relaxed, simple and slow-paced life. The short videos of pastoral life types mostly show the real life status of the peasants in the way of daily life recording. Most of them choose UGC model to construct of rural daily life, share daily or life tips, records personal daily life and presents the current ordinary people enjoying the state of rural life.

The theme of pastoral life also contains a variety of contents: one is the record of original ecological food. An old Chinese saying goes like " Food is the paramount necessity of the people. " Traditional Chinese rural families have special emotions for food. Different regions have different food pursuits. Therefore, the recording of food on short video platforms is a major force in rural works. The second is the peach blossom-style rural scenery. Most of the rural

scenery preserves the original natural features. Unlike the lights and feasts of the city, it has an inexplicable appeal to the audience and is a peach blossom land for the audience's soul washing. The third is the memory carrying with the traditional customs of five thousand years of time-honored culture. Rural customs has obtained a new development path to the short video platform, and the different local customs and habits are permanently recorded in short videos and spread to all part from the world.

### 3.2. Family Ethics

Family ethics short videos mostly appear in the form of sitcoms, which show the triviality of life in the family and the relationship between family members through the dramatic conflicts and story transitions that occur to some simple family scenes. In the traditional culture of our country, family ethics and family responsibilities can often highlight personal ethics. Family relations follow the concept of yang and inferiority, such as the kindness of the father, the filial piety of the children, and the friendship between brothers and sisters. This concept emphasizes that women are subordinate to men, that is, the husband is the heaven, the wife is the earth, the heaven is in the noble upper position, and the earth is the humble lower position. However, in the new era, the status of women has improved significantly, especially in rural women. The emergence of short video platforms has given rural women the opportunity to show themselves. It not only restores the true rural life but also satisfies the spiritual pursuit of rural women, and has also attracted the attention to the society. Analysis of the content of this type of works shows that the appearance rate of women in family sitcoms is generally higher than that of men. This type of works narrate the love and hatred between mother-in-law, aunt-in-law, etc. Males are more of a flavoring agent between female relationships. It is not difficult to see that rural women do have more right to speak in the family.

### 3.3. Craftsmanship

In the era of entertainment supremacy, there is a group of people who maintain their enthusiasm for traditional ingenuity and culture, and insist on recording and disseminating precious traditional handicrafts with short videos. The so-called traditional craftsmanship, the "Chinese Traditional Crafts Revitalization Plan" issued by the General Office of the State Council explained it as "has historical inheritance and ethnic or regional characteristics, mainly uses manual labored production technology and related products, and has the characteristics that industrial production cannot be replaced ." Artisan craft-type short video creators use mobile phones to record and spread traditional crafts and culture as traditional craftsmen, and bring unique beauty of traditional culture to the audience.

Artisan craft short videos have high content originality and strong professionalism, and bring a good viewing experience to the audience through personal characteristics and professional technical means. The content of his works mainly introduces traditional handicrafts, from traditional craftsmanship to the inheritance or alteration of modern methods, from craftsman spirit to craftsman's story, from the preparation stage of hand-making to the complete process of handicraft completion. This type of works has distinctive characteristics, but because most handicraft works take a long time and can only be completed in several days, months or even a year, the update speed of relevant short video works is slow and has a low stickiness of the audience.

### 3.4. Talent Performances

Different from the craftsman's need for hard-core technology, self-exhibiting talent performances has a low technical threshold which do not require professional artistic skills. The need of performer is to satisfy the emotional value of self-appreciation and self-satisfaction from the process of audience feedback. At present, the talent show on the short video platform is diversified, and talents such as dancing, singing, calligraphy, painting, musical instruments,

cooking, eating and broadcasting are involved, and there are even niche talents such as lion dance, face changing, and catwalk imitation. Because peasants generally have low education and no systematic talent training, this type of performance was mostly out of the circle in the form of "appreciation of ugliness" at first, and was not recognized by mainstream culture. But with the presentation of diversified works, grandstanded works will not go far, and creators have begun to develop sunny and healthy content themes.

## **4. Summary and Thoughts on Short Video of Rural Culture**

### **4.1. Homogeneous Content, uneven quality**

Most creators of rural short videos are peasants UGC users. Due to their low limited cultural degree, it is difficult for them to output a large number of deep and high-quality works in the creation process, which has certain restrictions on the communication of rural culture. The high quality of the work includes the theme ideas, shooting skills, communication mode, content quality and other aspects. For short video works, the theme idea is the core of its creation, and an excellent audiovisual narrative method can realize the transmission of the theme idea in the short video creation. However, most of the short videos of rural culture on the current short video platform are similar in their creative themes. When a short video goes viral, a large number of similar works will appear on the market. But for the audience, they only pay attention to the fun rather than originality of the video, which is undoubtedly not a good thing for UGC users. From conception of shooting to editing, short videos are the result of the creators' painstaking effort. If the themes, mirroring methods, and text dubbing of works that stand out are always easily copied and imitated by other creators, this situation is not conducive to the long-term development of a good ecology of short video creation.

### **4.2. Vicious Competition within the Industry, Lack of Effective Supervision**

As early as 2018, Kuaishou short video platform has given 15 million daily short video upload data, and a large number of UGC users have become the main force in the production of short video platforms. Although the huge number of works has brought great pressure on the audit work, most short video platforms still adopt the full output mode of first release before review in order to be timeliness. Although this mode meets the experience of creative users and improves the audit efficiency, it also has disadvantages, that is, in order to obtain traffic realization in a short time, many creators used the eye-catching content to create gimmicks to cater to the viewer's curiosity. Major short video platforms continue to increase the audit efforts and update the review technology, but there will always be weak supervision. In the final analysis, the platform causes the "acquiescence" in some content in order to improve the utilization rate of platform users. Although the platform can gain the growth of user groups in a short time, the large-scale dissemination of bad content will affect the overall social atmosphere and bring an indelible negative image to the new rural landscape that has been established with great difficulty.

### **4.3. Ambiguous Business Value, Business Model Exploring Needed**

The emergence of short videos in the era of we-media has brought new and effective ways to spread rural culture, but for creators and short video platforms, their purposes are not only to carry forward Chinese rural culture. In order to pursue economic benefits, the competition between we-media platforms is fierce, so they often turn a blind eye to the content of some works to attract UGC users and ignore the inherent social responsibility for the communication media. As the creators release their works on the platform, they will continue to output their works to stabilize their fans to maintain their own heat and use the flow to create economic revenue. In the face of high interests, it is inevitable to create some vulgar and bizarre videos with unique content to cater to the audience, and even in order to shorten the creation cycle,

the homogenization of works becomes more serious, and ignores the excavation of the communication of rural culture. It is difficult for creators and short video platforms to keep the responsibility of communicators in the pursuit of efficiency, which hinders the sustainable development of rural cultural communication.

## 5. Conclusion

In the era of "We media", short videos play an important role in spreading rural culture and helping rural culture revitalization. It breaks the limit of discourse power in rural areas, making rural users from passive acceptance of information to active external communication. From the operation of technology to the promotion of the platform, from the single creation content to the diversified output, they all provide a good opportunity for urban and rural cultural exchanges. It should be noted that although the short video liberated the rural people on communication voice, but the user also should pay attention to the responsibility as a communicator, need to improve their qualities. Users should not only enjoy the dividends brought by short video platforms for them, but ignore the deep connotation of rural cultural communication, and become digital workers. We will do a good job in spreading rural culture and create a beautiful new rural era.

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