

# Content Analysis of Rural Culture Communication in the Short Video of We Media: Take Li Ziqi's We Media Account for Example

Saiyi Qin<sup>1</sup>, Lian Li<sup>2</sup>

<sup>1</sup>Chongqing College of Humanities, Science & Technology; Rural Revitalization Cultural Inheritance and Innovation Research Base, Chongqing, 401524, China

<sup>2</sup>Sichuan Provincial Conditions, Sichuan, 610041, China

## Abstract

In the report of the 19th National Congress of the Communist Party of China, President Xi Jinping put forward the strategy of rural revitalization, pointing out that the problem of agriculture and rural farmers is the fundamental issue related to the national economy and people's livelihood. The rise of rural cultural dissemination can further promote rural revitalization. The rise of self-media short videos has also rapidly promoted the self-expression of rural cultural groups, and gradually formed a rural cultural identity. The phenomenon-level popularity of the short video "Li Ziqi" for the poetic construction of Chinese rural areas and the image expression of Chinese landscape pastoral poetry has reshaped our rural cultural self-confidence.

## Keywords

Short video; Introductional culture; Li Ziqi.

## 1. Introduction

According to the 48th Statistical Report on the Internet Development of China, as of June 2021, the number of short video users in China had reached 888 million, an increase of 14.4 million over December 2020, accounting for 87.8% of the overall Internet users. China's rural Internet users reached 297 million, accounting for 29.4 percent of the total. [1] With the rapid development of mobile Internet technology, the era of universal microphone ownership has long arrived. In particular, the short video app represented by TikTok, Kuaishou and Tencent Micro View is very popular, which broadens the path for rural netizens to spread rural culture. As of early October 2020, Li Ziqi had 27.592 million followers on Weibo, 55.112 million TikTok followers, more than 16 million you tube followers, and global platforms had more than 100 million followers. Li Ziqi's short video of "We Media" has gained wide attention and love for the poetic construction of rural China and the image expression of Chinese landscape pastoral lyrics. The construction of communication content in Li Ziqi's short video also reveals the confidence of rural culture.

## 2. Symbol Construction of Li Ziqi's short video Communication Content

"Can not go to the sky, can not down the ground, only the human Li Ziqi." Why did Li Ziqi stand out from a large number of creators, with over 10 million overseas fans and 100 million overseas fans worldwide? In general, the symbol construction of Li Ziqi's short video communication content is mainly realized with the help of Oriental food, ancient-style narrative, and artistic audio-visual three aspects.

### 2.1. Symbol of Oriental Cuisine

As a blogger who shows the traditional Oriental cuisine, Li Ziqi, who has cooked a good dish and made a pot of great Chinese liquor, has always created the pastoral life meaning of "picking

chrysanthemum under the eastern hedge, leisurely seeing the southern mountains" and "returning to the nature in a cage for a long time". "Jasmine sauce", "Double Ninth cake", "Fried lotus" and "brown sugar and ginger tea"... her short videos mostly focus on the food culture of Mianyang, her hometown, Sichuan Province, as the main line. These delicacies use primitive cooking utensils and natural ingredients immediately in hand, which can carefully show the farming culture full of Oriental charm. It can be said that the Li Ziqi's short videos set off an "Oriental" trend, to make the audience fascinated.

## 2.2. Ancient-style Narrative Symbol

Li Ziqi's short video, shot in rural Sichuan, China. She dresses in traditional Chinese clothes and lives in a pleasant and sparsely populated countryside. The roses in summer can become rouge in her hands. "Work at sunrise, rest at sunset" is the life model always pursued in the video. She plows seeds under the fields during the busy farming season; writes and draws in the house during the slack farming season. Whether it is peach blossom in March or cherry in May, after a long period of shooting, Li Ziqi's every video has an antique story behind it, capturing people and full of artistic conception.

## 2.3. Artistic audio-visual symbols

Beautiful scenery, soothing soundtrack, clean and neat hand work in Li Ziqi's short videos give the audience a pleasant audio-visual enjoyment. Short videos use documentary-style shooting techniques, focusing the picture on the production process, such as Vegetable growth and picking, the production of paper, ink and inkstone, grape skin dyeing skirt, so that the audience can appreciate the natural scenery and traditional skills. Through the combination and application of the lens, the careful design of the composition, and the light and dark collocation of the painting tone, the audio-visual elements are artistic to meet the aesthetic experience of the audience.

## 3. Construction of Communication Content Theme

In the process of urban modernization, most of the urban people are trapped in the mood of "why am I not happy", the anxiety of modernization is fully exposed, and the pastoral song of rural life has become the life that people yearn for. The interpretation of "rural" refers to cultivated land and garden, and refers to the natural countryside. Rural style, rural life, coupled with her personal skills displayed in the videos, build the content of Li Ziqi's video.

### 3.1. Rural Style: Natural Landscape

Beautiful natural landscape is a major focus of the rural short video communication content, and also a highlight that urban people want to see. The sunrise sunset in the sky, the seasonal changing flowers in the vintage vase, fresh ingredients with dew, trees and rivers in the distance... In Li Ziqi's short video can see everywhere in the clear rural natural scenery, with a "incompatible" beauty with modern society, away from the hustle and bustle of the earth, and pursue the meaning of slow life. Because of this, the rural natural landscape has become the background support for Li Ziqi's rural life and personal skills.

### 3.2. Rural Life: Pastoral Song

The reconstruction of rural life scenes and the redefinition of rural life models can contribute to the communication of rural culture. Cutting bamboo, picking lotus root, breaking corn... in the real rural life there is not only endless work, but also the poetry of leisure time. Three meals one day, Li Ziqi's video does not beautify the rural, but just show the beautiful side of rural life. Three acres and two points of land, a farmhouse, surrounded by the mountains and rivers, people can feel the present here. Rural life is not "dirty and messy". The rural life in Li Ziqi's

video shows the "different" and "unfamiliar" beauty very different from this society, which builds the foundation for Li Ziqi's video content.

### **3.3. Personal Skills: Integration of Traditional Technology and Modern Culture**

Personal skill is not just a traditional craft, but a way of life. Li Ziqi's personal skills are very attractive to urbanites. Dressed in improved Hanfu, she skillfully does farm work, showing people a female image with strong practical ability, independence and rich life atmosphere, integrates traditional skills with modern culture, and creates a cultural symbol in line with the aesthetic appreciation of contemporary society. The traditional items that have been replaced by industrial production lines and have long faded from the mainstream have regained the public eye. In the eyes of many netizens, she is the guardian of traditional culture, which integrates traditional technology with modern culture and successfully arouses people's cultural pride.

## **4. Characteristics of the Narrative Construction**

### **4.1. The Creation of Rural Internet Celebrities**

Internet celebrity setting refers to the person deliberately creating a relatively complete image on the content platform. In the era of mobile Internet, the vertical communication is detailed, and different people attract specific fan groups, presenting the phenomenon of fan culture. The rural internet celebrity setting consciously created by Li Ziqi has made an utopian rural idyllic life scene, which is in line with the imagination of modern netizens for rural multicultural in China. In addition, Li Ziqi own beautiful appearance, beautiful traditional dress, filial piety grandma, caring for flowers and plants, and practical ability super personality charm, let her particularly successful in setting an image of rural internet celebrity, attracted a huge fan user base. She not only drive the development of rural economy, more set up the "new peasant" image.

### **4.2. The Construction of an Innovative Rural Space**

China is a country with a profound local culture and history. Many Chinese people have a local plot, as described by Mr. Fei Xiaotong in his book *Earthbound China*. Therefore, in the communication of rural culture today, how to construct rural space, fitting the current imagination of rural space, has great practical significance. Rural imagination is the rural impression and imagination constructed by each person based on his own in the media pseudo-environment and the reconstruction and innovation of rural space, but also the emotional and spiritual construction of poetic pastoral life that the majority of users yearn for. Just like, the quietness of "the bright moon shines among the pine trees, and the clear spring stone flows up" in "Mountain Dwelling in Autumn"; the peace of "the people are idle and the osmanthus flowers fall, the night is quiet and the spring mountains are empty" in "Birds Singing Stream"; the rural space artistic conception of "Phoenix Mountain rain early clear, water wind clear, sunset bright" in "Jiangchengzi-River View". The construction of the rural space by Li Ziqi's short video is based on the spiritual attachment of the vast number of netizens to rural life.

### **4.3. The Construction of Rural Cultural and Social Identity**

In the process of rapid urbanization, rural culture is gradually lost in the shadow of the rapid development of urban industrial civilization and elite culture, showing a bleak situation and lacking the attraction of strong rural culture. However, in the era of mobile Internet, We Media technology enables peasants to have channels for communication. The convenient and efficient communication mode of short videos also makes excellent rural culture widely spread, and reshape the background of rural culture in the era of rural revitalization. In Li Ziqi's short video of "We media", she is excellent in the construction of rural cultural and social identity. Through

carefully crafted content, beautiful poetic pictures, modern aesthetic fusion, She arouses people the identity of Chinese agricultural civilization, rural customs, rural life. She also helps to cultivate rural "new peasants" subject consciousness, skills and comprehensive quality, and improve farmers to their own life and production mode and the main body of rural culture construction, so as to better rural cultural social identity construction.

## 5. Conclusion

Through the combing of the content of the communication of the rural culture in the short video of Li Ziqi We Media, it can find that all kinds of rural elements are coded and reorganized in the video, seizing the common emotional needs of contemporary people in "poetic dwelling", and presenting a rural, modern and poetic idyllic new rural life. At the same time, her short video also stimulates people's emotional resonance through the communication of rural cultural scenes, so as to realize the effective communication of rural culture and reshape our confidence of rural culture.

## Acknowledgments

Fund project: The thesis is the research result of "Rural Cultural Communication Research in Short Video" (crkys202109) of the School of Art, Chongqing Institute of Humanities and Science and Technology.

## References

- [1] China Internet Information Center, the 48th "Statistical Report on Internet Development in China"(November3,2021)[https://www.cnnic.net.cn/hlwfzyj/hlwzxbg/hlwtjbg/202109/t20210915\\_71543.htm](https://www.cnnic.net.cn/hlwfzyj/hlwzxbg/hlwtjbg/202109/t20210915_71543.htm).
- [2] Wei Qiuhua: Research on the Construction and Dissemination of Li Ziqi's "Pastoral" Style Short Video from the Perspective of Media Landscape, Master's Thesis of South China University of Technology, May 2020.
- [3] Li Xiwen: The international communication logic of Li Ziqi's popularity overseas [J], Media Observation, 2020.
- [4] Hu Yahan: The Construction and Incorporation of Rural Culture by Short Videos——Based on the Comparative Study of Short Video Food Bloggers "Rural Sister" and "Li Ziqi", Communication University of China, Journal of Journalism Research.