County-level integrated media center promotes cultural inheritance and innovation with "short video" as the carrier

O centro de mídia integrado em nível de condado promove a herança cultural e a inovação com "vídeos curtos" como veículo

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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. Our country is vigorously promoting rural revitalization. Whether it can properly define its role and clarify its work priorities is directly related to the new tasks under the new situation in an all-round way. The popularization of the Internet has enabled many rural users to sell agricultural products and promote rural culture through short videos, which has gained considerable economic and social benefits. 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.

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Resumo
Como posição de opinião pública para transmitir o espírito do Comité Central do Partido e das políticas nacionais, o Centro Integrado de Comunicação Social desempenha um papel vital no trabalho de publicidade. Nosso país está promovendo vigorosamente a revitalização rural. A capacidade de definir adequadamente o seu papel e clarificar as suas prioridades de trabalho está directamente relacionada com as novas tarefas no âmbito da nova situação de uma forma abrangente. A popularização da Internet permitiu que muitos utilizadores rurais vendessem produtos agrícolas e promovessem a cultura rural através de vídeos curtos, o que obteve benefícios económicos e sociais consideráveis. No entanto, também existem alguns problemas no processo que impedem um maior desenvolvimento. O centro de mídia integrado tem as vantagens de compreender o rumo da publicidade, familiarizar-se com o desenvolvimento económico e cultural local e dominar a produção de vídeos curtos. Se a mídia integrada auxiliar na produção e promoção de vídeos curtos, terá melhores efeitos publicitários. Este artigo analisa os problemas no processo de promoção de vídeos curtos para usuários rurais, a fim de estabelecer ideias de trabalho eficazes para o centro de mídia e promover a herança cultural local e a inovação.


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. The report of the 20th National Congress of the Communist Party of China pointed out: "Accelerate the construction of an agricultural power and solidly promote the revitalization of rural industries, talents, culture, ecology, and organizations." The revitalization, inheritance and promotion of rural culture can, on the one hand, strengthen the construction of spiritual civilization in rural areas, and on the other hand It can drive the development and improvement of other fields and promote the
construction of a Chinese-style modern new countryside. As an important publicity window, county-level integrated media need to fulfill their historical and social responsibilities in their work, so as to maximize the inheritance and innovation of rural culture. 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.

The Status and Role of County-Level Integrated Media in Rural Revitalization

County-level integrated media can be understood as the integration of different media forms from single content to the all-round integration of communication channels and media terminals. It plays an important role in grassroots publicity, information dissemination, and public services within the county. Its output form is the county-level integrated media center (Gao, 2022 and Li, 2023).

On the one hand, the county-level financial media center has high authority. As the mouthpiece of the party, it undertakes the responsibility of accurately releasing official information, and is deeply trusted by the masses; on the other hand, the information delivered by the financial media center is closer to the local people, the information conveyed is more regional, and the masses pay more attention; in addition, financial media usually has a unified command and dispatch, information collection and release platform, which can collect a wide range of information, and can be carried out through various forms and media. Publication and dissemination of information (Li Ming, 2022).

According to the spirit and deployment of the central government, the county-level integrated media center is first of all an important position for public opinion propaganda. It conveys the voices of the central and local governments in a form that is popular with the masses, and can reach "from the central government to the people." Secondly, the county-level integrated media center Level integrated media centers are a necessary means of social governance in the new era, providing a variety of grassroots services to the masses and solving life problems; in addition, online basic centers must better guide and serve the masses. In accordance with the requirements of the Propaganda Department of the CPC Central Committee, we strive to build the county-level integrated media center into a position for
mainstream public opinion, a comprehensive service platform, and a hub for community information.

**Problems Existing in the Practical Work of County-Level Integrated Media**

At the National Propaganda and Ideological Work Conference on August 21, 2018, General Secretary Xi Jinping made major arrangements for the construction of “county-level integrated media centers”. Each integrated media center was started or integrated after the meeting. Due to its short establishment time, there are a series of problems such as insufficient personnel, average organizational structure, and lack of experience for reference.

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 (Li Shuangwei, 2023).

**Difficulties Faced by Rural Cultural Inheritance**

4.1 The Development of the External Media Environment is Backward

Within the same county, rural residents form a long-term and stable interpersonal communication environment due to their common social and cultural background and geographical environment factors. 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.
4.2 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.

4.3 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 (Li Shuangwei, 2023).

Feasibility Analysis of Using Short Videos to Inherit Rural Culture

As a new way of spreading and inheriting rural culture in the new era, short videos are increasingly accepted and used due to their unique advantages. The feasibility of vigorously developing the cultural inheritance and promotion of short videos as the carrier has the following aspects.

5.1 Huge User Base

According to the 49th "Statistical Report on China's Internet Development" released by the China Internet Information Center in February 2022, as of December 2021, the total number of netizens in my country has reached 1.032 billion, and the Internet coverage rate has reached 73.0%. The number of netizens in rural areas reached 284 million, and the Internet penetration rate was 57.6%, an increase of 1.7% compared to December 2020. The gap in Internet coverage between urban and rural areas further narrowed by 0.2%. In December of the same year, the 51st statistical report showed that the Internet penetration rate in rural areas...
was 61.9%. It can be seen from the data that in less than a year, the Internet penetration rate in rural areas has increased rapidly.

In rural construction, network and informatization development have entered the fast lane. Rural areas, as the main battlefield for the next step of Internet development, contain huge potential and development space.

Judging from the usage of short video users alone, in June 2021, Douyin released its first rural data report. The report shows that in 2020, the total number of likes on Douyin's rural videos reached 12.9 billion, and the income of rural video creators increased year-on-year. Increased 15 times. In 2021, more than 200 million original short videos on rural areas and rural areas were added to the Kuaishou APP, and the average daily views of short videos creatively produced by rural agriculture creators were more than 1 billion times (Li Xiao, 2020). The above data intuitively shows that the short video market has further penetrated into rural areas. Through the Internet platform and short videos, rural residents have not only enriched their entertainment and entertainment life, broadened their social boundaries, but also increased their economic benefits through live broadcast sales and other methods. This makes rural residents more and more optimistic about the development prospects of short videos.

For short videos, content is the primary productive force in creation. my country’s vast countryside and huge rural population contain a huge treasure trove of content creation. If we can cultivate this fertile land deeply, it will promote the rural economy, The double harvest of culture has successfully realized the revitalization of the countryside.

5.2 Various Types of Rural Culture

Rural culture is a complex of material civilization and spiritual civilization with regional characteristics and local atmosphere formed in long-term agricultural production and life practices. Different from urban culture, rural culture has unique economic foundation, cultural environment, communication methods and subjects involved in its construction. Rural culture not only plays an important intrinsic role in maintaining rural social order, but is also a source of strength and wisdom in promoting rural revitalization (Li Yaping, 2022).

In rural areas of our country, due to the unique social history and natural geographical conditions, a collection of unique local characteristics, folk customs, characteristic handicrafts, behavioral habits, etc. has been formed. In addition, in the long history of China's
historical development, the word "rural" has always been given the meaning of "hometown", which can evoke a high sense of spiritual belonging and dependence.

Rural culture can be broadly divided into rural material culture and rural intangible culture. Among them, material culture includes natural landscapes, spatial textures, rural buildings, production tools, rural landscapes, rural settlements, rural buildings, intangible culture includes festival folk customs, traditional crafts, folk art, village Rules and regulations, clan concepts, religious beliefs, moral concepts, aesthetic concepts, values and the simple and leisurely village atmosphere, etc.

Promoting rich rural culture is not only the promotion and inheritance of cultural aspects, so as to prevent it from being confined to a small area or even being lost, but it can also drive the development and prosperity of rural markets, eco-tourism and other forms of business.

And if rural culture continues to decline, rural residents will lose information and spiritual support, which will greatly hinder the pace of rural revitalization.

5.3 Excellent Role Model "Leader"

Short videos about rural culture are usually shot in quiet rural areas full of fireworks, recording scenes of rural life and rural culture through the lens, often accompanied by appropriate background music, or authentic dialect voice commentary at the same time, all kinds of The elements together create a strong rural atmosphere. Because the Internet can completely break through geographical restrictions, these distinctive video works not only allow people living in the city to experience pastoral life, release stress, and place homesickness through a small screen, but also satisfy many foreign netizens. A beautiful yearning for China’s rural scenery and rural culture (Lian, 2023).

For example, Li Ziqi, who positions herself as an "Oriental gourmet", records the production process of Chinese specialties through the camera, and combines it with folk music played by Chinese classical instruments such as guqin and bamboo flute, putting people in villages, fields, and streams. beside. It brings the once-ignored rural scenes and culture to people's eyes, and is deeply loved by countless audiences at home and abroad. Xinhua News Agency commented on Li Ziqi: ""It takes more Li Ziqi to present the beauty of Chinese culture to the world. "CCTV News Commentary: "There is not a single word of praise for China, but she has told Chinese culture and Chinese stories well" (Meng, 2023). As of September 30,
2022, Li Ziqi ranked first in YouTube's Chinese channel subscriptions with 17.18 million subscriptions (Meng Panpan, 2023).

In addition, on the Kuaishou platform, the certified information is Mizang Dolma, the leader of Happy Village, who mainly shows rural life and personal craftsmanship through short videos and has 2.168 million fans; the Dong ethnic group uses the innovative model of poverty alleviation for discipline inspection cadres to promote intangible cultural heritage Seven Fairies, in the three years from 2020 to 2023, the number of fans increased from 374,000 to 1.165 million; Uncle Benliang is known as the "soul singer in the fields". He sang classic songs with simple fields and farmhouses as the background, and gained a lot of 17.43 million fans.

At the same time, with the comprehensive promotion of the rural revitalization strategy, more and more migrant workers see the employment and entrepreneurship opportunities in the countryside and choose to return to their hometowns to start businesses. Farmers, young entrepreneurs, successful middle-aged entrepreneurs, related organizations and enterprises with certain capital are optimistic about the development prospects of rural areas, and have begun to use their experience, energy and capital to participate in the construction of new rural areas, and have become short video content potential creators (Song, 2023).

Short videos are becoming more and more popular among rural users because they are simple to produce, convenient to publish, and intuitive and timely to interact with. You can quickly record three meals in your life, farming and fishing, weddings and funerals, and disseminate them without geographical restrictions. In addition, many big Vs and Internet celebrities are people with the same identity as myself, which encourages more and more people to join in sharing short videos online.

5.4 Short Video Platform Supports "Agriculture, Rural Areas and Farmers"

For publishers, short videos have the convenience of taking pictures with a mobile phone, uploading and sharing with one button; from the perspective of users, short videos make full use of the fragmented time, and can realize positioning in a sinking market in a short period of time. The "Rural Self-Media" short video in the "Kuaishou" platform of the company has a good layout of the rural cultural industry, using scientific communication strategies to promote the development of rural culture, and further promote the improvement of economic benefits. On the Kuaishou platform, there are many recommended hashtag options for
“agriculture, rural areas and rural areas”. Adding recommended tags when publishing short videos can make it easier for target users to search quickly, attracting more people to participate in the same topic, thereby increasing the number of views and popularity of videos under tags.

In order to increase the creative enthusiasm of high-quality rural creators, the Douyin platform has adjusted the corresponding policies of the platform, and launched topics and activities focusing on rural development such as "DOU in the mountains is a beautiful scenery", "New Farmers Plan", and "Take you to see Sannong"., through traffic support, continuously promote the account traffic related to "agriculture, rural areas and farmers", increase the enthusiasm of farmers' users to express, and obtain satisfaction and economic benefits from the realization of traffic.

**Difficulties Faced by Using Short Videos to Inherit Rural Culture**

"Short video" is favored by more and more rural users because of its advantages of breaking geographical restrictions and providing timely feedback. And with the advancement of rural revitalization, the degree of rural informatization modernization is getting higher and higher, and it has been given the important mission of assisting rural revitalization. With the increasing number of participants, the short videos on the platform about "agriculture, rural areas and rural areas" and the inheritance of rural culture have also exposed many problems, hindering its continuous and strong development.

6.1 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.

6.2 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.

6.3 "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.

6.4 “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 (Xie Xinzhou, 2018).

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.

At present, rural residents are mostly middle-aged and elderly people who participate in short video production of "agriculture, rural areas and rural areas" and rural cultural content. They mostly stay at the level of following the crowd, riding on traffic, and simple personal sharing. The level of shooting and production is relatively low (Xin Anyi, 2021). In addition, the improvement of short video quality is inseparable from the improvement of creator quality and shooting and production technology, and cannot be separated from the support of financial investment, let alone the guidance of relevant professionals. These problems cannot be realized by individual creators. Relevant government departments need to change their ideological concepts and realize the important role of short videos in rural revitalization, rural cultural dissemination and inheritance as soon as possible, and carry out corresponding policies and technology tilts to help people with creative enthusiasm rural residents create high-quality works, thereby better promoting the economic development of rural areas and effectively promoting rural culture.

**County-Level Integrated Media Centers Don’t Pay Enough Attention to Rural Culture**

The spread and inheritance of rural culture is one of the important contents of the rural revitalization strategy. For local areas, culture can drive the coordinated development of economic construction, market prosperity, eco-tourism and other related industries. From the individual perspective of rural residents, it can enhance their sense of identity and belonging to the place where their ancestors have lived for generations. From the perspective of geography and administrative system structure, counties are the main carrier of rural urbanization in my country, taking into account "local" and "modern", connecting "rural" and "urban". Therefore, from the macro level to local economic development and cultural inheritance, and from the micro level to the promotion and technical assistance of short video creators for rural residents, the full support of the county-level media center is needed (Yang Haiou, 2023).
However, most of the current county-level financial media can stay in daily news reports and news releases, and have not done more about the ever-changing social structure in the county, the actual material and spiritual needs of residents, and the excellent cultural content of the countryside. Attention and publicity have resulted in the lack of necessary guides for the dissemination and inheritance of rural culture.

The Task Requirements and Development Ideas of The County-Level Financial Media Center to Promote Short Videos for Cultural Inheritance

The fundamental attribute of the county-level integrated media center is still the media attribute. It is a new platform for the grassroots party and government to communicate with the masses. Through it, it can understand the masses and get close to the masses, so as to better serve the people. In the context of rural revitalization, the Media Center is a good channel to guide, drive and integrate various resources.

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 (Zhang Shouxin, 2021).

9.1 "Content" Promotion, Innovation and Gatekeeping

9.1.1 "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.

In 2018, General Secretary Xi Jinping emphasized the need to strengthen the construction of county-level integrated media centers at the National Propaganda and Ideological Work Conference. Subsequently, county-level integrated media across the country have launched the construction of "two micro and one terminal". It has brought about large-scale and rapid growth of new media platforms such as websites, Weibo official accounts, and WeChat official accounts. Compared with the initial drastic opening of various accounts and clients, the content release and maintenance in the later period stayed more in the form, just carrying out the transfer of higher-level media or traditional media content, or the simple accumulation of multiple new media content, or even some because accounts and clients belong to management, they almost become "zombie accounts" (Zhou Qin, 2020). Subscriptions and viewings that cannot attract audiences in terms of content form, let alone interactivity and stickiness. On the one hand, there is no high-quality content to publish, and on the other hand, short video creators lack publicity channels and guides. From this point of view, the county-level financial media center uses various media forms of its own multimedia platform to produce high-quality cultural tourism recommendations with creative design and immersive experience, introduction of scenic spot resources, etc. On the one hand, it revitalizes the financial media center itself; on the other hand, it also provides personal short video creators with content materials, creative ideas, and direction guidance. Form a relationship of assistance and integration between the two to achieve the effect of 1+1 greater than 2 and fully achieve a win-win situation.

9.1.2 “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 (Zhou Qin, 2020). In addition, county-level financial media centers should also give full play to their understanding of audience needs and hot spots of audience concern, and express young and innovative rural traditional culture, so as to narrow the cultural gap between urban and rural areas, and create a new era for "agriculture, rural areas and rural areas" and rural culture. Short video content attracts more young audiences.

For example, as an important part of rural culture, intangible cultural heritage has mostly remained at the level of interpersonal communication among the people due to insufficient publicity for a long time. As the effectiveness of traditional media weakens, in order not to lose precious cultural elements, new media must be used for publicity and promotion. Limited to the limited shooting and production skills of individual short video producers, county-level integrated media can give full play to its own technical advantages and take the lead in panoramic, VA and other technical publicity, and present and promote intangible cultural heritage through scenes, videos, pictures, etc., so as to better attract traffic for personal short video creators.

9.1.3 “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.

However, short videos have natural entertainment attributes. Therefore, in order to meet the entertainment needs and sensory stimulation of relevant users, the creators have output a lot of content that lacks connotation and is full of pure entertainment elements. It is in line with the cultural orientation of rural revitalization and the overall requirements of spiritual civilization construction. Contrary to each other. In this regard, the county-level financial media center needs to shoulder the responsibility of gatekeepers, avoid the barbaric growth of bad content, vigorously promote and guide excellent content, provide correct guidance and necessary guidance to creators of bad content, and give rural It provides a good boost for the revitalization and inheritance of rural culture.
9.2 Assist Short Video Creation and Communication with Other Industries for Mutual Benefit

9.2.1 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.

9.2.2 Coordination and integration of related industries

Under the current trend of media convergence, converged media has the advantages of connectivity, service, proximity and interactivity. The full use of these advantages needs to be reflected in active rural construction and development, integrated information dissemination and services. In the current environment where rural residents are using short videos to share their lives and spread rural culture. The Financial Media Center needs to assist in finding industries connected with rural cultural promotion, such as eco-tourism, handicrafts, and sales of characteristic agricultural products. Through the path of "information + government services + business", it will expand income channels for short video creators, and It can promote the development of related industries and find a new transmission and inheritance model for the roots of rural culture.

9.2.2.1 The Fusion Media Center coordinates the combination of short videos and eco-tourism

Rural eco-tourism is a special form of rural cultural communication that attracts more and more tourists because of its unique natural ecological scenery, farming and pastoral culture, and folk customs. However, there are many excellent rural ecological landscapes that are still in an embarrassing situation where development is incomplete or few people are aware of them due to insufficient publicity. Therefore, under the guidance and drive of the Integrated Media Center, it is necessary to spread rural ecology, characteristic villages and other
characteristic cultures through the method of "Integrated Media + Short Video", and use eco-tourism as the traction to drive accommodation, retail, transportation, etc. The development of related industries helps rural residents embark on the road to entrepreneurship and wealth (Li Shuangwei, 2023).

9.2.2.2 Help create distinctive culture and hold mass cultural festivals

Rural culture bears a long history of the countryside, and the history of the countryside reflects the unique farming and food characteristics. The rural cultures in various places have different forms and strong local characteristics. If the county-level party committees and governments comprehensively integrate and graft local characteristic cultural elements, hold customized activities such as rural cultural festivals and rural food festivals, conduct publicity and promotion through the integrated media center, and then use the personalized communication methods of short videos to improve Diffusion, so as to form industrialized and periodic rural tourism activities, can well promote the promotion of rural culture to a track of conscience and sustainable development (Li Shuangwei, 2023).

9.2.2.3 Inherit and innovate folk handicrafts and create well-known local brands

Traditional folk handicrafts are symbols of rural culture, carrying many aspects of rural art, folk customs, and technology. But for a long time, due to lack of attention from the local government and lagging media publicity, a large number of characteristic folk handicrafts have declined or even disappeared. Relevant departments of the local government shoulder the historical responsibility of protecting and inheriting rural culture and characteristic handicrafts, and cooperate with county-level financial media to promote excellent handicrafts, form industries and build brands (Li Shuangwei, 2023).

We can start from the perspective of rural culture, promote folk handicrafts, and spread them as a cultural symbol with the help of short video introductions. Expanding its awareness and acceptance can expand market demand, and then through unified quality and unified training, the quality standards of folk handicrafts have been improved, and rural residents have been driven to participate in unified production. This will help rural residents solve their employment problems (Li Shuangwei, 2023).
9.2.2.4 Give full play to supervision and check-in responsibilities

The rural revitalization strategy regards the dissemination and inheritance of rural culture as one of its important tasks, and it has received more and more attention from older people. Many short video creators have also paid attention to this and have joined the team of using short videos to promote rural culture. However, as the number of participants increases, the number of short videos about "agriculture, rural areas and farmers" and rural culture is increasing. What follows is that the content of various short videos is highly repetitive, plagiarized, and even vulgar, pornographic, and other inappropriate content. In response to this series of problems, supervision and punishment of short video platforms are on the one hand, and for county-level integrated media, it is even more necessary to supervise and regulate short video content in the region from the perspective of ensuring the rural image, positive rural culture, and health. It can not only maintain the image of the region, but also avoid omissions and misjudgments caused by the short video platform's lack of understanding of the specific folk customs and cultural characteristics of the village (Li Shuangwei, 2023).

The fundamental attribute of the media center is the media attribute, and it can play a good role in the supervision of public opinion. It can also highlight and commend and focus on the outstanding models of rural civilization and rural culture, and timely criticize and guide the bad models. Both positive and negative content can be promoted in a clever way through media + short video, combing and establishing correct thinking and action guidance (Li Shuangwei, 2023).

The 20th National Congress of the Communist Party of China proposed a rural revitalization strategy, requiring comprehensive promotion of rural industry, talent, culture, ecology, and organizational revitalization. Rural culture is an important part of it, and its smooth advancement is not only the requirement of the party's rural work in the new era, but also a favorable opportunity to comprehensively upgrade, disseminate and inherit rural culture.

As a widely used communication method in recent years, short video is accepted by more and more users. Promoting rural culture through short videos can involve everyone and make every rural resident a disseminator of rural culture. Under this trend, some problems have emerged that hinder its sustainable development, such as the duplication and plagiarism...
County-level integrated media center promotes cultural inheritance and innovation with "short video" as the carrier of short video content, the proliferation of bad content, the lack of shooting and production technology, and the impact on the accurate and objective dissemination of rural culture. As an intermediate bridge connecting higher-level party organizations, news media and audiences, county-level integrated media centers should give full play to their technical advantages, communication status advantages, and public opinion supervision and guidance, and promote excellent and distinctive rural culture through short videos. More positive and positive dissemination to a wider audience and a wider audience area, thereby providing a good impetus to all aspects of rural economy and society through short videos.

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