

Research on the excavation and dissemination of rural culture under the perspective of new media

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Abstract. under the perspective of new media, this paper analyzes the important role and unique value of rural culture in the preservation of traditional Chinese culture, explores the impact of new media technology on the excavation and dissemination of rural culture, and puts forward strategic suggestions for the excavation and dissemination of rural culture under the perspective of new media, so as to promote the harmonious stability and sustainable development of rural society. At the same time, it also provides new ideas and directions for the innovative application of new media technology and the prosperity and development of cultural industries.

Keywords: New media, Rural culture, Excavation, Dissemination.

1. Introduction

Rural culture, as an important part of traditional Chinese culture, has distinctive regional characteristics and carries rich historical memories. The protection and inheritance of rural culture needs to be given due attention, and the rapid development of new media provides new opportunities for the inheritance and innovative development of Chinese traditional culture. New media has communication characteristics such as immediacy, extensiveness, and interactivity. It not only breaks geographical restrictions and enables rural culture to span thousands of mountains and rivers and reach a wider audience, but also makes rural culture more accessible through diverse forms of expression. The unique charm can be vividly displayed, stimulating public interest and attention in traditional culture, and at the same time promoting the development of rural economy.

1.1. Definition of rural culture

Rural culture is a unique cultural form accumulated in rural areas during the long-term historical development process. It is reflected in many aspects such as architectural style, folk customs, festival celebrations, folk art, etc. It is the spiritual outlook and civilization level of rural society. concentrated expression.

2. Opportunities and challenges of rural culture in the new media era

2.1. New media broadens rural culture communication channels

First of all, new media provides a new display platform for rural culture. The beautiful scenery, traditional folk customs, handicrafts and other unique cultural elements of the countryside are spread across regions through new media channels such as the Internet, social media, and short video platforms, greatly broadening the audience of rural culture. This instant and interactive communication method will not only allow more people to understand and love rural culture, but will also greatly promote the development of rural tourism and cultural and creative industries, and inject new vitality into the development of rural economy.

Secondly, new media has lowered the threshold for cultural communication, allowing rural residents to become the main body of cultural communication. They can record and share their lives and work on new media platforms through mobile phones and other devices, directly presenting the unique charm of rural culture. This bottom-up cultural communication method not only enhances the vitality



and influence of rural culture, but also stimulates the cultural confidence and cultural consciousness of rural residents.

2.2. The impact of information overload and homogeneity on rural cultural characteristics

In the new media era, rural culture also faces many challenges. First of all, the information explosion makes rural culture easily drowned in the massive amount of content. Information on new media platforms is updated very quickly. If rural culture lacks innovation and characteristics, it will be difficult to stand out among the numerous content and attract the public's attention.

Secondly, the rapid development of new media has intensified the phenomenon of cultural homogenization. In order to pursue click-through rates and attention, some rural cultural content may be over-packaged or simplified, losing its original cultural connotation and characteristics, resulting in rural culture being homogenized and shallow during the communication process.

3. New media technology helps to deeply explore rural culture

3.1. The practice of digital means in rural cultural heritage records

The practice of digital means in rural cultural heritage records has become increasingly in-depth, providing strong support for the protection and inheritance of rural culture. For example, through multimedia means such as photography, video, and audio recording, rural folk activities, traditional handicraft production processes, and the skills of intangible cultural heritage inheritors can be comprehensively recorded. These digital resources can be displayed and disseminated on online platforms, breaking the limitations of time and space, allowing more people to feel the charm of rural culture anytime and anywhere; by establishing a rural cultural heritage database, all types of digital information collected can be Classify, sort, store and manage these digital resources to facilitate query, retrieval and utilization, and provide powerful data support for in-depth research, protection, utilization, inheritance and development of rural culture.

3.2. Re-editing of rural cultural stories under new media narrative techniques

New media narrative techniques have injected new vitality and creativity into the re-editing of rural stories. On the basis of traditional rural stories, new media uses diversified narrative methods, such as short videos, micro-movies, interactive narratives, etc., to make rural stories more vivid and interesting, close to the aesthetic and acceptance habits of modern people.

With its short and concise characteristics, short videos can quickly grab the audience's attention. Through carefully edited pictures and soundtracks, they present rural daily life, customs, touching stories, etc. in the form of a visual feast. Micro-movies pay more attention to plot construction and character creation. Through delicate emotional expression and profound theme exploration, the audience can feel the unique charm of rural culture in the story. Interactive narrative further breaks the boundaries of traditional narrative, allowing the audience to no longer be passive recipients, but to become part of the story. By participating in interactive games and choosing the direction of the story, the audience can have a deeper understanding of rural culture and experience the fun and challenges of rural life.

4. Integration of rural cultural communication strategies and new media platforms

4.1. Analysis of new media platforms suitable for rural cultural communication

New media platforms suitable for rural cultural communication mainly include the following categories:

Short video platforms, such as Douyin, Kuaishou, etc., through short video formats, which can vividly display rural scenery, folk culture, agricultural products, etc., attracting the attention and spread of a large number of users.

Live broadcast platforms, such as Taobao Live, Douyin Live, etc., provide rural areas with a real-time interactive window to display special products and culture, helping to increase the visibility and influence of rural brands.

Social media, such as WeChat public accounts, Weibo, etc., use pictures, texts, videos and other forms to publish rural information and cultural stories, interact with fans, and establish stable communication channels.

Local news APPs, such as those launched by local radio and television or governments, have regional characteristics and can accurately cover rural audiences and spread local culture.

Agricultural e-commerce platforms, such as JD.com and Pinduoduo, not only sell agricultural products, but also spread rural culture and farming knowledge, achieving a win-win situation between cultural dissemination and economic development. These new media platforms have their own characteristics.

Through integration and application, they can form a multi-level and multi-dimensional rural cultural communication system and effectively promote the inheritance and development of rural culture.

4.2. Rural culture communication strategy based on audience needs

The key to rural culture communication strategy based on audience needs is to accurately grasp and meet the interests and needs of the target audience. First, through market research and data analysis, the audience's cultural preferences, information acquisition habits and consumption capabilities are clarified to provide a basis for customizing communication content. Secondly, innovate communication forms and use new media methods such as short videos and live broadcasts to display the natural scenery, folk culture and lifestyle of the countryside in a vivid and intuitive way, and enhance the audience's sense of participation and experience. At the same time, the interaction and feedback mechanism is strengthened, and the audience is encouraged to share, comment and repost to form a word-of-mouth communication effect. In addition, online and offline activities are combined, such as rural tourism festivals, agricultural product exhibitions, etc., to provide audiences with opportunities to experience rural culture first-hand and further stimulate their interest and recognition. Finally, we will continue to optimize the communication content to ensure that it not only has local characteristics, but also keeps up with the trend of the times and meets the growing diversified needs of the audience.

5. Construction of rural culture community and interaction with new media

5.1. Formation of a community of rural culture enthusiasts in the new media environment

The formation of a community of rural culture enthusiasts is first based on the members' common interest and emotional resonance in rural culture. With the acceleration of urbanization, more and more people have begun to miss the tranquility, nature and simplicity of the countryside, and have developed a strong interest in rural culture.

5.2. New media means to enhance community cohesion and cultural inheritance.

New media platforms such as WeChat, Weibo, Douyin, etc. provide these enthusiasts with a space to display and exchange rural culture, allowing them to find like-minded people to share with the charm of rural culture.

The new media platform has strong information dissemination capabilities and can quickly push rural culture-related content to a large number of users. Through algorithm recommendations, topic tags,

etc., new media platforms can bring together users with the same interests to form a community of rural culture enthusiasts, and provide rich interactive functions, such as comments, likes, forwarding, etc., making the community Group members can communicate and interact easily. This interaction not only deepens the understanding and connection between members, but also promotes the spread and inheritance of rural culture.

6. Rural culture branding and new media marketing

6.1. The core value and differentiation strategy of rural culture brand

The core value of rural culture brand lies in its unique cultural heritage, natural scenery and humanistic emotions. It carries the memory, wisdom and values of the countryside and is a bridge connecting the past and the future. The core value of the brand should emphasize the innocence, harmony and sustainability of the countryside, and show the beauty and unique charm of rural life.

In terms of differentiation strategy, rural cultural brands need to deeply explore their own characteristics and avoid homogeneous competition. First of all, regional characteristics should be highlighted and unique natural resources, folk customs and historical relics should be used to create a unique brand image. Secondly, focus on cultural innovation, cleverly integrate traditional and modern elements, and create new products and services that have both cultural heritage and modern aesthetics. At the same time, it strengthens the brand's storytelling and enhances the brand's emotional connection and identity by telling vivid stories about the countryside. In addition, use new media platforms for precision marketing to expand brand influence and attract more attention and participation from target audiences. Through the implementation of these differentiated strategies, rural cultural brands can stand out in the fierce market competition and achieve sustainable development.

6.2. Innovative application of new media in rural culture brand promotion

First, short video platforms are used to display rural scenery and humanistic stories, attract users' attention in an intuitive and vivid way, and enhance the visual impact and appeal of the brand. Through creative content planning, we can show the unique charm and cultural heritage of the countryside and stimulate the emotional resonance of the audience.

Secondly, use social media for precision marketing and interactive communication. Through big data analysis, we can accurately locate target audiences, push personalized content, and improve brand communication efficiency. At the same time, users are encouraged to share, comment and participate in interactions to form a word-of-mouth effect and expand brand influence.

Third, develop rural culture-themed apps or mini-programs to provide a one-stop service experience. Users can learn about rural culture, book rural tourism products, participate in online activities, etc. on the platform to enhance the interactivity and stickiness between the brand and users.

7. Conclusion

The excavation and dissemination of rural culture from the perspective of new media is a long-term and arduous task. By deeply understanding rural culture, innovating excavation methods, taking advantage of new media communication, and establishing scientific evaluation mechanisms, we can better explore and disseminate rural culture and promote the inheritance and innovative development of rural culture. At the same time, this also requires the joint efforts and support of the government, social organizations, media and the majority of villagers.

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