

Cross-Cultural Communication of the Rural Taoyuan Traffic Password -- for the Li Ziqi Stop after more Worry

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Abstract: The international output effect of rural culture is very significant, but under all kinds of helplessness, after Li Ziqi is more in urgent need of more media people to export cultural essence, and contribute their own traffic password for cross-cultural communication.

Keywords: Cross-Culture; Rural Taoyuan; Traffic Password

Introduction

In the Li Ziqi stop a year, the reflection of the development of rural net red and summary

In today's complex situation of multicultural coexistence, a country's news media is no longer only facing a single community, nation or country, a single value system and ideological system, but facing the social system of the whole world, which is cross-cultural communication.^[1]

The specific meaning of the traffic password is that Li Ziqi exploded after the release of her own characteristic style of the village Taoyuan video. Some characteristics of her works fit with the public aesthetic appreciation, entertainment, ideal life and other psychology, thus becoming an "Internet celebrity".

Throughout China's cross-cultural communication, it was not until the rise of short videos that the vivid and graphic expression was truly realized. A fair lady narrates through the lens, using the scenery to represent the language, appealing to the emotional appeals, inspiring the curiosity of foreign friends about the eastern countryside.^[2]

1. After the cultural phenomenon

1.1 Business competition under the influence of interests

On July 4, 2022, the case of WeNian against Li Ziqi will be held, and netizens have expressed their expectation for its victory. In the year of 2021, various bloggers have emerged with the same rural rural life account "copy the next plum seven", and even appeared the Vietnamese oil pipeline bloggers imitation video, but the results are not satisfactory. Behind the increasingly fierce competition for short videos, they are all capital-driven profit tools. Is also rural web celebrity, zhang classmate live with goods first only sold 3.88 million, west Yunnan little brother attention is only more than one hundred, handsome farmers elder brother bird fan growth slowed significantly, many rural anchor directly in the video brand advertising or live with goods, often appear in the video brand related commercial pyramid scheme, content is not carefully polished. And Li Ziqi's fans on YouTube even did not decrease but increased. From the results, the communication effect of Li Ziqi has not been surpassed, or even far ahead.

1.2 Li Ziqi has long adhered to the high-quality communication

Li Ziqi can become the originator of cross-culture of short video, which not only shows that her works create the ancient style of short video, but also just shows that it implies the direction of the "going out" strategy of Chinese culture, and also conforms to the norms of the route of short video quality. Use good content to leverage the value of IP, give up rapid realization for long-term interests,

realize delayed realization, build a solid foundation through high-quality content, attract loyal fans, and then gradually launch commercial trade, but there is hardly much commercial content in her video.^[3]

At the same time, high-quality Chinese traditional culture exports have come to more young people and successful lawsuits are being passed on from generation to generation.

2. The traffic password under the cross-cultural communication

2.1 The impact of the leisurely rural atmosphere

What is the traffic password that Li Ziqi's works are so popular overseas? Europe and America have been in the industrial age for more than 200 years, and have long been common to the ever-changing world. However, the rural paradise culture represented by The Chinese classical culture is completely beyond the cognitive scope of the modern industrial life of Europeans and Americans. They saw and recognized a new lifestyle never imagined. The simple support, the exquisite work of nature, combined with a pair of skilled hands, will completely relieve their high pressure and fast pace in the modern society. In their cultural context, it is very novel things.

In traditional Chinese culture, this is called "Peach Blossom Land", which is a kind of "knot cottage in the human environment, without cars and horses noisy" artistic conception.

2.2 Low context of cultural space Through the communication

In low contexts such as background, simultaneous sound and music, there is a more intuitive explanation for the expansion of Chinese culture to the world with certain communication barriers. The poetic pastoral life seen by simple audio-visual symbols, and classified by the theme of seasons, food, craft, etc. Even international friends under the cultural generation gap can also understand the beauty they want to express.^[5] And this classification is also in line with the social concept of human cultural life integration, which is easy to be recognized by international netizens. The large amount of blank space in the language instead adds some mysterious color to Li Ziqi herself, and also reduces the meaning distortion in the process of cultural language transmission.

2.3 The representative product of the era of surfing

From 2018 to 2022, it is even more important to carry forward the Chinese civilization rooted in farming culture. The implementation of the rural revitalization strategy is an effective way to pass forward the fine traditional Chinese culture. While paying close attention to rural revitalization,^[6] we pay great attention to its external communication and development strategy, and tells China's story well, so that more people in the world can hear China's voice.

Li Qi himself also said: she is just comply with the change of The Times, just to catch up with this wind. The high-quality works in the poetic portrayal show the Chinese tradition in the folk village, change the traditional stereotype of the western society on China, and remodel the poetic paradise. This is also the significance of The Times' external communication.

3. A sense of danger for future development

3.1 Cooperation and potential interests

As we all know, the cooperation with micro read company has appeared problems. Indeed, "Li Ziqi" this IP can become a well-known rural endorsement, without the capital investment, she is really difficult to win the lead in the new media era of traffic is king; but, without Li Ziqi has been diligent work, it may be difficult to produce such a big achievement today.

However, under the influence of capital interests of short video bloggers and platform, will not be "deep" culture " as the focus of the subject, more is driven by commercial interests, even after the red fire suffered against capital, fall in the huge public opinion vortex, spent a lot of energy and money, this is undoubtedly add a lot of obstacles to contemporary web celebrity road forward.

3.2 International communication concerns

China's influence on the world stage has been significantly enhanced, and it should have its own strategy to express external communication. In the past, China only "endured humiliation" and "slept on hardships", and dare not say anything about many things or correctly express its socialist demands. However, "socialism with Chinese characteristics" needs to be understood by more countries, and Chinese traditional culture needs to be often familiar with and loved by more people. New means and technologies to show Chinese characteristic customs, delicacies and stories have been gradually improved and gradually innovated.

To believe that the "Voice of China" is worth being heard, spread, and learned.

Therefore, in how to better convey China's voice and express China's confidence, the following are the key points of personal summary.

3.2.1 Clear Chinese characteristics, simple discourse expression

With the most distinctive Chinese characteristics, the simplest scene expression, the popular music, pictures, and the aesthetic structure of the video can be more internationally recognized.

3.2.2 The topics are rich and diverse

In the video of Li Ziqi, all the year round, daily necessities, necessities, handmade time, are all the topics presented by Li Ziqi. From the little drops of life to the traditional cultural heritage of China, the seemingly simple videos are all spread with the topic of the heart. "Sister Ziqi can do everything." This is a high evaluation of her video. From which we can also feel the exquisite rural life and Sichuan characteristics.

3.2.3 Create a popular public figure

A persuasive character is more representative of the characteristics of the country than any cultural symbol. For example, Shakespeare in the United Kingdom, Mark Twain in the United States, whenever talking about the traditional culture of a certain country, everyone can associate with them, so as to better cultural exchange and communication.

3.3 The worries of cultural expression and skill inheritance

From soy sauce brewing, Shu embroidery, blue calico, cotton textile, wood movable type to ink and paper inkstone, are plum seven extraordinary efforts. When studying Shu embroidery, she traveled between studying and going home without any cost; when making sauce, regardless of the cold and heat, she repeated until the best season to make the most delicious sauce. There is no hard work since childhood, no excellence of video editing, not afraid of difficulties.

Now rural bloggers may be more or less have some skills, but the high requirements for cultural expression are slightly less impressive. There are even more stunt-man body-making skills that directly appear to the public eye, and they know nothing about their skills. Such a scene is worrying, but also can not help but cause us to ponder.

4. Conclusion

There is no doubt that Lizi Qi's international brand communication is very successful, but under the influence of capital, she has been broken for a whole year. In the new era, more people need to stand up, for the cross-cultural communication, for the rural paradise, for their hometown specialties, food, traditional crafts, step by step, spread to the whole country to the world. In today's fast pace, fast income society, it is very difficult to adhere to the original heart, adhere to high-quality product output, adhere to the good and pure justice heart, to do some contribution to the country with their own rhythm.

In their own development and progress, do not forget the policy trend of the country, improve their own sense of danger, overcome the difficulties in the step by step forward, measure the distance between culture and the country, and eliminate the corresponding cultural gap, this is the urgent task that the young generation need to do.

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