

An Analysis of the Path for Television Media to Facilitate Rural Revitalization in the New Era

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Abstract: Television media, as a traditional medium, connects with millions of rural households, boasting a vast audience base and significant potential in rural revitalization. In the context of the new era, television media must deeply understand the transformation and upgrading challenges facing rural programs and leverage its strengths to actively participate in the construction of integrated media propaganda platforms. Simultaneously, television media should embrace innovation, establish “media +” industry integration chains, showcasing its role and value in facilitating rural revitalization. By prioritizing rural revitalization, television media can create fresh opportunities for the development of the television industry.

Keywords: Television; Mainstream Media; Rural Revitalization; Programs for Agriculture

1. Transformation and Upgrading of Rural Programs in the New Era

In the context of the new era, both poverty alleviation programs and rural revitalization programs fall under the category of rural programs within the realm of television media, sharing a common foundation. However, they have been assigned distinct missions in different historical periods. To comprehensively analyze the commonalities and differences between poverty alleviation programs and rural revitalization programs, it is crucial to clarify the relationship between poverty alleviation and rural revitalization: poverty alleviation serves as the prerequisite and foundation for rural revitalization, while rural revitalization represents the continuation and enhancement of poverty alleviation efforts. These two endeavors are interconnected in their missions.

1.1 Transformation and Upgrading of Program Content**

Rural revitalization is a comprehensive effort encompassing various aspects of rural development, including industrial revitalization, talent development, cultural promotion, ecological improvements, and organizational strengthening. It has shifted its focus from the “Two No Worries and Three Guarantees” of poverty alleviation to “prosperous industries, livable ecologies, civilized rural life, effective governance, and improved living standards.” This new era provides a broader range of content sources for rural programs. While poverty alleviation programs primarily addressed economic issues and the “money bag” problem of villagers, rural revitalization programs must expand their focus to cover different areas and achieve higher-level reporting.

1.2 Transformation and Upgrading of Emotional Tone

In the past, television poverty alleviation programs primarily employed two storytelling approaches: television news and documentary-style reporting. Despite efforts to innovate storytelling angles, these programs generally carried a somber tone due to their thematic constraints. However, as the rural revitalization strategy has been implemented, the subjects and content of television programs have evolved. This allows rural programs in the new era to break free from the constraints of a sorrowful tone. They can adopt a lighter and more joyful tone to narrate stories about rural revitalization, or convey inspirational stories filled with hope and passion. This shift aims to bring more hope and optimism to the audience.

2. Promoting Deep Media Integration to Strongly Support Rural Revitalization

The implementation of the rural revitalization strategy, as outlined in the Central Rural Work Conference, is divided into three stages. Firstly, by 2020, significant progress had been made in rural revitalization, establishing the basic institutional framework and policy system,

marking the successful completion of this initial step. The following two stages are as follows: by 2035, rural revitalization will achieve decisive progress, realizing the basic goal of agricultural and rural modernization; by 2050, rural areas will achieve comprehensive revitalization, agriculture will become more robust, rural areas will become more beautiful, and farmers will become wealthier. It is evident that in the next 30 years, television media will play a crucial role in promoting rural revitalization.

2.1 Creating High-Quality Rural Revitalization Television Programs

Firstly, it is essential to establish a professional team dedicated to producing high-quality rural revitalization news programs. Television journalists need to have an in-depth understanding of the policies related to rural revitalization strategy and uncover exemplary individuals, events, and experiences from various angles.

Secondly, collaborate with government departments to produce engaging rural revitalization documentary programs. For example, the program “Rural Partners” on Hunan TV is a successful example of such collaboration. It is a joint effort between Hunan Broadcasting and Television Station and the Hunan Provincial Department of Culture and Tourism. This successful experience can serve as a reference for creating rural revitalization documentary programs in other fields such as business, industry, education, and more.

Finally, cultivate a sense of excellence and produce powerful live broadcasts for rural revitalization. For instance, the program “Entering the Countryside to Witness Xiaokang” launched by CCTV News Channel in 2021 attracted extensive attention. It served as a gift for the 100th anniversary of the founding of the Communist Party of China and introduced the process of building a moderately prosperous society in all respects, along with the historic achievements of poverty alleviation. These large-scale live special programs help summarize the results of rural revitalization work at the local level.

2.2 Establishing an Integrated Media Promotion Platform

The era of integrated media has arrived, and both traditional and new media should leverage their respective strengths, break down boundaries, and mutually influence and support each other. Additionally, introducing new platforms, incorporating new thinking, and utilizing new methods are vital for supporting rural revitalization through promotion. In the context of assisting rural revitalization, new media plays a crucial role and should not be overlooked. As traditional media, television stations should actively build integrated media promotion platforms, making full use of the complementary advantages of traditional and new media to achieve multi-dimensional promotional effects.

2.2.1 Expanding New Media Platforms and Integrating Promotion Efforts:

With the rapid development of the internet, people’s attention has gradually shifted from traditional television screens to mobile screens. New media technologies offer convenient channels for supporting “three rural” initiatives through television programs. Efforts should be made to expand new media platforms that cater to various audience needs. These platforms should meet two key criteria: ease of use and interaction for viewers and the qualities of convenience, safety, and credibility.

2.2.2 Creating an Integrated Media Brand and Leveraging Platform Advantages:

General Secretary Xi Jinping has emphasized the importance of a “mobile-first strategy” and suggested the development of powerful mobile communication platforms. This requires utilizing various internet platforms to ensure that mainstream media occupies a prominent position in information dissemination, ideological guidance, cultural inheritance, and public service. To achieve this goal, efforts should be focused on creating an integrated media brand that allows various platforms to fully leverage their respective strengths and complement each other.

2.2.3 Establishing Specialized Rural and Agricultural Platforms to Foster Modern Awareness:

When promoting rural revitalization, it is crucial to consider both coverage and specificity. Farmers are the primary target audience, so promotional efforts should not only have broad coverage but also be tailored to their needs. While there has been a wealth of agricultural-related information in the past, there were relatively few platforms dedicated to it. In addition to conveying news, media should also emphasize more farmer-friendly ways of expression and dissemination. With the widespread use of smartphones in rural areas, farmers are becoming more receptive to new media. Mainstream media can fully utilize this advantage by creating specialized rural and agricultural platforms.

2.3. Leveraging Mainstream Media Advantages to Explore the “Television+” New Model for Rural Revitalization

In the context of rural revitalization efforts, mainstream media possesses irreplaceable credibility, broadcasting power, and influence. Their unique status should be fully utilized, especially in comparison to self-media. Local radio and television stations should actively leverage their advantages and explore innovative “television+” models that integrate television programs with rural services, cultural tourism industries, e-commerce, and other sectors. This can drive rural revitalization and open up new opportunities for the television industry’s development.

2.3.1 *Breaking Traditional Thinking and Using Live Streaming for Sales:*

The new media era has altered the geographical limitations of media promotion and sales. Mobile live streaming for product sales has become a new trend in rural revitalization. Mainstream media’s participation ensures product quality and source credibility while boosting the visibility of agricultural products. However, unlike typical internet celebrity live streams, mainstream media should ensure professionalism in their presentation and style, delivering valuable information to meet the audience’s needs.

2.3.2 *Leveraging Program Effects to Promote Cultural Tourism Industry:***

Rural revitalization television programs naturally serve as a form of tourism promotion, attracting more visitors to explore rural areas. Furthermore, mainstream media can use their resources and influence to facilitate the development of the rural cultural tourism industry, promoting the inheritance and innovation of local culture. This not only enhances rural economic income but also creates additional employment opportunities.

2.3.3 *Integrating Resource Advantages to Create Agricultural E-commerce Platforms:***

Agricultural e-commerce platforms act as a bridge connecting producers and consumers. Mainstream media can harness their media advantages to attract users through carefully crafted content and then guide them to purchase products on e-commerce platforms. This helps increase sales of agricultural products while providing rural areas with new economic growth opportunities. Throughout this process, it’s crucial to ensure product quality and safety to establish trust with users.

3. Conclusion

For television media to support rural revitalization, it needs clear positioning, strategic planning, and effective implementation. Television media should proactively explore development paths, deeply comprehend the requirements and characteristics of rural revitalization, and use innovative thinking and strategies to drive the rural revitalization endeavor. Additionally, television media should utilize new media technologies, establish new communication platforms, explore new work models, and synergize traditional media with new media and mainstream media with agricultural industries, creating a collaborative effort that contributes more momentum to rural revitalization.

In summary, television media holds a significant role and responsibility in rural revitalization. It should actively integrate into the broader picture of rural revitalization, continually leverage its strengths, contribute to the realization of rural revitalization, and open new paths for its own development. Supporting rural revitalization is a vital mission for the media industry in the new era.

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