

A brief discussion on how county-level integrated media can help rural revitalization

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Abstract: The development of county-level comprehensive media centers is an important driving force for the implementation of rural revitalization strategy. It plays an important role in promoting the integration of county rural revitalization strategy and comprehensive media. County-level financial media centers serve rural audiences and promote rural inheritance and cultural development. This article starts from the two paths of “communication” and “governance” and implements rural social governance through the county level through information dissemination, rural cultural inheritance, villager identity linking, publicity policy adjustment and other strategies, which ultimately becomes an important part of rural revitalization and prosperity.

Keywords: County-level integrated media; rural revitalization; boosting effect

Since the launch of the rural culture revitalization strategy, the county’s advanced media organizations have always been an indispensable active participant and action process. The construction of the county media integration center is not only the “last mile” of media integration, but also an important frontier in serving the countryside. It is helpful to promote rural development and revitalization and is of critical significance. By exploring the construction of county-level comprehensive media centers, we can effectively promote the revitalization of rural towns, promote the interaction between county-level comprehensive media and cultural industries in the region, promote the localization of county-level media integration, and implement county-level media integration and township cultural revitalization. ^[1]

1. The supporting role of county-level comprehensive media centers in rural revitalization.

Some infrastructure in rural areas is far inferior to that in cities and communities. In particular, media resources are extremely scarce. The county-level comprehensive media center is a representative of the county-level media platform and is closer to the county community. While it often focuses on cities, the main reporting targets are from rural areas, making the reporting materials more targeted and close to the living needs of rural residents, and also satisfies urban residents’ cultural, cultural and cultural needs. The needs of local people and the emotional needs of the people are the inevitable transformation direction and mainstream trend of the development of the media industry. County-level media integrates various news network resources, gives full play to the media’s role as a carrier, and effectively integrates traditional media forms, including emerging media platforms and unified newspapers, periodicals, radio, cable TV and other media, to achieve mutual benefit and win-win results for all parties. In terms of human resource content, cultural resources, information dissemination channels, etc., we must maximize the integration of advantageous resources, integrate resources, and maximize resource utilization. Efficiency and publicity have been significantly improved. The overall goal of the county-level comprehensive media management center is to rationally integrate county media resources, establish a county-wide integrated media network platform to serve farmers, and achieve the goal of promoting rural agricultural development. ^[2]

2. Problems existing in the construction of county-level comprehensive media centers for rural development

Villagers: Insufficient communication and subjective expression Rural people are not only the objects of communication, but also the main objects of communication. The role of the County Media Center is very important. It can not only tell the stories of the villagers for continuous exploration, but also fully convey the good people and good deeds in the village. Broadcasting is more than just uploading or publishing. In the current development process of media centers at the county level, the remaining problem is the gap between villagers and subjects. The right to communicate has not been properly handed over to the people, and the two-way interactive communication method is

not suitable enough. Before the advent of the Internet era, information could not be fully mined due to limited local expressive bureaucracy. This is also an interpretation of traditional county media in rural China. Barriers to village narrative history.

3. Explore county-level financial media centers to help rural revitalization

Based on the thinking path of “communication” and “governance”, the current county-level integration continues to study the specific construction status of the media center, and we can explore new ways to promote the revitalization and development of townships from the following four aspects.

3.1 Play the role of communication bridge: information communication

Under the current rural structure, compared with large cities such as cities, information, communication and other related technologies are relatively backward. The construction of county-level comprehensive media centers should give full play to the resource advantages of traditional media and self-media for good communication: on the one hand, make good use of various traditional media resources and establish a dedicated content production team; on the other hand, from the perspective of media reports Learn communication skills on your own to create a down-to-earth atmosphere for media products. In the Internet era, information is already a resource, and messaging is also a resource. The role of value conversion is to recreate the subject of communication. In the huge network space, county-level comprehensive media centers must consider messaging functions to effectively filter some spam. We can start from the following three directions. First, data must be sorted to greatly improve the quality of data release. Second, it is to highlight the advantages and characteristics of resources, vigorously publicize them, and utilize them efficiently. Information filtering promotes the sharing of high-quality resources and drives the vigorous development of agricultural management science and technology; third, urban and rural knowledge transformation and information exchange and dissemination greatly improve the understanding and expression ability of urban and rural residents.

3.2 Promoting the development of rural cultural undertakings: cultural inheritance

From ancient times to the present, Chinese rural literature has always had the characteristics of “simple” and “beneficial”. This traditional literary order has also had a negative impact in the process of modernization of China’s rural areas. Efforts must be made to improve the spiritual outlook of China’s rural poor. The county-level integrated media center has unique resource advantages to promote the development of rural cultural industries: First, the county-level integrated media center is located in the county-level space, and it can play its role as much as possible, which is self-evident. Secondly, the county-level comprehensive media center can make full use of local advantages and integrate rural resources. It plays a huge role in effectively promoting culture; it has a huge role in promoting local outstanding towns and towns. The creation of rural cultural resources has important promotion and leadership significance. As well as the cultural brands of many townships, it is difficult to find successors, and some are even facing disappearance.^[3]

4. Communication of vision information for the construction of county-level financial media centers under the situation of rural revitalization

To fully disseminate and promote county culture, the main task of the Super Fusion Media Center is to do the above work and revitalize the countryside. The ultimate goal was successfully achieved. At present, the construction maturity of county-level media centers is getting higher and higher, and the development prospects are becoming more and more obvious.

4.1 Lay a solid foundation: more complete software and hardware construction

The hardware environment such as supporting facilities, talent guarantee, and information infrastructure construction, and the improvement and transformation of the county-level integrated media center can play a role in the development of the county-level media industry. The functional layout of the four-level fusion of nerve endings forms a new and efficient new media. The overall revitalization of agriculture can promote the better development of county-level financial media centers, promote rural economic development, and revitalize the func-

tion of county-level financial media intermediary platforms. The current network platform has become the main platform for urban and rural development. On the information platform, a larger proportion is used for agricultural product marketing and promotion. The marketing requirements of farmers' village development prompt farmers to need diversified media sources, so that county-level media can develop new businesses. The construction of rural network projects helps counties upgrade the living conditions of media, which is the cornerstone of county media integration work.

4.2 Rich content: content production capabilities are more optimized

In the process of rural revitalization, the establishment of a county-level comprehensive media center will clearly demonstrate a stronger ability to create material content, communication technology, and news subjects. First of all, the rural characteristics of the creative age can be shown in the story. Through the county-level integrated media center, the rural stories can be optimized, and the various advantages of the countryside can be better understood. Content brings continuity. Secondly, following the progress of media technology, the county-level integrated media center has a certain communication ability.

It is to carry out more detailed processing of news materials on rural themes. Manual processing, the story of rural revitalization can be interpreted. Finally, Internet culture in rural areas is conducive to mobilizing the creative enthusiasm of various market players. The county-level media entity will become the largest producer of high-quality content and greatly release its creative potential and self-improvement.

Conclusion

In the process of formulating and implementing the rural revitalization strategy, the county-level media center plays an important role. As a product of the development of the new era, it is further transforming, innovating, and exploring, and is leading the effort to promote its implementation. The rural revitalization strategic process effectively leverages the functions and advantages of county media centers to maximize the completion of rural revitalization tasks. County-level integrated media workers should actively explore innovative directions, strive to break through development and break through development bottlenecks, improve the development level and development efficiency of county-level integrated media centers, provide the advancement of rural revitalization strategies, inject more vitality, and promote rural revitalization in an all-round way.

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