

Content Research Strategy of "Three Agricultural Videos" in the Internet Era – Take the Example of the Three Farmers Food Skills Category

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Abstract. Along with the spiralling development of social media and the rise of short video platforms such as Jitterbug and Racer, there has been a boom of a large number of rural people joining the ranks of short videos, reaping the benefits of media literacy and media opportunities by spreading the daily life of farmers and local culture, while deriving a new form of expression for rural development. Narrative short videos on three rural areas have also become a craze entering audiences and influencing their lives. It is not only the novelty of the video style, but also the incipient categorisation of short videos. As a result, more and more urban groups are learning about idyllic rural life through short video platforms, narrowing the gap between urban and rural areas and improving rural economic revitalisation and development.

1 Introduction

1.1 Simple farmers highlight the local customs, and camera language depicts the field life

The emergence of short videos has made people's lives more fulfilling, and the short video of three farmers is a rising star in the short video category. The advancement of vernacular culture is an important strategy for its dissemination, symbolising [1] a specific cultural system that is an integral part of its cultural heritage, both on a material and spiritual level. Self-media, which has become the main theme of the times, has seen the rapid rise of short videos on short video platforms carrying vernacular culture, gradually turning the past form of communication, which relied on radio, television and paper media, upside down. More ordinary people are using their mobile phones to record their lives, interpreting their ordinary and mundane lives, and then disseminating them to the public through short video platforms, bringing rural life out of the countryside and making it accessible to urban residents[2]. This is the meaning of cultural communication and the reproduction and re-dissemination of rural culture. What we see in the video is not only the warm and quiet life of the countryside, but also the awakening of nostalgia buried in the heart.

The rise of short videos on agriculture has added a colourful touch to the development of rural revitalisation in the new era, leading the development and construction of new rural areas. It has an irreplaceable role in spreading rural customs and folk culture. The content follows the trend of the times, follows the pace of the times, and gives a new meaning to rural culture. It is

unique in the way it is disseminated, using technology skilfully to present the whole of the countryside to urban audiences in a new light.

The short videos of agriculture, rural areas and farmers have unique shooting techniques. They use a large number of narrative techniques of panoramic and midrange videos. The three-dimensional space shot from all angles and in multiple directions breaks the inherent template of traditional media videos, and visually expands the spatial dimension. The characters and scenery are integrated, making users feel as if they are in the "scene" when watching videos. So as to get the immersive sensory experience, and put the peach blossom life of the talent into oneself.

When shooting and narrating, the short videos on agriculture, rural areas and farmers are no longer a single closed camera position and shooting frame, but not just a single segment of shot language. In terms of lens manipulation, they describe a variety of scenes of rural life through close ups, close-up shots and panoramic shots, reflecting farmers' hard work in fields, colorful and hot rural life, and warm and harmonious neighborhood exchanges. Let the audience see different rural life in a multi angle and all-round manner.

In the user @ restless Ajun food production short video on agriculture, rural areas and farmers, the short minutes of video usually include several links such as vegetable picking, cleaning process, production process, and tasting food, covering fields, their own yards, rural roads and other scenes. The video shows many characters such as sister, parents, neighbors, and creates emotional expression of family harmony and love of labor. In the process of watching, the audience not only learned how to make delicious food, but also experienced the smart small farmer economy of family

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sitting around and hard working in such an atmosphere, and was moved by the simple family feelings in the countryside. This multi angle shooting technique shows the tranquility and happiness of rural life, which makes the audience immerse in the video experience and attract the audience's attention.

1.2 Subjects of the study

In this paper, we are looking at three short videos of the same type by three farmers with more than 20 million followers and more than one million likes in the last 90 days, mainly showing food production and artisan skills. "This is a real achievement.

A user living in rural Fujian province, @A Jun, has been posting short videos on TikTok since July 2021, and as of October 2022, has 23.097 million followers, with the highest number of video views at 1.623 million [3]. His videos mainly focus on food production, where he makes fancy versions of common or uncommon food in rural life, creating colourful and beautiful food videos. User @KangzaiFarmer's videos are mainly about home-cooked food, mostly filmed in his own yard, and often featuring pots and pans and pollution-free vegetables. He gives his audience a sense of originality and simplicity, and his videos are mostly close to life, with the most humane atmosphere[4]. User @PanLouLou is based in rural Anhui province and introduces her rural food life. The videos mostly showcase the food and the making of household utensils, fully demonstrating the confident living conditions of rural people. Through the media platform of Jitterbug, those ordinary farmers with their faces to the soil and backs to the sky are made known to the people, their identities are no longer limited to farmers, they are people who love life, ordinary people who are active, this is the heritage of culture and technology, showing the public the beauty of life and the wisdom of labour, transmitting the power that is lacking in the city.

1.3 Research Methodology

1.3.1 Content analysis method

Through careful observation, research and analysis of the three agricultural short videos on the ShakeYin platform, the most distinctive parts of them were selected for study, and through detailed collation of the content, for example, subdivided according to thematic features, the characteristics of images, language and characterisation in the videos were analysed[5]. By synthesising the analysis and filtering out the eligible video masters of the Sannong genre, it can be concluded that Sannong short videos have rapidly matured and become hotspots, occupying the top of the short video charts.

1.3.2 Case Study Method

Through layers of screening, the three talents who met their requirements were analysed in detail. Each talent's

short video style is very different, with unique personal characteristics in terms of screen content and audio-visual language of filming, and different levels of fan groups, seeking common ground while preserving differences in case studies. The style of @IdleArjun's work is mostly personal narration, with a cheerful and light-hearted style that is more likely to be loved by audiences. The style of @KangzaiFarmer's videos is simple, unpretentious and close to life, a reflection of the lives of people at the bottom of the countryside.

2 Case study of content production strategy

2.1 Simple peasants highlighting the human touch in the countryside

The gimmick of the "rural netizen" vividly portrays rural life and evokes the "nostalgic feelings" of society at large, which is why the emotional element in short videos on agriculture is so important. In his book Preface to the Film, Raymond Williams coined the term 'emotional structure' to describe the general feeling of people about real life at a particular time[6]. The love of life, the reverence for nature and the expression of real feelings conveyed in such videos are the focus of the 'new emotional structure' in the context of social transformation.

In @User Idle Arjun's short videos on food-based sanshou farming, the production of each piece usually starts with a story, and goes through the four stages of fetching ingredients from the fields, to cleaning and setting aside, to kitchen preparation, and finally dinner table dining. In a short video of about five minutes, the video brings together several scenes from the vegetable field, kitchen and yard, fully demonstrating the process of making food, so that the audience can have an immersive sensory experience while watching, not only learning to make food, but also being touched by the simple and genuine feelings of the countryside.

2.2 Use of dialect dialogue and integration of local characteristics

In all kinds of film and television productions language is the most important expression of the character's personality, ideas and storyline. In this media platform, language has become an iconic symbol of the Sannong short videos[7]. For example, the short videos of @LiZiQi, @MaiXiaodeng and @Eastern Selection are mainly in Mandarin.

Users such as @KangzaiFarmers and @PanLouLou mainly used dialects for their conversations. Analysing the various short videos of the three farmers in Jitterbug, the majority of ordinary people use dialects for dialogue. Dialects are mainly languages used in fixed areas, which are regional, remote and niche, and this kind of unartistic language can create a strong sense of authenticity among the audience. The regional and differential culture in dialect represents folklore and the lowest level, which

makes the characters created in the video more fleshed out and their personalities more prominent. The @kangzai farmer communicates with the old children appearing in the video in what appears to be Mandarin but is in fact a very representative Guangxi dialect. nl pronunciation, qi eggs (eating eggs), etc., give the listener a clear hometown resonance. Such videos make clever use of dialects and continue to spread on the Internet, creating a new trend that triggers imitation and change among netizens and promotes the spread of culture. On the one hand, the use of dialect conversations by groups in the same region can bring them closer to each other, making cultural transmission closer to life; on the other hand, as a communication medium, Jitterbug gives ordinary vegetarian farmers the opportunity to showcase themselves, and users do not have to use their own unfamiliar dialects, but can express their emotions in the dialects of the region, which is not only conducive to breaking geographical restrictions, but also to the exchange of language and culture between regions This not only helps to break down geographical restrictions and promote inter-regional linguistic and cultural exchange, but also helps to increase the self-confidence and pride of the people in the language and culture.

2.3 Showing the "digital" Peach Blossom Garden and building a mimetic environment

With the increasing pressure of urban life, more and more people in the city are yearning for a place like the Peach Blossom Garden where they can slow down the pace of life and enjoy the slow life in the countryside to get their soul ironed out[8]. As a result, the legendary "Peach Blossom Garden" has become a dream destination in people's minds. Many short videos on agriculture use the media platform to showcase the rural landscape and their daily lives, enabling audiences to discover the commonalities between the countryside and the Peach Blossom Garden.

The video by user @KangzaiFarmer has been described by netizens as a "real-life version of Peach Blossom Garden", in which people live in a small courtyard in the countryside, grow pollution-free green vegetables, do their own food, and recreate the life of an ancient small farmer's economy[9]. They make the audience in front of the screen envious and yearn for this kind of carefree life in the countryside. These videos pay great attention to background music, as if the clouds are in a "paradise". The song "Living Well is Living Well" by Zhou Shen is used many times in the video by the expert @Ajun, who can't be bothered, and the song is gentle and quiet, with a slow rhythm, echoing the rural life created by his work, reminding people to love life and conveying It reminds people to love life and transmits positive rural energy. For example, the video released on 5 August uses Mao's "Thinking of You", as well as "An Ordinary Day" and "Murmuring" to create a relaxed and comfortable ordinary life. It builds a picture of a paradise of self-containment and long grass, a desirable mimetic living environment.

2.4 Focusing on body narration, focusing on reflecting the wisdom of working people

As the name suggests, body narrative is to take the body as the narrative subject, form the main narrative process through the dynamic or static form of body language and the ideology of presence or absence, and achieve the purpose of communication and exchange [10]. Among all kinds of short videos on agriculture, rural areas and farmers, the most indispensable is physical labor, which is mainly in the form of action, and the charm of characters is also represented by physical performance, becoming a highly personalized visual cultural symbol. Arnheim believes that "sports are the phenomenon most likely to attract strong visual attention" [11].

Whether it's @ Li Ziqi, who focuses on food shooting, or @ Kangzi, a farmer who devotes himself to showing the daily life of farmers. The main body narrative has become the main body in the short videos on agriculture, rural areas and farmers, gradually becoming the representative with specific symbols, giving the local short videos a specific meaning. The user @Kangzai Nong Ren is an account mainly for recording daily rural food. In a five minute short video, he uses body language to record the cutting, processing, preparation of food materials, and the production of finished products. Every frame of the screen describes the body language vividly. In the video, the old children and Kangzai cut the leaves one by one with scissors, and at the same time, they washed rice and boiled water, making the hand movements seamless. Through such a series of food production processes as cutting, washing, boiling and wrapping glutinous rice, the wisdom and hard work of working people are reflected, and such a desirable real life in the world.

The user @ busy Ah Jun, whose works are smooth and tidy, takes the rural economy and food system as the main body, and the story development content revolves around labor. At the beginning of the video, Ah Jun picked trees and grapes in the field, and introduced his local characteristic fruit grapes through body language. A series of verbs, such as "climbing, picking, washing, squeezing, sawing", and Ah Jun's skillful actions, in this short video, he interpreted the ingenuity of rural people with body language. The short video mainly set off his pastoral style through music. In addition to the colorful behavioral language of the main character, Ah Jun, other characters in the video are also interpreting the freedom and simplicity of rural life with labor. By releasing the potential in the body, the author of the short video on agriculture, rural areas and farmers transmits the free and comfortable state to the audience through the video, and uses the body narrative to show the labor technology. The purpose is to pursue self display and enrich the shaping of self character, and then obtain the sense of social identity, and find the sense of existence that was missing in the past society and was covered by urban culture.

Rural economy is the chain in which the memory of local culture can survive and continue. It not only carries the way of life and production of farmers, but also continues the lifeline of the prosperity of local

culture. However, under the influence of social modernization, a large number of farmers went out of the countryside, and the primitive rural civilization was in crisis. The road to continue rural development was bumpy and full of difficulties. Therefore, as a new way of cultural transmission, the short video of agriculture, rural areas and farmers will certainly assume the responsibility of inheriting cultural memory.

3 Summary

To sum up, today's hot short videos of farmers have developed rapidly from a single category, limited channels and low traffic to a place in many platforms, becoming a popular source. Nowadays, short videos on agriculture are not only a form of expression to show the daily life of people, but also a spiritual hub to promote rural revitalisation, economic development and social progress. The high level of user activity on the ShakeYin platform has helped urban and rural residents to progress together, narrowing the cultural differences between them, and providing a channel and platform for the dissemination of short videos by rural farmers [12]. This is an innovative form of local cultural communication, which is based on the farmers' own perspective, making videos with local style.

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