Algorithm Embedding and Optimization of Rural Image Propagation in the View of Artificial Intelligence Generation Content

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Abstract: The application of AIGC technology on various media platforms has brought numerous research hotspots to the media field. In this article, the author analyzes the current situation of rural image dissemination and the opportunities and problems that AIGC brings to it. The author believes that the changes brought by AIGC and algorithms are mainly reflected in three aspects: reshaping content and data-driven value through and AI generated content; achieve channels and participation guidance by using algorithms to enhance user engagement; promote precise push and feedback by utilize AIGC algorithms to achieve precise and propagation. However, there are also problems such as the singularity of "rural image production", the niche of "communication circles", and the fade of creative enthusiasm creativity. and Therefore, based on AIGC and algorithm technology, the author believes that analysis can be conducted from three dimensions: algorithm content recommendation, algorithm sentiment embedding, and algorithm interaction optimization. Suggestions are proposed from three aspects, the first one is establishing a three-dimensional rural through image algorithm content recommendation, the second one is building humanistic communication a system through algorithmic emotional embedding, and the last one is achieving two-way interaction between rural and urban residents through algorithmic interactive optimization.

Keywords: AIGC; Algorithm; Rural Image; Algorithm Embedding; Algorithm Optimization

1. Introduction

1.1 Realistic Background

Rural image is a material and spiritual culture inherited from the development history of a country, society and even a nation. It is not only the recognition of material aspects such as living environment, economic development level and human geography in a specific area in people's daily life, but also the special symbols produced by human long-term social development and social and cultural geographical phenomena in different environments. The rural image is of great significance to promote the development of rural economy, social harmony and stability, and cultural prosperous development. At present, China's rural image dissemination has made a series of encouraging achievements, however, with the continuous development of new media dissemination methods, channels and content. the establishment and dissemination of rural image has also encountered new problems and challenges.

1.2 Realistic Opportunities

AIGC (Artificial Intelligence Generation) has entered a leap forward with the explosive growth of data, the rapid progress of AI hardware technology and the continuous improvement and optimization of algorithms. Since ChatGPT was released, users have exceeded one million in five days and have broken through one billion in two months, making it the fastest growing application in human history. This year, ChatGPT has become a hot topic in the two sessions unsurprisingly. The Minister of Science and Technology, academic experts and business representatives expressed their views on ChatGPT coincidentally. Market research firm Gartner estimated that generative AI will generate 10% of all data, and 30% of large organizational website messages will be generated by generative AI in 2025. Therefore, algorithm embedding and other technologies provide technical support for improving the precision, intelligence, and individuation of rural image dissemination, and optimizing the content of rural image dissemination which provides new ideas for rural image dissemination from the perspective of AIGC.

2. The Current Situation of the Construction and Dissemination of Rural Image

Rural areas, agriculture, and farmers are the three main elements of rural image dissemination. With the changes in media communication methods. channels. and priorities, a new round of iteration is being carried out on the dissemination themes related to rural image. In this article, the author defines rural image as a rural media image presented through media, specifically including the image of rural groups, rural landscapes, and rural culture [1]. The current media mainly include traditional media such as newspapers, radio, television, and new media mainly based on short video platforms and live streaming platforms.

2.1 The Current Situation of the Construction and Dissemination of Rural Image on Traditional Media Platforms

Analyzing the construction of rural image by traditional media, it is not difficult to find that the construction and dissemination of rural image by traditional media platforms have undergone changes with the economic development and social changes in rural China. In the past, the image of rural areas was generally portrayed by traditional media platforms as backward, impoverished, and closed, which is not entirely consistent with the reality of rural image. With the economic development of rural areas and the promotion of urban-rural integration, traditional media platforms have gradually undergone changes in the construction and dissemination of rural image.

In recent years, many excellent rural themed TV dramas have focused on showcasing the reform process of overcoming natural environmental barriers, promoting ideological transformation, and seeking common prosperity [2]. Besides the number of video programs explored in the rural field has gradually increased. Taking the CCTV7 Military Agriculture Channel as an example, many high-quality programs focusing on rural areas have been broadcasted, such as "Rural World", "Daily Agricultural Economics" and "Getting Rich", opening up a window for audiences to understand rural areas.

On the one hand, traditional media platforms have begun to focus on presenting the diversity and complexity of rural areas. For example, some media platforms have begun to report on innovation and change in rural areas, including rural e-commerce, rural tourism, rural education, which are beneficial for presenting the diversity and complexity of rural areas. Besides, some media platforms have also begun to pay attention to environmental protection and ecological construction in rural areas, presenting the beauty and livability of rural areas.

On the other hand, traditional media platforms still have some problems in the construction and dissemination of rural image. For example, some media platforms still have stereotypes about rural areas, viewing them as backward, impoverished, and isolated places. This biased reporting not only does not match the real image of rural areas, but also has a negative impact on the image and development of rural areas. In addition, some media platforms compare urban and rural areas when reporting on rural areas, overemphasizing urban-rural differences, which can also have a negative impact on the image and development of rural areas.

In summary, traditional media platforms are undergoing changes in the construction and dissemination of rural image, but there are still some problems. In the future, traditional media platforms should pay more attention to presenting the diversity and complexity of rural areas, avoiding overly strong comparisons between urban and rural areas, and thereby reducing audience bias towards the image of rural areas.

2.2 The Current Situation of the Construction and Dissemination of Rural Image on Short Video Platforms

With the popularization of rural mobile networks, more and more rural residents are

willing to use mobile terminals to shoot videos and post videos on short video platforms. Therefore, agricultural related videos have gradually spread from the exclusive field of professional production institutions to user independent production, and the video duration has also transformed from long videos to short videos. As a vertical subdivision field of short videos, rural image short videos stand out among numerous types of videos, accumulate a large number of fans, and gradually form a market scale with the unique perspective and content.

In recent years, many rural image short video bloggers have sprung up and formed influential brands, such as "Li Ziqi", "Hua Brothers". "Miao Adoo". Nong and "Romantic Dong Family Seven Fairies". Such short videos have also attracted a large number of fans on quick hand, bilibili and other platforms by virtue of their unique original content and social attributes, playing a crucial role in promoting rural economic development. This change has led to a different media image to some extent in rural areas compared to the past.

The author watched a large number of rural themed short videos and summarized them into themes such as agricultural production, rural scenery, and rural life. In these short videos, the short video platform has formed various rural images through user dissemination and sharing, such as loving laboring, diligence, simplicity, and nature. On this basis, the rural image presented on short video platforms has become more intuitive and three-dimensional, providing reference for people to understand rural areas.

However, not all rural images disseminated on short video platforms are positive. In previous short videos related to rural image, many video creators gained online attention by pretending to be miserable, poor, and ugly. Although it can quickly accumulate fans, it is not conducive to subsequent commercial operations and may have a negative impact on the construction and dissemination of rural image. Therefore, short video platforms should strengthen guidance on the construction and dissemination of rural image while regulating their own content.

Overall, regardless of the type of video, whether it is good or bad, it has surpassed the video itself and become a microcosm of rural China today, recording every bit of rural development. This added value has also led to the success of rural image short videos. Of course, although short video platforms have a positive impact on the construction and dissemination of rural images, it is also necessary to pay attention to the dissemination methods and content to avoid adverse effects.

2.3 The Current Situation of the Construction and Dissemination of Rural Image on Live Streaming Platforms

With the popularization of mobile internet and live streaming technology, live streaming platforms have become a new mode of transmission and an important channel for rural media image construction and dissemination. The live streaming platform provides a platform for rural residents to show their lives and skills, and also brings them a certain amount of income. At the same time, it also allows urban residents to learn more about rural life and culture. It can be said that the "live streaming + rural" communication model undoubtedly brings new ideas to the dissemination of rural image.

Although the rural image presented by traditional media and short video platforms is becoming increasingly rich, it can only help the audience to simply understand the countryside through simple presentation, which is relatively one-sided, making the rural image extremely vague and abstract. With the of new media "live broadcast", help visualization will become a cross-media construction and dissemination method, showing all aspects of rural areas through intuitive videos, images and even data, taking rural areas as communication objects, realizing the wide dissemination of natural substances and public awareness, visualizing complex rural related content, and completing construction and dissemination of the diversified rural images more accurately and effectively.

But now, with the help of new media live streaming, visualization will become a cross-media construction and dissemination method. By presenting various aspects of rural areas through intuitive videos, images, and even visual data, rural areas will be regarded as communication objects, achieving widespread dissemination of natural materials and public awareness, visualizing complex rural related content, and more accurately and effectively completing diversified rural image construction and dissemination [3].

The current live streaming platforms have anchors and audiences from various industries and regions, including those from rural backgrounds. These anchors and viewers show various aspects of rural customs, rural life, and farmers' entrepreneurship through live streaming platforms, providing a vivid way to show the image of rural areas. At the same time, these anchors guide users to actively participate in the dissemination of rural images through interaction, comments, and other means, creating conditions for the diversity and universality of rural image dissemination.

However, it is not difficult to find that the rural image on the live streaming platform also has some issues of being stereotyped when watching the live streaming content. As the urban-rural gap gradually widens and is widely reflected in various aspects such as and culture, education. economy, advantageous cities have gained discourse right, while rural areas have been excluded from the mainstream discourse system. Moreover, this phenomenon has not been significantly improved in the "live streaming" of new media. Taking quick hand live broadcast as an example, it focuses on rural areas and small county towns, presenting the image of rural areas as passive, helpless, and backward, labeled as vulgar and curious by the mainstream discourse system. This stereotypical rural image has a negative impact on the image construction and dissemination of rural areas, which can easily damage their self-identity and self-esteem.

In summary, live streaming platforms have an important impact on the construction and dissemination of rural media images, with both positive and negative aspects. As the saying goes, "Culture is daily life" culture that is detached from the reality of life is inevitably difficult to support and develop normally, and cannot truly reflect the connotation and extension of culture. In commercial logic, rural areas are only a part of capital, and rural new media "live streaming" is only a tool for entertainment and profit, which goes against the original intention of using new media as a tool in the construction of new rural areas. We should strengthen the promotion and education of rural image while promoting and applying live streaming platforms, promoting the development and progress of rural areas, in order to achieve a more comprehensive, authentic, and positive presentation of rural image.

3. New Opportunities and Issues Promoted by Rural Image Algorithm

3.1 New Opportunities for Rural Image Driven by Algorithm Communication Technology

The algorithm converts information into numbers, obtains digital information through various channels such as data terminals, and characteristics combines the and characteristics of the dissemination object to use situational dissemination for push and release [4]. With the wide application of the Internet, 5G technology, big data, block chain and cloud computing, the humanized thinking and intelligence embedded in the technical equipment are presented in the form of program terminals and ultimately affect the real world [5]. With the rapid development of AIGC, algorithms promote the dissemination of rural image from multiple dimensions, such as content and value reshaping, channel and participation guidance, precise dissemination and feedback, through data-driven and AI generated content, enhanced user engagement through interaction, and precise dissemination through AIGC and algorithms. The algorithm presents innovative, interactive, and high-quality features.

First of all, content and value reshaping can be achieved through data-driven and artificial intelligence generation of content. Artificial intelligence technology can improve the production efficiency and content quality of rural media, making the image of rural media more modern and professional. At the same time, artificial intelligence generated content will bring new perspectives and ways of thinking to some extent and new creativity and inspiration to the dissemination of rural image, which surely helps to innovate the image of rural areas. In addition, algorithms contribute to the innovative development of rural image dissemination technology. The dissemination of rural image relies on

algorithmic intelligent distribution, which can highlight the value of rural image information in a massive amount of information. On this basis, intelligent push can help enhance the three-dimensional dissemination of rural image and avoid the problem of one-sided and singular rural image in traditional media.

Secondly, using algorithms to enhance user engagement and achieve channels and participation guidance. Currently, with the support of AIGC and algorithm technology, most media have started to explore and analyze rural image related information deeply, and extract keywords and themes related to user interests, in order to attract user attention and motivate users to participate in discussions and communication. For example, "Qiaofu 9th Sister" publishes rural image information and interacts with users through social media, forums, WeChat official account and other channels. At the same time, there are also media that use algorithms for targeted push. These media track and analyze user behavior, grasp user interests and needs, promote different content for different user groups, optimize channels and participation guidance strategies, and in those ways improve user engagement and satisfaction. For example, The "Huanong Brothers" attract young people's attention to rural image information by promoting information related to entrepreneurship and employment, and encourage them to participate in the production of rural image content. In addition, under the guidance of policies in China, new media platforms also pay great attention to the dissemination of rural image information. By establishing incentive mechanisms, users are encouraged to participate in the dissemination and promotion of rural image information, thereby increasing user engagement. For example, platforms, such as Bilibili and quick hand, have developed incentive measures for original content to ensure creative enthusiasm, leading more and more rural residents to participate in the creation of rural image short videos. The high return on content creation has also pushed the creation of rural image content to a climax.

Finally, achieve precise propagation and promote precise push and feedback by using AIGC and algorithms. With the rapid development of internet technology, media communication methods are constantly changing and upgrading, and thus precise communication has become a hot topic in the current media field. In terms of precise dissemination of rural image, media can use AIGC and algorithm technology to automatically create, classify, and filter rural image materials, thereby achieve precise dissemination of rural image. These are mainly manifested in the precision in content production, push, and feedback. That is, individual needs and group combine preferences, and produce communication content for different uses by using algorithms qualitatively; grasp the information to preferences of the user groups and accurately push them based on the users information database; grasp user behavior feedback, and improve the push mechanism by evaluating data for user viewing and interaction. For example, when users search for the keywords related to rural development, the system can automatically classify and filter relevant content through AIGC technology, and push materials related to target user needs. At the same time, by analyzing user behavior and information. feedback the system can continuously optimize and adjust push strategies, making the promotion of rural image more accurately, making the content more popular among users, and targeting promotion of content to different types of audiences to improve the effectiveness and efficiency of dissemination.

3.2 New Problems for Rural Image Driven by Algorithm Communication Technology

Of course, there are some problems with AIGC and algorithms in the process of rural image dissemination at present, such as the simplification of data-centered rural image production, the niche of the communication circle based on tag recommendation algorithms, and the weakening of creative enthusiasm brought about by anti-ethical attributes. These can affect the image of rural media, making people feel that rural media lacks warmth and humanization.

Firstly, the algorithm is data-centric, resulting in the problem of singular rural image production. The data centric recommendation of the algorithm is easy to form a "filtering foam" of information, so that the audience only receives the information they like and ignores other information. The data centric recommendation of the algorithm is easy to form a "filtering foam" of information, so that the audience only receives the information they like and ignores other information. The author believes that the fundamental lies in the simplification of algorithm data sources, feature selection, algorithm models, and application scenarios. At present, major media have introduced platforms algorithm recommendation mechanisms, which have replaced most traditional editors during the content distribution process. The algorithm determines whether information can be pushed and to whom. But the algorithm takes "high data" as the first standard, ignoring high-quality content with rich connotations and dimensions. For example, a netizen accidentally clicked on a message about rural marriage, and as a result, the platform continuously promoted information about rural marriage customs, which makes him annoved. There are also netizens who summarize that inferior information can be divided into three categories: true and false are difficult to distinguish, making the good information mixed with the bad ones; not distinguishing right from wrong leads to a disordered value orientation; lack of depth makes the content and viewpoints too superficial. This data-centric algorithm simplifies the content of rural related topics, and the content it spreads also presents a problem of weakening human sentiment. Secondly, the algorithm utilizes label classification recommendation, bringing the problem of niche in the communication circle. Algorithm personalized recommendation includes "content-based recommendation, knowledge-based recommendation,

collaborative filtering recommendation, tag based recommendation. social recommendation. deep learning based knowledge-based recommendation. recommendation, network structure based recommendation, hybrid recommendation" [6]. From the classification above, it is not difficult to find out that algorithm recommendation is essentially a labeled classification recommendation based on data. The algorithm labels and classifies users and recommended content, and matches them based on different types of labels, which leads to the phenomenon of layering caused by labeled recommendation algorithms. The

author observed the rural theme content on different platforms and found that under the current algorithmic mechanism, there are some issues of internal message blockage and high information repetition in the rural image dissemination circle, which makes direct information exchange between different circles less and difficult to achieve cross circle dissemination. This may lead to the promotion of rural image being limited to specific audiences and not truly reaching a wider range of users. At the same time, labeled recommendations often only meet certain interest points of the audience, but cannot cover all aspects of needs, which also limits the effectiveness of information dissemination.

Finally, the algorithm contains an 'anti ethical' attribute, which undermines the enthusiasm and creativity of creators. As mentioned earlier, although the combination of AIGC and algorithm technology can provide some the production inspiration for and dissemination of rural image content in a short time. But excessive use of algorithms may lead to a loss of control in algorithms, limiting the diversity and innovation of rural image dissemination in the long run. A we-media author once lamented that the era of intelligent information platforms is approaching, and those of us who rely on literature for a living may become "brick workers" who rely on platforms for survival. Once the platform gains such a strong position, there may be situations where the content of the original creators is reprinted without corresponding compensation, ultimately only further extinguishing the passion and love of the original authors. At the same time, the working principle of the algorithm is to recommend content based on users' historical behavior and preferences. It will automatically recommend content with high click through rates and forwarding volume, while ignoring the quality and authenticity of the content. It is difficult to recommend content that is novel, deep, and broad, ultimately leading to popularity in order to attract attention. And if creators want to survive, they can only reduce the depth of content, create funny and humorous content, and even amplify negative reviews in their dissemination to win more clicks. This will undoubtedly lead to the defamation and

stigmatization of rural images, causing great harm to the dissemination of rural images.

4. Algorithm Optimization Path for Rural Image Dissemination from the Perspective of AIGC

As mentioned above, algorithms have both advantages and disadvantages in the process of rural image dissemination. Since the release of ChatGPT, the attention of academia and industry has once again focused on the field of AIGC. And thus the author believes that how to leverage algorithm technology based on the AIGC environment to help promote rural image dissemination has become the focus of our research. In China, major media outlets have continuously explored and innovated in the practice and application of AIGC, such as Xinhua News Agency's MAGIC intelligent production platform, CCTV's smart media and AI editors, CBN's DT manuscript king, and Southern Metropolis Daily's robot Xiaonan [7]. From the perspective of AIGC, it is worth considering how to use algorithm technology to help reshape and optimize the dissemination of rural image. Therefore, starting from the perspective of AIGC, the author analyzes the algorithm content recommendation, algorithm emotion and algorithm embedding, interaction optimization of the rural image content creation platform, hoping to provide for the embedding suggestions and optimization of rural image dissemination algorithms in AIGC's perspective.

4.1 Algorithm Content Recommendation: Establishing a Three-dimensional Rural Image

With the rapid application of algorithms on different platforms, the dissemination of rural image is too simplistic, and there is a dilemma of excessive entertainment and information distortion. There are two reasons: firstly, the algorithm recommendation mechanism itself needs to be optimized, and secondly, the calculation data has not reached the ideal state. The author believes that with the development and application of AIGC technology, it is particularly important to produce content from various aspects such as rural culture, rural tourism, and rural ecology, improve the recommendation algorithm content

mechanism, and establish a three-dimensional rural image. AI generation content requires a large amount of data training, learning the logic behind the data content, and using the generative model to produce new content. Massive training data is one of the core elements in maintaining the evolution of artificial intelligence generated content. Therefore, we should focus on developing rural image synthesis content based on AIGC technology, expanding the content market with higher efficiency, lower cost, and higher quality, and helping to create data advantages for the future development of artificial intelligence.

Generative artificial intelligence achieves content aggregation and analysis on different platforms, extract and summarize core key information based on user needs, and produce customized content [8]. This is mainly reflected in four aspects. In terms of rural culture, using artificial intelligence to generate content can carry out rural cultural creative activities and produce interesting and distinctive cultural products, such as novels, movies, music, games and so on, to attract more people to pay attention to rural culture. In terms of agricultural products, artificial intelligence can be used to generate content and create interesting and distinctive rural advertising videos, posters, slogans, so that more people can know high-quality agricultural products, and in this way, to create a better rural brand image and enhance the awareness and brand value of agricultural products. In terms of rural tourism, rural tourism promotion activities can be carried out by using AIGC and algorithm technology, such as producing interesting and distinctive rural tourism promotional videos, strategies, to attract more tourists to experience the beautiful scenery and unique culture of rural areas, and to enhance the image of rural areas. In terms of promoting rural ecological construction, promotional videos and posters related to rural ecological protection can be produced by using AIGC technology, so that more people can understand and support rural ecological protection work. On this basis, establish a three-dimensional rural image focusing on high-quality content of rural culture, agricultural products, rural tourism, and rural ecological production.

4.2 Algorithm Emotional Embedding: **Building a Humanistic Communication** System

As an important component of power, algorithms have guiding power. Algorithm technology is essentially neutral and there is no question of values. However, the era of super artificial intelligence with autonomy has not yet arrived, and news production is currently in the weak artificial intelligence stage of human-machine collaboration. News aggregation platforms are unable to conduct independent news production, and they are actually agents of the intention of the main body of news production [9]. Therefore, in the process of disseminating three-dimensional rural images, embedding emotions into algorithms is necessary to enhance the algorithm's public opinion guidance and build a humanistic rural image dissemination system.

In the practice of algorithm embedding on major media platforms, algorithms classify information based on big data and tags, and then match massive amounts of information to different user needs. demonstrating an unparalleled human ability. However, algorithm embedding technology is still in the weak stage of artificial intelligence, and designers have a significant impact on the orientation and technological value completeness of intelligent algorithms [10]. The author believes that embedding emotional dimensions in algorithms, that is, balancing technological and humanistic factors, is an effective way to construct and disseminate rural image. For example, in the future development of artificial intelligence generated content, emotions can be embedded in algorithms through techniques such as program settings. scene shaping. and emotional simulation. presenting the emotional elements of rural image information from the entire process of collection, writing, editing, and publishing. At the same time, it is necessary to strengthen and improve the existing human-machine collaboration mechanism, and pay attention to the emotional recognition and guidance ability of algorithms. In addition, broaden the algorithmic analysis of user behavior. Not only should we analyze users' search records, viewing history, likes, favorites, reposts, comments, and other data, but we should also pay attention to the emotional tendencies in user comments and reply keywords, and even use technology to identify emotional attitudes in images, video and audio content. On this basis, arouse users' identification with rural form humanistic areas. rural image communication content, and build a warm communication system.

4.3 Algorithm Interaction Optimization: **Realize Two-way Interaction** between **Urban and Rural Residents**

Since the founding of New China, China has implemented the urban and rural dual registered residence system for a long time. Although the country later issued a series of documents to promote the reform of the registered residence system, at this stage, the city is still regarded as a symbol of advancement, while the countryside is a synonym for backwardness. This has brought about different identities and circles between urban and rural residents. In the era of massive information explosion brought by new media technology, the algorithm further subdivides the urban and rural circles, and pushes different content according to different circles, causing a lack of interaction between different circles. This is not conducive to the widespread dissemination of rural image and the realization of urban-rural coordinated development. Therefore, the development optimization algorithm based on AIGC to achieve the breaking circle interaction of rural image is a key path to improve the efficiency of rural image dissemination.

The author believes that with the rapid development and continuous upgrading of AIGC, we can evolve different forms of interactive incentive mechanisms into logical program embedding algorithms, thereby optimizing the effective interaction of algorithms. This is mainly reflected in four forms of communication. One is to use gamified design to attract young users to understand rural culture and lifestyle through participating in games. At the same time, young users are inspired during the game process to jointly optimize the game content, so that they can obtain better experiences and interactive effects in the game. The second is to establish an interactive platform for rural image dissemination through social media platforms, which allows users from different

circles, including rural and urban residents, to have two-way communication and interaction through the platform. In this process, algorithms are used to make high-quality content more exposed and disseminated. The third is to add interactive links during the live broadcast process, allowing the audience to interact and communicate with the host. On the one hand, rural residents can show their lives and work to urban residents, and on the other hand, urban residents can also learn about rural culture and lifestyle through the live broadcast. The fourth is to create an immersive rural image experience by optimizing algorithms in the practice of AR/VR technology, allowing urban residents to experience rural life and culture in virtual reality, and rural residents can also experience urban life and culture through AR/VR technology at the same time, thereby increasing awareness between urban and rural residents and enhancing users' sense of participation and experience.

5. Conclusion

In summary, whether now or in the future, algorithms from the perspective of AIGC are important technical support for rural image dissemination. In this process, we should continuously optimize the content and algorithm mechanism generated by artificial intelligence, strengthen human emotions and subjectivity in algorithms, expand the emotional dimensions embedded in rural image algorithms, achieve two-way between different interaction circles, accelerate the deep integration of algorithms and rural image dissemination, and thus establish a true, comprehensive, and three-dimensional rural image.

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