

# Research on the Narrative of Traditional Chinese Culture Dissemination through Agricultural Short Videos in the Context of Rural Revitalization

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**Abstract:** In the context of the deepening implementation of the rural revitalization strategy, agricultural short videos emerge as a new media form that connects urban and rural areas, playing a crucial role in disseminating traditional Chinese culture and revitalizing rural cultural vitality. Current academic research on agricultural short videos primarily focuses on content production or economic empowerment, with insufficient systematic exploration of their narrative logic and practical pathways for disseminating traditional culture. This study aims to reveal the narrative characteristics, mechanisms, and optimization strategies of agricultural short videos in transmitting traditional Chinese culture within the framework of rural revitalization. Utilizing literature research, narrative analysis, and interdisciplinary approaches, the study builds an analytical framework of "Rural Revitalization - Media Narrative - Cultural Dissemination," grounded in the intrinsic relationship between rural revitalization and cultural communication. By examining the narrative subjects, content, structure, and symbols, it systematically analyzes the textual features and dissemination patterns of traditional cultural narratives in agricultural short videos. Furthermore, it explores their mechanisms in cultural transmission and urban-rural identity construction, as well as existing challenges. The research finds that agricultural short videos achieve modern reinterpretation of traditional culture through everyday narratives and localized expressions; however, issues such as narrative homogenization and superficial cultural symbols persist. Consequently, this study proposes optimization paths, such as differentiated narratives and technological empowerment, providing theoretical insights and practical guidance to enhance the

effectiveness of traditional cultural dissemination and support rural cultural revitalization.

**Keywords:** Rural Revitalization; Agricultural Short Videos; Traditional Chinese Culture; Narrative Dissemination; Media Research.

## 1. Introduction

### 1.1 Research Background and Significance

The comprehensive implementation of the rural revitalization strategy aims not only to promote sustainable rural economic development but also to emphasize the inheritance and revitalization of rural culture. Culture, as the soul of the countryside, is a core element in constructing rural identity and enhancing community cohesion. Traditional Chinese culture, encompassing agricultural wisdom, folk customs, and ethical values, serves as a vital resource for rural cultural revitalization. With the widespread adoption of digital technology, short videos have become a mainstream form of information dissemination due to their fragmented, visual, and highly interactive characteristics. Agricultural short videos, focusing on rural life, agricultural production, and farmer stories, continue to expand their user base. According to the China Internet Network Information Center, short video users in the agricultural sector now account for over 25% of all internet users, with an average daily usage time exceeding 60 minutes, becoming an essential channel for urban and rural residents to access rural information and perceive rural culture.

In this context, agricultural short videos demonstrate unique advantages in disseminating traditional Chinese culture. These videos break the temporal and spatial limitations of traditional media by visually presenting traditional skills, folk activities, and local knowledge, transforming static cultural records into dynamic

living scenes, thus enhancing the cultural impact and dissemination power. However, challenges persist in the narrative logic and effectiveness of cultural dissemination in agricultural short videos. Optimizing narrative strategies to enhance the effectiveness of traditional culture dissemination has become an urgent issue for rural cultural revitalization.

The theoretical significance of this study lies in: firstly, constructing a narrative analysis framework for the dissemination of traditional culture through agricultural short videos from the perspective of rural revitalization, enriching interdisciplinary research in media narrative and cultural communication; secondly, revealing the intrinsic relationship between agricultural short videos, traditional culture dissemination, and rural revitalization, providing a new perspective for improving relevant theoretical systems. The practical significance includes: firstly, offering narrative strategy guidance for agricultural short video creators to enhance the precision and effectiveness of traditional culture dissemination; secondly, providing decision-making references for government departments in formulating rural cultural dissemination policies and promoting rural cultural revitalization; thirdly, assisting urban and rural residents in forming a consensus on traditional Chinese culture, strengthening cultural confidence and national identity.

## 1.2 Review of Domestic and International Research

Research on agricultural short videos in China began in their early emergence, primarily focusing on communication characteristics and economic value. Scholars have pointed out that agricultural short videos exhibit features such as original content, grassroots producers, and strong interactivity. Content analysis reveals that over 80% of agricultural short videos employ documentary filming techniques, highlighting the authenticity of rural life. Regarding economic value, research often explores their roles in agricultural product sales and rural tourism promotion, reporting an average sales increase of over 30% for local specialty products due to agricultural short videos.

In traditional culture dissemination research, Chinese academia has established two main directions: media forms and dissemination paths. Studies on media forms compare the dissemination effects of traditional media (e.g., television, newspapers) and new media (e.g.,

social media, live streaming). Regarding dissemination paths, research largely focuses on scene-based communication models, such as festival activities and intangible cultural heritage displays. In the intersection of rural revitalization and cultural communication, scholars emphasize the importance of cultural revitalization, noting that cultural dissemination is a key link connecting internal inheritance and external recognition in rural areas. However, existing studies insufficiently explore the integration of agricultural short videos and traditional culture dissemination, and while some literature mentions cultural elements in agricultural short videos, a systematic analysis of their narrative logic is lacking.

Internationally, rural media studies focus on the influence of media technology on rural social changes. Research on agricultural short videos in Europe and America highlights their significant role in constructing rural imaginaries and promoting community participation. Cultural narrative studies emphasize the relationship between media narratives and cultural identity, indicating that the narrative methods employed by media directly impact audience cultural cognition. Research in the field of cross-cultural communication suggests that the media presentation of local culture must balance locality and universality to achieve effective cross-group dissemination.

In summary, domestic and international research provides a theoretical foundation and methodological references for this study but still has three shortcomings: firstly, a lack of systematic construction of the narrative mechanisms of agricultural short videos in traditional culture dissemination; secondly, insufficient contextual analysis of their cultural dissemination value within the policy framework of the rural revitalization strategy; thirdly, a need for deeper interdisciplinary research, particularly the organic integration of narrative studies and rural revitalization theory. This study aims to address these shortcomings by constructing a multidimensional analytical framework to provide new insights for related research.

## 2. Theoretical Foundations and Analytical Framework

### 2.1 The Intrinsic Logic of Rural Revitalization and Cultural Communication

The comprehensive requirements of the rural

revitalization strategy—"prosperous industries, livable environments, civilized rural customs, effective governance, and affluent lives"—position rural customs as the core objective of cultural revitalization, establishing an intrinsic logical relationship with cultural communication. Theoretically, rural revitalization and cultural dissemination constitute a dialectical relationship of mutual promotion. On one hand, cultural dissemination is a crucial support for rural revitalization. The ecological concepts embedded in traditional culture align with the construction of livable rural environments, while the inheritance of folk activities enhances community cohesion and provides a cultural foundation for effective governance. On the other hand, rural revitalization offers a practical space for cultural dissemination; the development of rural industries provides material support for cultural dissemination, and improvements in rural infrastructure (such as internet coverage) expand the channels for cultural communication.

Cultural capital theory posits that cultural resources can be effectively transformed into forms of capital that promote socioeconomic development. In the context of rural revitalization, traditional culture serves as an essential form of cultural capital, where the process of its dissemination equates to capital appreciation. Through media dissemination, traditional culture transitions from implicit knowledge within rural areas to explicit cultural symbols with broad influence, directly promoting cultural industry development (e.g., sales of intangible cultural heritage crafts) and indirectly enhancing the brand value of rural areas, attracting external investment and tourism consumption.

From a policy practice perspective, national documents on rural revitalization frequently emphasize the importance of cultural dissemination, explicitly stating the need to "inherit, develop, and elevate excellent traditional rural culture" and "promote rural cultural revitalization." This policy direction provides institutional support for the dissemination of traditional culture through agricultural short videos while demanding theoretical responses on how to achieve modern inheritance of traditional culture through media narratives.

## 2.2 Narrative Theory and Media

### Communication Research

Narrative theory offers systematic analytical tools for examining media content, focusing on the composition elements and organization of the "story" within narrative texts. Concepts such as narrative subject, perspective, structure, and symbols in narrative theory can be directly applied to the textual analysis of agricultural short videos. The narrative subject determines the narrative stance and value orientation; in agricultural short videos, the subject can be either farmers themselves or professional creators or media institutions, with different narratives presenting diverse cultural expressions.

Narrative perspectives include omniscient and limited perspectives. Agricultural short videos predominantly adopt a limited perspective, enhancing the authenticity and relatability of content through first-person narratives, making it easier for audiences to resonate emotionally. In terms of narrative structure, the fragmented nature of short videos often employs linear or cyclical narratives, using key events (e.g., a folk activity) as a thread to connect related cultural elements. Narrative symbols encompass visual symbols (e.g., traditional costumes, ancient architecture) and auditory symbols (e.g., local operas, dialects), with their selection and combination directly affecting the effectiveness of cultural dissemination.

In media communication research, the intersection of narrative studies and communication studies has formed media narrative theory, which examines how media constructs social realities and influences public perception through narratives. Scholars argue that media narratives are not only processes of information transmission but also processes of meaning production. For traditional culture dissemination, the narrative methods employed by media determine the presentation forms and acceptance levels of traditional culture in modern society. As an emerging media form, agricultural short videos maintain some characteristics of traditional media while generating new narrative logics due to their technical attributes, necessitating specific analysis in conjunction with media characteristics.

### 2.3 Cultural Communication Attributes of Agricultural Short Videos

As a new type of media text, agricultural short

videos possess unique cultural communication attributes, primarily reflected in three aspects. Firstly, content production exhibits both grassroots and professional characteristics. On one hand, many farmer creators capture cultural scenes around them using smartphones, resulting in content that is original and highly authentic; on the other hand, professional creators from MCN institutions focus on narrative techniques and dissemination strategies, making cultural content more aligned with platform dissemination norms. This dual attribute ensures the authenticity of cultural dissemination while enhancing its effectiveness.

Secondly, the dissemination process is characterized by interactivity and participation. Features such as likes, comments, and shares on short video platforms enable audiences to become active participants in cultural dissemination rather than passive receivers of information. Audience feedback influences content production by creators, forming a cycle of "creation — dissemination — feedback — recreation." This interactivity allows for continuous adjustment of cultural expression during dissemination, adapting to audience needs.

Thirdly, cultural expression exhibits locality and extensibility. Agricultural short videos, filmed in rural settings, focus on local cultural characteristics, reflecting a distinct sense of place that enhances recognition in cultural dissemination. Simultaneously, through digital technology processing and dissemination, local culture can transcend geographical limitations, reaching a wider audience and achieving the transition from "local culture" to "shared culture."

In terms of dissemination effects, the cultural communication attributes of agricultural short videos enable the realization of a dissemination chain from "emotional resonance — cognitive deepening — behavioral transformation." Audiences first develop emotional recognition through video content, leading to a deeper understanding of traditional culture, which may ultimately translate into cultural consumption or transmission actions—this process exemplifies the value of cultural dissemination.

### **3. Analysis of Narrative Characteristics in the Dissemination of Traditional Culture through Agricultural Short Videos**

#### **3.1 Dimension of Narrative Content: Selection and Presentation of Cultural Symbols**

Agricultural short videos demonstrate a clear selectivity in the choice of traditional cultural symbols, often focusing on cultural elements closely related to daily life. In terms of material culture, traditional foods (e.g., local specialty snacks), traditional clothing (e.g., ethnic costumes), and traditional architecture (e.g., ancient village houses) dominate the content. A sampling survey of mainstream short video platforms shows that such content accounts for over 40% of agricultural short videos with traditional cultural elements. These symbols are highly intuitive, quickly capturing audience attention; for instance, videos showcasing the process of making handmade tofu visually convey traditional skills through steps like grinding beans, adding coagulant, and pressing.

In the realm of intangible culture, the primary selected objects include folk activities (e.g., festivals, weddings), traditional arts (e.g., local operas, folk dances), and traditional knowledge (e.g., seasonal farming sayings, herbal identification). The presentation of these symbols is often combined with specific scenes, such as filming activities like writing couplets and making dumplings during the Spring Festival, which not only showcases folk forms but also conveys the cultural connotations of family reunion. Notably, the selection of intangible cultural symbols is marked by seasonality and festivity, with significant increases in relevant content published around traditional holidays, creating peaks in dissemination.

In terms of symbol presentation methods, agricultural short videos emphasize authenticity and everyday life. Rather than relying on staged performances, they more frequently present cultural symbols in their natural state within daily life, such as farmers humming folk songs while working in the fields or traditional rituals during family gatherings. This presentation method diminishes the "sacredness" of cultural symbols and enhances their "ordinariness," making it easier for audiences to perceive culture as being "close at hand." Additionally, some videos briefly explain cultural symbols through subtitles or narration, aiding non-local audiences in understanding their cultural significance, such as annotations on local dialect terms or explanations of the origins of folk activities, thereby improving the clarity of cultural

dissemination.

### 3.2 Dimension of Narrative Form: Narrative Innovation Enabled by Technology

The advancement of digital technology supports narrative form innovation in agricultural short videos, resulting in diverse narrative styles in traditional culture dissemination. In terms of shooting technology, the high-definition capabilities and stabilization features of smartphones enable ordinary creators to capture stable and clear footage, while drone photography provides new perspectives on traditional cultural scenes. For example, using aerial shots to showcase terraced farming integrates traditional agricultural wisdom with natural landscapes, producing grand visual effects. Statistics indicate that agricultural short videos shot with drones have average view counts exceeding those shot conventionally by over 30%.

In editing techniques, the use of fast cuts, slow motion, and transition effects enhances narrative rhythm and viewing enjoyment. For instance, in videos showcasing traditional dances, slow motion emphasizes the details of dance movements, while fast cuts connect different scenes of the dance, making the video more dynamic. Furthermore, the inclusion of subtitle effects and stickers aligns traditional cultural content with the aesthetic preferences of younger audiences; for example, videos on traditional seasonal practices may feature ancient-style fonts for subtitles and related stickers to enhance cultural ambiance.

Regarding narrative perspective, first-person narration has become mainstream, with creators telling cultural stories from the "I" viewpoint, such as "the making of my family's New Year goods" or "the temple fair in our village." This perspective enhances the narrative's familiarity and authenticity, giving audiences a sense of "being there." Additionally, the use of multiple perspective switches is relatively common; for instance, while showcasing a folk activity, alternating between participant and observer viewpoints presents both the participatory experience and the overall scene of the activity, enriching audience cognitive dimensions.

In terms of temporal narrative, agricultural short videos predominantly employ linear narratives, developing in chronological order based on the progression of events, such as recording a festival from morning preparations to evening

conclusion. Some videos adopt comparative narratives, contrasting traditional and modern approaches; for example, showcasing the different methods of making the same traditional dish by grandparents and grandchildren illustrates the transmission and evolution of traditional culture, aiding audience understanding of its contemporary value.

## 4. Mechanism Analysis of Traditional Culture Dissemination through Agricultural Short Videos

### 4.1 Multi-Dimensional Collaborative Mechanism of Narrative Subjects

The narrative subjects involved in the dissemination of traditional culture through agricultural short videos exhibit a diverse array, including individual farmers, professional creators, government agencies, and cultural organizations. This diversity fosters a collaborative mechanism that collectively promotes the dissemination of traditional culture. Individual farmers, as the most direct cultural transmitters, possess an inherent authenticity advantage in their narratives. They are familiar with local cultural traditions and can capture the most representative cultural scenes and details. Research indicates that over 90% of traditional culture-themed short videos created by farmers involve personal lives or family inheritance, such as documenting grandmother's embroidery skills or father's traditional woodworking techniques, making such content relatable and trustworthy.

Professional creators, including influencers under MCN agencies and independent video bloggers, possess narrative expertise and dissemination capabilities. They excel at structuring traditional cultural elements to align with platform dissemination norms. Collaborations between professional creators and individual farmers are common, often adopting a "professional planning + farmer appearance" model, which ensures cultural authenticity while enhancing narrative professionalism. For instance, a food blogger collaborating with an elderly farmer to produce a video on traditional pastry making had over a million views, far surpassing the average outcomes of independent creations.

Government agencies and cultural organizations, as narrative subjects, provide authoritative and directive content that focuses on the overall

promotion of local cultural characteristics, such as introducing intangible cultural heritage projects by cultural departments or producing documentary segments on folk customs. This content often aligns with local cultural revitalization policies and has clear dissemination goals, creating a scalable impact. In the collaborative mechanism, government agencies guide the narrative direction of individual farmers and professional creators through funding support and platform establishment, forming a collaborative chain of "policy guidance — grassroots response — professional enhancement."

The core of this collaborative mechanism lies in the resource complementarity among different narrative subjects. Individual farmers possess cultural resources and life experiences; professional creators bring technical resources and dissemination experience; government agencies provide policy resources and organizational capabilities; and cultural organizations contribute expertise and research findings. Collaborative efforts enable resource integration, exemplified by a cultural center partnering with local farmers, where the center offers intangible cultural heritage guidance, farmers handle content filming, and professional teams manage post-production. The resulting series of short videos accurately conveys intangible cultural knowledge while achieving significant dissemination impact.

#### **4.2 Integrated Interaction Mechanism of Dissemination Channels**

The integration of dissemination channels for agricultural short videos primarily manifests in both intra-platform and cross-platform dissemination, forming a multi-layered interaction mechanism. Within platform dissemination, the algorithmic recommendation systems of short video platforms play a central role. These platforms analyze user behavior data, such as viewing history and engagement metrics, to build user profiles and accurately push traditional culture-themed agricultural short videos to potential interested audiences. This personalized recommendation enables content to transcend geographical and demographic limitations, reaching a broader audience. For example, a city user interested in traditional craftsmanship will continually receive recommendations for related agricultural short videos, establishing a consistent information

reception channel.

The interactive features within platforms enhance both the depth and breadth of dissemination. Audiences can engage with creators in the comments, asking questions about traditional cultural details, and creators' responses further enrich content information. Audience sharing expands the video's reach into new social circles, while topic tags (e.g., RuralTraditionalCulture) aggregate similar content, forming a dissemination matrix that amplifies overall influence. Statistics show that traditional culture-themed agricultural short videos with topic tags experience over a 50% increase in average shares compared to those without tags.

Cross-platform dissemination represents a significant aspect of channel integration, as agricultural short videos are often simultaneously or secondarily distributed to various media channels, including social media, news platforms, and video sites. On social platforms (e.g., WeChat, Weibo), short videos are commonly shared in friend circles or discussed in topic forums, facilitating social interaction. On news platforms (e.g., Toutiao), short videos are combined with related cultural articles to create a "video + text" composite dissemination format. On long-form video platforms (e.g., Bilibili), short video clips are integrated into series topics, catering to users' demands for in-depth viewing. This cross-platform dissemination achieves a closed loop of "short video traffic — multi-platform diffusion — deep interaction."

The linkage between offline and online channels further expands the dissemination mechanism. Many areas combine traditional cultural scenes showcased in agricultural short videos with offline experiential activities, such as designing rural cultural tourism routes based on video content. Tourists capture and share their experiences in short videos, creating an interactive cycle of "online dissemination — offline participation — online re-dissemination." This mechanism transitions traditional culture dissemination from the virtual realm to reality, enhancing the practical significance and influence of culture. For example, a historic village promoting its traditional architectural culture through short videos attracted visitors, whose experience videos further increased the village's visibility.

## **5. Existing Problems and Challenges in Traditional Culture Dissemination through Agricultural Short Videos**

### **5.1 Homogenization and Superficiality of Narrative Content**

The phenomenon of narrative content homogenization in agricultural short videos is becoming increasingly apparent in the dissemination of traditional culture. A significant number of videos focus on a few cultural symbols, such as food preparation and agricultural labor, resulting in an inadequate representation of the diversity of traditional culture. Data analysis from a major platform reveals that content related to food culture constitutes over 35% of agricultural short videos containing traditional cultural elements, whereas topics on traditional philosophical thoughts and ethical values account for less than 5%. This homogenization arises from creators' pursuit of traffic; popular content tends to encourage imitation, leading to a flood of similar videos, such as those showcasing "homestyle cooking," which often follow similar filming processes and narrative structures, lacking innovation.

The superficiality of narrative content is another prominent issue, characterized by a simplistic presentation of traditional cultural symbols without depth. Many videos merely display cultural phenomena, such as celebrating traditional festivals, without providing explanations about the historical origins, cultural significance, or symbolic meanings of the events. Such superficial dissemination makes it difficult for audiences to form a systematic understanding of traditional culture, potentially leading to a one-dimensional perception. For instance, a video depicting a traditional wedding may only showcase the ritual process without explaining the significance of various stages, leaving urban audiences to view it merely as an odd custom, unaware of the underlying family ethical concepts.

The causes of homogenization and superficiality are mainly threefold: first, creators often have limited cultural understanding; many rural creators lack a systematic knowledge base, hindering their ability to provide in-depth interpretations of traditional culture. Second, platform traffic-oriented mechanisms and algorithmic recommendations that prioritize short-term dissemination effects encourage creators to produce easily shareable, simplistic

content. Third, the instrumental view of cultural dissemination leads some creators to treat traditional culture merely as a tool for attracting traffic rather than as a valuable heritage to be preserved, neglecting the intrinsic value of culture.

The homogenization and superficiality of narrative content not only diminish audience interest, leading to decreased dissemination effectiveness but also hinder the comprehensive transmission of traditional culture. Long-term homogenized content can create stereotypes among audiences, such as equating rural traditional culture solely with food and labor while overlooking its rich spiritual connotations. Superficial dissemination risks leading to the "symbolization" loss of traditional culture, reducing it to a mere shell devoid of its inherent spiritual value.

### **5.2 Urban-Rural Disparities and Differentiated Identification in Dissemination Effects**

There are significant disparities in the effects of agricultural short videos' dissemination of traditional culture between urban and rural audiences, resulting in a divergence of cultural identification. At the cognitive level, urban audiences tend to perceive traditional culture in agricultural short videos as a "novel experience." Due to a lack of rural life experience, they often view the cultural scenes in videos as "other cultures," finding it challenging to comprehend the underlying life logic and values. For instance, when urban audiences watch videos depicting traditional farming methods, they may focus more on the differences from modern agriculture rather than the ecological wisdom embedded therein. In contrast, rural audiences have an inherent familiarity with the video content, allowing them to quickly understand the connotations of cultural symbols, and they may even question details that do not align with their experiences, indicating a cognitive disparity that affects the depth of cultural dissemination.

In terms of emotional identification, urban audiences' emotional resonance often stems from an imagined "nostalgia" or yearning for pastoral life, which tends to be somewhat illusory. For example, many urban viewers like rural festival videos because they fulfill their romanticized notions of "simple rural life," rather than a genuine recognition of the culture itself. On the other hand, rural audiences' emotional resonance

is based on real-life experiences; familiar scenes and emotions in the videos evoke strong feelings of belonging. For instance, farmers watching videos of folk activities filmed by fellow villagers recall their participation, fostering a sense of "this is our life."

The urban-rural difference in dissemination effects also manifests in behavioral transformation. Urban audiences tend to exhibit cultural consumption behaviors, such as purchasing traditional handicrafts featured in videos or engaging in rural tourism, which are economically motivated. In contrast, rural audiences demonstrate cultural practice behaviors, such as mimicking traditional skills showcased in videos or participating in local cultural activities, which are more oriented towards cultural transmission. The differences in these behavioral transformations reflect the distinct roles of urban and rural audiences in cultural dissemination, with urban audiences acting more as cultural "consumers" and rural audiences as cultural "participants."

The deeper reasons for differentiated identification stem from the disparities in social structures and lifestyles between urban and rural areas. Significant differences in economic development levels, pace of life, and value systems lead to divergences in interpreting the same cultural symbols. For instance, regarding traditional clan concepts, rural audiences may better understand their positive role in community cohesion, while urban audiences might focus more on conflicts with modern individualistic perspectives. Moreover, the fragmented dissemination of short videos exacerbates this divergence; content lacking complete contextual information is more susceptible to partial interpretations, further widening the cultural identification gap between urban and rural audiences.

## **6. Paths for Optimizing the Narrative Dissemination of Traditional Culture through Agricultural Short Videos**

### **6.1 Constructing a Differentiated Narrative Strategy System**

To address the issue of content homogenization, it is crucial to construct a differentiated narrative strategy system. In terms of content selection, the range of traditional cultural symbols should be expanded, extending from material culture to intangible culture and from explicit to implicit

culture. Attention should not only focus on intuitive symbols like food and clothing but also delve into deeper cultural elements such as the spiritual connotations of traditional festivals, the values within folk stories, and the craftsmanship embodied in traditional skills. A traditional cultural symbol database could be established to provide content references for creators, guiding them to focus on niche cultural symbols like local folk beliefs and traditional games, thereby enriching the diversity of dissemination content.

In terms of narrative perspective, innovative expressions from multiple viewpoints should be encouraged. Breaking away from the singular "recording life" perspective, narrators can adopt styles such as "cultural interpretation," "historical tracing," and "cross-temporal dialogue." For instance, comparing ancient agricultural texts with modern farming practices can elucidate the wisdom of traditional agrarian culture; capturing traditional folk activities from a child's perspective can illustrate intergenerational cultural transmission. Diverse narrative perspectives provide audiences with new cognitive dimensions, avoiding repetitive content.

Implementing targeted narrative strategies for different audience groups is also essential. For urban young audiences, a "fusion of tradition and modernity" narrative approach could be employed, showcasing the integration of traditional skills with modern design to enhance cultural appeal. For rural audiences, a "memory awakening" narrative could be adopted, recreating cultural scenes from collective memory to strengthen emotional resonance. For overseas audiences, a narrative balancing locality and universality could emphasize common human values (e.g., diligence, kindness) while highlighting local characteristics to lower cross-cultural understanding barriers. Targeted narratives require creators to gain a deep understanding of different audiences' needs and cognitive characteristics for precise dissemination.

In terms of narrative depth, a three-tier narrative structure of "symbol — story — value" should be established. This approach involves not only presenting the external forms of cultural symbols but also sharing the stories behind those symbols (e.g., the experiences of skill inheritors) and ultimately extracting the cultural values embedded within. For example, when showcasing traditional weaving techniques, the



process of weaving (symbol) should be filmed, along with the family inheritance stories of weavers (story), and finally elucidating the craftsmanship spirit of “slow work yields fine products” (value). Such deep narratives help audiences form a systematic understanding of traditional culture, avoiding superficial dissemination.

## **6.2 Strengthening Technological Empowerment and Media Literacy Enhancement**

Technological empowerment is essential for enhancing the dissemination effectiveness of agricultural short videos, necessitating upgrades across three phases: content production, dissemination distribution, and interactive experience. In the content production phase, promoting the use of smart filming equipment and editing tools can lower the technical barriers for farmer creators. For instance, developing mobile editing software with automatic subtitle generation and simple effect templates would enable creators to produce high-quality videos easily. Additionally, introducing AI-assisted creative technologies, such as data-driven suggestions for popular cultural themes and automated video script frameworks, can help creators enhance the innovation and relevance of their content.

In the dissemination distribution phase, optimizing algorithmic recommendation mechanisms is vital to avoid excessive pushing of homogenized content. Platforms should adjust algorithm weights to increase the recommendation of high-quality original content and deeper cultural narratives, incorporating a "cultural dissemination index" as an evaluation dimension to consider cultural value alongside view counts and likes. Moreover, developing recommendation models tailored to traditional cultural verticals can facilitate precise recommendations based on user preferences for different cultural types, such as prioritizing relevant agricultural short videos for users who enjoy traditional music, thus improving content-user matching.

In the interactive experience phase, integrating immersive technologies can enhance user engagement. Utilizing VR/AR technology to create virtual cultural scenes, such as allowing users to scan traditional buildings in videos to see their historical transformations, or participate in folk activities via VR devices for an

immersive experience, can transcend the limitations of flat short videos and enhance the fun and memorability of cultural dissemination. Related research indicates that cultural dissemination content employing VR technology can improve user memory retention rates by over 40%.

Enhancing the media literacy of narrative subjects is fundamental to optimizing dissemination pathways. Systematic training for farmers should encompass traditional cultural knowledge, narrative techniques, and platform rules. This could involve inviting cultural scholars to elucidate local cultural significance and media professionals to impart filming and editing skills, ultimately improving content quality. Collaboration between government and platforms can lead to the establishment of training bases, regularly organizing both offline training and online courses to ensure sustainability and accessibility of training opportunities.

For professional creators and MCN agencies, it is crucial to reinforce the sense of responsibility in cultural dissemination. Through industry regulations and incentive mechanisms, creators should be guided to incorporate cultural inheritance as one of their creative objectives, rather than solely pursuing commercial gains. Platforms can establish "special support programs for traditional cultural dissemination," offering traffic and financial incentives for quality content, and industry associations can conduct "excellent traditional culture short video selection" activities to set industry standards and foster a healthy competitive atmosphere.

Enhancing audience media literacy is equally important. Through media promotion and educational initiatives, audiences can be guided to view the cultural content in agricultural short videos critically, fostering their ability to discern and deeply interpret traditional culture. For example, establishing a "cultural interpretation" section in the comments area of videos could allow professionals to supplement relevant cultural knowledge, while schools could implement educational curricula on "traditional culture in agricultural short videos" to help young people form accurate cultural understandings. Improving audience media literacy can promote a positive feedback loop in dissemination effectiveness, enhancing both the depth and breadth of cultural communication.

## 7. Conclusion

This study focuses on the narrative issues surrounding the dissemination of traditional Chinese culture through agricultural short videos within the context of rural revitalization. Through a systematic analysis of narrative characteristics, mechanisms, problems, and optimization pathways, the following conclusions can be drawn: Agricultural short videos, as a new media form under the backdrop of rural revitalization, possess unique advantages in disseminating traditional Chinese culture. Their narrative characteristics emphasize the focus on life-related cultural symbols and their presentation, while relying on technological empowerment for diverse innovations. The dissemination mechanism reflects the multi-dimensional collaboration of narrative subjects and the integrated interaction of dissemination channels, forming a relatively complete cultural communication chain.

The study also identifies existing challenges in the current dissemination of traditional culture through agricultural short videos, such as the homogenization and superficiality of narrative content, as well as urban-rural disparities and differentiated identification in dissemination effects, which hinder the effective dissemination of culture. In response to these challenges, the study proposes constructing a differentiated narrative strategy system and strengthening technological empowerment and media literacy enhancement as optimization pathways, providing practical guidance for improving the cultural dissemination effectiveness of agricultural short videos.

From a theoretical perspective, the "Rural Revitalization — Media Narrative — Cultural Dissemination" analytical framework constructed in this study enriches the intersection of media narrative and rural cultural communication research, offering a theoretical lens for understanding new forms of traditional culture dissemination in the digital age. From a practical perspective, the research conclusions can provide narrative strategy references for agricultural short video creators, inform government departments in formulating rural cultural dissemination policies, and support the implementation of the rural cultural revitalization strategy.

Due to research limitations, this study does not analyze the narrative differences of agricultural short videos across different regions. Future

research could expand the scope to conduct cross-regional comparative studies, exploring the influence of regional culture on agricultural short video narratives to provide a basis for more targeted dissemination strategies.

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