

Use Oriental Aesthetics to Tell the Story of the Chinese Countryside

Min Li

Nanjing University of Finance and Economics, Nanjing, Jiangsu, China

Abstract: In the digital age, the influence of cultural IP is becoming increasingly prominent. Li Ziqi, an internet celebrity who perfectly combines traditional Chinese culture with modern communication methods, has become a new force in rural revitalization by spreading Chinese rural culture around the world in his unique way. This article will deeply discuss how the phenomenon of Li Ziqi's IP promotes rural revitalization, look at the creation and exit of "village" brand IP from the cultural output of "Li Ziqi", and conduct a detailed analysis from multiple dimensions such as cultural inheritance, economic development, and talent cultivation to explore a new path for rural revitalization.

Keywords: Cultural IP; Rural Revitalization; Cultural Export.

1. Introduction

In the digital age, the influence of cultural IP is becoming increasingly prominent. The countryside is the birthplace of China's excellent traditional culture and the source of intangible cultural heritage resources. Li Ziqi, an Internet celebrity who perfectly combines traditional Chinese culture with modern communication methods, tells "Chinese stories" and disseminates Chinese rural culture on a global scale, building a "paradise" for audiences at home and abroad in a unique way, and becoming a "new" force for rural revitalization.

2. Spread the Chinese Farming Culture and Tell the Stories of the Chinese Countryside

"The Li family has a daughter, known as Ziqi." This is Li Ziqi's personal profile on major online platforms. As a creator rooted in the countryside, the videos he creates have not only attracted countless fans on domestic media platforms such as Weibo, Douyin, and Bilibili, but also shined on overseas platforms, and he is a successful "practitioner" of Chinese culture "going global". The popularity of the "Li Ziqi" IP has allowed rural life in the digital world to be widely disseminated, laying a "strong light" on China's rural culture and carrying the "vision" of rural revitalization.

2.1. Oriental Aesthetics and Cultural Confidence

Li Ziqi integrates traditional and modern elements, with his unique rural life style and exquisite content creation skills, presenting the beauty of this "can only be understood but not spoken", so that the rural life in the modern society glows with new "vitality". Li Ziqi's lens tells the story of taking root in the rural land, excavating and spreading the rural culture at the deepest level, and every delicate picture and gentle explanation shows the tranquility and beauty of rural life and the vigorous vitality of rural revitalization. Whether it is to display the skills of intangible cultural heritage or to tell the story of the people's rural life, they all vividly present the elegant and beautiful oriental charm, arouse the audience's emotional resonance and cultural self-confidence, and set off

a wave of "rural poetry".

Rural revitalization is not only the improvement of material productivity, but also the cultural and spiritual rejuvenation. With a new perspective and way, she brought China's countryside to a global perspective, let the world see the unique charm of China's countryside, let more people understand and love Chinese culture, and opened up more economic "growth points".

2.2. The Transformation from "Beautiful Countryside" to "Wealth Village".

The traditional rural economy is undergoing a profound transformation, from relying solely on agricultural production to gradually developing in the direction of diversified economy such as cultural creativity, handicrafts, and green industries. The IP influence of "Li Ziqi" contains huge potential energy, she is like a bridge, closely connecting the countryside with the vast market, "lighting up" the prospect of rural revitalization, and bringing more opportunities and hope to the "Fortune Village".

In Li Ziqi's video, we see the infinite charm of traditional Chinese handicrafts, cooking skills, and farming wisdom. From the bamboo baskets she knitted by herself to the condiments she grinds in the most primitive way; she can tap into the huge economic "potential" of rural revitalization. Through her display, some of the originally little-known special agricultural products have led to a wide opening of sales channels for agricultural products and an increase in farmers' incomes, which has directly led to the expansion of the market for rural characteristic products and further promoted the vigorous development of the rural cultural tourism industry. Villagers have been able to increase their incomes and become rich with traditional skills and special products, and the rural infrastructure has been improved, and the level of public services such as education and medical care has been gradually improved. In this process, traditional culture has not only achieved extensive social dissemination and cultural inheritance, but also reaped considerable economic benefits, achieved a "double harvest" of social and economic benefits, and provided a very innovative and feasible path for the implementation of the rural revitalization strategy.

2.3. Integration of Agricultural, Cultural and Tourism Formats

The traditional cultural elements shown in Li Ziqi's video, such as traditional architecture, folk crafts, and folk activities, have made the demand for rural cultural experience more diverse and deeper. The "Li Ziqi" cultural IP has also pushed this trend to a climax, injecting new "vitality" into the integration and development of the rural cultural tourism industry, and more and more people choose to vacation in the countryside, experience traditional handicrafts, and "immerse" themselves in the charm of rural culture. The rural tourism market has extended from a single leisure and entertainment market to a cultural experience and education market, which has greatly expanded the scale of the rural cultural tourism market. Like Li Ziqi, they are eager to participate in the daily work of the countryside, such as rice planting, threshing and other agricultural activities, to feel the charm of local culture and experience the "original flavor" of rural life. The rural "experiential consumption" she has led is gradually changing the structure of the rural economy, driving the prosperity of related industrial chains, promoting local employment, increasing farmers' incomes, and making the countryside truly move from "beautiful villages" to "rich villages".

3. To Make Li Ziqi's Idea "Realize", More Power Needs to Join

The reason why Li Ziqi's ideas have aroused wide resonance is that they touch people's yearning for a better life, and these ideas are the common aspiration of the whole society. Looking forward to more forces to join in and make Li Ziqi's beautiful vision a reality.

3.1. Take Advantage of the Trend and Seize the Opportunity

In the Internet era, cultural exchanges and communication have more abundant carriers and channels, and international communication is a new exploration path for China's reform, development and stability to create a favorable external public opinion environment. And Li Ziqi's short video is taking advantage of the fast lane of short video in the new media environment to seize the opportunity. Li Ziqi uses her hands and lens to sow the seeds of traditional culture all over the world, so that more people can understand and love Chinese culture. Her poetic pastoral life and profound Chinese culture have attracted fans from all over the world, and netizens from all over the world have also expressed their love for Li Ziqi's short videos and their yearning for the rural life she depicts through YouTube. As Kathaleen Wood wrote, "Deep down, I know this is how life is actually supposed to be." In an overseas interview, Li Ziqi himself also said that he wanted to convey the beauty in his eyes, and spread China's traditional culture and traditional craftsmanship, so that more people can understand and remember that culture has no boundaries, especially everyone's yearning for a better life and state is common.

3.2. Cultural Immersion Reaches the Hearts of the People

Behind the popularity of Li Ziqi's short videos is not only that she is taking advantage of the trend at the moment when the threshold for short videos is lowered, but more

importantly, her deepest excavation and dissemination of culture, whether it is the style or narrative of short videos, can reflect her mobilization of China's unique traditional culture, so as to build a bridge between China and foreign countries with cultural barriers, and show China from different sides rather than in a simple and intuitive form. Every piece of Li Ziqi's video takes months or even years, and in the fast-paced era, her existence is also slow and steady because of this old fire, which has achieved a unique personal charm. Her aesthetic is always Chinese, with a rustic sense of innocence. In the process of cultural inheritance and innovation, cultural consciousness and cultural self-confidence have been enhanced, providing a solid spiritual impetus for the great rejuvenation of the Chinese nation, and guiding young people to make great achievements in the struggle one after another. The spiritual homeland that the Chinese yearn for has always been hidden between a tea and a meal, a mountain and a river, and is closely related to the fireworks in the world; even if the pace of the consumption era has swept every corner of the city, people still cannot resist their inner desire for a distant hometown, and the appearance of Li Ziqi has undoubtedly built a utopia close at hand for people in the Internet age.

3.3. Shared Values Resonate

In today's fast-paced society, the information explosion and fragmented life leave many people feeling lost and exhausted. In the face of this disorderly state, people gradually began to pursue a more soothing rhythm of life, eager to find beauty and inner peace in the busyness. The reason why Li Ziqi's short videos can stand out from the crowd is precisely because she keenly captures the common aspirations of modern people's hearts. By showing the original natural beauty and the simplicity of pastoral life, her works convey a kind of personal charm that is soft and strong, tenacious and gentle, and profoundly interprets the essence of beauty. Her success lies not only in the uniqueness of the content, but also in the accurate grasp of the psychological needs of the audience. When we praise the harmonious coexistence of man and nature in rural life, this emotion actually reflects the romanticized imagination of urban people in postmodern society. By depicting the picturesque ecological environment of the countryside, people invisibly express their alienation and reflection on the reinforced concrete forests of the city. The idyllic scene evokes a fond memory of the traditional villages that have been lost in the process of industrialization, and this nostalgia has become a kind of spiritual sustenance against the anxieties of modernity. Through this idealized picture of the countryside, people try to find a balance in their minds to relieve the stress and anxiety of a fast-paced life. Li Ziqi's success lies in the fact that "she touches on many topics of common concern to the international community, such as nostalgia for the countryside, reflection on industrialization, imagination of the Orient, and recognition of the role of women, which are closely related to the emotional and psychological needs of global audiences.

4. The Spirit of Ingenuity Empowers Rural Revitalization

As the most dynamic cross-cultural communication medium, cultural IP has become an important vehicle for telling "Chinese stories" and disseminating excellent Chinese culture during the critical opportunity period of the "Belt and Road" initiative. As a creator rooted in the countryside, the

"Li Ziqi" IP phenomenon is quietly changing the economic outlook of the entire Chinese countryside, from cultural dissemination to industrial revitalization, turning "Internet celebrity traffic" into "revitalization and growth", and bringing new enlightenment to rural development.

4.1. Characteristic IP Creation and Rural Revitalization

Under the new situation of "everyone is a media, everything is a media", content is not only the accumulation of words, but also the transmission of ideas and the exchange of emotions. Content is the "king", which is the iron law of the constant development of characteristic IP. Breaking through the homogeneous "confinement" of content, authentic and in-depth content can establish a more intimate connection with the audience, and arouse resonance and thinking. The success of the "Li Ziqi" IP stems from its special positioning of aesthetic ingenuity rural pastoral videos and the artistic conception of slow life, presenting a fresh and refined modern rural pastoral life that is not detached from reality, and has become a clear stream in the current "fast food culture" market, making it stand out among many online contents.

In her creations, she sees the perfect integration of Chinese traditional handicrafts, farming culture, food culture and other elements, showing the profound traditional cultural genes in the blood of Chinese farmers in the new era, the core values of socialism hidden in their words and deeds, and the solid foundation of rural people who are independent, diligent and tenacious. Therefore, the upper-level design of the "Three Rural" self-media can learn from "Li Ziqi", focus on the content presentation of "high-quality", explore the emotional expression and cultural research of "local feelings", encourage the emergence of more and more "village" IPs in rural areas, and promote the "industrial prosperity" of agricultural quality and efficiency. Mobilize the enthusiasm of the masses to participate in creation and rural construction, and create unique "village" IP through different "perspectives" to accurately position, form characteristic communication, drive the development of the rural cultural industry chain, and coordinate the common revitalization of economy and culture. Further improve the cultural self-confidence and identity of local villagers, and promote the co-construction, co-governance and sharing of rural revitalization.

4.2. Rural "Local Characteristics" Incarnate "Get Rich IP"

The success of the "Li Ziqi" IP demonstrates the huge potential of the integration of agriculture, culture and tourism in the market. The rural "experiential consumption" she has led is gradually changing the structure of the rural economy, promoting local employment, increasing farmers' incomes, and making the countryside truly move from a "beautiful village" to a "wealth village".

Rural revitalization is a systematic project, and the traditional rural economy is undergoing a profound change, from relying solely on agricultural production in the past to gradually shifting to a diversified development model that integrates multiple fields such as cultural creativity, handicrafts, and green industries. Drawing on the "plum" IP operation model, it is highly feasible and strategic to develop the "three rural" self-media as a path for precise poverty alleviation and decisive poverty alleviation. Go deep into the

countryside, explore its unique culture and characteristic industries, use the "village" brand name IP for communication, transform the "traffic advantage" into "economic advantage", and create an "industrial chain" that not only retains the local characteristics but also realizes the virtuous cycle of the economy. With the marketing model of "multi-platform communication + e-commerce" of new agricultural products, it will drive the "quality and efficiency" of agriculture and the extension and value-added of the agricultural industry chain. Through in-depth excavation of local cultural resources, cultural elements are integrated into tourism products and services, and the cultural connotation and added value of tourism products are enhanced.

4.3. Optimize the Atmosphere of Rural Entrepreneurship

Optimizing the atmosphere of rural entrepreneurship and helping rural revitalization is inseparable from talents. The idyllic rural image of "Li Ziqi" shows the beautiful scenery and simple life of China's countryside, changes the traditional rural rural narrative, and shows a beautiful rural life beyond the four cities with a young, modern and flamboyant personality. It has inspired more young people to pay attention to and participate in rural cultural and economic revitalization, attracted more talents to return, and injected new vitality into rural revitalization. It has changed the prejudice of contemporary rural youth against agricultural production, and has given added value to the whole process and all links of agricultural production.

Rural revitalization lacks new media talents who "understand agriculture, love the countryside, and love farmers", and the creation of the "three rural" new media talent echelon and the "village" brand IP creation require a perfect talent introduction mechanism, a good "three rural" entrepreneurial atmosphere and a flexible market mechanism. With the active talent introduction policy, entrepreneurs who return to their hometowns and go to the countryside can enjoy the "sweet and sweet" of the policy, let the talents "take root and sprout", explore the creation of professional content that is truly rooted in the countryside and love the countryside, and write good IP "traffic" articles. Encourage learning and research on the development model of "IP+Rural Revitalization", inspire inspiration in the collision of ideas and collaborative co-creation, bloom the unique charm of local culture, and turn "flow" into "revitalization increment". Equip rural young talents with more resources and autonomy, guide more young people to participate in the practice process of rural revitalization, and realize the "two-way rush" between "village" brand name IP building and rural revitalization.

4.4. Digital Intelligence Empowers Rural Revitalization

Rural culture is the main body of the history of Chinese civilization, and villages are the carriers of civilization. Digital intelligence technology empowers the high-quality development of agriculture. In the implementation of the rural revitalization strategy, digital empowerment is an important way to promote the revitalization of rural industries, talents, culture, ecology and organizations. As the leading force in the new round of scientific and technological revolution and industrial revolution, the development of digital economy is an inevitable strategic choice. In the context of comprehensively promoting rural revitalization in the new era, it is necessary to use digital technology to empower the

development of modern agriculture, digital technology to help rural talent training, and digital technology to promote the prosperity of rural culture, so as to promote the prosperity of rural industries, ecological livability, civilized rural customs, effective governance, and affluent life.

With data as the key factor of production, promote the development of modern agriculture. The use of big data analysis technology to help farmers accurately locate the target market, formulate scientific marketing strategies, and improve the market competitiveness of agricultural products. We have created a full-chain digital ecology of agricultural products from offline to online, explored new models for rural revitalization such as short videos and live streaming, provided a "three-dimensional channel" for high-quality agricultural products, and promoted them to become a "new driving force" for consolidating and expanding the achievements of poverty alleviation and synergistically helping rural revitalization.

Relying on "Internet +", we will build a new digital agriculture system. As an important carrier of rural cultural dissemination, it adheres to the overall situation as the priority and content as the king, records the vivid practice, touching stories and pictures of the times in the countryside with the lens, and creates a number of soiled, dewdropped, and steaming rural cultural works with heart and affection, so as to promote the inheritance of rural culture and the efficient development of the economy. Broaden the sales model of agricultural products through all-media channels, use live broadcasting, short video promotion and other means to promote local snacks, beautiful scenery and special agricultural products, expand the effective market, open up new horizons for agricultural product sales, and drive sales increase. Make full use of the achievements of media integration resources, set up live broadcasts to help farmers in multiple periods and frequencies, further disseminate positive energy for public welfare, promote the promotion and sales of characteristic agricultural products and the development of rural agriculture, culture and tourism industries, and help rural revitalization, urban construction, cultural tourism and other fields.

With the support of "digital +", we will promote the digital transformation of the agricultural industry. Integrate platform resources to display the unique natural scenery, folk customs, and agricultural product characteristics of the countryside. Through social media platforms, we have comprehensively promoted the folk customs and culture of rural areas, continuously enriched the expression forms of rural culture, carried out cross-regional and cross-cultural exchanges, and enhanced the innovation and competitiveness of rural culture. A large number of high-quality, down-to-earth all-media products have been produced by strengthening the "blood transfusion" of talents, displaying the unique history, folk customs, art and other cultural resources of the countryside, and enhancing the unique cultural charm and influence of the countryside.

4.5. "Optimize" Ecological Values for Rural Revitalization

The construction of rural ecological civilization is a key part of the rural revitalization strategy, and it is also an important force to promote rural revitalization. The cultivation of farmers' ecological values activates the vigorous vitality of rural ecological revitalization, plays a key role in rural ecological revitalization, and injects a steady

stream of vitality into rural development. The integrated development of various media has provided full-process, holographic, full-staff, and full-effect digital mobile communication technology support, which has promoted the "phenomenal" change of information dissemination to improve quality and upgrade, and the traditional concept of cultivating farmers' ecological values has been unable to meet the needs of social development and rural reality. The all-media era platform has provided strong support for the cultivation of farmers' ecological values and helped the vigorous development of rural ecological civilization construction.

With the help of information and communication technology, the appeal and attractiveness of the content of ecological values cultivation should be enhanced, and the enthusiasm, initiative and creativity of farmers should be mobilized. Integrate functional advantages to meet the actual needs of farmers, interpret ecological values in down-to-earth "earthy" language, build an interactive, experiential and immersive ecological values cultivation classroom, and be a "caring person", "confidant" and "warm-hearted person" for farmers. Optimize the presentation form of cultivation content, so that ecological and environmental protection knowledge can "fly into the homes of ordinary people". Use Weibo, WeChat, short video and other all-media platforms to timely publicize the latest developments and educational content of ecological and environmental policy interpretation, environmental science knowledge and other content, so as to ensure that farmers can quickly understand and grasp the latest progress of ecological protection, so that the cultivation of farmers' ecological values can take root.

Actively embrace new technologies and new applications, strengthen the coordination and linkage of cultivation subjects, educate and guide farmers to establish a correct view of ecological nature, ecological responsibility, green production and green life, enhance the "main" power of rural ecological revitalization, and provide strong support for the realization of the goal of rural revitalization and agricultural power. Through multi-dimensional, systematic and full-coverage communication, we will enhance farmers' awareness of ecological and environmental protection, promote the coordination and green development of agricultural production and ecological environmental protection, and inject vitality into the construction of rural ecological civilization. The ecological values of "optimization" should be consciously thought and action, and farmers should truly become "participants" and "beneficiaries" of rural ecological revitalization.

5. Conclusion

Rural revitalization is a systematic project and the only way to achieve common prosperity. Li Ziqi The role of the IP phenomenon in rural revitalization is multifaceted, from cultural dissemination to industrial revitalization, transforming "traffic advantage" into "economic advantage", and creating an "industrial chain" that not only retains local characteristics but also realizes a virtuous cycle of economy, injecting new vitality and direction into rural revitalization. Empower the comprehensive revitalization of the countryside with digital technology, build an industrial ecosystem with local cultural IP as the core, consolidate the diversified foundation of rural endogenous development, cultivate and activate the endogenous development momentum of the countryside, realize the upgrading of the whole chain of rural

industries, and help draw a "new blueprint" for rural revitalization.

References

- [1] Su Jing, Dai Xiuli. Research on Socialist Core Values, 2021, 7 (5): 34-40.
- [2] Yan Shao mei. Research on the Strategy of Improving Cultural Self-confidence under the Background of Rural Revitalization Strategy[J]. Smart Agriculture Guide, 2022, 2(16): 129-131.
- [3] Li Haijin ." "Exogenous and Endogenous": the Path to the Revitalization of Rural Talents[J]. People's Forum, 2023, (17): 56-60.
- [4] Jiang Yifei. Visual Rhetorical Presentation of Short Video Rural Culture Communication--Taking Li Ziqi's Short Video as an Example[J]. New Media Research, 2020(06):96-100.
- [5] Lu Gaofeng. The Enlightenment of Li Ziqi's Overseas Popularity [J]. Young Reporter, 2019(36):94.
- [6] Xue Haizhen. The Meaning of Daily Life in Internet Celebrity IP Short Videos--Taking the Ancient Style of Food Li Ziqi as an Example[J]. Journal of Literature and Chemistry, 2019 (7): 67-69.
- [7] Man Xueying. Research on Communication Strategy of Content-based Internet celebrities--Taking Li Ziqi as an Example[J]. Communication Research, 2019(30):277.
- [8] Li Mengmeng. A Brief Analysis of the Ritual Construction of Traditional Chinese Culture in Li Ziqi's Short Video[J]. Audiovisual, 2020(12):137-138.
- [9] Jiang Linlin. A Multi-dimensional Review of Li Ziqi's Short Video Communication[J]. News Forum, 2020(2):16-18.
- [10] Sang Ziwen, Tao Yaya. Li Ziqi Research on the Profit Model of IP Operation: An Analysis Based on the Perspective of "Distribution Media"[J]. JOURNAL OF SHANDONG UNIVERSITY (Philosophy and Social Science), 2020(2): 40-48.
- [11] Chang Minqiang, Chang Yiming. The Approach of Rural Self-media Communication from the Perspective of Rural Revitalization[J]. Young Journalist, 2020(2):37-38.
- [12] Li An, Junwen Yu. The Transformation from Life Display to Industry: the Industrial Value of Short Video in Rural Revitalization [J]. Modern Communication (Journal of Communication University of China), 2020(4):134-139.
- [13] Liu Xiaowen. Analysis on the Development of "New Farmers" Short Video [J]. New Media Research, 2019(13):35-38.