

Strategies for Creating Micro Videos of Film and Television Songs in The Context of Rural Cultural Revitalization

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Abstract: With the rapid development of modern science and technology, micro video technology, with its unique dissemination form and media characteristics, is profoundly changing our cultural consumption habits. Especially in the context of rural cultural revitalization, how to use micro video technology to create and promote rural culture has become a topic worthy of in-depth exploration. With the assistance of modern science and technology, various advanced filming equipment and techniques can be used to showcase the unique charm of rural culture in a more vivid and vivid way. In micro video creation, combining the characteristics of rural culture, create film and television songs with rural characteristics. These songs can integrate local folk songs, folk stories, and other elements, allowing audiences to appreciate the unique charm of rural culture while enjoying micro videos. Meanwhile, through the dissemination of songs, more people can also understand and pay attention to rural culture, promoting the revitalization and development of rural culture. This article explores the strategies for creating micro videos of film and television songs in the context of rural cultural revitalization.

1. Introduction

The construction of rural cultural civilization as an important component of China's rural cultural revitalization strategy, has rich and profound connotations[1]. It is not only related to the inheritance and development of culture, but also closely linked to the harmony and stability of rural society and the spiritual life of farmers[2]. In this context, the establishment and promotion of rural cultural undertakings are particularly important[3]. The rapid development of media technology, especially the rise of micro videos, has provided new paths and possibilities for the dissemination of rural culture[4]. The dissemination of traditional rural culture is often limited by geography, time, and other factors, making it difficult to leave the countryside and be understood and appreciated by more people. The emergence of micro videos has broken this deadlock. It quickly won the love of the public through its short and concise, diverse forms, and easy to spread characteristics. With the help of micro videos, the beautiful scenery, unique folk customs, and profound historical culture of rural areas can be captured and presented to more people. The revitalization of rural culture requires the participation of music and art[5].

Music, as an art form that transcends language and geography, can deeply penetrate people's hearts and touch their emotions[6]. Combining music and art with rural culture can not only enrich the content of rural culture, but also enhance the quality of rural culture[7]. For example, integrating rural folk songs and stories into music creation can not only showcase the charm of rural culture, but also attract more people's attention. Meanwhile, through the dissemination of micro videos, these musical works can be more widely disseminated, allowing more people to understand and appreciate rural culture. The revitalization of rural culture also needs to meet people's pursuit of a better life. With the improvement of living standards, the demand for spiritual and cultural life among rural people is also growing day by day. Therefore, to promote the revitalization of rural culture, it is necessary to encourage rural people to participate in various entertainment activities and enrich their spiritual life. The popularization of micro videos has provided more entertainment

options for rural people. They can participate in cultural activities and enjoy the fun brought by culture by watching and producing micro videos[8].

In the process of rural cultural revitalization, it is also necessary to pay attention to the improvement of spiritual civilization construction. The construction of spiritual civilization is one of the important goals of rural cultural revitalization, which involves multiple aspects such as the moral style and cultural atmosphere of rural society. By promoting the revitalization of rural culture, we can guide rural people to establish correct values and moral values, and form a good social atmosphere. The dissemination of micro videos can also provide strong support for the construction of spiritual civilization. For example, by producing and disseminating positive and uplifting micro videos, rural people can be guided to establish a positive attitude towards life and create a good social atmosphere. The rise of micro videos has provided new opportunities and challenges for the dissemination of rural culture. We should fully utilize this opportunity to integrate the dissemination of music and art with the development of rural culture, enrich the content of rural culture, promote the construction of rural spiritual civilization, meet people's needs for a better life, and inject new vitality and momentum into rural revitalization work.

2. The Significance of Rural Cultural Revitalization

The significance of rural cultural revitalization lies not only in the inheritance and development of culture, but also in its impact on rural society and the lives of farmers[9]. Rural cultural revitalization can enrich rural entertainment activities, enhance the cultural literacy and quality of life of farmers, and promote the harmony and stability of rural society. The revitalization of rural culture can enhance the soft power and influence of rural culture by exploring and promoting traditional rural culture, cultivating new cultural formats, and other means. This can not only enhance the social identity and cohesion of rural areas, but also provide new impetus and support for rural economic development. The revitalization of rural culture can promote the construction of public order and good customs in rural society, advocate socialist core values, and create a good social atmosphere. This is of great significance for maintaining the harmony and stability of rural society and promoting the physical and mental health of farmers[10].

With the advancement of urbanization and the development of industry, there is a serious loss of rural population, and the majority of people who stay in rural areas are elderly, women, and children. These groups pay more attention to the pursuit of spiritual life and hope to enrich their lives by participating in cultural activities. The revitalization of rural culture can meet their spiritual needs, stimulate their love and enthusiasm for life. The revitalization of rural culture can inject new vitality and impetus into the development of rural economy and society. By developing cultural industries and creating tourist destinations, more tourists and investments can be attracted, promoting the development of rural economy. At the same time, the revitalization of rural culture can also drive the development of related industries, create more employment opportunities, and improve the living standards of farmers.

3. The Role of Micro Videos in Rural Cultural Revitalization

The revitalization of rural culture is a multidimensional and all-round strategic task, which requires us to innovate and break through in various levels and fields. In this process, micro videos, as an emerging medium of communication, have brought revolutionary changes to the dissemination of rural culture, especially the promotion of film and television songs (as shown in Figure 1). The dissemination of traditional film and television songs is often limited by media such as television, radio, etc. These traditional media have singularity in terms of dissemination forms and networks. They usually only have one-way communication, and the audience can only passively receive information, without real-time interaction and feedback. This mode of dissemination not only limits the scope of dissemination of film and television songs, but also weakens the audience's sense of participation and experience. However, with the rise and popularization of micro videos, the dissemination of film and television songs has undergone earth

shaking changes.

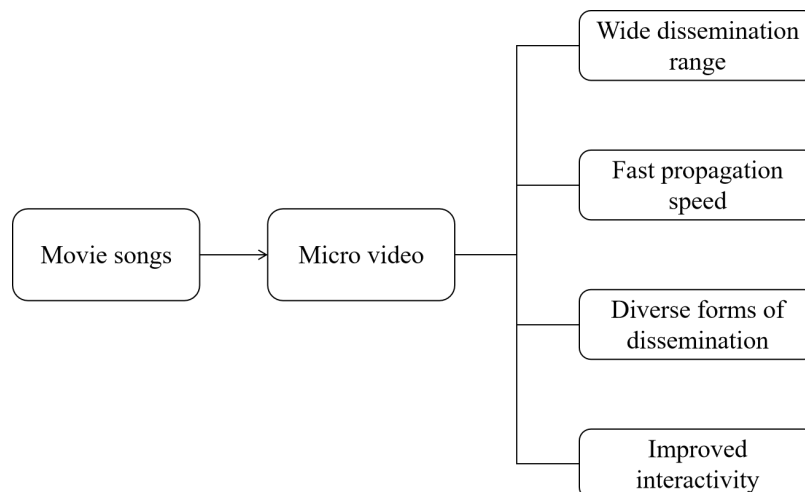


Figure 1 Advantages of micro video

Micro videos have quickly become a new favorite in the dissemination of film and television songs due to their short, concise, diverse forms, and easy to spread characteristics. Through micro video platforms, film and television songs can be more intuitively displayed to the audience, allowing them to appreciate the charm of rural culture while enjoying the music. More importantly, micro videos have brought diverse forms of dissemination for the dissemination of film and television songs. Viewers can watch and share micro videos through various social media platforms, achieving rapid dissemination and widespread coverage of information. The diversification of this form of dissemination not only broadens the channels for the dissemination of film and television songs, but also enhances audience participation and interactivity. Viewers can participate in the dissemination process of micro videos through comments, likes, shares, and other means, and communicate and share with other viewers, forming a new cultural consumption model.

4. Strategies for Creating Micro Videos of Film and Television Songs

4.1. Creating Music with Rural Characteristics

When creating film and television songs closely related to rural culture, the selection and integration of musical elements is particularly important. Country music, with its simple and natural melody and rhythm, carries the emotions and memories of rural life, and can easily evoke people's attachment and resonance to that land. In order to create music that truly embodies rural characteristics, creators must delve into the essence and elements of rural music. This includes but is not limited to folk tunes, traditional instruments, etc., all of which are important components of rural music and contain rich rural cultural connotations. Cleverly integrating these elements into film and television songs not only enhances the rural characteristics of the work, but also enables better inheritance and promotion of rural culture.

Meanwhile, the integration between rural music and rural education is also a topic worth paying attention to. Music, as an art form, has unique educational value. Through rural music education, it is possible to cultivate the music literacy and aesthetic ability of rural students, and enhance their sense of identification and pride in rural culture. This integration not only contributes to the cultivation of rural music talents, but also provides strong support for the revitalization of rural culture. Therefore, in order to promote the revitalization of rural culture, it is necessary to attach importance to the creation and education of rural music. By deeply exploring the elements of rural music and cultivating talents in rural music, we can enable more people to understand and appreciate rural culture, and contribute to the prosperity and development of the countryside.

4.2. Enhance Visual Presentation

The application of narrative forms is particularly important in the dissemination and

development of film and television songs and micro videos. Effective storytelling not only attracts the audience's attention, but also enhances the effectiveness of information transmission. Especially when dealing with content related to rural culture, we should pay more attention to the depth and breadth of the story narrative. This not only enables us to timely grasp the influencing factors in the development of film and television songs and micro videos, but also provides strong support for their integration and dissemination. When it comes to the creation of micro videos, visual presentation is undoubtedly the key. In order to match the music with rural characteristics, the visual content of micro videos should present the tranquility, beauty, and simplicity of the countryside (as shown in Figure 2). This requires creators to delve into the natural scenery and pastoral elements of rural areas, and use photography and composition techniques to present these elements in the most beautiful form.

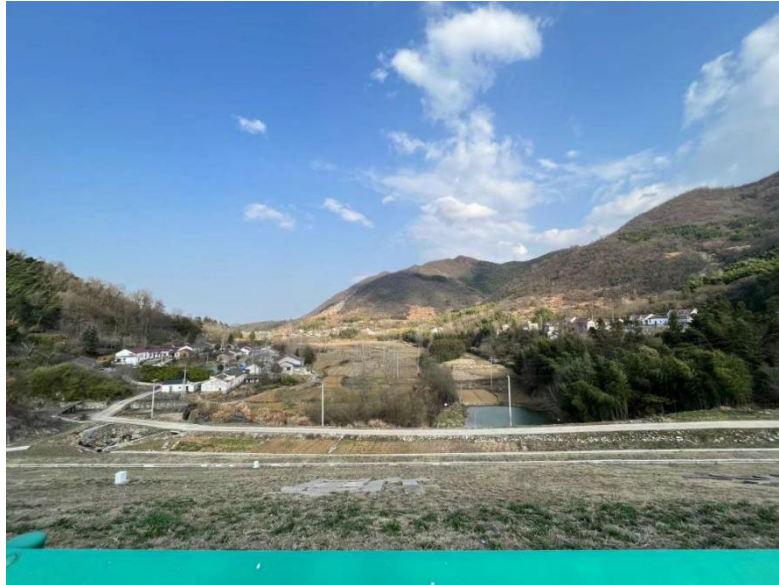


Figure 2 Rural scenery

In addition to basic shooting techniques, post production is also an important means to enhance the visual effect of micro videos. The application of color matching, special effects and other technologies can make the picture more vivid and textured, thereby enhancing the audience's immersion. However, it should be noted that all of these should be highly consistent with the music content, ensuring that viewers can feel the unique charm of rural culture while enjoying micro videos. It is crucial to handle the narrative forms of film and television songs and micro videos well, as well as to enhance the visual presentation of micro videos, for their dissemination and development. Only in this way can we ensure better inheritance and promotion of rural culture, and let more people feel its unique charm.

5. Conclusions

Rural music culture, as a deeply rooted form of music in the countryside, carries rich historical and cultural connotations. It has become an indispensable part of the rural cultural ecology with its original ecological music attribute, emitting a strong local flavor and sense of age. In today's era of constructing a new rural cultural ecosystem, the enthusiasm and importance of rural music culture are becoming increasingly prominent. With the development of modern science and technology, micro videos, as an emerging medium of communication, are becoming increasingly widely used. This provides unprecedented opportunities for the dissemination of film and television songs. The short and concise, diverse forms, and easy dissemination of micro videos enable film and television songs to reach audiences more quickly and widely, opening up new channels for the dissemination of rural music culture. Based on the proposal of rural revitalization, in the new era, the pace of promoting rural cultural revitalization should be accelerated. Among them, it is particularly important to attach importance to the integration of music and art dissemination with rural cultural

policies, making music and art the key to supporting rural development. Through the promotion of micro videos, rural music culture can be spread to a wider audience, allowing more people to understand and appreciate the charm of rural culture. At the same time, we should also keep up with the trend of the times and promote the integration of rural cultural revitalization and cultural industries. Using music as a medium can broaden the development space of rural economy and culture, injecting new vitality into the economic development of rural areas.

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