

Study on Dilemma and Innovation Path of Agricultural History and Culture Communication under the Background of Rural Revitalization

Jianye Liang

School of Humanities and Social Sciences, Zhongkai University of Agricultural and Engineering,
Guangzhou, 510225, China

Keywords: Rural Revitalization; Farming History and Culture; Communication Dilemma; Innovation Path; Cultural Transmission

Abstract: This article focuses on the dissemination of agricultural history and culture under the background of rural revitalization. With the comprehensive promotion of rural revitalization strategy, farming history and culture, as the foundation of traditional culture, is of great significance to rural development. However, in reality, communication faces many difficulties such as the subject, content, channel and audience. In order to break through these dilemmas, this article analyzes all aspects of communication through theoretical research and current situation analysis. At present, there are some problems in the main body of communication, such as lack of professional talents and weak consciousness, insufficient excavation and presentation of communication content, poor integration of communication channels, and the audience's cognition, interest and acceptance need to be improved. Based on this, this article puts forward to innovate the main body of communication, encourage diversified participation and strengthen personnel training; Enrich the content of communication, combine modern values and innovate forms; Expand communication channels and integrate traditional and modern ways; Enhance audience participation, carry out personalized activities and other innovative paths. These innovative paths aim to provide guidance for the dissemination of agricultural history and culture and the revitalization of rural culture.

1. Introduction

In the process of promoting rural revitalization in an all-round way, the dissemination of farming history and culture is of great significance. The countryside is the spatial carrier of agricultural production, and it is the breeding ground and inheritance place of a long farming history and culture [1]. As the foundation of Chinese traditional culture, farming history and culture bear the wisdom crystallization, values and production and lifestyle of ancestors. It plays a key role in shaping national character and maintaining national emotion [2]. At present, the implementation of rural revitalization strategy has brought new opportunities for the inheritance and development of farming history and culture [3]. Strengthening the dissemination of farming history and culture is conducive to enriching the connotation of rural culture, enhancing the soft power of rural culture, promoting the integrated development of rural industries and promoting the comprehensive revitalization of rural areas.

However, in the process of real communication, farming history and culture are facing many difficulties. With the acceleration of urbanization and the impact of modern civilization and foreign culture, the living space of agricultural history and culture is constantly squeezed, and its dissemination is facing severe challenges [4]. On the one hand, the subject of communication has some problems, such as lack of professional talents and weak communication consciousness, which leads to insufficient communication motivation. On the other hand, the content of communication lacks deep excavation and innovative presentation, and the form is relatively simple, which makes it difficult to attract the attention of the audience [5]. In addition, the communication channels have not been effectively integrated, the traditional and modern channels have not formed a joint force, and the audience's awareness and participation in farming history and culture are low.

Under this background, it is particularly urgent to deeply study the communication dilemma and

innovation path of farming history and culture under the background of rural revitalization [6]. The purpose of this study is to analyze the problems existing in the current dissemination of agricultural history and culture, and to explore practical innovative strategies. It is hoped that this research will provide support for the inheritance and development of farming history and culture, help revitalize rural culture, promote rural sustainable development, and make the ancient farming history and culture glow with new vitality and vitality in the new era. We also hope that through the study of related issues, we can contribute to enriching the treasure house of rural culture, enhancing the self-confidence of rural culture and promoting the cultural exchange and integration between urban and rural areas.

2. Dissemination of farming history and culture

The spread of agricultural history and culture can not be separated from the support of relevant theories. The theory of cultural communication is an important cornerstone. The theory covers key contents such as communication mode and channel. From the early linear mode, such as Lasswell's "5W" mode, to the later interactive mode, the communication mode provides a framework for understanding how the agricultural history and culture are transmitted from the disseminator to the audience [7]. Different communication channels, such as interpersonal communication and mass communication, have their own advantages and disadvantages in the communication of agricultural history and culture. Interpersonal communication in rural communities can achieve in-depth cultural exchange with the trust of acquaintances, but its scope is limited; Although mass communication covers a wide range, it may be lacking in the transmission of cultural connotation.

The theory of cultural inheritance and development is also very important. Farming history and culture have gone through years of precipitation, and certain laws need to be followed in the process of inheritance. The principle of cultural stability and variability shows that farming history and culture not only maintain the stability of its own core characteristics, but also need to change adaptively in the changes of the times [8]. To inherit the farming history and culture, it is necessary to protect its core values, such as traditional farming skills and solar terms culture. At the same time, in order to achieve development, it should be creatively transformed and developed to meet the needs of modern society.

The relevance theory of rural revitalization and cultural communication can not be ignored. Rural revitalization covers many aspects, such as industrial prosperity, ecological livability and rural civilization, in which cultural communication plays an important role [9]. On the one hand, excellent dissemination of farming history and culture can enhance the rural cultural atmosphere and create a good cultural environment for rural revitalization. On the other hand, the promotion of rural revitalization has provided more resources and platforms for the dissemination of farming history and culture. The development of rural tourism can be used as a new way to spread agricultural history and culture, and the spread of agricultural history and culture can enhance the cultural connotation of rural tourism. The two promote each other and jointly promote rural development.

3. Dilemma of agricultural historical and cultural communication under the background of rural revitalization

Under the background of rural revitalization, although the dissemination of agricultural history and culture has received some attention, it still faces many difficulties to be solved urgently [10]. The professional accomplishment and communication consciousness of the communication subject play a key role in the communication of agricultural history and culture. At present, the shortage of professional communication talents is a prominent problem. In rural areas, most people engaged in cultural communication lack systematic cultural communication knowledge and skills training. Relevant surveys show (see Table 1) that the professional background of rural cultural communicators is diversified. "Other majors" account for the highest proportion, accounting for 34%, and the majors related to agriculture, cultural communication, history, education and art are

relatively scattered, reflecting the uneven distribution of professional talents.

Table 1 Professional Backgrounds of Rural Culture Dissemination Personnel

Professional Background Category	Number of People	Proportion
Culture Dissemination Related Majors	28	14%
History and Culture Related Majors	23	11.5%
Agriculture Related Majors	37	18.5%
Education Related Majors	25	12.5%
Art Related Majors	19	9.5%
Other Majors	68	34%

Agricultural history and culture are rich in connotation, but in the process of communication, there are many shortcomings in content mining and presentation. Many communication contents only stay in superficial farming activities, traditional farm tools display, etc., and fail to deeply explain the philosophical thoughts and values behind them. For example, the concept of harmonious coexistence between man and nature contained in the twenty-four solar terms is often mentioned simply in communication, without in-depth interpretation. On the other hand, it is mostly based on text display boards and traditional explanations, lacking innovation and attraction. In the modern multimedia era, this traditional way is difficult to meet the needs of the audience, especially the young groups, which leads to a great discount on the communication effect.

Traditional and modern communication channels have not been effectively integrated. Traditional communication channels, such as rural broadcasting and cultural publicity columns, have a certain mass base in rural areas, but their communication scope is limited and information update is slow. Modern communication channels, such as the Internet and new media platforms, have fast communication speed and wide coverage, but their application in rural areas is limited. The network infrastructure in some rural areas is not perfect, and some farmers are not familiar with the operation of new media platforms. Although a remote village established WeChat WeChat official account for the dissemination of farming history and culture, due to the lack of villagers' attention and operators' skills in new media, the amount of published content was extremely low. At the same time, there is a lack of coordination between different communication channels, which fails to form an all-round and multi-level communication system.

The audience's cognition, interest and acceptance of farming history and culture affect the communication effect. In cognition, under the impact of modern multi-culture, some young audiences know little about farming history and culture. The survey found that more than 60% of urban teenagers only know some common farming activities, and they know almost nothing about the deep connotation of farming culture. In terms of interest, it is difficult to stimulate the audience's interest because the content and form of agricultural history and culture communication are unattractive. There are differences in acceptance among audiences of different ages and regions. Older audiences are used to traditional communication methods and have low acceptance of modern new media channels; Although young audiences are interested in new media, they pay little attention to farming history and culture itself, which brings challenges to communication.

4. Innovative path of agricultural historical and cultural communication under the background of rural revitalization

4.1. Innovation communication subject

Under the impetus of rural revitalization strategy, to break through the dilemma of agricultural historical and cultural communication, it is necessary to explore innovative paths and exert efforts from the main body, content, channels and audience of communication.

Strengthening the construction of communication subject is the key. The government should strengthen the training of professionals. By offering relevant professional courses and holding short-term training courses in universities, the professionalism of communicators can be improved. For example, we can cooperate with local universities to carry out the "Training Plan for

Agricultural Historical and Cultural Communication Talents" and set up related courses such as cultural communication and folklore. The government should also encourage the participation of multiple subjects. In addition to the government and cultural departments, guide enterprises, social organizations and villagers to actively participate. Enterprises can obtain economic and social benefits by investing in cultural projects; Social organizations can take advantage of their own resources to carry out characteristic communication activities; As the inheritors of culture, villagers can share personal experiences and stories. Figure 1 shows the responsibilities and advantages of each subject:

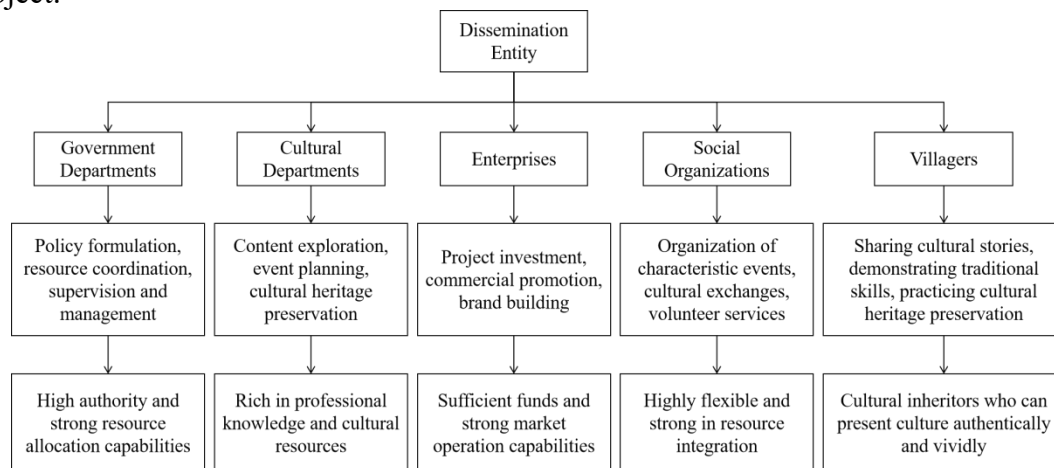


Figure 1 The advantages of multiple subjects' responsibilities in the dissemination of agricultural history and culture

4.2. Enrich the content of communication

Teachers should delve into the historical and cultural connotations of agriculture and combine them with the values of modern society. For example, sustainable development concepts can be extracted from traditional agricultural wisdom to echo today's ecological protection and green development trends. In addition, course designers need to innovate content presentation formats and use multimedia technology to create immersive experiences. Using virtual reality (VR) and augmented reality (AR) technologies, the audience can feel the traditional farming scene, such as participating in spring ploughing and autumn harvest in a virtual environment. At the same time, relevant personnel can develop a series of cultural products, such as cartoons, animations, cultural and creative products, etc., to spread culture in a more vivid and interesting way.

4.3. Expand communication channels

An effective communication strategy must integrate traditional and modern channels: it needs to optimize traditional positions such as rural broadcasting and cultural publicity columns, and deepen communication by adding special programs and updating pictures and texts; At the same time, it should make full use of new media platforms such as Tik Tok, Weibo and bilibili, such as launching a short video challenge of "the beauty of farming culture" or launching a documentary about farming history that is popular with young people. In addition, the strategy should also build an online and offline linkage platform, and maximize its influence by holding offline cultural festivals and synchronizing online live broadcasts.

4.4. Enhance audience participation

It is necessary to cultivate the audience's interest in farming history and culture, and carry out personalized activities for different audience groups. For teenagers, we should carry out farming culture into campus activities, and stimulate their curiosity and desire to explore through interesting lectures and farming experience courses. For urban residents, the rural farming culture experience tour will be launched to let them participate in farming activities and feel the fun of farming. Event planners should strive to enhance the interactive experience, use social media platforms to carry out interactive topic discussions and cultural knowledge contests, and encourage the audience to share

their own stories with farming culture. The purpose of this move is to enhance the audience's sense of participation and identity, so as to promote the wider and far-reaching spread of farming history and culture in rural revitalization.

5. Conclusions

This article focuses on the dilemma and innovation path of agricultural historical and cultural communication under the background of rural revitalization. In the aspect of communication dilemma, the lack of specialty and weak consciousness of the communication subject, the shallow content and single form of communication, the poor integration of communication channels and the audience's low cognition and interest in farming history and culture all restrict its effective communication. These problems hinder the inheritance and development of farming history and culture, and also affect the process of cultural revitalization in rural revitalization.

In response to these challenges, this article proposes a series of innovative pathways. First, it emphasizes strengthening the cultivation of professional talents and encouraging multi-stakeholder participation to build a more robust communication workforce. Second, it advocates delving deeply into cultural connotations and innovating presentational forms through modern multimedia means, thereby enriching the content of communication. Furthermore, it suggests integrating traditional and modern channels to establish online-offline hybrid platforms, thus expanding the reach of communication. Lastly, it recommends carrying out personalized activities tailored to different audience groups to enhance interactive experiences and boost audience engagement.

These innovative paths are interrelated and mutually promoted, and it is expected to form an all-round and multi-level agricultural history and culture communication system. Under the background of rural revitalization, the effective dissemination of farming history and culture can enrich the connotation of rural culture, enhance the soft power of rural culture and promote the integrated development of rural industries. In the future, we should continue to pay attention to the implementation effect of these innovative paths, constantly optimize and adjust them, ensure that the farming history and culture will flourish in the new era, and help the rural areas to revitalize in an all-round way.

References

- [1] Zhou Zhicheng. Historical Evolution and Contemporary Innovation of Agricultural Cultural Ideology[J]. Nanjing Social Sciences, 2024(8): 150-162.
- [2] Meng Mohan, Xu Aiping, Gao Junjie, et al. Research on Rural Library Construction from the Perspective of Inheriting Agricultural Culture[J]. Library, 2023(2): 14-18.
- [3] Yang Junchang, He Xiaoyi. Mountain Agricultural Culture in Dong Ethnic Ancient Inscriptions and Its Value in Rural Revitalization Practices[J]. Guizhou Ethnic Studies, 2024, 45(1): 68-76.
- [4] Xiang Hui, Yang Qingyuan, Fu Lihua, et al. Spatiotemporal Differentiation and Driving Mechanisms of Agricultural Cultural Services in Wuling Ethnic Areas of Hunan[J]. Resources and Environment in the Yangtze Basin, 2024, 33(08): 1805-1820.
- [5] Liu Yu. Digital Inheritance Strategies of Lingnan Agricultural-themed Export Art in the Context of Rural Cultural Revitalization[J]. Packaging Engineering, 2024, 45(22): 503-509.
- [6] Huang Yonglin, Ren Zheng. Internal Logic and Implementation Path of Intangible Cultural Heritage Empowering Rural Cultural Revitalization[J]. Journal of Yunnan Normal University: Philosophy and Social Sciences Edition, 2023, 55(2): 115-124.
- [7] Cheng Yeqing, Hu Shougeng, Yang Ren, et al. Protection and Utilization of Traditional Chinese Villages for Rural Revitalization: Challenges and Prospects[J]. Journal of Natural Resources, 2024, 39(8): 1735-1759.
- [8] Bai Ge. Driving Mechanisms and Optimization Paths for Protecting Traditional Village

Landscapes in Ethnic Areas under Rural Revitalization[J]. Qinghai Ethnic Studies, 2024, 35(3): 65-73.

[9] Hao Wenwu. Significance and Methods of Local Culture Inheritance in Modern Rural Schools[J]. Theory and Practice of Education, 2021, 41(04): 18-24.

[10] Liu Moucheng, Su Boru, Min Qingwen, et al. Agricultural Cultural Heritage Promoting Rural Revitalization: Operational Mechanisms and Implementation Paths[J]. Research of Agricultural Modernization, 2022, 43(4): 551-558.