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## Research on the Innovative Development Path of County-Level Converged Media in the Context of Rural Revitalization (Postprint)

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### Abstract

The development of county-level media convergence centers constitutes a significant driver for implementing the rural revitalization strategy. Promoting the integration of the rural revitalization strategy with county-level media convergence facilitates the full utilization of county-level media convergence centers' important functions, consolidates rural information resources, enhances services for rural audiences, and advances the inheritance and development of rural culture. This paper investigates the characteristics of media convergence, examines the pivotal role of county-level media convergence from the perspective of rural revitalization, and analyzes innovative development pathways for county-level media convergence under the rural revitalization framework based on the requirements that rural revitalization imposes on county-level media convergence.

### Full Text

#### Research on the Innovative Development Path of County-level Media Convergence from the Perspective of Rural Revitalization

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**Abstract:** The development of county-level media convergence centers serves as an important driver for implementing the Rural Revitalization Strategy. Promoting the integration of rural revitalization strategy and county-level media convergence helps leverage the vital role of county-level media convergence centers, consolidates rural information resources, strengthens services for rural audiences, and fosters the inheritance and development of rural culture. This paper explores the characteristics of media convergence, examines the important role of county-level media convergence under the rural revitalization perspective,

analyzes the requirements that rural revitalization imposes on county-level media convergence, and investigates innovative development paths for county-level media convergence within the rural revitalization framework.

**Keywords:** rural revitalization; county-level; media convergence; innovative development

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Since the 19th Party Congress report proposed the Rural Revitalization Strategy, county-level media convergence centers have become indispensable participants and actors. In the implementation process of the Rural Revitalization Strategy, county-level media convergence integrates all rural information resources and obtains policy support and substantial content material from the strategy. Under this new development situation, county-level media convergence must undergo transformation, expand its development paths, strengthen its guiding power and communication power, and establish a good image of credibility.

## 1. Characteristics of Media Convergence

Media convergence represents a novel communication form that integrates advanced technological means into the media industry, becoming an inevitable transformation direction and mainstream trend. It amalgamates various resources by fully utilizing media carriers to combine traditional media forms—including newspapers, radio, and television—with new media platforms, thereby achieving multi-faceted complementary advantages. In terms of human resources, content, and promotional channels, media convergence maximizes the integration of advantageous resources, enhancing both resource efficiency and propaganda effectiveness to obtain greater development benefits. Building upon traditional and new media resources, it optimizes resource allocation and services by establishing integrated editing centers, thereby improving the joint service level of both traditional and new media. This approach reduces labor cost investment for media organizations while optimizing media information integration and strengthening the originality and authority of media content. Throughout the propaganda process, media convergence emphasizes the fusion of traditional and new media to construct a harmonious, complementary, and mutually trusting relationship. With the ultimate goal of improving development benefits and achieving shared interests, it promotes coordination between traditional and new media, enhances development efficiency in the media industry, generates greater social benefits, and strengthens competitiveness. Conse-

quently, media convergence demonstrates distinctive characteristics of resource integration, promotional fusion, and shared benefits.[?]

## 2.1 Empowering Farmers with Discourse Power

Under the background of rural revitalization, county-level media convergence demonstrates considerable advantages and development potential, playing positive roles in publicity, information dissemination, and online services, thereby creating a favorable environment and platform for implementing the Rural Revitalization Strategy. First and foremost, it empowers farmer groups by granting them greater discourse power. In the media environment, farmers have long remained in a disadvantaged position regarding voice expression, facing a dilemma of marginalization. Respecting farmers' subjective intentions and positioning them as the main subjects represents an innovative construction goal for county-level media convergence. By amplifying farmers' voices and overcoming market logic constraints, media convergence enables farmers to master media discourse power. Based on the discourse and events of rural communities, it enhances communication between farmer groups and party committees/governments, safeguards farmers' right to discourse, mobilizes their enthusiasm, and encourages their participation in promoting and implementing the Rural Revitalization Strategy. This approach taps into farmers' subjective initiative and secures recognition of their principal identity within county-level media convergence. Thus, county-level media convergence serves as a crucial bridge and link under the rural revitalization perspective, shouldering the task of connecting central and local authorities as well as urban and rural areas, disseminating mainstream ideology to millions of rural households, representing the broad masses, reflecting farmers' appeals to the government, and becoming a guarantor of farmers' discourse rights.[?]

## 2.2 Strengthening Rural Governance

During its innovative development, county-level media convergence exerts positive influence on the Rural Revitalization Strategy. By creating public spaces, it strengthens the effectiveness of rural governance, enabling people to freely discuss, speak, and pay attention to public affairs within national and social public spaces, aligning with public opinion and forming consensus to effectively safeguard common interests and public welfare. County-level media convergence provides a public space for grassroots public opinion, possessing unique attributes of the public sphere. As a public platform, it serves both government departments and the broad masses. In these public discussion spaces, farmers can participate in rural public affairs governance, forming a civil public opinion field that synchronizes with new-era civilization construction. When farmer groups voice themselves on county-level media convergence platforms, it activates their civic consciousness, eliminating the need to express opinions or transmit information through commercial or overseas platforms. Instead, they participate in rural governance, maintaining rural stability, harmony, and secu-

city while establishing clear cognition of rural governance and enhancing their sense of identity and belonging. This demonstrates the public space function of county-level media convergence under the rural revitalization perspective and strengthens rural governance effectiveness.[?]

### 2.3 Promoting Agricultural Economic Development

Against the backdrop of the information age, agricultural development must continuously explore informatization pathways, with agricultural information transparency representing a crucial route to prosperous agricultural development. The integration of traditional and new media has transformed channels through which farmers obtain and transmit information. Empowered by new media technologies, farmers can access agricultural information resources unrestricted by time or space, no longer relying on traditional equipment such as televisions, telephones, or bulletin boards. As mobile terminals become increasingly prevalent, farmers have more channels to communicate with the outside world and obtain information, thereby advancing the implementation of the Rural Revitalization Strategy. County-level media convergence serves as an information hub, concentrating agricultural information resources and opening up service channels for grassroots information dissemination to facilitate the spread of agricultural information and resources. For instance, within the county-level media convergence center environment, farmers can access meteorological information in real time to adjust planting schemes and prevent crop damage from natural disasters.[?]

County-level media convergence also provides farmers with market supply and demand information for agricultural products. By flexibly grasping and utilizing changes in this information, farmers can make scientific and reasonable adjustments to production plans, increase sales, and achieve agricultural informatization and digitalization to improve agricultural economic development benefits. Serving as a knowledge base, county-level media convergence offers professional guidance advantages to farmers, disseminating advanced production concepts and planting technologies as core content to fulfill specialized agricultural assistance goals, enabling farmers to gain valuable insights and improve production efficiency. Through the combination of media and services, county-level media convergence becomes a platform for selling agricultural products, opening wide publicity windows for comprehensive dissemination, expanding sales channels, broadening market reach, promoting the visibility of agricultural and sideline products, increasing farmers' income, and enhancing agricultural economic development benefits in rural areas.[?]

## 3. Requirements of Rural Revitalization for County-level Media Convergence

While county-level media convergence plays an active role in implementing the Rural Revitalization Strategy, the strategy itself also imposes certain require-

ments on media convergence development. In building a new socialist countryside, China takes rural revitalization as the guiding strategy and ultimate goal, promoting its implementation around the three rural issues (agriculture, rural areas, and farmers). This necessitates utilizing media resources to expand channels for grassroots ideological and cultural publicity, consolidate the position of grassroots ideological and cultural propaganda, guide farmers' ideological concepts, and enrich their material and cultural lives. With the application of Internet technology, county-level media convergence centers have gradually been established in China. In terms of work philosophy, county-level media workers are required to transform their concepts, accelerate platform construction, produce richer content, reengineer media institutional processes, and innovate management models to facilitate the implementation of the Rural Revitalization Strategy, create favorable conditions, and strengthen cultural propaganda and ideological guidance for the public.[?]

The development of the media convergence industry supports the implementation of the Rural Revitalization Strategy by expanding the coverage of media and the Internet. Media teams composed of highly competent personnel enhance the influence of county-level media convergence. Particularly in some underdeveloped regions of China, rural areas are vast and network infrastructure construction remains backward in some locations, seriously affecting the innovative development of the media convergence industry. Therefore, in promoting and implementing the Rural Revitalization Strategy, the media convergence industry must strengthen infrastructure construction, innovate development ideas and methods, build mainstream public opinion positions, and jointly participate in the Rural Revitalization Strategy to achieve organic integration between media convergence and rural revitalization. By leveraging the comprehensive information hub function of county-level media convergence to connect both party-government departments and grassroots citizens, it can truly provide party and government services at the grassroots level, solve development dilemmas faced by underdeveloped rural areas, and achieve modernized and intelligent rural construction goals.[?]

## 4. Innovative Development Paths for County-level Media Convergence under Rural Revitalization

### 4.1 Updating Development Concepts

In the media convergence era, innovative development concepts constitute the fundamental prerequisite for achieving Rural Revitalization Strategy goals. County-level media convergence development should adopt a user-first principle as its new development philosophy, innovating its development model conceptually in accordance with the characteristics of the media convergence era. In this era, the position of audiences has changed—traditional audiences have become information initiators and disseminators, blurring information dissemination boundaries. To fulfill its role in guiding people's cultural cognition and

ideological concepts, county-level media convergence must embrace user-first as its fundamental principle, considering different personalized needs of audiences to highlight the value of user-first media communication. Innovation in county-level media convergence should strengthen grassroots research by going deep into communities to comprehensively understand and grasp grassroots cultural preferences, integrating user demands into content production to enhance user-media stickiness and attract larger audiences. Information dissemination in media convergence should maintain bidirectional characteristics, adding user interaction while retaining traditional dissemination models, strengthening interactive functions on the user end, creating a new media landscape, forming normalized and ecological public opinion environments, centering on users, respecting user habits, and optimizing content and dissemination methods. By revitalizing existing media stock and resources within the county, it can obtain richer information resources, stimulate internal vitality at all media levels, and consistently promote innovative construction of county-level media convergence around the user-first principle.[?]

#### **4.2 Strengthening Grassroots Communication of County-level Media Convergence**

From the perspective of rural revitalization, achieving innovative development of county-level media convergence requires intensifying efforts in grassroots communication to facilitate smooth implementation and innovate work forms, moving closer to the masses and improving work quality. To innovate grassroots work in concrete county-level media convergence development, new-era media development concepts must be integrated into all aspects, including propaganda philosophy, content production, and dissemination methods, transforming discourse patterns while grasping the party's ideological leadership and safeguarding its discourse power. This critical focus forms a guiding role in mass ideological and cultural development. Under the development requirements of the Rural Revitalization Strategy, advancing the innovation process of county-level media convergence involves improving grassroots propaganda methods, enhancing the level and quality of grassroots ideological and political education work, and further expanding rural ideological and cultural positions. Always guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and progressing with the times, it should leverage the propaganda advantages of media convergence to strengthen political direction grasp, exert the positive functions of media convergence, and correctly guide public opinion. In terms of ideological and political work, county-level media convergence workers must strengthen public opinion guidance to enhance media influence, communication power, and credibility. Increased investment in infrastructure construction is needed to improve the application level of basic equipment and facilities for county-level media convergence, creating favorable conditions to fully utilize the functions and public opinion guidance role of media convergence in advancing the Rural Revitalization Strategy.[?]

### 4.3 Innovating Media Convergence Propaganda Content

Propaganda content in media convergence directly influences the development direction and effectiveness of county-level media convergence because, essentially, the media industry constitutes part of the cultural sector. According to cultural industry development requirements, county-level media convergence must prioritize content in service propaganda and public opinion guidance when reengineering processes and innovating technologies. Content represents the essence of both media convergence and the entire cultural industry, and county-level media convergence development under the Rural Revitalization Strategy background is no exception. Following this requirement and combining the characteristics of China's rural areas, media convergence propaganda content must be innovated. Chinese farmer groups have substantial information demands due to their large population share, yet Internet penetration remains relatively weak. County-level media convergence institutions currently suffer from monotonous propaganda methods, singular content, and poor content quality in their cultural publicity efforts. To address these issues, county-level media convergence must persist in content innovation, focusing on news events, interpreting policies that benefit the people, and effectively explaining the party's pro-people policies to attract more masses to explore media convergence content. Based on content innovation, media convergence propaganda should simultaneously update and innovate propaganda models, content, and layouts, utilizing artificial intelligence, graphics, AR, AI, and other product forms to supplement diverse content modalities and satisfy public demands for diversified reading formats. Fundamentally innovating content in this way enhances the development competitiveness of county-level media convergence.[?]

### 4.4 Development of County-level Media Convergence under Rural Revitalization Perspective

The Rural Revitalization Strategy points out that the “three rural issues”(agriculture, rural areas, and farmers) constitute fundamental problems concerning the national economy and people's livelihood—the key challenges the national Rural Revitalization Strategy aims to address. In the information age, implementing the Rural Revitalization Strategy requires fully leveraging media resources to consolidate and expand grassroots ideological and cultural propaganda positions, thereby effectively guiding farmers' ideological concepts and enriching their material and cultural lives. The development of media convergence plays a non-negligible role in rural revitalization. With China's rural poverty alleviation tasks now completed, county-level media convergence development under the rural revitalization perspective utilizes media convergence for online publicity, exerting its positive functions and fully employing media convergence channels to carry out new rural revitalization work online. By propagating new rural development policies and concepts, it enables people to clearly understand policies that benefit the people, strengthens improvements to the new rural landscape, and fully exerts its role in rural construction, thereby advancing smart village

construction, achieving comprehensive rural revitalization, and promoting innovative media convergence development. Through active innovation in platform construction, content production, and other aspects of county-level media convergence, it achieves all-media integration, builds digital and smart villages based on Internet applications, and realizes parallel development of county-level media convergence and the Rural Revitalization Strategy.[?]

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