Study on the Impact of We Media Work on Rural Women's Employment and Personal Development

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Abstract. Since September 2020, China has launched the "rural web celebrity" cultivation program, calling for more new farmers to return to rural areas for employment, and rural women as more than half of the potential surplus labor force in rural areas, their career intention to a large extent related to rural development. Empirical survey results show that most left-behind rural women in China are unwilling to engage in agricultural production, and prefer to choose jobs with close distance and flexible time. Combined with the empirical survey results and theoretical analysis, it is found that the we-media work is relatively in line with the career intention and living conditions of Chinese rural women, and can play a positive role in women. Therefore, county melting media need to be center of the whole scale media matrix, with the help of the media work to promote the development of rural women non-agricultural employment and suggestions, to help rural online coordinated development of culture communication and assign rural industry revitalization.

Keywords: Rural we media; county rural women employment; rural culture communication.

1. Introduction

1.1 research background

Fourteen five period, China has fully opened the construction of the socialist modernization country new journey, to the second one hundred goal into the first five years, the fifth plenary session of the 19th of new development priority development, agriculture promoting rural revitalization made the overall deployment, for the current and future "three rural" work has been clear about the direction."Agriculture, the great cause of the world." In 2021, the CPC Central Committee and the State Council issued the Central no. 1 document, approved the central committee of the fourteenth committee of the national economic and social development and vision goals, aims to solve the problem of unbalanced and inadequate development, strengthen agriculture and rural weaknesses, and promote the coordinated development of urban and rural areas.

In the information age, rural revitalization cannot be separated from the development of new media. Now we media has been integrated into rural life and become a bridge connecting urban and rural areas. Therefore, we-media based on agriculture, rural areas and farmers from the main perspective of agriculture, rural areas and farmers can play an important role in the development of rural economy.We will explore rural we media and create grassroots stars close to the audience to become "we media" for "agriculture, rural areas and farmers" in the new era to become a "fuel" for rural revitalization.The development of agriculture, rural areas and farmers, we media requires talent support. On the one hand, we need to attract media talents to return; on the other hand, we should strengthen our own hematopoiesis and strengthen the internal talent supply.

1.2 research meaning

This topic has certain theoretical value and social significance.At the theoretical level, the regional extension path of IP of rural characters, providing theoretical guidance for the cultural brand construction; at the social level, the left-behind women, one of the "three left-behind problems", innovatively proposes the large-scale and intensive media development strategy led by county-level financial media center, which is helpful to realize online to offline traffic and promote the construction of digital countryside.

2. An empirical Study on the Impact of "We Media" on the Employment and Development of Rural Women

2.1 Sampling survey method and analysis

2.1.1 Overview of the sampling results

The survey included rural women aged 15-59. The study covers Hubei, Chongqing, Jiangxi and Yunnan. The independent variable is "rural women's attitude towards rural we media work" and the dependent variable is "willing to engage in we media work". A total of 150 questionnaires were recovered. After excluding invalid questionnaires, 130 valid questionnaires were recovered. The recovery rate of effective questionnaires was 86.7%, which met the requirements of statistical analysis.The questionnaire consists of four aspects, namely, the basic situation, employment behavior, the employment attitude of we-media, and the development attitude of rural new media industry.In addition, the survey also used the statistical yearbook and statistical bulletin data of the relevant provinces since 2016, and obtained the final weighted results.

In all valid questionnaire samples, respondents were mostly aged between 20 – 35 years, The youngest age is 18 years old, Maximum age of 55 years old; In terms of the educational level, Middle school and high school education each accounted for 29.23% and 45.38% of the total respondents, Twenty-two two. 31 percent of the respondents received higher education; In terms of marriage, Moreover, 16.92% of the respondents were unmarried women, 83.08% were married women (divorced women represented 6.4% of married women, Widowed women accounted for 11.1% of married women); At the point of work level, Thirty-seven. 69 percent of rural women chose to work outside, Forty-two. 31 percent chose to stay in their townships for household labor, agricultural production and other non-agricultural work.

2.1.2 Attitude of rural women towards we-media work

Research found that rural tourism to rural women can encourage it to improve the economic income ability, through labor improve social value, improve rural women's self-consciousness, rural women to considerable income, more flexible time since the media work acceptance is higher, but its employment attitude is still by age, education, degree, marital status, employment experience, employment training and other factors, need further guidance.

From the perspective of employment motivation, the driving force of rural we-media work to promote the employment and development of rural women includes three basic dimensions, including economic ability, social status, personal development (including professional skills, cultural knowledge, etc.), which are basically consistent with Maslow's level of demand theory (see Figure 2).In terms of economic ability, the improvement of economic income can enhance its social value and improve rural women's self-awareness through labor.

In general, rural women are more optimistic about the work of "we-media", but they have a great need for systematic media skills training.Therefore, we should strengthen the new media vocational skills training of rural women, encourage rural women to use their spare time to participate in employment training, and improve their vocational skills.To promote the publicity and application of we-media work in rural areas, carry out new media knowledge training, and improve rural women's employment willingness and human capital level.The higher the level of human capital, the greater the employment choice space of rural women, and the more their employment opportunities.

2.2 Case study method analysis

2.2.1 Selection of we-media analysis samples of agriculture, rural areas and farmers

Local culture originates from agricultural society, including material culture and non-material culture. It is an important part of Chinese traditional culture, and its essence is agricultural culture.For "rural since the construction of the media IP strategy" "rural media how to regional association" analyzes the problem, the author take type matching method, selected to show rural natural beauty

and cultural features as the theme, and easy entertainment as the theme of typical case analysis respectively, finally to the unified abstract and induction.

The low threshold of short video production satisfies the desire of the rural people to express themselves, and makes the rural people begin to start from the term "I" to express a more realistic and tangible rural culture.In the short video industry, a large amount of funds and resources are inclined to the field of "agriculture, rural areas and farmers", and the "100 Villages Prosperity Plan", "500 million flow" plan and "TikTok Beautiful Village" plan have been launched to support high-quality creators of agriculture, rural areas and farmers.The author mainly to content ecological summary public articles and annual report for the case library, selected by articles and reports mentioned high quality three rural media account as the analysis object, to "nine sister" (watermelon video fans: 4.403 million), "wheat" (watermelon video fans: 10.65 million) typical cases, from rural media IP production, IP symbol of regional depth of field correlation, IP traffic cash for the market development of the media.

2.2.2 Excellent case analysis of we-media for agriculture, rural areas and farmers

1Table 2 Operation status of the account number "Mai Xiaodong"

Account content		Account person set		IP regional association	Flow realization
peculiar language of character	Mandarin Chinese-Dialogue with the audience	show filial obedience	Returning home on the grounds of taking care of his sick father	slippery County, Henan Province:	Live broadcast with goods (agricultural products sales, e-commerce platform with goods);
	Henan dialect-Dialogue with the family		After learning that his father was ill, he returned home to take care of him	Help rural areas sell stranded agricultural products through live streaming;	Platform traffic realization;
Video topic selection	Heure life vlog:	Inspirational; optimistic	Work independently, entrepreneurship to make money to subsidize the family;	It was reported by CCTV, Xinhua News Agency, China Youth Daily and other official media to improve the popularity of his hometown	Video without AD placement;
	Reflects the real life of Henan farmers.According to their own life development, the video themes mainly include taking my father to see a doctor, love stories, cooking, doing farm work, showing true love and so on.		Encourage the sick fathers to treat them actively	During the epidemic period, 500,000 masks were donated to their hometown, winning the praise of all the outlets	No window window for selling goods
Picture quality	Picture quality is general, micro-single shooting	Born poor	Home in Hua County, Henan Province, since childhood as a poor family		
	Simple composition, not strong professional		He was abandoned by his mother when he was 8		
	Scene switch is diverse, strong ornamental		Borrowing money from his relatives for college		
dominating figure	Mai Xiaodong, father, Shihao (boyfriend), aunt, mother-in-law	"Female woman" contrast	Sweet appearance, weight 40 kilograms but skilled tractor, farm work, cooking		
		Simple; real	No team, no routine script, independent operation, shooting the reality of Henan rural life;		
			Wear simple, makeup and hair daily, natural		

2Table 3 Operation status of account number "Qiao Fu 9 sister"

Account content		Account person set		IP regional association situation	Flow realization
Content topic selection	**Food Making Video:**	honest	Dress up everyday and dress up casually	**Lingshan County, Qinzhou City, Guangxi Province:**	**Agriculture + live broadcasting + e-commerce mode:**
	Style is mainly nostalgic, curious		生活朴素简单，对农业活动充满热爱	Introducing the fruits of her hometown, planting, picking and taking care of them, as her short videos become more popular, fans are eager to buy the fruits, pears and peaches	Establish cooperatives, purchase villagers 'fruits, provide jobs, planting skills training, and provide free saplings, directly to the farmers' home insurance purchase
	Combined with agricultural products to make delicious food, explain the production process, interspersed with humorous ridicule		Life is simple and simple, and he is full of love for agricultural activities		Video shooting, including the whole process of produce from planting to picking.
	Agricultural activity video:				E-commerce live broadcast, drive fruit sales.
	The style is mainly interesting, curious				In a number of well-known e-commerce platforms have opened sales channels. Build an e-commerce base, set up Lingshan County Tianyu E-commerce Co., Ltd., and hire local villagers to work in the base.
	Around the rural agriculture and activities, explain the relevant knowledge of agricultural activities, personal experience sharing			Strengthen Lingshan County as the title of "big fruit county", with the help of the "east wind" of rural e-commerce development, the local rich litchi, emperor mandarin, longan and other fruits are sold to all places online	**Platform traffic sharing:**
		Warm-hearted; kind	Help the villagers sell agricultural products		Take the headline number reading as an example, 10w-100w + reading can be hundreds hundred yuan a day
			Pay attention to the feelings of the audience, be responsible for the sales of agricultural products, and strictly control the quality of the product		**E-commerce training:**
			Help the people in need. Send gifts to the vulnerable groups, and solve the problems for the fellow villagers		Establish a live broadcast incubation base, teach villagers to shoot videos and do live broadcast
Picture quality	Picture quality is general, the lens language is simple, the artistic quality is not strong, emphasizing the real restoration of life scenes	Hard-working; capable	Quick and skilled in agricultural labor		
	Strong sense of communication and interactivity		Treat agricultural production carefully and seriously		
dominating figure	Nine sister alone with the camera	careless	Love to laugh, there is a sense of humor, very good to speak cold jokes		
	9 Elder brother, Xiao Liu, other villagers cooperate to play		Have your own teasing and understanding of life		

3. Analysis of we-media work to promote non-agricultural employment and development of rural women

3.1 We-media work meets the employment requirements of rural women

In the construction of the media industry, the trend of the third industrialization in rural China is beginning to appear.Objectively speaking, the labor represented by we-media work can adapt to the characteristics of women's labor production, reduce the situation that women are in an inferior position in the labor market due to strength, physical strength and other reasons, promote the change of the rural division of labor structure, and improve the social system with the "masculine" characteristics as the value measurement standard.

In the subjective aspect, the author found based on the survey results that most women in rural areas tend to choose jobs close to home and have a more flexible time to subsidize their families. Previous studies have pointed out that there is a substitution effect between rural women's family affairs, such as family elderly care, and their non-agricultural employment. Therefore, the flexible "we media" work can effectively improve the situation of rural women giving up non-agricultural employment due to family care, which is in line with the actual situation of rural women.

3.2 We-media work to improve the economic strength and family status of rural women

At present, the number of rural female migrant workers is only about 50% of men. The female labor force is subject to traditional ideas, family care and other reasons. The non-agricultural employment obviously lags behind men, and left-behind women are far more than left-behind

husbands.The "left-behind" makes rural women weak due to low economic income, weak voice in the family; and the semi-closed space lacks communication with the society, often uncoordinated and synchronized with their husband in information, knowledge, social relations, values, thinking mode, resulting in poor communication and marriage crisis.Research shows that rural women appear more passive in the face of marital crisis, and it is difficult to obtain the corresponding economic compensation and emotional compensation.

The work of "we-media" can make rural women jump away from the family level, carry out labor production at the social level, increase the personal income and the proportion of family economic income, and thus make their labor obtain greater social value.It will help rural women build a more equal and smooth family dialogue and enhance the self-identity of this group.

3.3 Rural women rely on the rural cultural communication work to sublimate their individual values

We-media for agriculture, rural areas and farmers is the empathy communication of the knowledge structure, values, local customs, social psychology and behavior of the rural society, which requires the communicators to have a certain understanding of the real rural picture and have a basic love for the countryside.As a group growing up in rural areas, rural women have a natural affinity and love for the countryside, and have a high sense of identity with rural culture. They are a group with great potential to create rural culture communication content based on collective memory.

In turn, the management of rural cultural resources and cultural content production requirements of image symbols, deconstruct the existing cultural pattern, absorb the essence of rural culture, reshape the "I" image, with the image of "I" social new cognition, this process can improve the communicators of creativity, wisdom and ability, is conducive to the cultural exchange in the outside world learning from each other, realize innovation.Therefore, this mining process of rural history and culture, customs and values can enhance the cultural consciousness of rural women, promote the coordinated development of rural women and cultural resources, and realize the common modernization of individuals and villages.

4. Thinking on the coordinated development of Rural women and rural We-media

Under the background of the era of new media, rural economic development presented from the original primary industry to the secondary and tertiary industries, in the outbreak normalized the present, represented by the three media work of the third industry can enable the development of a secondary industry, leading rural production, consumption, distribution and trading ", promote the change of rural social structure.Rural revitalization of the key is the activation of production factors, since the development of the media industry talent and technology, so need to be based on the rural labor, looking for localization, standardization, marketization of media development path, improve the rural labor development represented by women, for the rural revitalization to absorb talents, retain talents, cultivate talents.

4.1 Build "agriculture, rural farmers" star, learn from "MCN" operation model

Departments represented by county-level financial media should play a leading role, coordinate and lead the direction of localized financial media construction, build production coordination departments, and form scale advantages.In terms of operation mode, county-level financial media centers need to unite platforms and commercial organizations to play an overall role, introduce a group of farmers' we media in the form of MCN, and create we media talents with the advantages of specialization and intensive.Take "establishment + state-owned enterprises + third party labor dispatch" mode of choose and employ persons, form the official and folk build the media matrix, in the marketization work, timely capture media convergence development, the software upgrade

iteration and function expansion, build intensive, specialized rural from the media incubation platform, hatch local grassroots star, promote the construction of "one village a brand".

4.2 Excavate the rural cultural resources, and help the extension of symbols and flow realization

According to the watershed Age report released by Penguin Think Tank in 2017, the mobile Internet dividend of China and the world tops the best market, and sinking to third-tier cities has become a new trend to obtain user dividends.As a new traffic growth pool, rural areas contain great potential, and the further penetration of capital and technology has promoted the sustainable and healthy development of rural cultural ecology.Relying on the construction of Internet infrastructure in rural areas, rural cultural communication shows the characteristics of diversity, interactivity and innovation, and the cultural consciousness of rural residents is also enhanced in the spontaneous cultural exchange and interaction.

The regional depth of field correlation of rural characters needs to rely on the three subjects of media team, IP characters and local government, with the construction of positive IP characters as the center, powered by the media team, guided by government departments, and form local product consumption symbols based on the integration of local daily life practice and life experience.And connecting external regional imagination, the participation of local cultural capital and market consumption control is the depth of IP cultural connotation, if rely on short-term excessive development grab traffic and eyeball, make the content to commercialization and entertainment, will eliminate audience love of rural culture, rural culture digital construction and regeneration, more difficult to support the development of rural advanced culture.

5. Epilogue

The research reveals the three rural since the media work of the rural women's employment and development, the benign development of the media, can make the surplus represented by rural left-behind women of the labor force in cultural, economic, social value and positive feedback, promote the rural women group human capital level and digital rural construction.Therefore, with the help of the "media +" co-construction mode of county-level financial media center and we-media for agriculture, rural areas and farmers, we can build a new pattern of "one village, one brand" through industrial training and IP linkage, realize the construction of rural digital culture from point to point, and promote the non-agricultural employment and personal development of rural women.

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