

Research on the Image Communication of "Beautiful Countryside" in Rural-Themed Movie and Television Dramas in the New Era

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Abstract: In the new era, the types of rural movie and television products are diversified, the movie projection is gradually standardized, which have achieved considerable success, especially poverty alleviation, returning home and starting a business, and rural revitalization as keywords, etc., and the beautiful image of countryside in the new era are "deconstructed" for the audience via artistic forms such as fine depiction of images and storytelling.

Keywords: Rural movie and television drama; Beautiful countryside; Communication and development.

1. Introduction

Rural movies have long been regarded as movies that simply depict rural life and take peasants as performance objects, but as "service to the workers, peasants and soldiers cannot be narrowly interpreted as only representing them", and rural movies cannot be understood as movies that only depict peasants and countryside. Movies are very popular with the masses, which can better meet the masses' cultural needs and enrich their spiritual world. The spirit of the Fifth Plenary Session of the 18th CPC Central Committee pointed out the need to "perfect the public cultural service system in urban and rural areas, optimize the allocation of cultural resources in urban and rural areas, promote the grassroots public-interest cultural programs to expand coverage and enhance actual effect, improve and support the mechanism for conducting mass cultural activities, and encourage social forces to participate in the construction of public cultural service systems".

2. Development State of the Rural-Themed Movie Market

Since the implementation of the "13th Five-Year Plan", vast rural movie market system insists on the original mission, goes to the countryside, understands the needs of peasant masses, plays movies that are popular with the peasant masses, and enriches the spiritual world of the peasant masses. Local culture is promoted via movies, movie is showed on rural areas, which have become important forces in promoting core socialist values.

(1) Construction of Rural Movie Public Services in the New Era

In the new era, promoting the development of the movie market is a key national project, many provinces devote major efforts to building grassroots cinemas in China, giving peasant masses a more convenient place to watch movies. The Fourth Plenary Session of the 19th CPC Central Committee pointed out the need to "improve the public cultural service system in urban and rural areas, optimize the allocation of cultural resources in urban and rural areas, promote the grassroots public-interest cultural programs to expand coverage and enhance actual effect, improve and support the

mechanism for conducting mass cultural activities, and encourage social forces to participate in the construction of public cultural service system"

(2) Development State of the Rural-Themed Movie Market in the New Era

Movie products are rich in variety and multiple in types, and the peasant masses can see movies with different themes in a short time after release. In projection trends, some regions combine movies with the reality of life, and solve some problems of the peasant masses via movies. For example, Huaibei City in Anhui Province combines the practical needs of rural revitalization, in order to help peasants understand advanced technology, shows the popular science movie "Cultivation Technology of Greenhouse Vegetable", combines education with recreation, and makes peasants learn about scientific agricultural technology in the form of watching movies.

(3) Development Features of the Rural-Themed Movie Market in the Context of the New Era

The countryside is a territorial synthesis with natural, social and economic features, it combines multiple functions such as production, life, ecology and culture, it promotes and coexists with cities, forming the main space of human activities. The implementation of the rural revitalization strategy is an inevitable requirement for solving the main contradictions in China's society in the new era, realizing the goal of the "Two Hundred Years" and the Chinese dream of the great rejuvenation of the Chinese nation, and it is of great practical significance and profound historical significance.

A good movie is a bridge among the people, the movie "My Walden Lake", independently scripted by Zhang Hui, a senior editor of Anhui Daily, and directed by He Wei, it takes "small theme, positive energy, big feeling" as the main theme, truly interpret the story when young people determine to devote themselves to the construction of their hometowns, leading the masses to develop industries to get rid of poverty and become rich in the new era. it vividly shows Huoshan's achievements in economic development, ecological development, rural revitalization, and the creation of clear water and green mountain ecological panoramic tourism in the new era. The movie shows the development change of Huoshan in Anhui Province in the context of rural revitalization, shows the scene of new countryside, new

peasants and new life, the movie's shooting of Huoshan's beautiful scenery has led to the economic development of Huoshan and walking out a new era of green development way.

3. Narrative Angle and Theme Analysis of Rural-Themed Movies

Most of the rural-themed works show the huge proposition of the times from a populist narrative angle, which discover and create beauty in the production and life of the peasant masses, and reflect the times requirements and the development state.

(1) Getting Rid of the Poverty Theme, Wisdom Crystallization of Poverty Alleviation

On February 25, 2021, China's the tough battle against poverty achieved a complete success, the arduous task of eliminating absolute poverty was completed, and the problem of absolute poverty, which has lasted for thousands of years, has passed since. The tough battle against poverty contains the crystallization of the wisdom of the Party and the people. In the process of poverty alleviation, a huge number of poverty-alleviation cadres think of the people and work genuinely, which provides movie creators with continuous materials. For example, the TV drama "Daughter of the Mountain" is created based on Huang Wenxiu, a "model of the times", this TV drama vividly demonstrates the important role played by young communists in poverty alleviation and the construction of beautiful villages. The core concepts and methods of poverty alleviation policy are conveyed to the audience via the plot and characterization, audiences' knowledge and understanding of poverty alleviation work are enhanced, which prompt more people to pay attention to and participate in poverty alleviation work.

(2) Rural Revitalization Theme, Embodying the New Image of the Countryside in the New Era

Rural theme is also actively responding to the national policy, projection the rapidly developing new countryside to the audience, exploring new paths of rural development while reflecting the life in the countryside. In the context of comprehensively pushing forward the rural revitalization, China's rural life is becoming increasingly rich, the quality of peasants is improving day by day, the rural ecology is becoming more livable, the connotation of rural civilization is becoming more profound, and the charm of rural culture is becoming more and more apparent. For example, the TV drama "Meet Yourself" make audience to see the transformation of a traditional village and a direction of rural development: Yunmiao Village coordinates and integrates all parties inside and outside the village, on the one hand, creates a beautiful rural environment, attracts investment and creates development space for the tourism industry, and on the other hand, vigorously develops e-commerce and broadens the sale of agricultural products and handmade products.

(3) Narrative from the Angle of Youth, Attracting More Movie Audience

Narrating emotions with youth and witnessing the development of the times with individual. With the development of society, the aesthetic interest and content focus of the audience of movie and television works show new features, and the young audience is becoming increasingly large. In characters, the image of youth is valued. In visual presentation, the beautiful scenery enveloped in clouds and mist, and the idyllic scenery of clear waters and

green mountains are constantly appearing in the movie. In the movie "Coffee or Tea", three young people with different origins and life experiences set foot on an ancient village in Yunnan from the noisy and busy city, go to the entrepreneurship road in partnership, not only seek a way out for the development of the local countryside, but also eliminate their own perplexity about the future. From the bitterness of being in the metropolis to the determination of returning to their hometowns, they are constantly practicing for the construction of new rural areas and the rural revitalization.

4. Presentation of the Rural Image in Rural-Themed Movie and Television Dramas

Since the 19th National Congress of the CPC, resonating with the national strategic orientation of promoting the modernization of agriculture and rural areas with Chinese characteristics, there have been some dramas in the field of TV dramas with the themes of poverty alleviation and rural revitalization. The "masses" in rural dramas are generally villagers in the countryside. From the point of view of the image shaping of the masses, they are closely linked to the main characters and participate in the actions of the main characters in the TV dramas.

(1) Rural Image of Coexistence in Harmony

In the recent two years of rural-themed movie and television works, the conflicts are mainly centered on poverty, the conflict between old and new concepts, the choice of industry, and how to face the difficulties and so on. In "My People My Homeland", the painting in the field by the magic brush Ma Liang embodies the beautiful rural landscape; in "Coffee or Tea", the young entrepreneur develops the rural express industry and returns to his hometown to start his own business, and so on. The creation of movie and television dramas with countryside theme combine the economic development, local customs and practices, geographic location of the countryside and other differences, as well as the concerns of the masses, concentrate and distill the relationships in the real village life via movie and television works, and realize the happy ending of "Coexistence in Harmony".

(2) Rich and Colorful Folk Customs

The villages in different regions actually reflect the culture and customs of the corresponding villages, reflecting on different connotations of folk customs. Rural theme visually present stories that occur in rural movie and television works via image, for the audience, first of all, visualized village buildings are presented in front of the audience via vision, they can intuitively feel the unique natural landscape of the village. In the movie "My People My Homeland", "A UFO Fell from the Sky" and "The Last Lesson", the story take place in Qiannan, Guizhou Province, and Chun'an County, Qiandao Lake, Hangzhou City, the images of scene shooting present the unique stilted building of Qiannan as well as the beauty of the water towns of the south of the Yangtze River. [1]

(3) Landscape Creates Visual Aesthetics

The construction of ecologically livable and beautiful villages is one of the development goals of the rural revitalization strategy, under the rural revitalization strategy, higher requirements have been put forward for the living environment everywhere. For example, in TV drama "The Country is so Rich in Beauty", the camera focuses on the story

of poverty alleviation in the rural areas of daily life, and also focuses on presenting the greenness of the mountains and water in the Wanmixi village in Yongcheng County, good mountain, good water, and beautiful scenery. The color elements are flexibly used to highlight the raw and freshness of village's natural scenery the image language, the "green" element in the TV screen presentation is emphasized, the trestle bridge and flowing water in the village, after a light rain, hite clouds fly on fresh and green mountains, the original natural landscape of the poverty-alleviation village is restored, which make the audience believe the natural appearance of the poverty-alleviation village deep in the mountains.

5. Problems and Development Strategies of the Rural-Themed Movie Market

As an art form for people's leisure and entertainment and uplifting of the mind and the spirit, movies have become a part of people's daily life. The development of rural-themed market is a national public-interest program, which make rural people can see good movies in time.

(1) Problems in the Rural-Themed Movie Market

Rural-themed movie market is anything but a passive cultural vehicle, but also an important part of the whole cultural market. Socio-economic development, network television channels are many and rich in contents, as a result, outdoor rural movie projection work, to varying degrees, are affected.

1. Single Structure of Rural-Themed Movie Industry and Low Attention to Rural Movie

Most of the audience groups in rural areas are old people and children, therefore, movie projection is not valued in backward rural areas. There is a lack of resources and guarantee in the projection team. The talent team of rural movie projection project is aging, young people are not willing to engage in rural movie projection work due to the hard work and low treatment of projectionists. Existing projectionists are older, their cultural level is not high, and the overall relative quality of the projectionist team is low. Rural movies have not been effectively developed due to the impact of historical development, structure is single, business chain is single, and lack courage to build the market.

2. Low Projection Level of Rural-Themed Movie and Fewer Movie Sources

Rural movie projection has fewer excellent movies suitable for viewing by peasant groups, new movies are fewer, there is a lack of projection management of rural movie screening. There is a lack of projection management of rural movie. The cooperation between projection personnel and the provision of venues is not perfect, thus affecting the projection quality. There are fewer sources of rural movies, there are fewer movies on the market suitable for collective viewing by the rural people, and, due to the cost of projection, most of the movies are old. The contents that some "rural-themed" movies reflect are seriously remote from real rural life, which

reduces viewing interest. Higher demands are being put forward for the development of the rural movie market in such circumstances.

(2) Innovative and Prosperous Development of the Rural Movie Market

Prosperous development of the rural-themed movie market is a basic way of implementing the policies of the Party and the State and realizing, maintaining and developing the peasant masses. The peasant masses can enhance their national self-confidence in movies via showing outstanding movies, which effectively promote the revitalization of rural culture, and promote harmonious social development.

1. Holding Fast to Rural Positions and Optimizing the Projection Environment

Rural movie is an important part of the Party and government' spiritual civilization construction in rural areas, and the development of the rural movie market has a great impetus to the prosperity of the whole movie market. We should hold fast to rural movie positions, understand the needs of the peasant masses, and organize and arrange the movie contents and security arrangements.

2. Strengthening the Construction of Professional Team, Optimizing the Supply of Rural-Themed Movies

To do a good job in rural movie projection work, talent is the key, the overall quality of projectionists should be constantly improved. At present, there is a lack of young groups of rural projectionists, the salary of projectionists can be appropriately raised to attract more talented young people to apply for the job. Rural movie projection work cannot be carried out without a high-quality projection team, employing rural movie projectionists who are outstanding, and forming a younger, more knowledgeable projection team.

6. About the Author

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