

The Aesthetic Education Value and Implementation Path of "Beautiful Countryside" Short Video

Lin Ma, Qiming Yang*

College of Humanities and Social Sciences, Beijing Institute of Petrochemical Technology, Beijing, 102600, China

Abstract: With the advancement of rural modernization in China, the construction of beautiful rural areas has attracted more and more attention. As a popular form of media, short videos can showcase beautiful rural landscapes, culture, and lifestyles to more people. This article outlines the concept of beauty, proposes media for promoting cultural exchange between urban and rural areas - the linkage between universities and communities, "talent support and platform exchange", and studies the current situation of villagers' participation in rural aesthetic education. The results show that in terms of the frequency of participating in community activities, about 23% of people choose to participate regularly, and this part of the villagers are elderly people.

Keywords: Beautiful Countryside, Short Videos, Aesthetic Education Value, Traditional Culture.

1. Introduction

Beautiful countryside "is an important concept proposed by the Chinese government, aiming to promote the modernization and urban-rural integration development of rural areas in China. On the other hand, short videos have become a popular medium in recent years, gradually becoming an important channel for people to obtain information and entertainment. "Beautiful rural" short videos? How to realize its value?

Rural aesthetic education, as an important component of Chinese aesthetics, has its unique aesthetic taste. Many experts have conducted research on the value of rural aesthetic education, such as Sang F's discussion on how to accelerate the construction of aesthetic education teacher teams, and a detailed exploration of how art education can educate and give back to society. Exploring new paths to build a new rural aesthetic education platform through the implementation of the concept of "serving the construction of new rural culture" in universities, curriculum management of rural practical activities, establishment of a network of aesthetic education resources in universities, and construction of university teams. Slab C uses Maslow's theory of needs to analyze the environmental aesthetic attitudes of rural people. Using the Cochran test and stratified random sampling method, it was concluded that there is a significant correlation between participants' needs and their environmental aesthetic attitudes [2]. Ashurova O A believes that rural landscape aesthetics is one of the most important resources in rural areas. This survey is based on scientific literature and historical materials, as well as the author's research on current rural landscape changes[3]. The research results emphasize that prior to World War II, human economic activities were the main factor. Although there have been fruitful research results on the value of rural aesthetic education, there are still shortcomings in the research on the aesthetic education value and implementation path of "Beautiful Countryside" short videos.

In order to study the aesthetic value and implementation path of "Beautiful Rural" short videos, this article explores the aesthetic value of "Beautiful Rural" short videos and explores the implementation path of "Beautiful Rural" short videos. The research results indicate that choosing the

Internet as the implementation path for "Beautiful Rural" short videos is more conducive to rural development.

2. The Aesthetical Education Value of "Beautiful Countryside" Short Video

2.1. Promoting the concept of beauty

The concept of "beauty" is to internalize morality through aesthetic education, coordinate rationality and sensibility, and make oneself a truly disciplined and free person. Aesthetic education can be understood as "aesthetic education", which is a social activity aimed at cultivating people's perception, understanding, and creation of beauty, thereby cultivating sentiment, enhancing internal cultivation, and stimulating innovation and practical abilities. In a world dominated by reason, it is particularly important to restore and confirm emotional states, Cultivate our emotional and spiritual strength to achieve overall harmony as much as possible. However, aesthetic education not only plays a role in emotional and emotional aspects, but also has great benefits for the daily life, work, and career of the audience [5]. Aesthetic education can improve people's moral quality, behavioral quality, cultural cultivation, and creative practical ability in multiple aspects. No matter in any era, people with lofty spiritual pursuits can generate infinite vitality and creativity, and generate infinite love for life, society, and family.

2.2. Participatory Aesthetic Education can Better Serve Rural Areas

Participatory aesthetic education focuses on "participation" and "local culture", exploring the aesthetic possibilities of local culture from the perspectives of natural ecological environment, local history and culture, and daily life wisdom. Participatory aesthetic education is regarded as a way of thinking and practice, which enables the audience to learn and understand the historical development of this place, learn to approach others and other things, and love the natural mechanism of nature and all things, so as to enhance Empathy and learn to be moved to harvest and share [7]. As the main body, villagers not only strengthen the integration of their inherent knowledge system and localized knowledge, but also

generate new feelings after integration, which can help people better understand the natural, cultural, and environmental aspects of rural life, produce a lifestyle that is more in line with the local community, and produce life experiences with localized significance. They also explored another field of modern production, lifestyle, and scene that is different from the capital landscape, seeking local characteristics of diverse life symbiosis. On the one hand, it can become the creator and recipient of aesthetic education, the inheritor of local knowledge and culture, and provide more sustainable development experience for local communities. Participatory aesthetic education helps to better serve rural areas in the construction of artistic villages, promote the diversification of rural cultural structures, and promote the development of rural ecological civilization. I hope that the spontaneous organization and reconstruction of rural areas can lead a new direction that belongs to the countryside and the villagers themselves.

3. The Implementation Path of "Beautiful Countryside" Short Video

3.1. Cooperation Mode

(1) Construction of Art Hometown

There are various ways of working in art village construction, including environmental renovation, landscape design, research activities, art activities, art creation, art exhibition, community construction, experiment and cutting-edge technology [10]. The difference between artistic rural construction and other artistic creations lies in its emphasis on the unique environmental space of the "countryside" and the purpose of "construction". To achieve this construction goal, it must be carried out in the special context of "rural". The author believes that the composition of rural areas is different from the environment, industry, culture, and urban villagers in rural areas. This is also the main role of artists in rural construction: art and environment, art and industry, art and local culture, and art and rural people. Art changing the rural environment is a common early manifestation in the construction of artistic villages. In the continuous development of artistic rural construction, the transformation of rural space is not the only goal of artists, but rather a

consideration of the combination of local culture and humanistic care. Artists assist in the development of rural tourism, accommodation, agriculture and other industries through artistic activities, thereby improving rural economic efficiency and achieving artistic rural construction [11]. The general working methods include: packaging design for agricultural and sideline products, planning art festivals and other activities, shooting rural promotional videos, and designing characteristic buildings; The packaging design of agricultural and sideline products upgrades local agricultural products through packaging design, media promotion, and other media, allowing agricultural products to enter more people's vision, thereby achieving the effect of product upgrading and increasing farmers' income. With the continuous development of artistic rural construction, art has shifted from improving the environment to enriching industries, excavating culture, and ultimately reaching the foundation of rural construction - people. Therefore, the construction of artistic villages has begun to attach importance to rural education and community cultural construction, emphasizing human development and emotional construction between people. Starting from changing the villagers, the construction of artistic villages is more sustainable.

(2) The current situation of villagers' participation in rural aesthetic education

Like most rural communities across the country, local aesthetic education also faces problems such as a lack of professional talent, insufficient government funding, and mismatched activities with the needs of the masses. In order to clarify the interest and willingness of villagers to participate in local cultural activities after the tea picking season, the author developed a "Villager Leisure Activity Survey Questionnaire" based on preliminary visits and research, which covers population age, gender, cultural level, frequency of participating in community organization activities, willingness to participate in community activities, and suggestions for activity organization [13]. The questionnaire was conducted on a household basis, and 15 households were followed up and distributed. A total of 50 questionnaires were collected, of which 50 were valid. The frequency survey results of villagers participating in community organization activities are shown in Figure 1.

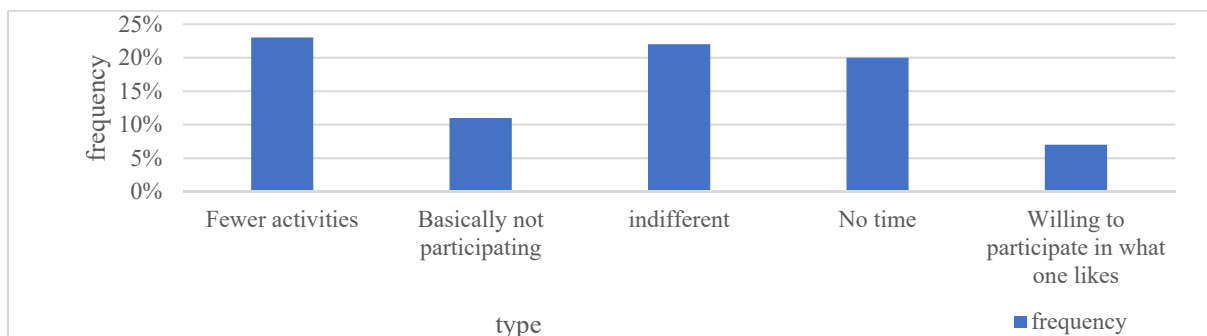


Figure 1. Statistical chart of the frequency of villagers participating in community organization activities

From the frequency of participating in community activities, about 23% of people choose to participate regularly. According to the age group of these villagers, they are mostly elderly. According to field investigations, the majority of elderly people stated that there are too few activities in the village, and there are slightly more activities during the tea picking season, such as tea king competitions and manual tea

stirring performances, with a high participation rate. Most of the villagers who choose to participate occasionally are office workers, and they will participate whenever they encounter them, but it's okay not to participate, accounting for about 22%. About 11% of the villagers who do not participate are housewives, who have to help their children with household chores and do not have time to participate in activities

organized by the village. About 50% of the villagers expressed willingness to participate in activities organized by their favorite villages, while about 20% of the villagers expressed unwillingness to participate. Even if the village organized their favorite activities, 7% of the villagers still expressed unwillingness to participate.

3.2. Technical Measures - Overview of Short Videos

In the past decade, from short videos as a form of microfilm presentation to the rise of short video social platforms, the content of their production and dissemination has been constantly changing, from simple entertainment information image creation to recording life, and then to knowledge dissemination and information dissemination. Pursue the authenticity of art through recording real life and secondary creation. Short videos are a subcategory that emerged in the context of the development of short videos, referring to a form of film and television that uses short videos to promote and showcase "beautiful rural" culture and projects [14]. Due to the large audience of short videos, they have received widespread attention from society and official forces, resulting in the emergence of numerous excellent short video creators and diverse "beautiful rural" short video content. Short videos have the characteristics of long duration, condensed content, high information density, instant dissemination, low production threshold, strong interactivity, and high participation. It is a kind of audio-visual form that is very consistent with the audience's fragmentation time and fast-paced browsing habits. As a new way of information output in the screen reading era, short video conforms to people's viewing habits of fragmentation time and mobile status. Compared to previous video content, they are more interactive and participatory, thus having more diverse application scenarios.

3.3. Specialized Platforms

(1) "Tiktok", "Kwai", "Taobao"

Although both "Tiktok" and "Kwai" platforms are dedicated to the short video transmission of "beautiful countryside", the focus is different. Kwai's "Beautiful Village" leadership plan aims to develop the cultural market value of "Beautiful Village", and create a "Beautiful Village" short video culture realization mode of "Education+Accelerator+Community Module"; Tiktok's "beautiful village" partnership program focuses on exploring the cultural value of "beautiful villages", innovating "beautiful villages" to attract traffic and attention, and achieving the goal of bringing "beautiful villages" into people's vision and even life [15]. With the increasing emphasis on "Beautiful Countryside" in society and the tilt of

short video traffic on short video platforms towards "Beautiful Countryside" content, more and more MCN institutions are also committed to the production and dissemination of "Beautiful Countryside" short videos, outputting high-quality "Beautiful Countryside" content. Compared with the official mobile terminal, Tiktok and Kwai platforms, the "beautiful countryside" short videos on Taobao are more closely related to cultural consumption, and they often appear in the form of shops, shopkeepers and product introductions.

(2) The Aesthetic Education Value of "Beautiful Countryside" Short Film Transmission under the Background of "Internet plus"

From the Internet on the PC end to the "Internet plus" on the mobile end, "Internet plus" constantly innovates artistic expression and produces new cultural forms. Media integration under the guidance of "Internet plus" not only promotes the integration and fission of traditional media, but also directly promotes the emergence of various forms of new media culture jungle. In the past decade, China's new online media has experienced a text dominated era represented by "microblog", a picture dominated era represented by "WeChat friends circle", and the evolution of the short video era represented by "Tiktok". The vast user base and active user creation and feedback of short video platforms are precisely the objects of aesthetic education in the form of short videos in the "Beautiful Rural" culture. The "Beautiful Countryside" culture integrates features such as short video full screen audio-visual experience and fast-paced narration, adding entertainment and a relaxed atmosphere to the rich culture. The cumbersome and complex craftsmanship is intuitively reflected through video editing, helping the audience to accept and consume cultural information; The inheritors of "Beautiful Countryside" are not only those who inherit the culture of "Beautiful Countryside" in real life, but also short video producers of short video platforms and disseminators of cultural knowledge of "Beautiful Countryside". The form of "Beautiful Countryside"+short videos breaks through traditional literature, "oral teaching", and apprenticeship learning experiences. Through digitization of content and dissemination of the Internet, it not only expands the scope of dissemination of "Beautiful Countryside" culture, reduces access to "Beautiful Countryside" culture, but also deepens its immersive cultural experience [17].

(3) Short video users' choice of platform

The research platform of this paper is Tiktok short video platform. From 2021 to 2023, the number of Tiktok users doubled, laying a stable user base. Its rapid development momentum globally has gradually taken a leading position in the short video market. The monthly active users of short video header applications in China from 2021 to June 2023 are shown in Figure 2.

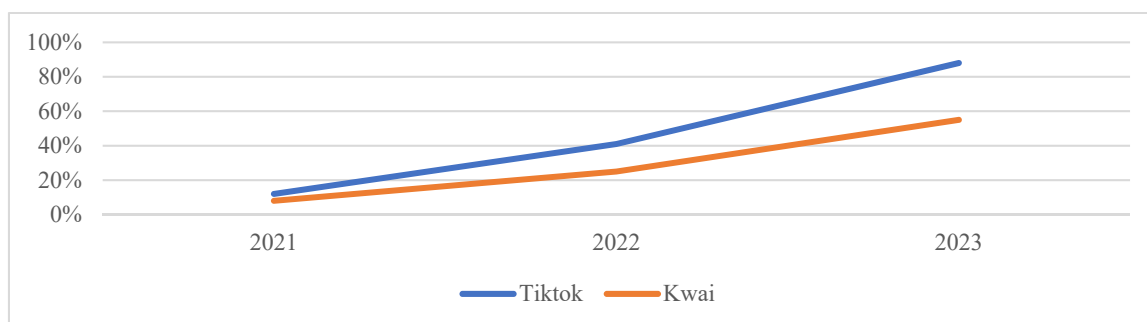


Figure 2. Monthly active users of short video header applications in China from 2021 to June 2023

According to the survey, by 2023, 88% of Chinese short video users interviewed said they had used Tiktok, 55% had used Kwai, and 88% said they used Tiktok more and more every day. The advantages of Tiktok have increased the popularity of the content and the recognition of the platform, and also increased the use time of users.

4. Discussion

In the highly developed era of the Internet, the boundaries of communities are becoming increasingly blurred, and aesthetic education in rural communities has both advantages and difficulties. The advantage lies in the deep excavation of inherent resources, which is conducive to the formation of cultural landscapes with unique local characteristics, and the enhancement of cultural identity and cultural self-confidence of community residents. This paper chooses Tiktok short video as the entry point of rural narrative research. The rapid development of Tiktok platform has spawned a wide range of users covering rural and urban areas, and is regarded as one of the main tools for self-expression and identification, social identity building and multicultural exchanges. Whether it is as a tool to record the impact of life on the production and life of rural users, or as a practical means to correct the "biased imagination" of rural culture as a communication channel, it is worth our in-depth consideration.

Acknowledgment

Project Fund: Phased Achievements of the General Social Science Project of the Beijing Municipal Education Commission, Project Number: SM202310017001; The final outcome of the URT program for undergraduate research and training at Beijing Institute of Petroleum and Chemical Technology, project number: 2023X00224

References

- [1] Sang F , Xu Y . Research on the Current Situation and Improvement Strategies of Aesthetic Education in Music Classrooms in Primary and Secondary Schools in China[J]. *Modern Economics & Management Forum*, 2022, 3(1):14-19.
- [2] Slab C , Assa D , Fq E , et al. Use of a virtual 3D anterolateral thigh model in medical education: Augmentation and not replacement of traditional teaching? - ScienceDirect[J]. *Journal of Plastic, Reconstructive & Aesthetic Surgery*, 2020, 73(2):269-275.
- [3] Ashurova O A . AESTHETIC EDUCATION AS A FACTOR OF PROFESSIONAL TRAINING OF PRESCHOOL TEACHERS IN A PEDAGOGICAL UNIVERSITY[J]. *Theoretical & Applied Science*, 2021, 97(5):425-427.
- [4] Ulyanova I V . A model of using geometric problems for student aesthetic education[J]. *Izvestia Herzen University Journal of Humanities & Sciences*, 2021(199):73-80.
- [5] Costa H , Stoltz T , Silva T . Relationship Between Aesthetics, Education and Design: The aesthetic education[J]. *Atos de Pesquisa em Educação*, 2021, 15(1):1185-1204.
- [6] Sabrekova M S . EDUCATIONAL SITUATION AS A MEANS OF FORMING ECOLOGICAL CULTURE OF YOUNGER SCHOOLCHILDREN OF ECOLOGICAL AND AESTHETIC EDUCATION[J]. *Современные проблемы науки и образования (Modern Problems of Science and Education)*, 2020(№3 2020):55-55.
- [7] Sierykh L , Kamtoah A . PSYCHOLOGICAL AND PEDAGOGICAL FEATURES OF TEENAGERS IN THE CONTEXT OF AESTHETIC EDUCATION[J]. *Polonia University Scientific Journal*, 2020, 40(3):164-170.
- [8] Tulaeva V V . THE CORRELATION OF MUSIC WITH WORD IN THE AESTHETIC EDUCATION OF CHILDREN IN THE 20-TH YEARS OF XX CENTURY[J]. *Современные проблемы науки и образования (Modern Problems of Science and Education)*, 2020(№3 2020):66-66.
- [9] Sulaymonov A P . ARTISTIC AND AESTHETIC EDUCATION OF STUDENTS BY MEANS OF ART BOOKS[J]. *European Journal of Humanities and Social Sciences*, 2020(2):117-121.
- [10] Struchaeva T , Struchaev M . Spiritual and Moral and Aesthetic Education of Schoolchildren Based on Acquaintance with Literary Brands of the Belgorod Region[J]. *Primary Education*, 2020, 8(1):32-36.
- [11] Golovachev V S . INTERDEPARTMENTAL INTEGRATION IN THE MORAL AND AESTHETIC EDUCATION OF PRESCHOOL CHILDREN[J]. *Lifelong education the XXI century*, 2020, 31(3):28-37.
- [12] Pahuta T . FOREIGN EXPERIENCE OF IMPLEMENTING THE SYSTEM OF AESTHETIC EDUCATION OF THE YOUNGER GENERATION[J]. *Polonia University Scientific Journal*, 2020, 38(1-2):169-177.
- [13] Basirova K B . THE FOLK MUSIC AND DANCE'S AS A MEANS OF AESTHETIC EDUCATION OF THE DAGESTAN CHILDREN[J]. *History Archeology and Ethnography of the Caucasus*, 2020, 16(3):797-810.
- [14] Ikhtiyorovna N G . Aesthetic education and methods of aesthetic development in children with disabilities[J]. *International Journal on Integrated Education*, 2020, 3(8):32-35.
- [15] Andreeva G B , Nikitina O A . AESTHETIC EDUCATION OF UNIVERSITY STUDENTS: EXPERIENCE OF THE INSTITUTE OF THE ACADEMY OF THE FPS OF RUSSIA[J]. *Современные проблемы науки и образования (Modern Problems of Science and Education)*, 2020(№5 2020):93-93.
- [16] Minsky A . The Men Who Stare at Cathedrals: Aesthetic Education, Moral Sentiment, and the German Critique of French Revolutionary Violence, 1793–1794[J]. *Central European History*, 2020, 53(1):23-47.
- [17] Nyczkao S . Architectural art as a source of aesthetic education of students[J]. *Problemy Opiekuńczo-Wychowawcze*, 2020, 589(4):71-79.