

A Study on the Narrative Space of Rural Short Video: A Case Study of Rural Short Video in Tiktok Platform

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Abstract: *Currently, with the implementation of rural revitalization strategy, the development of rural short video has also ushered in a new opportunity, short videos are becoming a new direction for rural innovation and farmers' entrepreneurship. In the past, due to the digital divide and imperfect rural network construction, farmers rarely expressed themselves through the network, and society also lacked attention to farmers and even stereotyped them. On the one hand, with the implementation of the rural revitalization strategy and the policy support given by the short video platform for rural self-media, farmers have recovered their original missing right to speak and started to express themselves through the media. In their videos, we can see real rural scenes and farmers' real lives. On the other hand, many farmers sell agricultural products through short video platforms, which drives economic income and promotes a virtuous circle of rural revitalization. This essay explores the narrative space of rural short videos from the narrative study, camera space, sound space and editing space of rural short videos in TikTok platform as an example, and finds out the reasons why rural short videos can follow the trend of the times in order to promote better development of rural short videos.*

Keywords: *rural revitalization; rural short video; narrative space*

1. Introduction

As Roland Barthes noted, "For human beings, it seems that any material is suitable for narrative, and the narrative bearer can be spoken or written audible language, a fixed or moving picture, a gesture, and an organic mixture of all these materials."^[1] What Roland Barthes is referring to here would be narrative in a broad sense, while narrative in a narrow sense refers exclusively to the way literature is written. Although narrative was mostly studied from a literary perspective after the 18th century, the field of narrative extends far beyond literature to include art, history, communication, and other fields. With the deepening of scholars' research on narratology, cross-media narratology research is gradually put on the agenda and becomes a hot topic of discussion nowadays. The rural short video narrative space that is formed by selecting, styling and combining the rural space with farmers as the main subject of filming, is disseminated in social platforms in the form of short videos. Citing David Bordwell's classification of film space, David Bordwell suggests: "The perspective space of film is based on three cues: shot space, editing space, and sound space. And each of these spaces contains two forms: on-screen space and off-screen space."^[2] This perspective space also exists in short videos, and the three elements can be transformed into each other, so the communication content presented in short rural videos can be specifically divided into: shot space, editing space and sound space.

2. Camera Space

2.1. The choices of camera lens and shot size

From the perspective of the audiovisual language, the camera from the beginning to the end of the shooting recorded between a continuous picture that is the "shot", the shot is the basic structural unit of the composition of the audiovisual language of film and television. The content of the scene within a shot determines what the audience sees, so the concept of "scene" is gradually formed in film and television works in order to better express the content of the scene frame. There is no standard definition of "shot size", it is a relative concept. Depending on the shooting distance, there are different sizes, such as distant view, panoramic view, medium view, close view and close-up. In addition, in order to better show the unique space and realism of the countryside, there will be more use of scenery shots.

2.1.1. The use of panoramic shot

The characters in the panoramic picture are fully expressed, with a clear content center and structural subject, while the environment in the picture is in a larger scope, and the audience has a more complete understanding of the picture content, in which the characters in the picture and the environment reflect each other, not only reflecting the specific environment in which the characters are located, but also reflecting the characters in the specific environment, which plays the role of explaining the relationship between the two and showing a specific narrative space. For example, in the 433 videos released by the video account "Nianxiangren Zhou Zhou" on the Tiktok platform, almost every video starts with a panoramic shot of a forest, a field, a stream, etc. These scenes appear as the background of "Zhou Zhou" in the shot. These scenes appear in the camera as the background of "Zhou Zhou", showing not only the hard work and simplicity of "Zhou Zhou", but also the unique rural space.

2.1.2. The use of close-up shot

Close-up mainly refers to the details of the subject or a specific incomplete part, the use of close-up shots is mainly to highlight the local and details, more targeted performance of the characteristics of things. In the countryside short video, especially food short video often use this kind of lens, through the close-up lens to show the food, can be cluttered background defocus, so that the lens focus on the dish itself, highlighting the subject. For example, the "idle Arjun" Tiktok video of the hot pot period, in nearly 5 minutes of time, a total of 26 shots, of which 14 close-ups, used to show the production process of hot pot base, from cutting vegetables to frying oil to boiling chili peppers, in the form of close-ups to highlight the taste of hot pot mellow, further bringing the audience closer. With the audience's distance, many netizens commented: "The food feels delicious even through the screen".

2.1.3. The use of scenery shots

Scenery shots are shots that focus on natural scenery or scenes without characters, so they are also called "scenery shots", which can play the role of shifting the narrative subject, changing scenes and advancing the storyline, and can replace regular shots to supplement them. Therefore, "scenery shot" plays an indispensable role in countryside short videos, and the use of scenery shot in countryside short videos can deepen the theme of the video, in addition to arousing the audience's attention and thinking. For example, the account "Li Ziqi" is very good at using scenery shots to increase the atmosphere of the video narrative, and the two videos on September 7 and 9, 2019 are the planting and harvesting chapters of the golden season shot by Li Ziqi. In "Planting", we use scenery shots to plow the soil, sow corn seeds, and water the corn, from sprouting to growth to emergence, reflecting another main function of scenery shots - to show the passage of time and advance the storyline. This shortens the time of video recording within only 3 shots and gives people a bright feeling, creating an idyllic pastoral that belongs to Li Ziqi.

2.2. The use of light color

In the above mentioned lens and scene selection, the same use of light and color is also the focus of film and television narrative space presentation. It can be said that in the shape of film and television images, light can illuminate the subject, and can adjust the shadow position and area to create a unique artistic effect, making it the material basis of the film and television images, but also an important element of film and television art; color can bring different warm and cold feelings, so it can well control the theme of the film tone which is also a really important part in cinematography. Short video, especially rural short In the shooting and post-production of short videos, especially rural short videos, or post-adjustment or pre-control of color, are to better present the short video in front of the audience and stimulate their interest in watching. Therefore, for the use of the two, we need to pay great attention to determine the overall color tone and the use of light, so that the two are properly integrated to create a countryside short video that meets the aesthetics of the audience.

2.2.1. The use of light

At different moments of the same day, light will show different light effects, reasonable use of light can add brilliance to the video, as the famous photographer John Rankin said, "Pay attention to the change of light at every moment, photography is the art of light, whether it is sunlight, candlelight, or the light generated by the computer screen." Photography is an art of light, for short video, light is a source of creation, good light can add to the video, good light can make the picture more tension and infectious.

For example, in a video of picking loquat leaves shot on April 24 by the Tiktok video account "Dianxi Xiaoge", natural light was used for outdoor filming, and the process of picking loquat leaves was expressed by the changes in natural light, with sunlight spilling down along the dense layers of loquat

leaves, shining through the yellow or green loquat leaves to reveal fragmented light spots, along with the The sunlight shines through the yellow or green loquat leaves, creating fragmented light spots that shake continuously with the picking action. The use of natural light here can fully express the structure and color of the subject, so that the audience can have a full understanding of the external shape, color and texture of the loquat leaves; at the same time, the rural space is fully reproduced, and the narrative is carried out through the recording of the picking process, using the relationship between light and darkness to bring the shooting in the screen to the outside of the screen, so that the audience can have the feeling of being in the scene.

2.2.2. The use of color

Because of its unique shape and visual charm, color becomes the main element of picture composition, with the function of shaping character image, rendering narrative space and expressing ideological themes, so color is not only a light-sensitive element to restore the material world but also a reflection of people's spiritual world. At the same time, because color can bring different warm and cold feelings, so the color is divided into cool and warm tones, which can be used in the film and television space to render the narrative space, reflecting the creator's ultimate pursuit of spatial modeling and enriching the authenticity and infectious ability of the picture. For example, Li ZiQi's video account "Li ZiQi" prefers to present cold colors mainly in blue, cyan and black, just like the poetic idyllic life shaped in Li ZiQi's video, from the peach blossom trees in the mountains to the whole process of making peach gum, which removes the depression and loneliness in the cold colors and presents a cool and calm psychological response, using colors to Some netizens commented, "When she picks up the wood and salt of life, it seems that the disappointments of life also become poetic."

2.3. Design of title and subtitle

At the current stage, the operating mechanism has certain parsing ability for image information from the operation level, but it is still lacking in accuracy compared with text. With the rise of short videos, a large amount of image information converges, and it is difficult for algorithms to obtain useful information from videos for screening, so the importance of titles, tags and subtitles of videos is highlighted. From the audience level, due to the current fragmented reading habits, audiences will take out fragmented time every day to sift through the vast amount of information and quickly switch videos to find what they are interested in, which requires video creators to work on titles and subtitles to create more attractive ones to stand out from the crowd. For example, the text layout of the cover of "Big Cousin vlog" includes graphics, high-saturation keywords and questioning sentences, which can display text information and precisely refine the effect. In the form of questioning sentence, "Spend 600 on an old snapper pond for more than ten years, is there any snapper inside", the video content is thrown to the audience, which can fully satisfy the audience's curiosity and effectively improve the video click rate.

3. Sound Space

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3.1. Apporiate background music

The background music is the aural imagery of the short video, and together with the picture, it constitutes the audiovisual imagery of the short video. From the image ontology, music not only breaks through the barrier between screen and reality, linking the screen space with the real space, but also expands the sound space of the short video, enriches the lens space, makes the two-dimensional plane

expand into a three-dimensional space, and then builds a whole space. The spatial property of music is especially obvious in rural short videos, which further enhances and highlights the spatial narrative skills of rural short videos, making rural short videos present the leisurely and leisurely life of rural life and the spatial regional characteristics of rustic China in the use of auditory imagery. Ma Erwa" and "Xie Ermei" are representative, using touching and warm songs such as "An Ordinary Day", "So Many People in the World" and "A Meat and a Vegetarian" to render the spatial characteristics of rural simplicity and leisure together with the short video images, expressing The songs, together with the short video images, render the rustic and leisurely regional characteristics of the countryside, express the emotions of the creators and trigger the emotional resonance of the audience.

3.2. Show the regional characteristics of the dialect

The use of dialects in rural short videos is extremely widespread, and is widely used due to its own regional markers, for example, the video number "Dianxi Xiao" uses the Yunnan Baoshan dialect to talk with his family and friends, "Nianxiang Ren Zhou Zhou (Zhou Mo)" uses Guizhou dialect, "Xie Ermei" is a native of Longshan County, Xiangxi, and uses Xiangxi dialect to shoot videos As the saying goes, "three miles have different tones, ten miles have different sounds". The dialect is different in different provinces and even in different villages, but what is the same is the regional characteristics of the dialect, which can be used in short videos to evoke the memory of the audience's vernacular and trigger empathy; at the same time, the spatial meaning of the dialect itself shortens the spatial distance between people in other countries and their hometowns, so that people from other countries can quickly find a sense of belonging, many netizens commented: "The hometown dialect will never be forgotten! "This dialect is too authentic!" etc., which is enough to see the role played by dialects in cultural transmission.

3.3. Enhance the narrative realistic environmental sound

Ambient sounds are all the sounds in the video except background music and human voices, including natural and social environment sounds, most of the countryside video bloggers will keep the sound of wind, river and leaves clattering, for example, each video of "Li Ziqi" is made with the sound of wind and birds chirping in the open mountain scenery, so as to create a poetic feeling. For example, each countryside food blogger produces the crackling sound of burning wood, chopping vegetables and frying vegetables when cooking, which truly restores the spatial region of countryside short videos.

Dialects and environmental sounds together constitute the sound space of countryside short videos, and serve as organic narrative elements to shape the real countryside narrative space. The role of dialect and ambient sound in this video is to bring up the atmosphere of the rural environment and enhance the authenticity of the narrative; synchronize the sound and picture to expand the narrative space of the video; express the regional characteristics of the unique rural space and trigger the collective memory. The organic combination with the picture becomes an inseparable whole, jointly constructing the rural space, making it more realistic and three-dimensional.

4. Editing Space

Montage includes broad montage and narrow montage. Broad montage includes all aspects of the creator's thinking from pre-conception to filming scheduling to editing, and contains a kind of montage thinking; while narrow montage refers to the creator's combing different shots together according to a specific idea, so as to make it present a specific meaning. With the continuous development of film and television industry, the application of montage technique is becoming more and more extensive, and is widely used in the booming short video industry. In order to better adapt to the development of short video industry, montage technique needs to be independent from the traditional film and television drama, and create special montage technique belonging to short video.

First, fast paced and frequent editing. Short video has the characteristics of short, flat and fast, so in order to adapt to the characteristics of short video, in a short period of time to attract the attention of the audience, increase exposure, usually use frequent editing, long video editing into short video, the wonderful part of the content cut out; on the other hand, due to the accelerated pace of life, the need to speed up the speed of playback, the dramatic conflict in just a few minutes of short video cohesion, to do subdivision video content to take its essence.

Secondly, the appropriate music and sound effects with. Due to the diversity of short video content,

appropriate music and sound effects are needed to match, so that sound can be used as an organic narrative element in countryside short videos. For example, the sound of chickens, wind-blown leaves and woodcutting in most countryside short videos can increase the vividness of the video and attract audiences to watch.

5. Conclusion

In this paper, the narrative space of rural short videos is studied on the Tiktok platform, and the unique narrative space of rural short videos is explored in terms of narrative research, camera space, sound space and editing space. Through the study of the audio-visual space of rural short videos

With the implementation of the rural revitalization strategy and the policy support from short video platforms for rural self-publishing, farmers have recovered their original missing voice and started to express themselves through the media. In their videos, they can see the real rural scenes and the real life of farmers. By studying the narrative space of rural short videos on the Jitterbug platform, this essay tries to explore the audiovisual narrative of rural short videos and the problems embedded in them, so as to provide a reference for the future development of rural short videos, helping to promote the rapid development of rural short videos. Hope to truly respond to the national call, and drive rural revitalization.

References

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