

Building the Road of "MCN+ Helping Farmers" under the Background of Rural Revitalization Strategy

-- Taking Oriental Selection as an Example

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Abstract

Agriculture is the source of human food and clothing, the survival of this, is the primary condition of all production, supporting the construction and development of national economy. The report of the 20th National Congress of the Party pointed out that we must adhere to the priority development of agriculture and rural areas, and comprehensively promote rural revitalization. In the post-epidemic era, agricultural products are accelerating the transition from production-oriented to market-oriented, and increasingly rely on the upward channel of agricultural products. Although the live-broadcast agricultural assistance derived from this has become a new model of agricultural product promotion, there are still some problems to be solved. Therefore, this paper analyzes the eastern selection based on ISMAS model, sorts out the problems faced by "MCN+ agriculture, rural areas and farmers", studies its innovation path, and guides digitalization to help sustainable development of agriculture.

Keywords

Rural Revitalization; "MCN+ Aid Agriculture"; Eastern Selection; ISMAS Model.

1. Introduction

Embroidery A strong country must first strengthen agriculture, and only when agriculture is strong can the country be strong. The country pays more and more attention to the issues of "three rural areas". Under the background of the popularization of the Internet and the explosive development of China's MCN industry, the combination of MCN and agricultural assistance to help rural revitalization is a new development direction. Therefore, based on the ISMAS model, this paper takes the Eastern Selection live broadcast to assist farmers as an example, and analyzes its marketing strategy advantages such as focusing on consumers' satisfaction of "material needs + spiritual needs", implementing bilingual teaching, talk show style explanation and other different strategic competition, brand endorsement and help live broadcast to create a good reputation. It analyzes the existing problems such as content homogeneity, lack of professional talents, false product publicity, uneven quality of agricultural products and so on, and provides solutions for them. It is proposed that "MCN+ agricultural assistance" should take an innovative path combining professional "agricultural MCN", differentiated high-quality value content and matrix communication channels, so as to promote the sustainable development of digital-assisted agriculture in China.

2. The Research Background

2.1. Rural Revitalization Strategy Support

To make a country strong, we must strengthen agriculture first, and only when agriculture is strong can the country be strong. In the comprehensive construction, the work that needs to

overcome the most difficulties is in the rural areas. According to the No. 1 document of the Central Committee in 2023, we will continue to put the issues of "agriculture, rural areas and farmers" in the key work of rural revitalization in the top position of the whole Party, and concentrate the strength of the whole Party to accelerate the process of agricultural and rural modernization.

If a country wants to rejuvenate, it must revitalize the countryside. In the report to the 20th National Congress of the CPC, it is necessary to further strengthen the Party's leadership in the work concerning agriculture, rural areas and farmers, to put agriculture and rural areas first, to take the balanced development of urban and rural areas as the fundamental task, to ensure food security, to do a better job in rural revitalization, rural construction, rural governance and other work, and to do a good job in the development of agriculture, rural areas and farmers.

Under the guidance of the national government's policy of attaching great importance to the poverty alleviation of e-commerce and increasing the income of farmers, the live broadcast of agricultural products and the supporting logistics, warehousing, packaging and other service quality will show a general upward trend of development. China has issued a series of related policy documents to promote the development of rural e-commerce live delivery, and the development prospects of agricultural products live delivery are broad.

2.2. Changes in the Environment of Agricultural Products

In the next ten years, the foundation of China's agriculture will be further consolidated, the modernization of agriculture and rural areas will be further improved, the effective supply of grain and other important agricultural products will be further guaranteed, and the consumption structure of agricultural products will be further optimized, according to the China Agricultural Outlook Report (2022-2031). From the perspective of production, with the in-depth implementation of the revitalization of the seed industry, grain varieties are expected to achieve a round of replacement, the protection of facilities and conditions is constantly strengthened, about 1.2 billion mu of high-standard farmland will be built, science and technology production is more powerful, and the grain yield per unit area is expected to increase by 6.4% in the outlook period. From the perspective of consumption, sustained income growth has led to significant upgrading of household consumption. The consumption of meat, dairy products, vegetables, fruits and aquatic products increased by 1.4%, 4.1%, 0.9%, 1.97% and 0.9% each year. The annual per capita consumption of poultry meat, beef, mutton, poultry eggs, dairy products and aquatic products will increase to 18.61 kg, 7.45 kg, 4.35 kg, 25.52 kg, 63.2 kg and 44.6 kg respectively. In China, new e-commerce platforms are showing a trend of scale and specialization.

2.3. The MCN Model Prevails

MCN, full name of Multi-Channel Network, is an emerging business model, which integrates independent Internet celebrities to further strengthen production and operation until realization. At the same time, with the strong support of capital, it guarantees the quality output of content, so as to achieve stable realization.

Due to the scale of the Chinese market and the diversification of network platforms, China's MCN industry has won explosive development. MCN is a new type of business constantly emerging in the digital economy and cultural industries. It has the dual characteristics of both new media of cultural communication and new economy of online agriculture, which releases strong productivity, circulation and communication power. In recent years, under the background of rural revitalization, to promote the integration of the whole industrial chain and promote industrial revitalization, MCN model uses the Internet celebrity economy to promote the development of "agriculture, rural areas and farmers", providing a new opportunity for rural revitalization.

3. The Concept of "MCN+ Assist Agriculture" is Defined

"MCN+assist agricultural" is a new mode of industrial poverty alleviation that closely connects farmers, MCN institutions, e-commerce platforms and consumers. By providing financial support, professional guidance, technical supply, and content operation planning of agricultural products, MCN's hub work is fully utilized, and agricultural products are stably realized with the help of the new thinking of live broadcast supporting agriculture, flow assisting agriculture, and bringing goods to benefit agriculture. Promote the development model of rural revitalization.

4. Literature Review

According to the available literature, scholars mainly carry out relevant research from the following aspects:

4.1. Research on MCN.

This category focuses on the study of MCN model and development path, emphasizing fine content and specialization. In terms of MCN model research, scholar Chen Yanyan et al. (2016) [1] first proposed the MCN model of "Internet celebrity + live broadcast + e-commerce" at the MCN global [1] press conference, emphasizing that "red broadcast" is an upgrade of the traditional online celebrity live broadcast platform. Liu Ziqi et al. (2022) [2] pointed out that short video should be integrated across industries, and the "knowledge-based MCN", which takes mining high-quality authors as the core, creating high-quality IP, accurately serving corresponding users, and realizing knowledge realization as the main model. Han Ruzhang (2022) [3] pointed out that the MCN model should be innovated through Li Jiaqi's new e-commerce MCN model driven by livebroadcasting and papi Jiang's MCN model based on incubating celebrities as the main business.

In terms of MCN development path research, Yin Honghan (2022) [4] analyzed the current situation of MCN localization development, and proposed that MCN should adhere to "content is king", and high-quality content is the core competitiveness. Zhou Yang (2022) [5] analyzed the new ideas of transformation of the integration of radio and television and MCN, and proposed that the transformation of media integration should be carried out from the aspects of promoting account upgrades, giving play to brand effects, revitalizing social resources, and improving systems and systems.

4.2. Research on Live Broadcast to Assist Agriculture.

This category focuses on the research of the live broadcast agricultural assistance model from the perspective of specific villages and explores the various problems and development paths of live broadcast agricultural assistance. Yang Shoude (2022) [6] and others analyzed the current situation of "county magistrate + Internet celebrity" live broadcast model to help farmers alleviate poverty, and Wei Jing (2022) [7] et al. discussed the innovation path of mainstream media to help farmers in the post-epidemic period. Cao Yumin and Lu Lingling (2022) [9] conducted research on "TV +" live broadcast to help farmers, and proposed to start from communication, make good use of the model of on-site direct sales and the combination of online and offline for farmers, use the Internet to shorten the demand chain and supply chain, and transform the live broadcast of agricultural assistance to "normalization". Tan Jinyu (2022) [10] conducted research on the "short video + live broadcast" agricultural assistance model in Pingnan County, and proposed that the government should actively guide and carry out free training on the basics of live broadcasting, local people should work together to actively participate, and strengthen market supervision and improve the development path of after-sales service. Chen Yanqin et al. (2022) [8] took Chili Town, Huadu District, Guangzhou as an

example, pointing out that the supporting facilities and services of live broadcast lagged behind, the lack of rural live broadcast talents, and the low brand influence of agricultural products.

4.3. Joint Research on MCN and Agricultural Aid.

This broad category focuses on the development path of MCN+ farmers. Qiu Ling (2022)[11] proposed to build a county-level media integration "sinking" MCN platform, combining media advantages with rural industrial characteristics and industrial needs, relying on county-level integrated media, starting from the grassroots level and sinking to the village. Guo Weixin (2022)[12] analyzes from a macro level that online celebrities bring goods to help rural areas, and its entrepreneurial path needs to obtain more capital, create brands, improve quality, attract traffic, and extend the industrial chain. Zhang Huiping et al. (2022) [13] took MCN as a research variable to explore the path model of "MCN + new farmers" rural industry revitalization, mainly from the perspective of talents, emphasizing the importance of talent development to MCN to help farmers, aiming to solve the problem of talent hollowing.

In summary, there have been many literature studies on MCN and live broadcast farming, but there are few studies on the integration of the two, and most of the integration of MCN and agricultural assistance is based on theoretical analysis, and no specific examples are used for research. Therefore, on the basis of previous research, this paper will select Oriental Selection as the starting point to explore the innovation path of "MCN+ Helping Farmers".

4.4. Review

In the past, scholars have made a lot of research on the positioning and development model of MCN, and with the development of MCN, more and more attention is paid to the quality and innovation of content; The scholars analyzed the problems and development paths of live broadcast agricultural assistance from the perspectives of live broadcast agricultural assistance model, brand creation, technology and talents. Nowadays, the development model of MCN+ agricultural assistance is the general trend and there are relatively few studies in this regard, only the sinking model based on the macro level, county-level integrated media, and some analysis of new farmers and other perspectives are basically at the theoretical level, so the exploration of the development path of the MCN+ agricultural assistance model with examples is urgently needed in the context of rural revitalization and the popularization of the Internet and social platforms. Based on previous research, this paper will select Oriental Selection as the starting point to discuss the innovation path of "MCN+ Helping Farmers".

5. Oriental Selection "Marketing Analysis - Based on the ISMAS Model

5.1. The Connotation of the ISMAS Model

From the overall trend, the evolution of user consumption behavior model has roughly gone through three stages: from AIDMA to AISAC to ISMAS. In the era of traditional mass media, the AIDMA model is prevalent in the industry, which takes "attention" as the primary task, emphasizes that it is completely dominated by the seller, centered on mass media, and delivers information to users in one direction. In the Web 2.0 era (the traditional Internet era), people began to deconstruct the original marketing rules, and based on the AIDMA model, two typical behaviors related to the Internet - Search (search) and Share (share) - thus produced the AISAC model. At this stage, the behavior of users mostly shows an active trend, and the AISAS model realizes the transmission and penetration of information between consumers through "search" and "sharing". In the era of Web 3.0 (the era of the new intelligent Internet), the multi-media life leads to the dissipation of user attention and greatly improves the initiative, which makes the AISAS behavior model in the Web 2.0 era partially ineffective, so in order to study the new consumption trend driven by the new media environment, the ISMAS model came into being.

The ISMAS model is proposed by Professor Liu Dehuan of Peking University, which emphasizes the analysis of users' consumption behavior from five dimensions: Interest (raising interest), Search (information search), Mouth (forming word of mouth), Action (purchase action), and Share (sharing with others). The model illustrates two important trends in online marketing. First, the media-centric marketing model is transformed into a consumer-centric model; Second, the primary task of attracting attention has become the starting point of consumer interest.

5.2. I: "Bilingual + On-site" Live Streaming Stream, Which Reduces Culture to a Blow and Stimulates Consumer Interest

"People have me, people have me excellent" is an important tactic of differentiated competition. New Oriental, which started with English training, has a team of teachers with rich knowledge, who have solid teaching skills, humor, and eloquence, which can not only "bilingual teaching" but also turn the classroom into a talk show that integrates knowledge, viewing and fun. New Oriental teachers' entry into the live broadcast industry is undoubtedly a cultural downgrading blow, which is the core competitiveness of New Oriental teachers.

At the beginning, Oriental Selection determined the content operation strategy of "bilingual live broadcast", and did not take the traditional "goods rushing" route. Most people's first impression when they walk into the Oriental Selection Live Broadcast Room is: "I never thought that selling goods could still broadcast like this." "Different from the common form of live streaming, Oriental Selection moved the classroom to the live broadcast room. While introducing products, they supplement their bilingual knowledge and add a few life insights from time to time. For consumers who are accustomed to watching the live broadcast of traditional talents, the live broadcast of Oriental Selection Master is undoubtedly a clear stream. Oriental Selection released videos with the keyword "bilingual teaching" many times before the live broadcast explosion to warm up the live broadcast and stimulate consumers' interest.

In addition, Oriental Selection chose the live broadcast track. In addition to the regular live broadcast step by step, Oriental Selection has moved the live broadcast room to outdoor orchards and rice fields, and the layout of Oriental Selection on the agricultural road is getting deeper and deeper. The immersive live broadcast experience coupled with a full belly and funny explanation atmosphere stimulated consumers' interest.

5.3. S: Chicken Soup-style Soft Copywriting + Stand-up Comedy-style Story Explanation Detonates Public Search

In differentiated strategic competition, the difference in values is the core competitiveness that is most difficult to imitate. Oriental Selection chose to slow down the pace of live broadcasting, rely on soft copywriting and funny stories to achieve soft sales, cause interaction with netizens, and make the live broadcast room frequently searched. The anchor uses bilingual teaching to tell the fireworks of the world, throwing out stories to arouse resonance. The anchor introduces the product in English with standard pronunciation, and can also casually describe the product with "beautiful as a mountain spring and a bright moon, like the wind through a canyon, like a Midsummer Night's dream". "Don't panic, don't panic, there's moonlight when the sun goes down" "As you memorize the words, Alaskan cod is leaping out of the water; When you do the math, seagulls in the South Pacific are skimming the coast" and other golden phrases often occupy hot searches. In the process of explaining the product, the anchor will also talk about Chinese and Western historical stories or the transformation story of New Oriental Company, and output content around topics such as traditional culture, life, and ideals. Soft copywriting has been recognized by consumers' values and is a spiritual comfort in the difficulties of the times; Humorous stories resonate with consumers and get a genuine experience.

5.4. M: Brand Endorsement and Live Broadcast Help Farmers Create a Good Reputation and Enhance Brand Loyalty

New Oriental's own brand value and attention have made the best endorsement for the characteristics of the live broadcast platform. Oriental selection is transformed from New Oriental Education, New Oriental is committed to the all-round education of students, actively advocating social welfare, after the "double reduction" policy, a total of nearly 80,000 sets of desks and chairs donated to rural schools, New Oriental's good reputation and corporate image made Oriental Selection gain the goodwill and trust of consumers at the beginning of its establishment.

At the same time, Oriental Selection focuses on the "agricultural products" track, actively responds to the call of national rural revitalization, vigorously implements the economy of helping farmers, and steps on the lifeblood of the times, and the stock price rises sharply after New Oriental determines the strategic direction of "helping farmers". Oriental Selection launched the live broadcast on location, which not only provided sales channels for local agricultural products, but also allowed consumers to appreciate thousands of idyllic scenery, and also made great contributions to the development of the local tourism and cultural industry. Over the years, the good reputation of education and agricultural assistance has greatly improved consumer stickiness and established brand loyalty.

5.5. A: Open a New Form of Online Content Payment, Consumers "Place Orders with Passion" for Knowledge, Experience, and Feelings

Unlike regular live programs, which have advertisements, Oriental Selection is advertising with content. The Oriental Selection live broadcast room is one of the few live broadcast styles where the output of value content exceeds the output of products, and the copywriting of Oriental Selection ranges from English teaching, poetry and song, astronomy and geography to philosophy of perception, and netizens entering the live broadcast room are not sure for a while whether they are "product payment or knowledge payment". Some netizens ridiculed: "He spoke English from Chinese, from the midsummer sunshine to Shakespeare, from his mother's teachings to childhood dreams, from history to philosophy just to sell me a corn, what reason do I have not to buy it?" "

The three groups that account for the largest proportion of watching the live broadcast of Oriental Selection are former New Oriental students, parents of offline students, and people who are not willing to be ordinary. Some of them miss the old times and pay for their feelings; Some have trust in the brand and pay for the experience; Some identify with the values of the anchor, resonate with New Oriental's inspirational stories, and pay for sincerity. In the understanding of the traditional "selling" and "advertising" of live broadcasting, consumers have the idea of "buy one get one free" (buy something while gaining knowledge and pleasant experience), which increases the possibility of purchase.

5.6. S: High-quality Tone and Rich and Vivid Live Broadcast Content Encourage Consumers to Share in Real Time

On the one hand, the Oriental Selection live broadcast room did not choose a low-price strategy, but entered the high-quality track. Low-price-driven live TV is actually unsustainable. The degree of standardization of agricultural products is low, and consumers are more inclined to brand agricultural products and care about product quality. As an indispensable consumer product for every household, agricultural products are in high demand. With the improvement of living standards, consumers have higher requirements for the quality of agricultural products and pursue green and safety. Oriental selects high-quality tones in line with the trend of generational consumption, and consumers are willing to take the initiative to share with

relatives and friends, and even share with strangers they have never met through social platforms.

On the other hand, rich and vivid live broadcast content meets the spiritual needs of consumers, and valuable knowledge concepts are easy for consumers to actively spread and share. Oriental Selection's interaction with the audience is not limited to "bringing goods" and "online teaching", it also pioneered the interactive mode of "bringing goods + singing", such as the harmonica of the anchor yoyo and the ukulele of the anchor Qiqi have become the exclusive symbols of the anchor. Dong Yuhui talked about life philosophy, Qiqi and Yoyo band combination, Tianquan talks about crosstalk, etc., Oriental Selection constantly tries the "new game" of live broadcast with goods, creating a new consumption experience of "knowledge + entertainment + selling" for the audience, which is beneficial and interesting, prompting consumers and marketing numbers to share without hesitation.

6. Live Broadcast of Current Problems in Helping Farmers

6.1. The Content of Live Broadcast Agricultural Products is Homogeneous, and There is a Lack of Professional Talents

1) Homogenization of live content

At present, in the agricultural product video live broadcast industry, there is a contradiction that cannot be ignored between the large base of live broadcast user groups, the diversification of users' psychological needs and the programmaticization of live broadcast content. Live streaming of agricultural products has the advantages of low sales threshold, low cost and low risk, farmers only need to upload the video of agricultural products to the platform, and after passing a certain circle of fans, they can carry out the practical operation of live broadcast and bring goods.

Among these farmers, due to the lack of relevant e-commerce product promotion knowledge and systematic professional training, their means, content and discourse skills of live broadcast marketing are highly homogeneous, lack creativity and beauty, and easily cause audiovisual aesthetic fatigue of consumers in the live broadcast room. Throughout the live broadcast, the product introduction and interactive mode presented the characteristics of pattern and mechanization; Stylized live broadcast speech often has the characteristics of similarity and instruction. In order to achieve the purpose of "traffic monetization" faster, some tail anchors imitate the marketing method of live streaming goods by head anchors, but do not make corresponding judgments and adjustments according to their own agricultural product characteristics, number of fans and marketing effects, resulting in the aggravation of the "herd effect" problem.

2) Low talent fit

In the "live streaming mode", the ability of anchors as opinion leaders to disseminate information is a prerequisite for building consumers' trust in them, but the mechanism of its role is not clear. The personal influence of opinion leaders plays a crucial role in live streaming platforms, whether they are new influencers or veteran actors, audience attention and residency are the first factors that motivate their purchase behavior. Therefore, exaggerated performances and earthy marketing have become the key to live broadcasting, and the monotonous publicity method makes the audience more and more tired of watching. For live broadcast brands with agricultural products as the core, there are simple farmers bringing goods, single content and poor entertainment effects, and Internet celebrity anchors lack knowledge of agricultural products. At present, there is no high-quality vertical anchor of agricultural products, and this single homogeneous live broadcast style has no benefit to the long-term construction of agricultural products, and will even cause adverse effects, which will have a certain impact on the enthusiasm for purchasing. At present, there is a lack of a live

broadcast brand that is both interesting and helpful to rural poverty alleviation in the live broadcast environment, which can explain agricultural knowledge in a professional way, spread farming culture, and improve the level of live broadcast of agricultural products.

6.2. There are Quality Problems in Agricultural Products, and the Price Strategy is Unreasonable

1) False product promotion

While the live streaming of agricultural products is booming, there are also some live broadcasters of agricultural products who exaggerate publicity, falsify data, and use shoddy sales chaos, infringing on consumers' right to know. In order to increase the sales of products in the live broadcast room, some anchors exaggerate the quality of agricultural products in the live broadcast room, or use the means of "hunger marketing" to continuously stimulate consumers' desire to buy, resulting in a large gap between the agricultural products that many consumers see in the live broadcast room and the real agricultural products they get in their hands, reducing consumers' trust in agricultural product delivery anchors and the attention of live broadcast love to help farmers, so that consumers have a mustard psychology about the agricultural products brought by agricultural product anchors live broadcast.

2) Quality problems of agricultural products

There are many uncontrollable factors in the output of agricultural products, and the problems of pesticide residues, chemical additives, agricultural environmental pollution and toxins of agricultural products are all issues of concern to society and consumers. To ensure the quality and safety of agricultural products, it is necessary to start from many aspects, such as strengthening agricultural production management, promoting green agricultural technology, and strengthening the testing of agricultural products.

3) Single low-price strategy

For the audience watching the live broadcast, the benefits obtained by the audience can be divided into economic benefits and psychological benefits, and the satisfaction of psychological interests is a deeper consumer experience. The usual live broadcast marketing mostly uses symbols such as "low price" and "discount" to achieve the satisfaction of consumers' economic interests and create a "buy is earn" consumer experience. Such blindly low-price strategies are difficult to meet the needs of psychological interests, fast-paced and fragmented live broadcast content always lacks the core of spiritual value, and a single marketing model is easily imitated and surpassed by other live broadcast brands, and it is difficult to form a core competitive advantage.

6.3. Supply Chain Capacity is Insufficient and the Profit Model is Not Sustainable

1) Poor supply chain supporting services.

The quality of product supply chain services brought by live agricultural products cannot better meet the needs of consumers, which affects the "last mile" consumer experience of products. Due to the fact that farmers who live broadcast agricultural products rely on small-scale production and market dispersion to operate and manage agricultural products, and lack standardized and large-scale agricultural product production bases, the current supply chain of many agricultural products presents a situation of scattered operation in upstream production areas, cumbersome transportation and circulation links in the midstream, and poor sales experience of downstream agricultural products.

2) Lack of cultural connotation

From the perspective of agricultural product producers, some agricultural product producers hope to stimulate consumers' desire to buy by using low-price promotion strategies, but lack awareness of brand building, cultural content empowerment, quality control and product

added value of agricultural products. From the perspective of live streaming anchors, due to the lack of in-depth exploration of the cultural connotation of agricultural products and the image building of brand identity, it is difficult for their products to highlight their distinctive characteristics and unique value in many agricultural product categories, and it is difficult for their products to occupy a certain share in the fierce live streaming market, which restricts the influence and repurchase rate of local agricultural products in consumer groups.

7. "MCN+ Helping Farmers" Innovation Path

7.1. Create a Professional "Agricultural MCN" and Reconstruct the Aesthetics of Cultural Heritage

It is not difficult to see from the marketing analysis of Oriental Selection that Oriental Selection focuses on institutional brands and does not rely on any anchor. It builds trust with consumers through the company's brand, and personal charm is only one aspect of drainage, not a leading role. Learning from the practice of oriental selection, we can create a professional "agricultural MCN", clarify the personnel and standards that need to be cultivated, go deep into the countryside to investigate and tap the variety resources of rural characteristic agricultural products, and the incubation objects can be college students specializing in agriculture, culture and tourism, farmers with rich experience in native life, and IP figures who have become famous farmers. For the selected suitable incubation objects, customize the development direction of the account according to the characteristics, video style, operation mode, etc. of the e-commerce platform consumers, and build a differentiated video style, but it does not depart from the cultural heritage of the main "agricultural MCN". The style of the incubator should be both bright and not deviate from the general picture. IP accounts can be widely used by mining rural life and rural memories to evoke the nostalgic memories of new farmers; You can also start with landscapes such as farmland and tile houses, presenting the charm of traditional Chinese villages, such as Jiangnan Water Town.

7.2. Multi-angle Simultaneous Construction of a "3+2+1" Propagation Matrix

In the same communication medium, "Agricultural MCN" can build a short video communication matrix with a famous account as the core, improve the communication intensity, expand the search scope, and narrate from multiple perspectives of rural perspectives to meet the preferences of different audiences for rural life. A "3+2+1" communication matrix can be constructed between different communication media, that is, 3 types of comprehensive platforms - video, graphic and text, and reviews, 2 types of vertical platforms - live broadcast, e-commerce, and 1 type of private domain traffic platform - WeChat community. On this basis, short video networks can be used to promote the revitalization of rural industries by detonating hot spots, creating topics and other means.

7.3. High-yield, Differentiated and High-quality Content to Form a Good Brand Reputation

The case of Oriental Selection shows that the difference in values is the core competitiveness that is most difficult to imitate. History proves that bad cultural videos with curious content and vulgar content are ultimately no return and cannot be continued, such as Teacher Guo's "Guo Yan Guo Yu" instantly exploded, but was eventually banned for its sensational bad cultural live broadcast. "Agricultural MCN" needs to deeply cultivate vertical content, and must not blindly pursue popularity and traffic to lose the direction and theme of development, and do not lose the big because of the small. First of all, we must have brand building thinking and tell a good brand story. Secondly, product quality and after-sales guarantee should be put in the first place, improve consumer stickiness and loyalty, and have a repurchase rate. Finally, video

content should be relevant to agricultural characteristics, emphasizing that consumers are immersed, feel and resonate.

7.4. Use Online Media to Share High-quality Information in Real Time and Enhance Brand Value

After the epidemic, the Internet economy has made a rocket leap, and the speed of online media transmission is in seconds. "Agricultural MCN" needs to standardize the content output of account IP, so that good things can spread thousands of miles, enhance the brand value of its own products, and actively promote rural characteristic culture. For example, Li Ziqi's short videos are spread with the labels of "oriental culture" and "traditional Chinese culture", setting off a trend of pursuing oriental rural aesthetics overseas, showing China's success in poverty alleviation to the outside world, and publicizing China's rural life model and becoming a popular content creator.

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