Research Article

The Innovative Development Path of Financial Media Based on Mobile Edge Computing Technology from the Perspective of Rural Revitalization

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Received 2 January 2022; Revised 18 January 2022; Accepted 19 January 2022; Published 9 February 2022

Academic Editor: Xin Ning

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Rural Revitalization is a systematic and complex strategic project that must keep up with the times while also taking into account the times' characteristics and social development. The media should be at the forefront of rural revitalization efforts. The interaction of various "forces" is required for the successful implementation of the rural revitalization strategy. The county-level financial media center, as a "force of the media," will encourage mainstream media to overcome their own development challenges, become an important mainstream public opinion publicity platform, and aid in the realization of the great cause of rural revitalization. For rural comprehensive revitalization, big data provides new means and tools. It is not only a powerful support for rural comprehensive revitalization, but also an important means of realizing the integrated development of the digital economy and rural revitalization, as well as improving the quality and level of rural revitalization. We need to accelerate the realization of agricultural and rural modernization to implement the rural revitalization strategy, and the construction of smart countryside is an important embodiment of agricultural and rural modernization. Mobile edge computing technology has become ingrained in many aspects of social production and daily life. With the power of MEC, urban radio and television must accelerate the pace of multiscreen and multifrequency interaction, as well as online and offline integration; create an all-media instant communication and interactive platform; make new media products suitable for rural audiences; realize integrated development of urban and rural areas; and improve the influence and credibility of new media on agricultural communication. From the perspective of rural revitalization, this paper will investigate the development path of financial media under the influence of data mining (DM) and mobile edge computing technology.

1. Introduction

In recent years, various changes have taken place in rural areas, which are no longer what they used to be [1]. Under the law of resource allocation, various resources tend to flow to cities, including information resources, compared with counties, which leads to the gap between the rich and the poor in urban and rural areas not only in terms of income, but also in terms of information gap [2]. Mining news stories from the data and expressing the data by storytelling can make a flesh-and-blood data news work—here, it includes not only the stories behind the data that are difficult to express with the data itself, but also the premise or conclusion where the data are located [3]. Rural decline has

become a global phenomenon as a result of urbanization and modernization, and the gap between urban and rural areas is widening every day, causing some developing countries to fall into the "modernization trap" [4]. To bear the historical responsibility of uprising, rural revitalization necessitates the concerted efforts of urban and rural residents, as well as public opinion and information support from radio and television media. Rural recession is a significant barrier to long-term development [5]. Foreign developed countries have taken corresponding measures to promote rural revitalization and balanced urban-rural development in the late stages of urbanization [6]. People's perceptions of open and diverse new media have gradually shifted, affecting traditional media's original authoritative closed

communication mode [7]. The rural revitalization strategy is a deeper requirement of new rural construction because it coordinates urban and rural development, changes rural backwardness, promotes urban-rural integrated development, and realizes agricultural and rural modernization. It is critical to integrate the media in order to conduct data-driven research and promote the development of rural informatization on a large scale [8].

Media integration is moving toward the development stage of media deep integration, which will have far-reaching influence and even change on the media pattern and social governance [9]. Most counties cannot integrate into the wave of information economy due to the drying up of information resources, and information poverty and economic poverty are getting worse day by day, which are mutually causal and form a double “Matthew effect,” so it is urgent to promote information work with the power of one country [10]. On the one hand, media convergence has brought great impact to traditional media, which makes it face many challenges brought by new technologies in the aspects of communication and reception relations, process management, institutional mechanisms, and human resources. On the other hand, it also brings innovation opportunities to traditional media in various aspects such as optimizing news production process, innovating business profit-making mode, and coordinating multisubject roles [11]. The development of the media A report is enough to start millions of tongue conversations. It is in this way that crossregional people’s exchanges and communication become possible. Local public opinion topics may gradually form and interpret into national public opinion topics [13]. With the change of financial media, the countryside is no longer scattered, isolated, and inconsistent. We will also follow the development of the times and make the countryside prosperous and strong [14].

Communication channels are regarded as the most important resource endowment of media organizations in the age of mass communication. It has given stronger impetus to social governance and rural revitalization through the continuous and in-depth development of integrated media [15]. Integrated media has become the current infrastructure and operation platform in every way. The new pattern of communication brought by digital media has weakened its value, and the game among various powers in the production field of media products has changed dramatically, bringing significant changes to the situation of grassroots communication in China [16]. The integration of urban radio and television has pushed new media communication to the forefront of public opinion propaganda in recent years [17]. The live broadcast of new media video and audio has become the preferred method of extending the reach of business and publicity activities, and new media users such as WeChat have embraced it. WeChat’s official account and mobile client have surpassed one million users, laying the groundwork for rural revitalization propaganda and service capabilities, as well as the development of an all-media communication system for agricultural services [18]. There are changes in national culture inheritance under

the influence of modern media, mutual blending and infiltration of different cultures, new development and changes in national culture, and so on. With the country’s development, and following the massive transformation of various villages, vigorous rural infrastructure movements have sprung up in various locations. Village-to-village access, Internet, e-commerce service points, express delivery, and 4G signals are becoming increasingly popular in rural areas. In China’s “rural revitalization” strategy [19], integrating media data to drive the countryside and help the media get out of resource depression plays a critical role.

2. Related Work

According to literature [20], with China’s rapid economic development, the urbanization process is speeding up, and the urban-rural dual structure is becoming more prominent. The “chassis” of China’s ideological and public opinion work, as well as the “cornerstone” of the country’s long-term stability, is communication activities through various levels of media organizations [21]. It is necessary to stick to the priority development of agriculture and rural areas and to accelerate the modernization of agriculture and rural areas in order to implement the rural revitalization strategy. By excavating the environment created by technology, we can improve the intelligence level of rural planning, construction, management, and service. The construction of a media integration center, according to the literature [22], is an important measure to encourage mainstream media to break through their own development dilemma at this stage. The integration of traditional mainstream media resources, which should be repeated on the original platform, as well as the integration and intercommunication of information technology and rural revitalization, can be facilitated by media integration. According to the literature [23], DM provides reliable statistical data for scientific implementation of rural revitalization strategies, making agricultural statistical data rich in content and scope and providing foot bath to better serve rural revitalization and development, thus providing reasonable suggestions and theoretical support for strategic requirements [24]. The collaboration between Zhongrong Media and DM transforms traditional villages by extracting hidden potentially useful information from a large number of fuzzy and random original stacks, performing data analysis and data fusion, and providing strong evidence for business decisions. Literature [25] takes “using data to convey unique news value” as the concept, boldly innovates in data sorting and expression forms, creates high-quality data news products, which rank first among similar media in terms of quantity, quality, systematization, specialization, and standardization, and is called “benchmark” of the industry [26]. Under the background of implementing the rural revitalization strategy, DM and rural revitalization should be deeply integrated to play the role of “booster” of DM, so as to provide all-round strong support for promoting the implementation of the rural revitalization strategy, which is also the proper

meaning of implementing the rural revitalization strategy [27]. By selecting a reasonable statistical index system and applying DM algorithm, we can investigate the comprehensive performance of counties and cities from multiple angles, obtain more scientific and reasonable rural division, provide statistical empirical support for the classified implementation of rural revitalization strategy, and put the theory of rural revitalization into practice [28]. Traditional media in China got involved in media integration relatively late, most of the related researches were qualitative research, and most of them were conducted from the perspective of media transformation, while quantitative research on Internet thinking was relatively scarce [29]. DM-enabled rural revitalization will explore the internal mechanism, influencing factors and optimization strategies of rural revitalization with the help of “full sample data” mining and processing, continuously improve the effective supply of rural revitalization resources, and finally realize the grand goal of comprehensively revitalizing the countryside.

To summarize, under the influence of media integration, data mobile phones and processing capacity are supported by DM technology, participating in rural revitalization in a variety of ways, talking with data, analyzing the characteristics and hotspots of rural areas and cultural aspects, studying the regular distribution, and building the platform in three forms: news + service, news + government affairs, and n . In terms of “prosperous industry, ecological livability, rural civilization, effective governance, and rich life,” the financial media provided a large amount of content materials and policy support here, which met the objective requirements of rural revitalization in terms of “prosperous industry, ecological livability, rural civilization, effective governance, and rich life.” Simultaneously, it serves an essential role in integrating rural information resources, guiding and serving rural audiences, and developing and inheriting rural culture.

3. Rural Areas under the Combination of Media and Data Mining

3.1. Data Mining Technology Promotes the Revitalization and Development of Rural Areas. The DM process generally includes three stages: data preparation, DM, and result interpretation and evaluation [30]. Compared with the traditional data flow, its flow speed mainly involves the speed of data acquisition, storage, analysis, and processing of valuable data. For DM, considering its very large amount of data, its data flow naturally has the characteristics of rapid change, so it will obtain high-speed data processing speed. To implement the rural revitalization strategy, we must strengthen the fighting fortress role of rural grassroots party organizations, truly transform the political and organizational advantages of grassroots party organizations and the advantages of contacting and serving the masses nearby into working advantages to promote rural revitalization, and provide a strong organizational guarantee for rural revitalization [3]. The relationship between rural revitalization and media integration is shown in Figure 1.

I can create a multilevel government DM platform based on DM technology, strengthen grassroots organization management through mobile edge computing technology, and create sunshine government affairs to achieve better organizational revitalization. It is beneficial for higher authorities to assist grassroots organizations in carrying out their work while realizing grassroots organization supervision and management, and it is also conducive to mobilizing the enthusiasm of the general public and giving full play to their positive role in rural revitalization. However, data on effective governance and rural civilization currently fall under the category of microdata. When combined with macrodata from industry, it has the potential to affect the model's performance, and indicators of county economic development and social construction can reflect their values from the side. It is necessary to measure the clustering trend of data sets in order to avoid distortion of clustering results. The commonly used measurement method is Hopkins statistics, which can be expressed as follows:

$$H = \frac{\sum_{i=1}^p w_i}{\sum_{i=1}^p u_i + \sum_{i=1}^p w_i}, \quad (1)$$

where w_i is the nearest distance from the sample point to the original data set, u_i is the nearest distance from the generated random point to the original data set, and p is the number of random points randomly distributed in the data space and sample points extracted from the data. When h is about 0.5, it means that the distribution of sample points is similar to random distribution; when h is close to 0 or 1, it indicates that the data distribution is regular.

Based on the improvement of general principal component clustering, this method improves the distance formula. After principal component extraction, the formula of weighted sample distance can be obtained:

$$d_{ij}(q) = \left(\sum_{k=1}^s \beta_k |F_{ik} - F_{jk}|^q \right)^{1/q}, \quad (2)$$

where d_{ij} is the distance between the i -th and j -th sample points; Q is a positive integer, often taking 2; F_{ik} and F_{jk} represent the sample point and the value of the k th principal component, respectively; and $\beta_k = \lambda_k / \sum_{k=1}^s \lambda_k$ and λ_k are the eigenvalues of the k th principal component. The weight β_k reflects the proportion of the principal factor to the total eigenvalues and emphasizes the weight of variables with larger eigenvalues, which reduces the clustering deviation to a certain extent. The clustering effect is evaluated by the contour coefficient or the correlation coefficient of the proximity matrix. When the clustering finally gets n categories, the contour coefficient is

$$s_i = \frac{b_i - a_i}{\max(a_i - b_i)}, \quad (3)$$

a_i is the average distance from a point to other points in a class, and b_i is the minimum value of the average distance from a point to all points in other $(n - 1)$ classes. In actual calculation, the contour coefficient of a class is the average value of the contour coefficients of all points in the class.

FIGURE 1: Relationship between rural relations and financial media.

3.2. Path of Data Mining Practice. Rural revitalization now has a new technical method thanks to DM. It is a crucial way to use digital technology to promote rural revitalization and agricultural and rural modernization. However, there are some issues in the practice process, such as insufficient supporting measures, flawed infrastructure, insufficient technical talent, and sloppy data sharing. It promotes innovative measures in the areas of platform development, system improvement, and talent development. Promote the use of DM in the rural revitalization strategy, and achieve real-world results. Rural revitalization is a long-term, dynamic, and complex strategic project that must evolve in tandem with the times' characteristics and social development. As a unique feature of the Internet era, DM offers a new way of thinking and evaluating rural revitalization performance. In some parts of China, DM has been used to aid rural revitalization, and it has had a positive impact on many aspects of agriculture and rural life. The following three experiences have been accumulated through practice and combination.

First, establish a perfect DM collection, sorting, and application system. In the DM era, database technology has developed by leaps and bounds, and has the characteristics of data transformation, connection, and sharing. In the process of developing DM, the type of target data is the focus of attention. We should choose the appropriate data type from reality in order to give full play to the role of DM. Rural areas should give full play to the advantages of DM mining technology, make full use of various types of data, and further improve the value of data. Combined with the working characteristics of DM center construction, do a good job in organization guarantee and responsibility implementation around data collection, data processing, unified release, network security, etc. Improve and perfect the system of regular research and judgment, work notification, public opinion counseling, network management, and control of rural revitalization DM center; continuously improve the construction, operation, and supervision system of rural

revitalization DM center. The rural data processing platform is shown in Figure 2.

Second, establish a DM center for rural revitalization with the integration development model of "media + government affairs." The use of DM in the media industry is still in its early stages, and some pioneers are attempting to plan and create programs using accurate DM analysis. DM mining, in comparison with traditional data, has a wide range of applications and a high commercial value, which is critical for government and business development. We can provide timely decision-making reference for the government and data support for the development of agriculture and rural areas in the next stage by creating a database of key indicators of agriculture and rural areas, collecting and sorting data in real time, and comparing and summarizing the experiences of other regions. For example, crop adjustment and output control can be done reasonably using the DM prediction function to meet market supply and demand; using Internet plus technology, actively expand the brand effect of Luoding rice, use e-commerce means to expand market sales, and push agricultural products to the entire province, the entire country, and the entire world. The release process and release objects of the media are shown in Figure 3.

Third is a novel application to improve the efficiency of decision-making. People have more convenient and fast channels to get a large amount of data under the background of DM, but because the amount of data is too large, and it is mixed with a lot of useless information, people urgently need to find a method of mining and analysis, so that they can get a large amount of data with different personalities they need within this period of time, while also analyzing and screening the data according to their own requirements, scale the data proportionally to make it fall into a small specific interval, which is often used in the processing of some evaluation indexes, and convert it into dimensionless pure values to make comparing and weighting indexes of different units or orders of magnitude easier. In this paragraph, Z-score

FIGURE 2: Rural data processing platform.

FIGURE 3: The publishing process and publishing objects of the integrated media are shown in Figure 3.

standardization method is adopted, and the data are processed as follows:

Transform the sequence $x_1, x_2, \dots, x_n$:

$$y_i = \frac{x_i - \bar{x}}{s},$$

$$\bar{x} = \frac{1}{n} \sum_{i=1}^n x_i,$$

$$s = \sqrt{\frac{1}{n-1} \sum_{i=1}^n (x_i - \bar{x})^2},$$
(4)

Steps are as follows:

Step 1: Calculate the arithmetic mean (mathematical expectation) $\bar{x}_i$ and s_i standard deviation of each variable (index).

Step 2: Standardize.

$$z_{ij} = \frac{(x_{ij} - \bar{x})}{s_i}, \quad (5)$$

where z_{ij} is the standardized variable value and x_{ij} is the actual variable value. The standardized variable values fluctuate around 0, with values greater than 0 indicating higher than average and values less than 0 indicating lower than average. After data integration, verification and elimination are carried out continuously, and finally the final information that needs decision-making is obtained.

Every type of data will introduce data complexity when analyzed using the rural revitalization index system. Each variable contains a certain amount of information, but the importance of each variable varies, and there is some correlation between variables, causing the information of variables to overlap. To reflect the majority of the information provided by the original variables, that is, to reflect the degree of rural revitalization development through the explanation of new variables, it is necessary to extract common factors through principal component analysis. The formula for calculating the factor is as follows:

$$f_{in} = \sum_{j=q}^{27} q_{jn} \cdot x_{ij}, \quad i = 1, 2, \dots, 14, j = 1, 2, \dots, 33, \quad (6)$$

$$n = 1, 2, \dots, 7,$$

$$S = k \times f_1 + k \times f_2 + k \times f_3 + k \times f_4 + k \times f_5 + k \times f_6 + k \times f_7. \quad (7)$$

From these two formulas, we can get the main components of factors before and after rotation, so as to analyze

the accuracy of data variables and improve the decision-making rate.

4. Result Analysis and Discussion

While the construction of county-level financial media center is the realization path of rural revitalization, the implementation of rural revitalization strategy also brings opportunities for the development of county-level financial media center, especially in improving the influence of mainstream media. Through the DM results, we can get a preliminary conclusion that the number of concerns cancelled by the concerned financial media is small and stable compared with the number of new concerns, so the continuous expansion of the number of new concerns should be the key point to optimize the management mode in the next stage. The annual data also show that Tuesday, Wednesday, and Thursday are the time nodes with relatively concentrated new numbers. The comparison of the number of people who pay attention to the relevant reports of financial media is shown in Figure 4.

Judging from the results of data index mining, although the financial media is in its infancy, it still has an overall influence on public opinion and is maintaining a slow growth trend. Also in the reading of pictures and texts, preliminary conclusions can be obtained through mining results. “Collection rate,” “multiple reading rate,” and “reposting rate” are its advantage indicators. It can be seen that “secondary transmission or virus transmission ability is relatively strong, and the efficiency is high.” The readers of the graphic text and the number of reposts are shown in Figure 5.

Financial media not only needs the attention of the outside world, but also the attention of our internal villagers needs data mining feedback. By contrast, villagers are the main force of rural construction. Only with the support of villagers, financial media can get rich data resources, and now it can cooperate with rural development and promote rural economy. Because of the backward rural economy and incomplete information, it is difficult to directly accept the media, and it is also difficult to directly face the camera and the text. They do not know the driving public opinion of a text, let alone the current economic development trend. The annual survey of villagers’ satisfaction with the media is shown in Figure 6.

The era of DM is approaching, thanks to the rise of financial media. As a result, many rural economies have grown, some agriculture has begun to produce farmhouse music, and many rural areas have erected cultural barriers to allow urban people to participate in rural tourism development. Media integration not only promotes rural development through data culture, but it also promotes the integration of rural and urban economies, indicating that there are more media integration possibilities in the future. Figures 7 and 8 depict the media’s trend in the release of farm music and rural tourism.

It can be seen from the figure that since 2010, the release trend of farmhouse music and rural tourism has been increasing in the foot. From the beginning of single data

FIGURE 4: Comparison of the number of followers related to financial media reports.

FIGURE 5: Graphic readers and the number of reposts.

FIGURE 6: Villager satisfaction test.

development to now, the media release our farmhouse music and rural tourism according to the address, culture, seasonal distribution, time distribution, and spatial distribution of farmhouse music. Through off-season and peak-season

FIGURE 7: Trends in the release volume of farmhouses and rural tourism.

FIGURE 8: Seasonal release map of the farmhouse.

travel, the countryside can make full use of regional culture and promote economic development, which makes the realization of the masses gradually be pulled into the countryside, which implements the strategy of rural revitalization.

Of course, because our current data and the original data will have significant conflicts and differences, allowing FusionMedia to apply directly is impractical. Onlooker data are currently available on governance effectiveness and rural culture. If the industry's macrodata are inconsistent, it will affect our data modeling. In the AGNES and the weighted principal component distance clustering algorithm, the Hopkins statistical method is used in the formulas (1)–(3), and the ward method is also used as the metric for the distance between the clusters. The ward method calculates the distance between classes based on the principle of minimizing SSE, which compensates for the lack of an objective function in hierarchical clustering to some extent, as shown in the diagram below, and the method is used more frequently in clustering algorithms. The comparison between ward algorithm and Hopkins algorithm is shown in Figure 9.

FIGURE 9: Comparison of ward algorithm and Hopkins algorithm.

FIGURE 10: Rural revitalization and development map.

According to the above formulas (6) and (7), in the statistics of rural construction, the data are prominent. We can analyze which data are significant and which data are not significant from a certain factor variable. Variables can only influence each other under a certain common factor. This factor is also called a common factor, and we can calculate the development degree of rural revitalization according to the weighted sum of these factors. Rural development and revitalization are shown in Figure 10.

5. Conclusions

The media integration center's difficulties and challenges can only be solved to a large extent by promoting and implementing the rural revitalization strategy, which also reflects the indivisibility of the media integration center's construction and the rural revitalization policy. Rural revitalization is a major theoretical innovation and strategic decision by the CPC Central Committee to revitalize the countryside in its entirety, in light of China's current agricultural and rural development situation. We will create an intelligent, livable, humane, convenient, and safe living

environment for the villagers by utilizing Internet of Things, cloud computing, artificial intelligence, GIS, DM, and other technologies in the areas of hardware facilities, rural governance, rural services, and rural management, while also providing efficient, safe, and convenient intelligent management services for the villages. Integrating media centers as a new thing, pursuing and exploring new things in the process of rural revitalization is bound to have a profound impact on the development of rural areas in China, and it will help rural areas implement revitalization policies and strategic planning to a large extent. According to DM, media workers can achieve high-quality development of media integration centers, release their vitality and value in rural revitalization, and then realize overall rural revitalization only when they recognize the flaws and find a breakthrough path in the process of actively promoting the organic combination of media integration center construction and rural revitalization strategy. My research still has many flaws due to the time constraints, and I will continue to improve it later.

Data Availability

The data used to support the findings of this study are included within the article.

Conflicts of Interest

The author does not have any possible conflicts of interest.

Acknowledgments

This study was supported by Scientific Research Fund project of Xijing University in 2021—Research on the Function and Innovation PATH of Rural Communication in the Environment of Converged Media (Grant no. XJ210112).

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