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Research on Opportunities and Communication Strategies of Chinese Rural Stories from the Perspective of "South - South Communication"

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Abstract:
With the continuous deepening of South-South cooperation, rural areas, as the foundation and development aspiration of global southern countries, have gradually become the main fields of China's support to southern countries and the important carrier of Chinese path to modernization. This article starts from the theoretical perspective of rural communication and South-South communication, and adopts the research method of in-depth interviews to conduct a detailed study on the content of the interviewees' speeches, mutual communication, and the inherent connection between Chinese rural stories and the macro political and economic background of southern countries around the world. Through research, this article concludes that the dissemination foundation, dissemination platform, and expression methods of Chinese rural stories in southern countries around the world will significantly affect the dissemination effect of the content. This article summarizes the challenges and opportunities faced by the "southern turn" of Chinese rural stories in the field of international communication, and summarizes the dissemination strategies of Chinese rural stories from the perspective of South-South communication.

Keywords:
Global South, Rural dissemination, South-South cooperation, International communication

1 Introduction

The report of the 20th National Congress of the Communist Party of China clearly pointed out that "accelerating the construction of Chinese discourse and narrative system, telling Chinese stories well, spreading Chinese voices well, and presenting a credible, lovely, and respectable image of China." While committed to "telling Chinese stories well" and presenting a comprehensive, multidimensional, and authentic image of China to the international community, promoting China's core concepts, practical wisdom, and solutions to the world has become an important issue that urgently needs to be explored in the current era. Since the implementation of the rural revitalization strategy in China, rural areas have shown unprecedented development vitality. Among them, the comprehensive victory in poverty alleviation is particularly significant, marking China's world-renowned achievements in rural poverty reduction. In this process, China has relied on long-term deep cultivation and unremitting exploration in the rural field, not only successfully helping rural populations break free from the constraints of poverty, but also accumulating valuable experience in poverty

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reduction and promoting comprehensive rural revitalization. In view of this, incorporating the development stories of rural China into the core agenda of international communication is of great significance for showcasing the rich practices and significant achievements of rural revitalization in China.

Given the complexity of the international situation and the strategic adjustment of China's foreign policy, based on the arduous process of its own antiimperialist and anticolonial struggle, China has established a principled stance of fighting alongside the oppressed nations of the world and jointly resisting power. In the 1970s, China further elaborated on the far-reaching "Third World" theory, demonstrating its profound analysis and unique understanding of the international landscape. After entering the 21st century, with the continuous practice and deepening of South-South cooperation in the political field and regional economic integration, high-level political discourse within the international communication framework has also shown a trend of "turning south". At the same time, many countries in the global South are still deeply mired in poverty, especially in rural areas where the scale of poverty is huge and the thirst for poverty reduction experience is extremely urgent. The development wisdom accumulated in China's rural areas can precisely meet this demand. Therefore, the narrative of rural development in China is particularly important at present, and it is a highly valuable "Chinese chapter" that is disseminated to southern countries.

However, the reality shows that China's current international communication practices still have a significant "urban centrism" color, and the images of rural areas and farmers outlined mostly focus on decline, "hollowing out", or as burdens and challenges in the modernization process. This is clearly disconnected from the vivid practice of rural revitalization and urban-rural integration development that is currently flourishing, in terms of discourse expression and practical effectiveness. More importantly, in order to break through the cognitive barriers and stereotypes constructed by hegemonic countries through media manipulation, and promote rural economic exchanges and cultural dialogue among southern countries, there is an urgent need for in-depth theoretical exploration and practical and effective communication strategies. However, upon examining the current reality, the depth of research on the dissemination status and strategies of China's rural development stories in southern countries around the world is still insufficient in the academic community in China. The attention received is relatively limited, and the topic heat is low, which has not become a core issue in the field of South-South communication. Given this, conducting in-depth research on the development stories of Chinese rural areas from the perspective of countries in the global South and proposing actionable communication strategies is undoubtedly of great significance.

The following questions arise regarding this: why can telling good rural stories become an important component of the international communication of the "southern turn"? What are the challenges and opportunities in telling the stories of Chinese rural areas from a global southern perspective? How to solve the problem of "what to transmit" and "how to transmit" Chinese rural stories in "Southern Cooperation"?

2 Literature Review

2.1 The international dissemination of Chinese rural stories

The phenomenon of Chinese rural stories in the current international communication perspective has attracted research from multiple perspectives in academia.

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Scholars Zi Ding and Yunlong Ji published a paper in 2024 titled "Digital Communication Strategies and Practices of Rural Culture from the Perspective of 'Artistic Village Revitalization': Taking the Digital Communication of Heze Peony Culture as an Example", which comprehensively analyzed the international communication channels and methods of Heze Peony Culture from the perspective of digital communication. The paper pointed out that artistic village revitalization can combine digital presentation with international dissemination of peony culture, empowering the development of the peony industry.

Chaoxia Liu and Taowen Ding, literary figures, conducted a detailed study on the international dissemination of rural themed documentaries in China from the perspective of communication carriers in their paper *"A Brief Exploration of the International Communication Path of Chinese Rural Documentaries"* published in 2023. Their research showed that in order to efficiently develop the value of international communication, it is necessary to explore paths such as inclusive cultural character, market expectations for "global villages", and philosophical guidance for "the unity of all things", thereby promoting the "crossing the sea" and "rooting" of Chinese rural stories.

Finally, scholar Yingqi Bai's paper *"Cross Media Narrative Research on China's Poverty Alleviation Stories - Taking the Cross Media Narrative of the 'Cliff Village Story' as an Example"* published in 2023 conducts a comparative study of the "Cliff Village" and events such as the "Hongqi Canal", "Winter Olympics", and "100th Anniversary of the Founding of the Communist Youth League" in Daliangshan, Sichuan Province, China from the perspective of cross media narrative. Its research shows that news works, video works, literary works, and stage works enable the story content of "Cliff Village" to be disseminated on multiple platforms, enriching the narrative map of poverty alleviation stories and extending the lifecycle of "Cliff Village" IP. In the future, exploring the international path of China's poverty alleviation stories in rural areas needs to be based on the spirit of poverty alleviation, leverage the advantages of cross media storytelling, adhere to the audience centered approach, actively call on fans and audiences to participate in storytelling, so that poverty alleviation stories can extend from on-screen cognition to immersive experiences, and thus add momentum to the continued development of rural revitalization.

The three directions summarized above have mainly been studied by researchers on how to effectively spread Chinese rural stories at the international level, but they have overlooked the innovative perspective of using rural areas as a method to explain China's path in "South -South communication", which can provide poverty reduction experience for countries in the global South facing the problem of "poverty", thus breaking the cognitive barriers and stereotypes set by hegemonic countries manipulating the media, and strengthening the development of rural economy and cultural exchange among countries in the global South.

2.2 The phenomenon of South-South communication

With the increasing cooperation among developing countries in the late 20th century, the South-South communication theory was gradually developed by Indian scholar Daya Thussu in her academic research and papers. This theory explores media cooperation and information dissemination issues among developing countries and has received high attention from domestic and foreign scholars, achieving many research results.

Foreign scholar Solís Rojas Leonor's paper "*Reflections on Environmental Science and Social Media from the Global South: Rural and Indigenous Communication and Audiovisual Communication in Social Media*"

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published in 2022 studies the role of environmental communication in the global South from the field of environmental communication, and supplements the theory and practice of environmental science from an inclusive perspective.

Foreign scholars Justine Humphry, Maren Hartmann, Will Marler, and David Lowis published a paper in 2024 titled "*Digital Differences Beyond Stable Housing: A Study of Global Homelessness and Mobile Media*", which supplements the theory at the level of group communication by studying the experiences of people and communities living on the margins of social and economic power in the global South from the perspective of mobile media and communication.

"*The 'Southern Turn' of Global Communication: Theoretical Reconstruction and Paradigm Innovation*" published in 2024, domestic scholars Anbin Shi and En Zheng combined the actual phenomenon of "de Westernization" with South-South communication theory, proposing to provide a universal paradigm and southern wisdom for cosmopolitanism and the community with a shared future for mankind..

Domestic scholar Hongyu Zhu and Anbin Shi published a paper *"The History and Propositions of the 'Global Sout' Communication Theory: The Imagination of the Global 'Knowledge' Network"* in 2024, combined the South-South cooperation phenomenon being initiated in China with the global South communication theory as 'local knowledge', and proposed that the core proposition of the global South communication theory should be based on the perspective of the knowledge global history of the global 'knowledge' network from five perspectives: subject, narrative, platform, system, and goal, and considered the possibility of expanding the explanatory space and integrating communication of theoretical knowledge.

The three directions summarized above have not been studied by researchers from the perspective of rural communication to investigate the phenomenon of the "southern turn" of Chinese rural stories in the field of international communication. Therefore, there is no answer to the questions about "why telling good rural stories can become an important component of the 'southern turn' of international communication" and "what are the multiple roles and communication strategies of rural stories from the perspective of South-South communication".

2.3 Question raising

This article starts from the phenomenon of South-South dissemination of Chinese rural stories and attempt to answer the following questions:

Q1:What is the current status of international dissemination of Chinese rural stories?

Q2:What factors make the unique characteristics of Chinese rural stories stand out in the global South dissemination field?

Q3:What are the main issues and reasons for the existence of Chinese rural stories during the process of South-South dissemination?

Q4:What practical significance does improving the dissemination effect of Chinese rural stories under the perspective of the global South have?

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Q5:What other factors can enhance the dissemination effect of Chinese rural stories in the Southern cooperation field?

3 Research Method

This article adopts the research method of in-depth interviews, attempting to answer the above questions.

3.1 Interview outline production

The interview questions are mainly divided into three parts.

The first part mainly involves the basic information of the interviewee, including their age, region, occupation, and other basic information.

The second part is to reduce the research question to an interview question. Guide them to answer their views on the current situation of South-South dissemination of Chinese rural stories, the significance of spreading Chinese rural stories in southern countries around the world, the main problems in the process of South-South dissemination of Chinese rural development stories, and suggestions for promoting the dissemination of Chinese rural development stories in South-South cooperation.

The third part, preparation, mainly involves potential deep digging issues. During the interviews and research process, the researchers made every effort to avoid the four ethical issues and deviant behaviors emphasized by scholar Al-an Bryman: (1) causing harm to the research participants; (2) Do not use informed consent documents or materials; (3) Infringement of privacy of research participants; (4) Deceiving research participants. And if the interviewee has any questions or dissatisfaction that they do not want to answer during the interview, they can remain silent or withdraw midway. The interview materials that the interviewee declared unwilling to disclose were not included or cited in this study.

3.2 Selection of interviewees

This study conducted 30 minute semi-structured in-depth interviews with 20 interviewees with backgrounds in sociology, communication studies, and agriculture. The interview will start in October 2024 and end in January 2025. The interviewees first include master's and doctoral students studying in China at the International College of Harbin Normal University, and secondly, more research samples were collected through social media platforms such as Tiktok, Xiaohongshu, and Weibo. According to the maximum sampling principle of qualitative research methods, when the 20th interviewee is recruited, all interview content is sufficient to answer the research questions, and the sample collection deadline is reached. The respondents have differences in age, occupation, education level, and region, and the degree of homogenization is low.

The interview will be conducted through WeChat text interview. The interview results were compiled into a verbatim transcript, with a total word count of over 12000 words. The process of handling the interview content was completed by the author. The basic information of the interviewees is shown in Table 1.

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Table 1 Basic information of the interviewee

Number	Gender	Age	Occupation
1	male	23	Student
2	male	24	Student
3	female	24	Student
4	female	25	International student
5	male	25	International student
6	male	26	International student
7	female	27	International student
8	male	27	International student
9	male	28	Freelancer
10	male	28	Freelancer
11	female	29	Freelancer
12	female	32	Self media blogger
13	female	35	Self media blogger
14	male	36	Self media blogger
15	female	37	Professor
16	male	38	Professor
17	male	41	Professor
18	female	42	Professor
19	female	45	Professor
20	female	46	Professor

4 Research Findings and Discussion Points

When we conducted further in-depth interviews on the path selection of Chinese rural stories in South-South dissemination and attempted to obtain answers, we were pleasantly surprised to find that the dissemination foundation, platform, and expression methods of Chinese rural stories in southern countries around the world all affect the dissemination effect. The interviewee's response supports my idea about the specific aspects that will affect the audience's attention to Chinese rural stories during the dissemination process.

4.1 Strengthen internal propaganda and build a solid foundation for the South-South dissemination of rural stories

Currently, the dissemination of rural stories in China appears to be relatively singular, which to some extent reflects the lack of exploration and innovation in rural development story materials in our country. The root cause lies mainly in the low attention paid by various sectors of society to rural development stories. In other words, this problem stems from insufficient promotion of rural development stories in China.

Mr. Wang, the interviewee, said, "I think telling the story of rural development in China to countries in the global South is a public welfare undertaking. In order to stimulate the initiative and enthusiasm of various social forces, it is necessary to strengthen the coordination and leadership role of relevant government departments." Lin classmate had different opinions on this, "Mainstream media has the role of propaganda and controlling public opinion guidance. By guiding all sectors of society to pay attention to rural develop-

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ment stories through media platforms, it can create an atmosphere for telling rural development stories well." Ms. Jiang, the interviewee, added, "I remember Xinhua News Agency has a database called 'China's Good Stories', which divides 'telling China's stories well' into five categories of sections: 'learning', 'striving to achieve dreams', 'governing the country', 'win-win cooperation' and 'Chinese Culture'. If a database related to rural development stories is built and classified based on this, such as industrial development, ecological civilization construction, cultural inheritance, poverty alleviation, etc., the dissemination subject can more conveniently access and obtain information content, enriching their knowledge reserve of Chinese rural stories.

Based on the different responses from the interviewees, the author has identified specific practical strategies to strengthen the government's overall planning role, enhance the media's publicity role, strengthen the guidance role of higher education, and leverage the promotion role of think tanks to enhance internal publicity and build a solid foundation for the external dissemination of rural development stories.

Firstly, strengthen the government's role in overall planning. Specifically, local governments need to provide corresponding financial support and policy guidance based on local conditions, creating a superior internal propaganda environment and conditions for media, universities, think tanks and other sectors of society, and inspiring more social forces to participate in the domestic dissemination of rural development stories. Secondly, local governments should take the lead in planning and organizing a series of themed activities and creative competitions, such as the "Telling Wonderful Stories of Rural Development" essay contest, speech and documentary production competition. These activities can not only effectively expand the material library of rural development stories, but also enhance public participation awareness. Through interaction and communication in the activities, they can further stimulate the creative passion and inspiration of various sectors of society for rural development stories.

Secondly, strengthen the role of media publicity. Local media should increase their coverage of rural development stories, improve their frequency and coverage, and vividly showcase the practical exploration and significant achievements of local rural development to the general public through various channels such as setting up special columns and broadcasting special documentaries. In addition, the public should be actively encouraged to submit articles to local media, share stories of rural development and changes in their respective hometowns, and select excellent and infectious rural development cases from them for recognition and promotion, as an important material and highlight for local media to promote rural development stories.

Thirdly, strengthen the guiding role of higher education. Utilizing higher education resources to enhance the social attention of rural development stories is particularly important for local agricultural and forestry higher education institutions. On the one hand, by offering characteristic teaching courses and adopting a teaching strategy that deeply integrates theory and practice, students are guided to deeply learn and understand rural development examples rich in regional characteristics, thereby enhancing their cognitive depth and interest in rural development stories. On the other hand, as a "highland" for talent cultivation, universities rely on their abundant teaching resources to cultivate a group of professional talents who are good at discovering, compiling, and promoting rural development cases, producing high-quality and diversified rural development case materials, thereby further enriching and innovating the dissemination content system of rural development stories.

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Fourth, leverage the role of think tanks in promotion. In this study, think tanks play the role of the "source of wisdom" for rural revitalization, and can directly touch on numerous vivid examples of rural development. Its job responsibilities include extensive collection, systematic organization, and careful screening of rural development cases, and actively committed to promoting and popularizing these cases to the public, in order to enhance their understanding of rural development stories. Based on this, think tanks can also be seen as a key force in promoting rural development stories to gain more attention.

4.2 Building a South-South dissemination platform for rural development stories

Given the limitations in scale and strength of China's international communication media, the key issues that urgently need to be addressed include: how to expand the dissemination path of rural development stories in countries in the global South, build an effective international communication stage for communication subjects, and provide necessary technical support in the communication process.

Interviewee Paul said, "The reason why 'Village Supermarket' and 'Village BA' have attracted widespread attention both domestically and internationally, and their significant increase in overseas influence, is due to the strategic cooperation mechanism established between China Central Radio and Television Station and the Guizhou Provincial Government. This cooperation effectively builds a high-quality platform for international dissemination for 'Village Supermarket' and 'Village BA', and effectively promotes China's rural sports culture to go overseas." Ms. Liu, who serves as the director of the Journalism Department at Harbin Normal University, said, "Although it is not yet common for Chinese media to collaborate with mainstream media from southern countries to spread stories of rural development, the documentary *'China's Poverty Alleviation'* jointly produced by China Global Television Network (CGTN) and PBS SoCal, a public television network in the United States, has received a warm response, demonstrating the important value and positive significance of cooperation between mainstream media at home and abroad." Ms. Li, a we-media blogger, also expressed her opinion, "Just like internet celebrities such as Ziqi Li and Qianxun Jiang, they have aroused strong interest in China among overseas audiences and provided new ideas for spreading stories of rural development.

From this, it can be seen that forming a joint external publicity force between central and local media, strengthening cooperation between mainstream media at home and abroad, and fully leveraging the role of we-media in international dissemination of rural development stories are important measures for building a South-South dissemination platform for rural development stories.

Firstly, form a joint external publicity force between central and local media. We should fully utilize the potential of local international communication media in promoting rural development stories and actively showcase high-quality and iconic rural development stories from various regions. By integrating local international communication resources, on the one hand, it can promote the synergistic effect of central and local we-media in the South-South dissemination of rural development stories, achieve resource complementarity, and open up more international communication channels for rural development stories; On the other hand, it helps to discover and disseminate rural development stories and models with distinct local characteristics, prompting the international community to no longer be limited to a single perspective to examine China, but to comprehensively understand China from multiple local perspectives. Therefore, it is urgent to integrate the international communication capabilities of central and local media, build a two-way complementary interna-

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tional communication system, and build an efficient international communication platform for rural development stories.

Secondly, strengthen cooperation between mainstream media at home and abroad. Compared to domestic communication, the core characteristic of international communication lies in its profound cross-cultural nature, which essentially constitutes a cross-cultural exchange and interaction. In this communication process, overseas audiences often exhibit certain psychological defenses and resistance when facing foreign cultural information, inevitably facing "cultural barriers," "cultural collisions," and "cultural adjustment difficulties." Given this, relying solely on mainstream media in China to promote rural development stories to countries in the global South is difficult to fully bridge the gap of language and cultural differences, and the dissemination effectiveness is relatively limited. Therefore, strengthening the collaboration between mainstream media at home and abroad in co creating communication content, cultivating professional talents, and expanding communication channels is particularly crucial and urgent.

Thirdly, fully leverage the role of we-media in international dissemination of rural development stories. As a new communication mode, we media refers to the behavior of ordinary people releasing information and news independently through the Internet and other media. This mode has broken the previous dominant position of official media in international communication, and has increasingly become a key platform for daily communication and exchange. At present, we media platforms such as international version Tiktok and microblog are widely popular in international exchanges, with a large user group. In this context, the international dissemination of rural development stories urgently needs to be deeply explored and utilize the advantages of we-media. On the one hand, we-media can expand the dissemination path of rural development stories in countries in the global South, providing useful "assistance" for official international communication media; On the other hand, vividly telling the story of rural development from a public perspective and using a language system that is approachable and easy to understand can help reduce the psychological defense of the audience and enhance the acceptability of information.

4.3 Optimizing the expression of international dissemination of rural development stories

According to cross-cultural communication theory, language and cultural differences constitute one of the key factors restricting the widespread dissemination of rural development stories overseas. Given that these differences objectively exist and are difficult to avoid, international communication practices need to strive to minimize the negative impact of language and cultural differences on the transmission of rural development stories, ensure accurate and effective information is conveyed to overseas audiences, and significantly enhance the effectiveness of story dissemination.

Graduate student Han pointed out that "the short film *'A Poverty Alleviation Story in a Cup of Coffee'* uses animation to vividly describe how Yunnan coffee beans help local people out of poverty and move towards rural revitalization. This three-minute video has won more than 100 million praise and broadcast on overseas social media, setting an outstanding example of poverty reduction for southern countries in the world." Flora timely added, "At present, in more than 70 countries covered by the 'the Belt and Road' initiative, the common language of many countries is not English, Russian or Arabic. It can be inferred that the language carrier of rural development stories in developing countries is mainly small languages. Therefore, it is particularly

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important to implement multilingual translation and dissemination of rural development stories to meet the needs of different language audiences and broaden the geographical and cultural boundaries of story dissemination."

After conducting in-depth research on some interview responses, it was found that the dissemination of Chinese rural stories in southern countries around the world mainly relies on images and text, with a few presented in documentary form. The overall style tends to be serious and lengthy. This not only increases the difficulty for overseas audiences to understand key information, but also reduces the appeal and emotional value of the story. In the context of the "new media" era, the forms of information presentation are becoming increasingly diversified, such as animation, movies, TV dramas, and popular science books, which are more likely to attract audience attention and quickly convey information content. Faced with the high demand for information intuitiveness from overseas audiences, as well as language and cultural differences between different countries, the dissemination strategy of China's rural development stories urgently needs to be adjusted. On the one hand, we should actively explore and innovate the expression forms of story content, such as using vivid and interesting media such as animation, to cross the boundaries of language and culture, enhance the attractiveness and infectiousness of the story. On the other hand, given that language is a bridge connecting different cultures and the world, improving the translation quality of rural development stories has become the key to breaking through communication barriers. High quality translation can not only accurately convey the original meaning of the story, but also enable overseas audiences to better understand and feel the development and changes of rural China while preserving cultural characteristics, thereby effectively enhancing the dissemination effect of the story. Therefore, strengthening the cultivation of translation talents, introducing advanced translation techniques and concepts, and carrying out targeted cultural adaptability adjustments are all indispensable measures to improve translation quality.

In summary, the dissemination foundation, platform, and expression methods of Chinese rural stories in southern countries around the world will all affect the dissemination effect. A sound communication foundation, platform, and correct expression can enhance the dissemination effect of Chinese rural stories in southern countries around the world.

5 Summary and Reflection

This study conducted a theoretical analysis of the "southern turn" phenomenon of Chinese rural stories in the field of international communication through in-depth interviews, attempting to answer the questions of opportunities and path choices for Chinese rural stories from a global southern perspective. Research has found that the dissemination foundation, platform, and expression methods of Chinese rural stories in southern countries around the world can all affect their dissemination effectiveness. The approach of strengthening internal publicity, building a solid foundation for the South-South dissemination of rural stories, establishing a South-South dissemination platform for rural development stories, and optimizing the expression of international dissemination of rural development stories can improve the dissemination effect of Chinese rural stories in southern countries around the world.

This study proposes rural communication beyond the perspective of "urban centrism", reflecting the precise

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and international development of rural communication in China. On the other hand, it also provides a path choice for the obstacles faced by rural communication in modern China's global southern context.

The innovative attempt to explain China's path through rural areas has provided valuable poverty reduction experience for countries in the global South. By sharing successful cases of China's rural areas in economic development, social governance, cultural heritage, and other areas, it can provide reference models and strategies for other countries facing poverty problems, and promote poverty reduction worldwide. At the same time, this process also provides new development ideas for China to comprehensively promote rural revitalization, and promotes the deep integration of rural communication theory and practice. In addition, against the backdrop of increasingly fierce competition for cultural leadership in the global South, breaking the cognitive barriers and stereotypes set by hegemonic media towards China requires telling the stories of Chinese rural areas well to countries in the global South, building a more effective international communication narrative system, so that China can establish its own discourse highland in the global public opinion field, enhance international influence, and provide strong support for rural communication and even the shaping of the country's international image.

However, it is worth noting that this study also found that using inappropriate methods to promote Chinese rural stories in southern countries around the world can lead to cultural misunderstandings and barriers, fall into the trap of formalism and excessive exaggeration, and trigger negative effects such as diplomatic risks. This is worthy of vigilance and reflection.

Due to limitations in funding, language, and space, this study still has certain limitations, such as the limited scope of interviewees and the inability to conduct field investigations abroad, which to some extent affects the persuasiveness of the research conclusions. In addition, there is currently little research on rural development stories from a global southern perspective, and the scope of research involved is relatively broad. Therefore, the author's views and opinions on the opportunities, significance, dissemination content, and strategies of Chinese rural stories in South-South communication still have shortcomings, and relevant research suggestions need to be revised and adjusted according to the actual situation.

In future research, researchers in the field of international communication may need to pay more attention to the phenomenon of the "southern turn" of Chinese rural stories in the international communication field, as well as expand the research and practice of combining rural communication with South-South communication.

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