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A Study on the Image Analysis of Farmers on the New Media Platform of People's Daily under the Theory of Media Construction

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Abstract:
This article takes the Weibo account of People's Daily as a survey sample and uses content analysis method from the perspective of media construction theory to analyze the overall image characteristics of Chinese farmers it shapes, and how the influence of social fields such as the 20th CPC National Congress affects the image shaping of media. And through horizontal comparison with the People's Daily newspaper, explore the ways of constructing the image of farmers in different media.

Keywords:
Farmer Image, Media Construction, New Media, People's Daily

1. Introduction

In contemporary Chinese society, the vast rural areas are constantly undergoing changes. At the end of 2023, data from the National Bureau of Statistics showed that the number of permanent residents in rural areas decreased by 14.04 million compared to last year, and issues such as land loss remained prominent. However, in the process of poverty alleviation and common prosperity, rural areas remain an important area for China's social development and grassroots governance. As the main body of rural areas, farmers are full of active contributors and wealth creators, and we need to pay enthusiastic attention to them.

As the official newspaper of the Communist Party of China and the largest newspaper in China, the *People's Daily* adheres to the principles of politicians running newspapers and CPC spirit. In recent years, it has combined the advantages of new media to pay attention to agriculture, rural areas, and farmers(the "three rural issues"), using vivid reporting as a starting point to identify problems and promote progress.

In the new era of socialist construction, we have observed that with the deepening of ideological goals, the main image of farmers has quietly changed in the reports of the *People's Daily*. The theme of the report has shifted from poverty alleviation to becoming prosperous, achieving common prosperity, and driving wealth; The shift in reporting style from an objectified gratitude theme to a subjective and diverse one provides a rich media model for better expanding the influence of common prosperity and boosting confidence in rural areas.

We are curious about this: Has there been any change in the media construction of farmers by the *People's Daily* through new media platforms before and after the The 20th National Congress of the Communist Party of China? What are the characteristics of shaping the image of farmers under the new media approach of *Peo-*

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ple's Daily?

2. Literature Review

2.1 The Construction of Media Image for Farmers

In the context of common prosperity, the issue of farmers is of utmost importance for high-quality development. The analysis of the image of rural media in China mainly focuses on literature, television and film arts, and news media.

The construction of literature is represented by typical works of writers. Sun Liling and Zhang Hongyun believe that Lu Xun, starting from his own experiences and homesickness, constructed a group of ignorant and numb images of small farmers such as Ah Q and Kong Yiji, showcasing the spiritual shackles of old-fashioned farmers. With the changes of the times, new types of farmer images in contemporary novels have emerged with the contradiction between "running away" and "defending the land" as the main theme.

The exploration of film and television art shows that the rural population faces problems such as lack of image, insufficient resources, and stereotypes. But in the context of new media and rural revitalization, the discourse power of farmers must be improved.

The research on the image of farmers in news reports began around 2005. Professor Fang Xiaohong, with the *People's Daily* as the target, pointed out that the image of farmers has the advantages of comprehensiveness, dynamism, and balance, with the problems of fixed topics being one-sided, single, and lacking positive typical examples. Shi Jing believes that the image of farmers portrayed in Southern Weekend can be divided into ten categories: wealth leaders, migrant workers, rural women, etc., which are representative and typical. Wu Xingyue pointed out that the image of farmers in the Farmers Daily is diverse, up-to-date, and upright, but it has the disadvantage of public life overwhelming family life. In summary, the construction of the image of farmers in mainstream domestic newspapers is characterized by comprehensive and diverse types, timely and dynamic reflection, while flat promotion is a disadvantage.

Since 2014, the portrayal of farmers in the news industry has shown two major trends: media and government agendas, and association with news dissemination laws, as well as three major shortcomings: being too orthodox, positive, and "public".

Nowadays, the rural population can construct their image through self media, short videos, and other means, which presents two major directions: stigmatization of ugliness and curiosity, and beautification of reputation in the style of Li Ziqi. Farmers are increasingly gaining autonomy in image shaping, making it easier to showcase rural life, but the value orientation and media literacy behind it should also be given attention.

2.2 The Analysis of Farmer Reports in People's Daily

Scholars often explore the changes in the image of farmers in the *People's Daily* through annual vertical comparisons. As Cui Xiaoxiao believes, farmers have gradually grown from "pursuers of a prosperous life" under the reform and opening up to a "modern" image that integrates new agricultural operators, new farmers, and co-builders of beautiful rural areas since the 18th CPCNC. At the same time, due to social status and other limitations, migrant workers and landless farmers have certain particularities as vulnerable images. Zhu

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Dan's survey shows that the "sense of distance" in the construction of the image of migrant workers in the *People's Daily*: labeling, otherness, positioning as a supporting role, etc. Under the tone of positive publicity, the current situation and resolution of the issue of farmers' discourse power remain the top priority of analyzing the image of farmers.

In addition, the representativeness and comprehensiveness of *People's Daily* make it a typical example of mainstream media shaping the image of farmers. Such as, Zhang Qiuxiang, a 1960s female farmer researcher who dared to think and act ;Tong Jinfeng, a poor farmer with a firm class stance, and Guo Xiuming, a branch secretary concerned about the public sphere, among others. However, typical shaping cannot avoid specific problems such as template, labeling, and lack of individual discourse power. It is necessary to innovate narrative techniques and focus on the details of character personality.

2.3 The Construction of Farmer Images through the New Media Approach of People's Daily

The legal representative Weibo account of People's Daily was launched in 2012 and has 153 million followers as of February 2024. It has the longest and most influential presence in its "two micro and one end" new media matrix. Therefore, this article takes this as the main research object.

People's Daily Weibo (hereinafter referred to as @ *People's Daily*) shapes the overall image of farmers through typical characters that align with policy directions, and focuses on people's livelihoods, moral guidance, and humanistic display. From the perspective of party members and cadres such as Huang Wenxiu, or small figures such as left behind children, to showcase positive and official examples of poverty alleviation, as well as Yuan Longping and rural teachers who demonstrate the virtues of dedication and dedication.

Overall, the current exploration of @ *People's Daily* mainly focuses on media transformation and digital news production, with a pragmatic tendency greater than theory. There is a relatively small number of in-depth research on content analysis of client side reports. Therefore, research on the construction of its farmer image is still in the initial stage, and few scholars have studied the new characteristics of farmer image shaping under the new media client from the perspectives of content framework, discourse analysis, etc. Therefore, questions about its connotation and changes have not been answered.

2.4 Question Raising

This article will start from the theory of media construction and attempt to answer the following questions:

Compared to traditional paper media channels, has there been any change in the perspective of the *People's Daily*'s new media platform on the construction of rural media images before and after the 20th CPCNC? What are the characteristics of the image of farmers under the new media approach?

3. Research Method

The "image" studied in this article refers to the beliefs, concepts, and impressions people hold about a certain object. Furthermore, the "image of Chinese farmers" refers to the relatively stable perception and evaluation of Chinese farmers in politics, economy, society, and other aspects by citizens, organizations, and media of China or other countries. According to the mechanism of image formation, the image of Chinese farmers

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can be divided into material and symbolic levels: the former is the overall view of the farmer's impression formed by people in specific and perceptible material forms. The latter refers to the overall impression of Chinese farmers formed in people's minds due to the influence of symbols such as language or images. This study mainly analyzes the symbolic images formed under the language system.

3.1 Content Analysis Method

This article will adopt a content analysis based research method to interpret and read the content of farmer related reports on new media platforms such as *People's Daily* and its Weibo account, interpreting the text content to explore its true significance, constructing a comprehensive understanding of the motivation, perspective, and influence of *People's Daily*'s farmer reporting, and attempting to answer the above questions.

3.1.1 Assumption

Based on the previous question, corresponding hypotheses are proposed here:

H1: Compared to before the 20th CPCNC, the image of farmers after it is more positive.

H2: Compared to traditional media, new media has a more diverse perspective on reporting on farmers and a richer image of farmers.

To prove the hypothesis, this article plans to use news reports on the individual image of farmers recorded in the @ *People's Daily* account from 2014 to 2023 over the past decade as the source. Using the above research methods, we will summarize the image characteristics through horizontal comparisons between similar types of reports, and summarize the image changes through vertical comparisons over time. The focus will be on showcasing the effect of shaping the image of farmers from a new media perspective.

3.1.2 Research steps

In terms of print media, the corpus used in this article is selected from the *People's Daily*'s graphic and textual database, which was distributed in different sections from July 2014 to December 2023, involving comprehensive reports, communications, and news related to farmer interviews. Using the "Octopus" data scraping tool, approximately 3138 reports with keywords such as "farmer" and "three rural issues" were searched from the graphic and textual database within a time range for titles, subtitles, or shoulder titles, A total of 88 reports with clear identities and established images were selected from them, and the total number of line symbols was 100471.

In terms of new media platforms, this article mainly focuses on the content of @ *People's Daily*'s legal representative Weibo. The analysis selects relevant Weibo posts related to individual farmer interviews, reviews, and news published in the "Original" section from July 2014 to December 2023. After removing disaster relief propaganda, unsold propaganda, and other content, the article uses the "Octopus" data scraping tool to search for about 71 Weibo posts with the connotation of "farmer" keywords from its Weibo interface within a time range, Among them, there are 41 Weibo posts with video reports and a total of 9698 line characters.

Firstly, the media construction theory suggests that frequently used high-frequency content words can continuously present a certain intention to the audience or readers, thereby influencing their attitudes and impressions towards the speaker or other related matters. Therefore, this article will use the "3D Text Cloud Software" to analyze the word frequency of Weibo content collected from 2014 to 2023, and analyze the lan-

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guage symbol factors frequently used in individual farmer reports, such as what words @ *People's Daily* usually uses to match "farmers", what emotional tendencies the words have, and what kind of reader impression they create, with high-frequency content words as the entry point, Thus exploring what kind of farmer image is formed by these common vocabulary.

Secondly, through horizontal content comparison, it is speculated that @ *People's Daily* has created a model of farmer image in its reports over the past decade. Through vertical time comparison, it is explored whether there will be bias differences in the shaping of farmer image based on the social background, especially with the continuous progress of ideology before and after the 20th CPCNC, in order to analyze whether it can integrate social structural factors such as the goal of common prosperity and the new direction of the 20th CPCNC into propaganda, Rooted in the farmers from a diverse perspective, forming fresh perspectives and image changes.

Finally, as a "media Weibo", @ *People's Daily* can flexibly serve as a core participant and agenda setter in public events in the new media era, which is a path for traditional media to improve communication channels and seek alignment with the public opinion field. However, different media identities will inevitably lead to differences in perspectives when reporting similar issues. Therefore, with the focus and keywords of the report as anchor points, this article will compare and analyze the differences in perspectives and effects of new media platforms such as *People's Daily* and Weibo in shaping the image of farmers.

It should be noted that the statistics on the identity and image of farmers in the report are not one-on-one. Many personal images in the report show a changing or composite form: for example, CPC members and cadres in a certain village who are also leaders in wealth creation; The heroic deeds of a certain farmer embody both "willingness to help others" and "integrity/bravery". Based on the above premise, a statistical analysis was conducted on 88 newspaper reports and 71 Weibo content on the Weibo platform. The list is as follows:

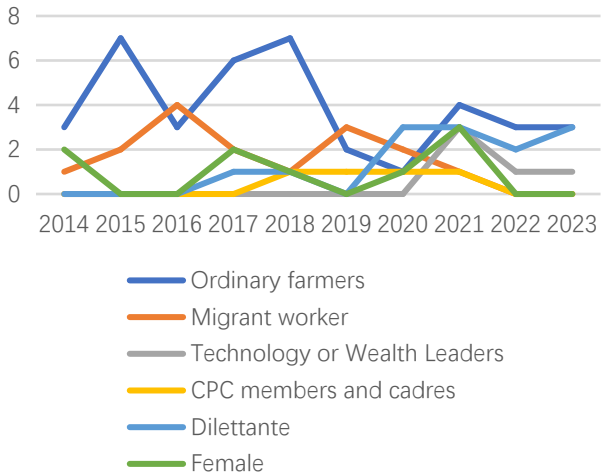


Figure 1 Trends in Reporting on Farmer Identity in People's Daily

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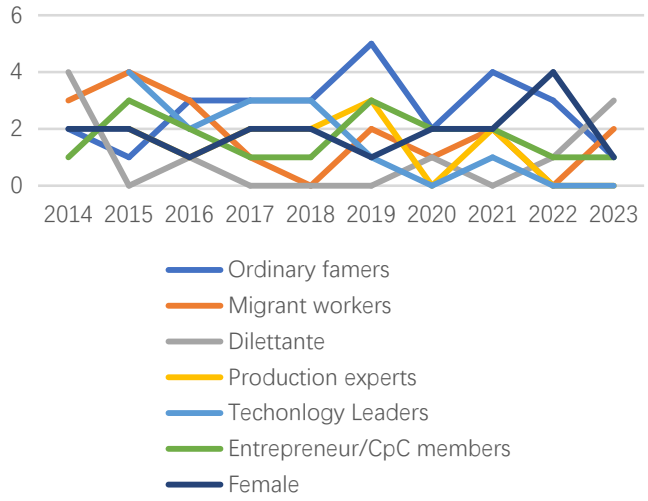


Figure 2 Trends in Reporting on Farmer Identity in People's Daily

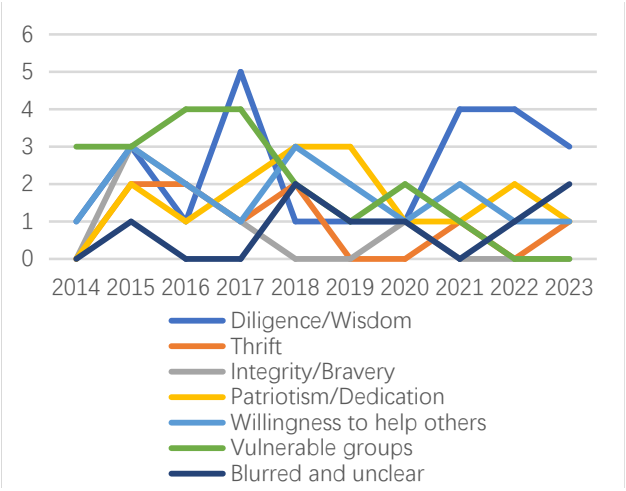


Figure 3 @ People's Daily Farmer Image Change Trends

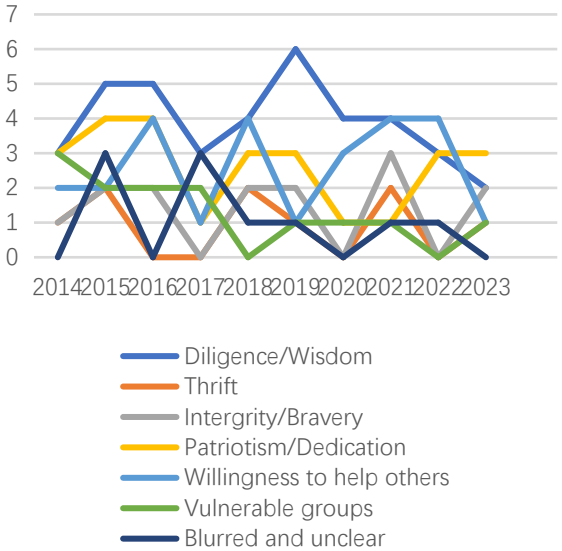


Figure 4 Trends in the Image of Farmers in People's Daily

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4. Discussions and Findings

In this study, the content analysis method was used to analyze the Weibo content of @ *People's Daily* about the individual image of farmers, compare it with the farmer content reports on the newspaper side, and explore the differences in the presentation of farmer images on different media carriers; At the same time, text analysis is used to conduct vertical comparisons from dimensions such as identity, connotation, and personality, to explore whether there are differences in the description, wording, and context of the image of farmers in @ *People's Daily* before and after the 20th CPCNC.

4.1 Research data presentation

Firstly, elaborate on the reporting tendencies and identity display data of @*People's Daily* on farmers. Among the 71 Weibo posts mentioned above, the vast majority pay attention to the identities of ordinary farmers and migrant workers, accounting for 54.9% and 22.5% of the total, respectively. Among them, the identity of ordinary farmers also includes negative backgrounds such as disability, under disaster, and the death of family members, with a total of 16 items involved. Typical figures such as Shen Jilan, a rural representative of the National People's Congress, and Zou Bin, a post-95s construction worker who achieved zero breakthroughs for China in the skills competition masonry project, have been mentioned multiple times. At the same time, around the 20th CPCNC, the number of presentations about farmer art enthusiasts increased. In terms of image shaping, the personality patterns of "diligence/integrity" and "patriotism/dedication" showed a relatively stable increase after the 20th CPCNC, with the highest total number. However, the number of Weibo posts related to "vulnerable groups " showed a clear downward trend. In terms of reporting frequency, it reaches the peak during the annual Farmers Harvest Festival, while the related reports of migrant workers are more stable than those at the end of the year and the beginning of the year when they seek salaries and return to work during the Spring Festival travel rush.

Secondly, elaborate on the data of the *People's Daily* newspaper. In terms of the number of identity reports, it focuses more on the image of technology and wealth leaders, accounting for 31.8% of the total 88 related reports, followed by reports on ordinary farmers, accounting for 30.7%. Compared to the identity presentation on Weibo, the farmers presented in the newspaper hardly have any negative information about themselves, such as disabilities. In terms of image presentation, it can be seen that the image of "diligence/integrity" is also the focus of newspaper coverage, with 39 related reports. Next are "patriotism/dedication" and "willingness to help others", both of which are covered in 26 articles. Overall, the " vulnerable groups " is also showing a downward trend.

In terms of emotional tone, there is a commonality between the both of them, that is, they clearly adhere to the style of CPC newspapers, focus on positive image shaping, and form a positive and upward publicity effect, while the ambiguous neutral image in the line chart is relatively small and decreasing year by year. Therefore, in the selection of examples, there is a tendency to showcase the new image, new style, and new achievements of farmers. For example, @ *People's Daily* focuses on showcasing the achievements of farmers in scientific and technological innovation, cultural undertakings, and moral character from a small perspective, accounting for 48% of the total. The *People's Daily*, on the other hand, tends to focus on stories such as hard work, technological farming, and rural revitalization, highlighting the dominant position of farmers and making them the main focus of its coverage. Thus, while transmitting positive energy, it also enhances the social status and sense of identity of farmers.

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4.2 @People's Daily and the Image of Farmers

As a new media platform of the *People's Daily*, the media image created by its Weibo account inevitably plays a dual role in promoting policies and conveying public awareness. Its shaping not only regulates the overall impression of farmers among the general audience, but also affects the self-awareness and emotional value of farmers themselves, who are the main body of China's high-quality development struggle. As a result, it subtly affects social norms and forms media tension.

4.2.1 Changes in the image of farmers before and after the 20th CPCNC of @People's Daily

Since the 20th CPCNC, socialist construction has entered a new era. With the development of society and changes in the political environment, the media has also undergone profound changes in shaping the image of farmers. As one of the most influential social platforms in China, *@People's Daily* relies on its authority and credibility to publish information, set agendas, and guide ideas in the public opinion field. On the other hand, it emphasizes audience feedback and stimulates the enthusiasm of the masses to participate in public affairs. Therefore, how it presents the image of farmers has a significant impact on public perception.

Based on the trend analysis of the 71 Weibo posts mentioned above and referring to the line charts drawn in Figures 1 and 3, it can be concluded that *@People's Daily* has made adjustments to the image shaping of farmers in the following two aspects:

Firstly, changes in the description of the image of farmers. Through the discount comparison in Figure 3, it can be seen that before 2022, the image of farmers in *@ People's Daily* was described multiple times as simple, hardworking, and thrifty. Among the 42 related Weibo posts from July 2014 to December 2019, 45.2%, almost half, were related to "tragic and vulnerable" characters. For example, in 2014, "# Abnormal Death of Female Migrant Workers # Police Stepping on her Hair", "More than 80 migrant workers in Beijing failed to get paid and stayed overnight, crossing the street underground", in 2015, "Zhengzhou vegetable farmers earned more than 2400 yuan in four days and four nights and were stolen and cried on their knees", and dozens posts about unsold agricultural products were sought on Weibo. The fragility, insignificance, helplessness, and marginalization exhibited by farmers at this stage were magnified by the media. After the 20th CPCNC the number of reports on the image of "vulnerable groups" of farmers has steadily decreased. The number of positive image reports such as "diligence/wisdom" and "patriotism/dedication" has remained stable and accounts for the majority, such as Su Yibin, a 43 years old farmer who took the college entrance examination in 2022, and Jiang Xuexia, who resigned from her high paying job and returned to her hometown to generate income in 2023. Whether for self-improvement or for the prosperity of their hometown, the image of farmers has gradually transformed into innovation, be enterprising, and modernization after the 20th CPCNC. This change not only reflects the positive progress of rural revitalization and common prosperity benefiting agriculture, rural areas, and farmers, but also the enhancement of the subjectivity of the rural population. It reflects the continuous evolution of society's role, image recognition, and expectations of farmers.

Secondly, changes in contextual tendencies. Before the 20th CPCNC, the image of farmers was more related to contexts such as poverty and backwardness. After it, *@People's Daily* increasingly combined the image of farmers with the context of rural revitalization, agricultural modernization, and so on. For example, in 2022, "the post-90s girls reduced the priceless grapes from 580 yuan to 80 yuan", "#female students re-

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signed to return home as tea farmers to increase income in the village#, and created their own Zongzi Tea to increase income by 5000 yuan per household" and other new farmers in the posts. Most of them returned to their hometown to start their own businesses after graduation from college or resignation from work, which endowed the image of farmers with hard work and wisdom in the new era of high-quality development, and demonstrated the important role and contribution of farmers in the new era as the main body of "three rural issues" It also promotes the transformation of the new image of farmers and social recognition.

4.2.2 The Characteristics of Farmer Images Shaped by @People's Daily

After analyzing the frequency of *@ People's Daily* posts related to individual farmers from 2014 to 2023, 27 content words were obtained through screening with a frequency greater than or equal to 5. The list is as follows:

Table 1 @People's Daily Farmers Report Word Frequency Ranking

Content words	Frequency	Province name	Frequency
Migrant worker	54	Zhengzhou	10
Farmer	43	Henan	9
Wife	15	Yunnan/Hebei	8
the Old	9	Shandong	6
Son	8	Shanxi	5
Mother/Working	7		
Children/Father/Public Welfare/Going Home/ Studying	6		
Parents/Father/Success/Couple/Persist/Ordinary Farmers/Car Accidents/Like/Return to Hometown	5		

As one of the most well-known farmer identities for readers, the Migrant Workers group is presented in a binary way under the relevant reports of *@People's Daily*. On the one hand, it is a positive representative of positivity, focusing on showcasing its outstanding qualities in morality and skills. In 2015, a post titled "'I am a migrant worker!'A man from Shenyang flew to the 5th floor to save a girl", showcasing his willingness to help others. In 2021, a post titled "New generation farmers born in 1995 become representatives of the NPCC" showcased the spirit of loving and working as craftsmen, reflecting the spiritual outlook of the migrant worker community striving for progress, as well as the various contributions they have made in the process of modernization. On the one hand, as a symbol of vulnerable groups, *@People's Daily* has published a large number of similar posts to depict the simplicity and kindness of migrant workers. There are about 8 Weibo posts on similar topics, such as # Migrant workers are afraid of dirtying their seats and sitting on the ground with the help of a driver #, and # Migrant workers return to wipe their newly sat chairs #. On average, similar posts are produced almost every year. This kind of narrative showcases the image of cautious, hard-working, virtuous, and caring migrant workers, and reflects the mainstream society's care and understanding of migrant workers through the warm actions and words of passengers or drivers on the same bus. It calls for the public's respect and acceptance, and is conducive to breaking the stereotype that they mainly engage in physical labor such as dirty, heavy work, which cannot be guaranteed in all aspects of work and life, and require various assistance from the government and society, while also posing potential risks to the lives of urban residents. However, at the same time, such narratives have a high degree of similarity, which inevitably leads readers to feel a sense of "over promotion". To promote a positive image of migrant workers and correct their inherent image bias, the media still needs to start from substantive content, shift their attitude from discriminatory to rational, sympathy to encouraging, and reshape society's understanding of the image of mi-

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grant workers after the "migrant worker wave" in the early 21st century through more in-depth and comprehensive observation and reporting.

Secondly, "family affection" is also one of the key points in shaping the image of farmers. Words such as "wife", "son", and "couple " that symbolize family ties have a high occurrence rate, which is in line with Fei Xiaotong's proposed China's water ripple social framework based on blood ties. Most of the blog content is based on tragic narratives to build the image of strong and tenacious farmers who love their families and are responsible. Such as the two Weibo posts in 2016"Touched! A 50 year old farmer in Jiangsu Province takes his 91 year old mother to work" , and in 2015, "A 9-year-old boy collects 267 yuan in three months to save his father from famine" presented the filial piety image of the farmer community in poverty and adversity, showcasing their sense of family responsibility and resilient optimism in enduring hardship. At the same time, due to their tragic colors and resonant family topics, they can attract the attention, concern, and sympathy of the mainstream social group. At the same time, positive images of farmers related to family relationships still exist in non-negative contexts, such as the alumni father and son in the 2017 "Father and son attend university together, father is a new son who becomes a 'senior' ", and the kind-hearted couple in the 2021" # Couple fast food restaurant provides migrant workers with 8 yuan and 30 dishes #: They make money hard ", all of which display positive images of pursuing progress, kindness, and dedication, and narrative is based on family, It adds a natural sense of closeness to readers, brings them closer, and achieves better image shaping and promotional effects.

Moreover, the place name list reflects the migrant worker group with the "four provinces of ShanHe" as the main source, reaffirming the simple and honest impression of local farmers. The keywords "working", "studying", "returning home", and "returning home" not only involve the annual issue of migrant work, but also reflect the continuous wave of farmers working and learning in recent years, and the increasing number of related reports such as "new farmers" and "professional farmers" who have learned technology and earned wealth. *@People's Daily* takes the new changes in the rural population and their eager anticipation for innovation and progress, Not only has it reshaped the traditional image of farmers facing the yellow soil and facing the sky, but it has also updated the overall impression of farmers in society.

4.3 Comparison of Farmer Image Shaping between Traditional Media and New Media

As the largest CPC newspaper and comprehensive newspaper in China, whether it is a newspaper media in the mass communication or an emerging platform in the era of integrated media and new media, the image shaping of farmers in the *People's Daily* has had a profound impact on society. And due to differences in media genre, what kind of agenda setting methods will the two choose for the same issue, and what kind of overall impression of farmers with subtle differences will be presented?

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4.3.1 The image of farmers reflected in the People's Daily

Table 2 Ranking of Content Words in Farmers' Reports of People's Daily

Year	Key points of the report	Keyword frequency/time
2023	Getting Rich/Migrant Workers/Agricultural Power	Employment-24 Migrant workers -22 Development-13 Work-9 Poverty Alleviation-8
2022	Policy income increase/employment and entrepreneurship income increase	Cooperative-30 Grain-16 Technical-15 Civil Rights 14 Profession-14
2021	Policy enrichment/entrepreneurship/rural revitalization	Cooperative-34 Poverty Alleviation-31 Entrepreneurship-24 Development-22 Returning Home -19
2020	Epidemic prevention and resumption of production/cooperatives	Cooperative-30 Migrant workers -23 Resumption-17 Epidemic 14 Revenue -12
2019	Farmers Harvest Festival/Poverty Alleviation and Income Increase/Rural Revitalization	Agricultural Products 28 Harvest-28 Cooperative-24 Production -19 Industry Chain-11
2018	Poverty alleviation/transformation and upgrading/urban-rural development	Occupation-37 Talents-17 Revitalization -13 Urban Rural -12 Entrepreneurial-11
2017	Rural revitalization/training, employment and poverty alleviation/policies/migrant workers	Employment 17 Subsidies -16 Culture-12 Poverty Alleviation-12 Child-12
2016	"New" farmers (born in the 1990s, PhD holders...)	Migrant Workers -34 Loan 26 Work-23 Land-16 Housing -11
2015	Migrant workers/returning home (entrepreneurship)	Migrant Workers-49 Urbanization -24 Going Home -24 Work-22 Child-17
2014	Migrant workers/elderly care/policies	Migrant Workers -34 Social Security -20 Working -19 Pension Insurance -13

Overall, as a traditional media, *People's Daily* usually adopts a more rigorous and in-depth reporting approach, tending to provide comprehensive and detailed information, focusing on profound analysis of their living conditions, difficulties and challenges, as well as the needs and desires of farmers. It tends to present a

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stereoscopic image of farmers to readers through text supplemented by pictures. After arranging the content word frequency of 88 collected news reports, the reports on farmers in the *People's Daily* in the past decade can clearly display a propaganda matrix with ideology as the background, and the identity and image of farmers have also changed accordingly.

First, traditional Chinese Farmers under the Strong Association of "Three Rural Issues". Farmers, agriculture, and countryside are three in one and complement each other. "Agriculture" and "countryside" have consistently appeared in reports from different years, and their frequency is relatively high. For example, in 2022, "agriculture" appeared 39 times, far exceeding other content words of the same year. Therefore, the overall image construction of farmers cannot be separated from the direct influence of agriculture and rural areas. Under the catalysis of ideology, modern agriculture and rural models have promoted the shaping of the current image of new agricultural management entities.

Second, key focus on economic direction and labor economic entities. The shaping of the image of farmers is always interrelated with economic issues, and the economic impact of a certain policy, event, or behavior on farmers is directly or indirectly linked to their income. The vocabulary related to economic benefits such as "employment", "poverty alleviation", and "income" demonstrates that the development of vital economic benefits and agricultural modernization to increase income is still a key focus of the *People's Daily*. It subtly reflects the enthusiasm of the vast rural population to lift themselves out of poverty and become prosperous, and the overall society to enter a moderately prosperous society, thus promoting economic development. For example, in 2019, reports such as Internet Plus, Adding New Power to Poverty Alleviation, Raising Rabbits Supporting Farmers' Money Bags, etc., all focus on farmers' becoming rich.

It should be pointed out that although content words have a neutral meaning, their frequency in news reporting often implies a positive or negative attitude. The frequent use of words such as "loans" and "working" can reveal that the economic situation of farmers, especially migrant workers, may not be satisfactory, and can more realistically depict the difficulties and challenges on the road to poverty alleviation. In the 2017 I Don't Want to Leave My Hometown Again, a conversation with a farmer's family in Anhui Province reflected a series of issues such as migrant work, urban and rural household registration, and the enrollment of children of migrant workers. Through the exposure and statements in news reports, it objectively shapes the image of a weak economy that needs to be improved in the current situation of Chinese farmers, which may raise awareness among urban readers about the "three rural issues" under the trend of urban-rural dualism.

Third, relevant policies based on "land" support new agricultural operators. The terms "land", "cooperative", "profession", and "industry" are the focus of the government to solve the problems of farmers and promote the shaping of the image of "new farmers" in the new era. The concept of "new farmers" is related to farmers but different from traditional farmers. In a broad sense, people who are not traditional farmers but are engaged in agriculture and related industries can be called this. As the most common form of information dissemination in mass media, news reporting shapes the media image of news reporting objects and influences the public's social cognition of the reporting objects. The updated wording in *People's Daily* emphasizes the professional attributes and social status of farmers, showcasing the joyful life of farmers who not only adhere to the land, but also can step out of it and harvest a better life in different ways. As reported in the 2016 report Activating the Right to Operate Black Land to Becoming Valuable, shows villagers in Fangzheng County, Heilongjiang Province revitalized loans through land transfer and operation, and purchased tractors and other agricultural tools; In the 2021 report Rural Popularity Industry Adding Vitality, farmers in Guang'an City,

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Sichuan Province returned to their hometowns to use the demonstration park platform for e-commerce entrepreneurship and income growth.

4.3.2 The diversified shaping of @People's Daily

As a platform port for "short, smooth and fast" communication, *People's Daily* Weibo, official account, Tiktok and other new media channels may pay more attention to timeliness and interactivity. In terms of form, it tends to quickly convey information and opinions related to farmers in a concise and refined form of "140 words+ hashtag ". At the same time, the content is more flexible and diverse. In addition to pictures, video and live streaming are also commonly used promotional methods on media Weibo. Among the 71 Weibo posts mentioned above, there are 41 video content, making the information more intuitive, easy to understand, and more immersive. In addition, a rich audience interaction port is a natural advantage of new media channels. Easily liking, forwarding, and commenting can help bring official newspapers closer to readers, forming a more open and diverse public discussion environment.

Referring to the previous text, it can be seen that whether it is a skilled craftsman, a leader in wealth creation, or an enterprising student, the positive and hardworking spirit of striving for wealth is what *@ People's Daily* wants to create, especially after the 20th CPCNC, the brand new image of farmers to showcase their contribution value in the modernization process and update social cognition.

At the same time, *@People's Daily* also has a more diverse perspective, emphasizing a more stereoscopic image. In addition to showcasing their important role in rural revitalization, ecological protection, etc., they also pay attention to using "soft" and "fragmented" content to present the progress of farmers in cultural inheritance, educational pursuit, technological innovation, etc., highlighting their important position in the new era. In line graph 1, the number of "dilettante" has shown a significant increase since 2019; Among the 71 Weibo posts mentioned above, there are a total of 14 posts related to the "soft" field. For example, in 2017, Bai Ruyun, an optimistic and poetic rural woman, appeared on the stage of the Chinese Poetry Conference at the age of 40. In 2019, Li Songshan, a 39 year old farmer who became disabled due to illness but was enamored with literature, was involved in sports activities, *@ People's Daily* also broadcasted the football nights of "Village BA" and "Village League" in Guizhou in 2022 and 2023, reflecting the spiritual life of farmers in the new era, and showcasing the new stereoscopic image of farmers to readers. This is conducive to breaking the stereotype of "lack of culture" and "low quality", guiding society to pay more attention to and respect them promoting rural revitalization and urban-rural integration development.

4.3.3 The Difference in Farmer Shaping between Traditional Media and New Media Approaches in People's Daily

Under different media characteristics, *@People's Daily* and its affiliated traditional media channels have certain differences in reporting methods. Therefore, under a common positive publicity framework, Weibo can display different subtle perspectives, thus shaping a multidimensional and stereoscopic image of farmers.

Firstly, in terms of reporting content, the portrayal of farmers in the *People's Daily* newspaper leans towards a comprehensive analysis of their daily lives, while *@People's Daily* often focuses on highlighting the most eye-catching topics for discussion. Taking the similar reports on the theme of rural poets published by the two in paper Guo Jinniu, a Migrant Poet - Returning Home from His Homeland on Paper(2014) and the Weibo post "Listening to the Wind, Watching the Rain, Grazing Sheep, and Writing Poetry, 39 Year Old

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Farmers Turn Life into Poetry"(2019) as examples, the former deeply analyzes Guo Jinniu's work life, his rise to fame, and life journey, shaping his image as a carefree poet in a wandering life. Different from traditional farmers, which is eye-catching. The latter condenses the image of Henan villager Li Songshan, a poetry enthusiast who was disabled by illness at a young age but never forgot literature, with a height of 99 words. The body of the disabled with illness is in stark contrast to the spirit of wandering in the sea of poetry, condensed and highlighted.

Secondly, due to the differences in communication platforms and audience groups, there are different tendencies and styles in shaping the image of farmers between the two. Continuing with the two reports on rural poets mentioned above as examples, *People's Daily* places more emphasis on conveying true information and viewpoints. In Guo Jinniu's report, a large number of real years and times are used to depict the clear growth history of him, and direct quotes are used to shape an image of farmers with strong personal colors. The report by *@People's Daily* focuses more on attracting attention and resonating, with a short title, "Farmers turn their lives into poetry", is full of attraction. The concise quotation of Li Songshan's poetry resonates with readers, and the statement of personal image only retains basic information and the two prominent features of childhood disability, and love for literature. It is more personalized.

In addition, compared with traditional *People's Daily* newspapers, *@People's Daily* is willing and even dares to target the unfortunate population and excavate the unique vitality image of the peasant group from them. This type of reporting is almost non-existent in the traditional positive oriented and nationwide serious news path. As new media, Weibo and others are more flexible in their selection of reports and the audience they face, and their perspectives in shaping their images are also more diverse. In addition to disabled farmer poets, "Chinese good people" who insist on repaying debts, and rural writers who hold high positions and are paralyzed, all have a tenacious enthusiasm to face life challenges in various adversity situations, reaffirming the overall impression of self-reliance among farmers in a "disadvantaged" situation.

In summary, the newspaper and Weibo ports of *People's Daily* have subtle differences in reporting content, narrative tendencies, and perspectives due to differences in media genres and promotional needs, reflecting the different characteristics and roles of different media channels in shaping social images.

5. Conclusion

This study conducted a theoretical study on the image of Chinese farmers shaped by *@People's Daily* Weibo account from the perspective of media construction through content analysis, text analysis, and other methods. It attempted to answer the characteristics of the media image constructed, the changes before and after the 20th CPCNC, and the differences in image shaping compared to *People's Daily* newspaper.

Through research, it has been found that *@People's Daily*, as a government mouthpiece and an important means of publicize, has its own unique authority and credibility in content promotion, and is in a special position to convey ideology. From the top, it is necessary to implement the annual agricultural goals, showcase government policies, and implement propaganda priorities. From the bottom, it is also need to demonstrate the problems of farmers, their identity transfer, and group progress. Therefore, the farmers constructed by it maintain a positive and typical image with promotional significance, mainly focusing on "dedication" and "hard work to achieve wealth", often showcasing the optimistic and upward spirit of the farmer community, as well as their positive contributions in the modernization process. In addition, *@People's Daily* also empha-

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sizes the diverse values of the role of farmers, focusing on the personal quality dimensions of socialist core values of "patriotism, dedication, integrity, and friendliness". Whether it is in the material aspects of rural revitalization, or in the spiritual aspects of culture and education, *@People's Daily* actively explores and reports, highlighting the importance of the farmer group in the new era and enhancing the self-identity of farmers.

Meanwhile, the perspective of *@People's Daily* has duality. The farmer group is not only the spiritual and material wealth builders of beautiful rural areas and common prosperity, but also faces the shadow of marginalized and vulnerable groups in society, facing many adversity and difficulties. Through the flexible perspective selection of Weibo platform, these issues can be exposed in a concise and straightforward manner, thus attracting social attention and policy support.

However, it should be noted that new media such as Weibo may be more susceptible to the influence of public opinion when shaping their image, so it is necessary to maintain an objective and fair attitude and avoid excessive exaggeration or mislead the public. Therefore, traditional media and new media each have their own characteristics in shaping the image of farmers, and attention should be paid to their mutual complementarity and promotion, fully utilizing their advantages and characteristics, in order to more comprehensively, objectively, and instantly display the true face and changes of the rural population.

At the field of policy planning dissemination, the farmers shaped by *@People's Daily* around the 20th CPCNC have shown a significant transformation from "vitality under adversity tragedy" to a positive propaganda route of "bravely fighting for a better life". This change not only reflects the evolution of society's perception and expectations of the role of farmers, but also reflects the influence of political and social background on media presentation. With the continuous deepening of rural revitalization strategy and agricultural modernization, the image of farmers will inevitably present a more positive and positive image in *@People's Daily*.

However, certain issues with official media promotion also exist in it. Although the image of farmers is constantly improving, some stereotypes and biases in the media still exist. The original intention of publicize is to reshape the image of farmers for the better, but due to excessive distance and repetitive content, it often offsets the promotional effect. Therefore, media such as *@People's Daily* should strengthen on-site investigation and research, deeply understand the lives and needs of farmers, truly excavate valuable farmer images from the local part, and avoid overly simplified and stereotyped reporting trends. Only in this way can the role of media, especially new media platforms in the information age, be fully utilized, enabling the public to better understand, respect, and accept farmers and rural areas, then supporting the integrated development of urban and rural areas.

In short, *@People's Daily* has systematically shaped the media image of the vast peasant class with its mainstream discourse and flexible perspective, and the discourse inevitably reflects reality and real problems. The image of farmers constructed by *@People's Daily* must be based on the social reality of the time. Whether it is the vulnerable image during the painful period of transformation or the new professional subject that boosts confidence, the shaping of the image of farmers will inevitably involve the "three rural issues", which is the rightful meaning of China's high-quality modernization development, and will inevitably involve the revival trilogy of "poverty alleviation- moderately prosperous society-common prosperity" in China. How to effectively serve as the central hub between the government and the people, and grasp the measurement and

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balance of reflection and shaping, remains a concern in the future development research of *@People's Daily* and domestic news reporting.

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