

Multilingual Assistance for Agriculture & Cultural Globalization: Exploration and Practice of New Media Empowering Rural Revitalization—A Case Study of the Multilingual Team from Zhejiang Yuexiu University of Foreign Languages

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Abstract: Against the dual backdrop of the full-scale advancement of the rural revitalization strategy and the rapid development of new media technologies, exploring ways to tell vivid stories of rural China and promote the export of agricultural products with multilingual content has become an important research topic. Based on a provincial college students' innovation and entrepreneurship project, this paper systematically elaborates the project background, implementation process, innovative features, practical achievements, and existing deficiencies. Leveraging the advantages of 17 foreign language majors in Zhejiang Yuexiu University of Foreign Languages, the project has organized student teams proficient in various languages. Centering on rural intangible cultural heritage, cultural tourism resources, and stories behind agricultural products, the team creates and releases multilingual VLOG works and explores a sustainable operation model featuring multilingualism + new media + agriculture assistance / cultural tourism integration.

Keywords: Multilingualism; Rural revitalization; Integration of culture and tourism

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1. Introduction

The rural revitalization strategy is a major national strategy proposed at the 19th National Congress of the Communist Party of China, which targets industrial prosperity, a pleasant living environment, civilized rural customs, effective governance, and an affluent life ^[1]. Meanwhile, short videos and vlogs have evolved into important carriers for presenting rural stories and promoting specialty agricultural products ^[2].

Nevertheless, the vast majority of agriculture-oriented vlogs in China are produced in Chinese, with a severe shortage of content tailored for international audiences. Under the Belt and Road Initiative, the demand for Chinese agricultural products and rural tourism resources to go global keeps rising. Language barriers and cultural estrangement have become major bottlenecks restricting their international communication ^[3]. It has become an urgent problem to be solved how to leverage multilingual capabilities to adapt content to the cultural customs and consumption psychology of audiences from different countries.

Zhejiang Yuexiu University of Foreign Languages boasts 17 foreign language majors and more than 1,700 enrolled students, possessing unique superiorities in multilingual talent resources ^[4]. Against this background, the project *Multilingual Rural Voices: Vlog Program for Assisting Agriculture* was launched. It aims to facilitate rural revitalization and cross-cultural communication through the creation and dissemination of multilingual vlog content.

2. Research value

2.1. Theoretical value

This research explores and verifies a sustainable operation model of “multilingualism + new media + agriculture assistance / cultural tourism integration”, including the content creation matrix, platform operation strategies, and cross-cultural review system. It provides replicable practical paradigms for similar student projects in institutions of higher learning.

2.2. Practical value

This project builds a valuable practical platform for foreign language majors and fosters interdisciplinary talents equipped with foreign language proficiency, new media operation skills, and professional knowledge related to agriculture, rural areas, and farmers. It breaks down language and information barriers, and precisely promotes high-quality Chinese agricultural products and rural tourism resources to target markets such as Japan and Southeast Asia, as well as the Middle East, so as to boost the development of rural industries. In addition, the VLOG content drives rural cultural tourism consumption and agricultural product sales, and facilitates the integrated development of urban and rural areas.

3. Current social situation and existing dilemmas

Cultural globalization has been elevated to a national strategy, and rural culture serves as an important resource for this undertaking. National cultural development plans and policies on enhancing international communication capacity explicitly encourage the global promotion of fine traditional Chinese culture and regionally featured culture. Rural areas are rich in intangible cultural heritage, folk customs, traditional crafts, and ecological wisdom, forming a natural treasure trove for cultural export. However, current rural cultural outbound communication mainly relies on official promotional videos, which lack down-to-earth expression and deliver limited communication effects. The main dilemmas are summarized as follows:

Bottlenecks remain for agricultural products to enter the global market despite the comprehensive advancement of rural revitalization ^[5]. China continuously promotes rural revitalization and the construction of a digital countryside, and e-commerce and live-streaming sales for agricultural products have become important driving forces. Even so, high-quality agricultural products and rural culture are still trapped in an

information silo. Most agriculture-related content is only designed for domestic audiences, lacking awareness and capabilities for international communication. Some rural regions own distinctive featured products, yet fail to conduct branding and multilingual promotion, making it difficult to meet overseas market demands. Product descriptions are merely processed by machine translation without story-based marketing adapted to overseas reading habits. As a result, even premium products struggle to gain recognition in overseas high-end markets ^[6].

Short videos and vlogs have become mainstream carriers for rural communication, yet homogenization is a prominent problem ^[7]. Platforms including Douyin, Kuaishou, Bilibili, YouTube Shorts, and TikTok have lowered the threshold for content creation, giving rise to a large number of vlogs themed on agriculture, rural areas, and farmers. Most of these works are narrated in Chinese with few cross-cultural perspectives and multilingual versions. There is an extreme lack of content that can bridge cultural gaps. Most creators fail to take overseas audiences' cognitive backgrounds into consideration and do not dig deep into the aesthetic value of rural life and oriental philosophical connotations. Such superficial content can hardly convert transient online traffic into stable audience engagement.

Multilingual talents in universities are in urgent need of practical opportunities, and the integration of industry and education has become an imperative ^[8]. Foreign language majors are facing transformation pressure, as traditional language learning is disconnected from market demands. Universities actively explore practical models combining foreign language education with rural revitalization and new media operations to serve social development and improve talent cultivation quality. Although there is huge potential for university-enterprise and university-local cooperation, systematic and sustainable operational mechanisms have not yet been established. It is hard to match university multilingual talents with the global promotion demands of rural industries. Enterprises are unable to find suitable foreign language influencers and operators, while universities have abundant talent but no practical projects. This disconnect results in the idleness of a large number of young talents proficient in languages and cultures, who fail to form a long-term driving force for rural cultural globalization.

4. Exploration and implementation paths

Taking proficiency in minor languages as the core competitive advantage, the team carries out language localization and cultural adaptation targeting different target markets, and realizes precise communication following the principle of “one village, one specialty, and one language”, filling the market gap of multilingual agriculture-assisting vlogs. Relying on foreign teachers and international students of the university, a dual review mechanism covering language and culture has been established from script writing to final release. This effectively avoids misinterpretation and religious taboos in cross-cultural communication and guarantees the professionalism and security of published content. The team also conducts in-depth research on the traffic recommendation mechanism of Douyin and the CES scoring algorithm of Xiaohongshu ($\text{Score} = \text{Likes} \times 1 + \text{Collections} \times 1 + \text{Reposts} \times 4 + \text{Comments} \times 4 + \text{Follows} \times 8$), and formulates release schedules, label strategies, and interaction templates to optimize content driven by data.

4.1. Establish a multilingual branding & cross-border content marketing system for agriculture assistance

Design multilingual names, brand stories, and exclusive labels for cooperative agricultural products, and

integrate local cultural elements into brand building.

Produce “one product, one QR code” multilingual content: Overseas consumers can scan the QR code on product packages to watch corresponding vlogs introducing the whole process of planting, picking, and processing, so as to build trust ^[10].

Release vlog works on Xiaohongshu, YouTube, Instagram, and other overseas platforms. Cooperate with cross-border logistics and payment service providers to solve delivery difficulties for rural producers and lower the participation threshold for farmers ^[11].

As shown in Table 1, differentiated content positioning is adopted for various target markets: Works targeting East Asia highlight traditional farming wisdom and the concept of food-medicine homology; Content for countries along the Belt and Road showcases rural poverty alleviation experience and cultural exchanges in multiple languages.

Table 1. Comparative analysis of cross-border agriculture assistance systems

Classification Items	Markets along the Belt and Road (Xiaohongshu)	Japanese & South Korean Markets (TikTok)	Southeast Asian Markets (YouTube)	Middle Eastern Markets (Instagram)
Major Target Regions	Central Asia, Eastern Europe	Japan, South Korea	Thailand, Vietnam, Indonesia	United Arab Emirates, Saudi Arabia
Featured Content	Tropical agriculture, poverty alleviation experience	Traditional farming wisdom, food-medicine homology	Agricultural product traceability, cultural stories	Desert agriculture, water-saving technologies
Technical Support	AI recommendation algorithm	Visual recognition technology	Data analysis platform	Social e-commerce integration
Operation Mode	KOL cooperation + co-branding	Educational content + advertisement placement	High-end brand building	UGC + PGC integrated operation
Typical Cases	Promotion of Shizuoka Tea in Japan	Export of Thai Durian	Display of Israeli Drip Irrigation Technology	Marketing of Kazakh Honey

4.2. Innovate the production mode of rural new media: Multilingual narration + segmented content creation

Build a diversified multilingual content matrix to distinguish commercial agriculture-assisting content and cultural soft content. Commercial videos focus on product functions, cost performance, and application scenarios, presented with multilingual subtitles and key data charts. Cultural works adopt slow narration combined with multilingual cultural annotations, so as to reduce cultural discount. AI is used to generate preliminary multilingual drafts, which are then revised and culturally adapted by foreign language students, including inappropriate metaphor replacement and supplementary background introduction. Distribution strategies are optimized according to the algorithms of different platforms.

4.2.1. Production stage

Collect real footage from farmlands and production workshops. Adopt AI tools to quickly generate multilingual scripts and automatic subtitles to form preliminary content. Two creative threads are set at the initial stage: The first type is commercial agriculture-assisting content highlighting product functions, cost performance, and usage scenarios; the second type is cultural soft content themed on rural intangible cultural heritage, folk customs, and ecological wisdom, laying a foundation for subsequent segmented adaptation ^[13].

4.2.2. Adaptation stage

Foreign language students conduct cultural adaptation and cultural taboo inspection on AI-generated drafts. For commercial content, multilingual subtitles and key data charts are added to enhance credibility and practicality. For cultural content, slow narration is matched with bullet comments and footnote-style multilingual annotations to reduce cultural barriers. Eastern concepts such as farming wisdom and food-medicine homology are embedded as emotional connotations, while traceability data and quality inspection standards are added as credible evidence. Every piece of content is designed to achieve both wide communication influence and profound cultural connotation.

4.2.3. Distribution stage

Formulate differentiated release strategies for TikTok, Xiaohongshu, YouTube, and other platforms based on their algorithm rules (**Figure 1**). All major platforms adopt similar interaction weight rules: $\text{Score} = \text{Likes} + \text{Collections} + \text{Comments} \times 4 + \text{Reposts}$. Comments and reposts represent in-depth social interaction, while the complete play rate serves as the threshold for entering larger traffic pools. TikTok attaches great importance to the view count of the first three seconds and replay rate, so commercial videos adopt fast cuts and large subtitles, while cultural videos use soothing background music and bullet comments to encourage viewers to pause and comment. Xiaohongshu emphasizes cover design and titles, and users are keen on collecting content, so tutorial and evaluation-style commercial videos and healing rural lifestyle works achieve better performance.

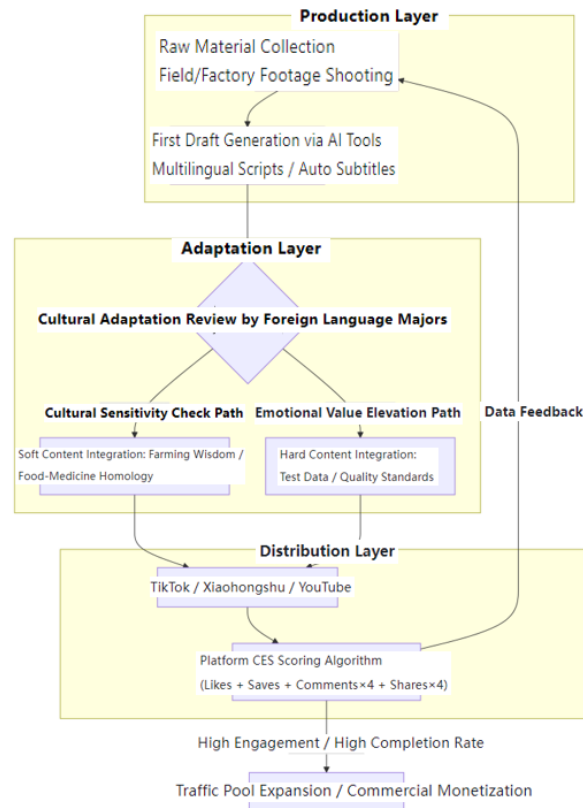


Figure 1. Content matrix framework

4.3. Establish long-term university-local cooperation and rotational operation mechanism

Adopt a senior-junior mentorship team operation model: Senior students take charge of project planning and external liaison, while junior students undertake translation and video editing work to ensure continuous content updates (**Figure 2**). Introduce enterprise resources to form a closed loop covering content creation, supply chain operation, and commercial monetization.

Build a multilingual agriculture-assisting data platform to support teaching and academic research. Develop lightweight databases to record the language category, theme, release platform, play volume, conversion rate, and cultural keywords of each vlog, which can be used as teaching cases and research materials.

Explore a mixed operation mode combining public welfare and commercial projects to ensure long-term sustainability. Build a systematic four-category content matrix:

Vlog Biographies: Character-themed stories

Vlog Traceability: Full process from the farmland to the dining table

Vlog Culture: Intangible cultural heritage and rural memories

Vlog Commerce: Sustainable commercial operation

The integrated content system balances in-depth cultural expression and commercial value.

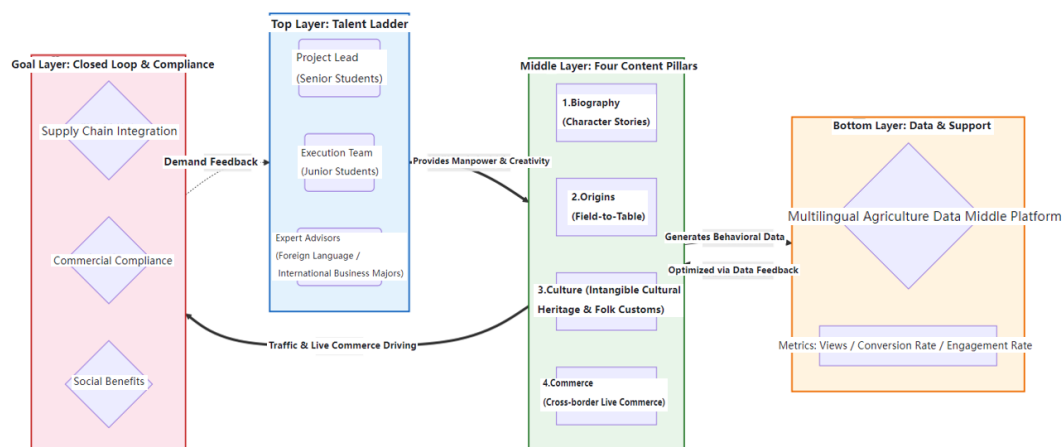


Figure 2. Operation mechanism diagram

The project *Multilingual Rural Voices: Vlog Program for Assisting Agriculture* is initiated and operated by university foreign language students. Giving full play to multilingual talent advantages, it centers on rural revitalization and cross-cultural communication, and has successfully explored a sustainable operation model of “multilingualism + new media + agriculture assistance / cultural tourism integration”^[14].

Despite deficiencies in terms of time allocation, resource allocation, and communication effects, the project team keeps optimizing and learning, and has formed strong self-iteration capabilities. In the future, this model is expected to be promoted on a larger scale, and young people will continue to contribute to the international communication of Chinese rural culture and the export of agricultural products^[15].

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