A Study on the Construction of Communication System for Rural Revitalization Discourses in Shaanxi Province from the Perspective of Cognitive Framing Theory

Yanqin Cao*

School of Humanities and International Education, Xi'an Peihua University, Xi'an 710125, China

Corresponding author: Yanqin Cao, caoyanqin@peihua.edu.cn

Abstract: In the context of rural revitalization strategies, the effective dissemination of Shaanxi's rural revitalization discussion is crucial for enhancing public identification and cohesion. Guided by the theory of cognitive architecture, this study explores the generation, comprehension, and dissemination strategies of Shaanxi's rural revitalization discussion, aiming to establish an effective communication system. By analyzing the cognitive features, thought constructs, and reasoning mechanisms of Shaanxi's rural revitalization discussion, and uncovering its deep structures and conceptual metaphors, the study investigates its surface structures and metaphorical expressions and explores the application of discussion inference and narrative roles. Furthermore, from the perspective of social semiotics, this study analyzes the macro-semantic framework of the discussion, covering the symbolic resources of the linguistic field, the social status and communicative intentions of the language, and the communicative channels and code utilization of the linguistic style. The findings provide theoretical support for constructing a scientifically sound rural revitalization discussion communication system, contributing to improving the dissemination effectiveness of Shaanxi's rural revitalization strategy.

Keywords: Cognitive architecture; Rural revitalization; Discussion dissemination; Social semiotics; Shaanxi

1. Introduction

The rural revitalization strategy is a key comprehensive initiative for China's "agriculture, rural areas, and rural people" work in the new era, playing a crucial role in achieving the goals of a well-off society and a modernized strong nation. In this process, discussion dissemination is one of the important means to realize rural revitalization. As a significant region for China's rural revitalization, the construction of a discussion communication system in Shaanxi holds exemplary significance. By studying the cognitive features, dissemination strategies, and audience identification mechanisms of Shaanxi's rural revitalization discussion, and exploring the construction of a scientifically effective

communication system, not only can the public's understanding and identification with the rural revitalization strategy be enhanced, but it can also serve as a reference for other regions.

Under the guidance of cognitive architecture theory and combined with the perspective of social semiotics, this study systematically analyzes Shaanxi's rural revitalization discussion, aiming to provide theoretical support and practical guidance for the discussion dissemination of rural revitalization in Shaanxi and nationwide. The research not only helps enhance the educational effect of the rural revitalization strategy but also provides a strong guarantee for increasing public participation and consolidating social consensus.

2. Cognitive triggers and constraints in the generation and comprehension of Shaanxi's rural revitalization discussion

2.1. Cognitive features of the generation and comprehension of Shaanxi's rural revitalization discussion

Under the guidance of cognitive architecture theory, the generation and comprehension of Shaanxi's rural revitalization discussion exhibit unique cognitive features. These features not only reflect the profound cultural heritage of the region but also reveal the intrinsic mechanisms of discussion dissemination.

Firstly, traditional culture and regional characteristics play a key role in the discussion generation process. As one of the cradles of Chinese civilization, Shaanxi's rich historical culture and unique agricultural civilization play a significant role in the rural revitalization discussion. For example, the "resilient spirit of the Shaanbei loess plateau" and the "bountiful scenes of the Guanzhong plain" are often used metaphorically to represent the hardships and achievements of rural revitalization. These cultural symbols not only enhance the emotional resonance of the discussion but also imbue it with profound cultural heritage and regional characteristics [1].

Secondly, the comprehension of the discussion depends on the audience's cognitive background and accumulated experiences. Certain specific vocabulary, expressions, and metaphors in Shaanxi's rural revitalization discussion may be very familiar to local residents but may require more background knowledge and explanation for outsiders. For example, terms like "Qin Opera" and "Loess Plateau" have a broad cognitive base among Shaanxi residents, while non-local audiences might need further cultural explanation. Therefore, understanding and respecting the audience's cognitive background is crucial for the effective generation and dissemination of the discussion.

Moreover, the cognitive features of Shaanxi's rural revitalization discussion also include its multi-level semantic architecture. These architectures, through various cognitive triggering mechanisms such as metaphors, analogies, and symbols, enable audiences to quickly understand and accept the content of the discussion. For instance, comparing rural revitalization to the process of "sowing and harvesting" allows audiences to intuitively grasp this complex socio-economic development goal. This metaphor is not only simple and easy to understand but also resonates with the everyday experiences of farmers, providing strong persuasive power and appeal. In the construction of this metaphorical concept, the metaphorical scenes not only activate related semantic roles, such as the government, production planners, sowers, harvesters, consumers, and so on but also evoke the public's cognition of the attributes and relationships of these semantic roles.

In terms of cognitive triggering mechanisms, Shaanxi's rural revitalization discussion is often realized through the following methods. Firstly, the use of metaphors makes abstract policy concepts

concrete and perceptible, such as comparing "policy support" to "spring rain nourishment," achieving a cross-domain mapping from the natural environment to social operations, vividly expressing the policy's facilitation of rural development. Secondly, analogy helps the audience better understand new information by comparing new things with familiar ones, such as comparing "rural revitalization" to an upgraded version of "new rural construction." Finally, symbolic techniques, through the use of symbols, assign broader social and cultural meanings to specific things, such as symbolizing "green water and green mountains" as "gold mountains and silver mountains," not only emphasizing the importance of the ecological environment but also conveying the concept of harmonious economic and ecological development [2].

2.2. Cognitive constructs and reasoning mechanisms of Shaanxi's rural revitalization discussion

The cognitive constructs of Shaanxi's rural revitalization discussion include frameworks, metaphors, stories, and archetypes, which interact to construct the logical framework and perceptual image of the discussion. Firstly, frameworks are the basic units of the discussion, containing its logical structure and thematic framework. In rural revitalization discussion, frameworks can encompass aspects such as economic development, ecological protection, and cultural heritage, each composed of a series of related concepts and ideas.

Secondly, metaphors play a significant role in Shaanxi's rural revitalization discussion, transforming abstract concepts into concrete and vivid images, and making them easier for the audience to understand and accept. For example, rural revitalization is metaphorically described as "spring thunder surging, summer rain nourishing, autumn fruit bountiful, winter restorative," vividly depicting the entire process and fruitful outcomes of rural revitalization, stimulating audience resonance and emotions.

Stories and archetypes, through specific cases and typical images, concretize abstract policy concepts, making them more persuasive and appealing. For example, by narrating successful cases of rural revitalization, showcasing their development paths and achieved effects, more regions are inspired to explore development models that suit their local realities.

In terms of reasoning mechanisms, Shaanxi's rural revitalization discussion disseminates and interprets through a combination of logical and emotional reasoning. Logical reasoning, through data, facts, and rational analysis, convinces the audience of the discussion's rationality and scientific nature. Emotional reasoning, through emotional appeals, value resonance, and moral persuasion, triggers audience resonance and identification, thereby enhancing the dissemination effect of the discussion. For example, echoing the emotional needs and values of the audience makes it easier for them to accept and disseminate the policy concepts of rural revitalization [3].

2.3. Dissemination strategies and audience identification of Shaanxi's rural revitalization discussion

Scientifically sound dissemination strategies must be formulated to disseminate Shaanxi's rural revitalization discussion effectively. These strategies must consider aspects such as audience characteristics, dissemination channels, and content design. Firstly, differentiated dissemination strategies should be developed based on the characteristics and needs of different audience groups. For the farming community, methods such as on-site education and technical training can be used to enhance their understanding and cognition of rural revitalization policies; for urban residents and out-

of-town tourists, methods such as cultural exhibitions and tourism promotion can be used to enhance their identification with Shaanxi's rural culture and development achievements.

Secondly, the choice of dissemination channels is crucial. In addition to traditional media such as television, radio, and newspapers, new media platforms such as WeChat, Weibo, and Douyin are also very important dissemination channels. These platforms can achieve rapid dissemination and interactive communication, better reaching younger audience groups. Additionally, resources from local governments, enterprises, and social organizations can be utilized to strengthen the dissemination intensity and breadth of the discussion.

In terms of content design, the innovativeness and appeal of the discussion should be emphasized. By integrating local history, culture, and folk customs, the unique charm of rural revitalization can be unearthed, making the discussion more attractive and appealing. At the same time, the diversity and flexibility of the discussion should be considered, designing content that meets the needs and interests of different dissemination channels and audience groups, increasing the likelihood of the discussion being accepted and disseminated.

3. The construction of discursive frameworks for Shaanxi's rural revitalization
3.1. Unearthing deep structures and conceptual metaphors

In the construction of Shaanxi's rural revitalization discussion, the excavation of deep structures and conceptual metaphors is crucial. Deep structures refer to the core values, ideological concepts, and cultural cognitions that underlie the discussion, forming the foundation for its generation and understanding. Shaanxi's rural revitalization discussion often stems from traditional Chinese culture and the core values of socialism, such as the principles of "harmony between nature and humans" and "people-oriented" approaches. These concepts permeate the discussion, endowing it with cultural identity and moral depth. Thus, uncovering deep structures helps understand the fundamental intent and connotations of the discussion, providing a cognitive base for its dissemination and reception [4].

Conceptual metaphors are concrete expressions of deep structures, mapping abstract concepts onto tangible images or entities, thus enhancing the expressiveness and impact of the discussion. For example, rural revitalization is metaphorically described as "recreating a new countryside," visualizing the goal of revitalization as a new, prosperous rural entity. This metaphor vividly displays the vision of revitalization, eliciting resonance and emotional engagement from the audience. Additionally, Shaanxi's rural revitalization discussion employs numerous other conceptual metaphors, such as the "green Great Wall" (emphasizing ecological protection) and the "road to harvest" (highlighting agricultural development), which not only enrich the forms of expression but also deepen the meaning and content of the discussion.

Therefore, the excavation of deep structures and conceptual metaphors not only aids in understanding the mechanisms of generation and dissemination of Shaanxi's rural revitalization discussion but also enriches its content and form, enhancing its communicative impact and influence.

3.2. Presentation of surface structures and metaphorical expressions

Surface structures play a significant role in Shaanxi's rural revitalization discussion, representing its external form and mode of expression, directly presenting the discussion's linguistic form and structure to the audience. In Shaanxi's discussion, the presentation of surface structures typically

features vivid and comprehensible imagery. Through rhetorical techniques and linguistic skills, surface structures concretize the concepts from deep structures, making the discussion more impactful and persuasive. For instance, using contrast to juxtapose tradition with modernity, or the past with the future, highlights Shaanxi's historical mission and future direction in rural revitalization; employing parallelism to present multiple concepts side-by-side enhances the rhythm and expressiveness of the discussion, thereby attracting the audience's attention.

Metaphorical expression is a crucial component of surface structures, concretizing abstract concepts through metaphor, making them more understandable and acceptable to the audience. Widely used metaphors in Shaanxi's rural revitalization discussion include likening revitalization to "recreating a new countryside" and the "green Great Wall." These metaphors not only vividly display the vision of revitalization but also stimulate emotional resonance in the audience. Through the use of metaphors, Shaanxi's rural revitalization discussion can touch the hearts of the audience, eliciting resonance and thereby enhancing the discussion's influence and effectiveness.

Therefore, the effective use of surface structures and metaphorical expressions not only enriches the forms and contents of Shaanxi's rural revitalization discussion but also enhances its persuasive power and communicative effect.

3.3. Application of discursive inference and narrative roles

In the dissemination of Shaanxi's rural revitalization discussion, the application of discursive inference and narrative roles plays a crucial role in enhancing the discussion's persuasiveness and impact.

Discursive inference refers to enabling the audience to understand and accept the core content of the discussion through logical and emotional reasoning. Logical reasoning presents facts, data, and rational analyses to demonstrate the necessity and feasibility of rural revitalization to the audience. For example, by introducing the effects of rural revitalization policies and their achievements, the audience is convinced of the importance and effectiveness of these policies. Emotional reasoning, through emotional appeals and empathy, stimulates the audience's emotional resonance and identification. For instance, by showcasing touching stories and images from rural revitalization, the discussion appeals to the audience's emotions, enhancing its affability and persuasive power.

Narrative roles in the discussion embody specific images and stories, making abstract policy concepts concrete and vivid. For example, depicting farmers as "strivers" who work hard to achieve rural revitalization can inspire respect and identification with farmers among the audience; portraying the government as a "guide" that plays a role in promoting rural revitalization can strengthen the audience's trust and support for government policies. These narrative roles not only enrich the form of the discussion but also make it easier for the audience to understand and accept the main themes of the discussion.

Therefore, the application of discursive inference and narrative roles can enhance the persuasiveness and impact of Shaanxi's rural revitalization discussion, making it more influential and effective in communication [5].

4. A Social semiotics perspective on Shaanxi's rural revitalization discussion: macro-semantic framework

4.1. Analysis of symbolic resources and thematic content in the linguistic field

From a social semiotics perspective, the linguistic field of Shaanxi's rural revitalization discussion

encompasses multiple symbolic resources and thematic contents, collectively forming the discussion's semantic framework, reflecting the policy goals and implementation pathways of rural revitalization.

Economic development in rural areas is a significant topic within Shaanxi's rural revitalization discussion. Symbolic resources such as "industrial prosperity" and "rural revitalization strategy" emphasize the importance of developing modern agriculture and promoting rural industrial upgrading. These symbols represent the goals of rural economic development and reflect governmental attention and support for rural progress.

Ecological environmental protection is another vital topic. Symbolic resources like the "green Great Wall" and "ecological barrier" highlight the significance of protecting the ecological environment and promoting green development. These symbols demonstrate a commitment to ecological civilization and a sense of responsibility toward environmental protection, underscoring the concept of harmonious coexistence between humans and nature.

Cultural heritage and innovation also form a core aspect of Shaanxi's rural revitalization discussion. Symbolic resources such as "cultural heritage" and "rural revitalization cultural projects" emphasize the critical role of traditional culture's transmission and innovation in rural revitalization. These symbols reflect respect for traditional culture and support for cultural innovation, stressing the construction of cultural confidence and soft power.

The analysis of these symbolic resources reveals that Shaanxi's rural revitalization discussion forms a semantically coherent and logically consistent framework, reflecting governmental policy directions and societal consensus. This semantic framework not only plays a crucial role in discussion dissemination but also provides theoretical and practical guidance for rural revitalization.

4.2. Social status and communicative intentions of the tenor

The tenor refers to the social status, relationships, and communicative intentions of discussion participants. In Shaanxi's rural revitalization discussion, the analysis of tenor primarily focuses on the interactive relationships and communicative intentions among different social roles such as the government, farmers, and academic experts.

As the lead promoter of rural revitalization, the government's discussion typically carries authority and guidance, aimed at conveying policy directives, providing developmental directions, and stimulating participation and enthusiasm among farmers and all social sectors through specific implementation plans and support measures. Farmers, as primary participants in rural revitalization, express responses to policies and aspirations for the future, with communicative intentions that include expressing needs, reflecting on issues, and conveying agreement or questioning policies.

Academic experts play a role in providing professional support and theoretical guidance in rural revitalization discussion, with their discussion characterized by high academic and constructive qualities, aimed at offering intellectual support and strategic advice for rural revitalization through scientific research and theoretical analysis. The interwoven discussions of these different social roles form a complex communication network that collectively advances the realization of rural revitalization through interaction and cooperation [6].

4.3. Exploration of communicative channels and codes in mode

Mode refers to the means of information transmission in discussion, including communicative channels, modes of expression, and communicative codes. In the dissemination of Shaanxi's rural

revitalization discussion, the choice and use of mode directly impact the effectiveness of the discussion and audience reception.

In terms of communicative channels, traditional media (such as newspapers and television) and new media (such as social media and online platforms) together form the dissemination network for Shaanxi's rural revitalization discussion. Traditional media ensure the credibility and breadth of dissemination through their authority and extensive coverage, while new media enhance participation and speed of dissemination through their interactivity and immediacy. This multi-channel dissemination approach effectively enhances the communicative effect and audience reach of the rural revitalization discussion.

Regarding modes of expression, Shaanxi's rural revitalization discussion often employs vivid rhetorical techniques such as metaphor, personification, and parallelism, making the discussion more engaging and persuasive. For example, ecological protection is metaphorically described as "guarding the green homeland," and rural revitalization is personified as the "rebirth of the countryside." These rhetorical techniques not only make the discussion more vivid and engaging but also stimulate emotional resonance among the audience.

In terms of communicative codes, symbols, signs, and images play a crucial role in discussion dissemination. For instance, the use of locally distinctive symbols (such as Qin Opera and paper-cutting) enhances the local identity and cultural resonance of the discussion; displaying concrete results and promising prospects of rural revitalization through images and videos effectively conveys the policy outcomes and developmental achievements. The effective use of these codes enhances the persuasive power and impact of the discussion.

5. Conclusion

This study, through cognitive architecture and social semiotics perspectives, has systematically explored the generation, understanding, and dissemination strategies of Shaanxi's rural revitalization discussion, constructing a scientifically sound communication system. The findings indicate that effective dissemination of Shaanxi's rural revitalization discussion requires full utilization of cognitive features and thought constructs, the excavation of deep structures and conceptual metaphors, the presentation of surface structures and metaphorical expressions, and the appropriate application of discursive inference and narrative roles. Additionally, from a social semiotics perspective, this research provides new insights into the symbolic resources of the linguistic field, the social status and communicative intentions of the tenor, and the communicative channels and codes of the mode, offering a comprehensive macro-semantic framework for rural revitalization discussion.

Future research could further explore the characteristics of rural revitalization discussion dissemination across different regions and cultural backgrounds, enhance the reach and impact of discussion through new media technologies, and, through field research and data analysis, verify the practical effects of the proposed dissemination strategies, providing more concrete recommendations for optimizing rural revitalization discussion.

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