

Analysis on Urban-Rural Cultural Communication Differences under the Background of Intelligent Media Service Sinking

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Abstract: The continuous penetration of artificial intelligence, big data, short video platforms and other intelligent media technologies into county and rural areas has completely transformed the basic scenario and operational logic of urban and rural cultural communication. Intelligent media has broken the geographical barriers of traditional media, enabling rural residents to equally access digital cultural resources. Nevertheless, long-term gaps in resources, media literacy and practical scenarios between urban and rural areas have spawned new differentiated features in cultural communication. Urban cultural communication presents a trend of refinement, diversification and initiative. By contrast, rural cultural communication is plagued by homogeneous content, passive reception and the loss of local cultural discourse. Taking the sinking of intelligent media services as the research background and urban-rural cultural communication differences as the core research object, this paper sorts out the practical status of intelligent media sinking. It compares the specific gaps between urban and rural cultural communication from four dimensions: communication subjects, content, modes and effects. The paper summarizes the core causes of such differences and analyzes their social negative impacts. Finally, it proposes targeted optimization strategies to narrow the urban-rural cultural communication gap, promote urban-rural cultural integration and revitalize rural cultural vitality. The research concludes that the sinking of intelligent media cannot inherently realize the equalization of cultural communication. The popularization of media infrastructure fails to eliminate deep-seated urban-rural cultural communication disparities. Only by making up for rural media literacy deficiencies, rebuilding local rural cultural communication subjects and constructing rural-adapted cultural communication systems can balanced urban-rural cultural communication be truly achieved. This study provides theoretical references and practical guidance for rural cultural revitalization and the equalization of urban-rural public cultural services.

1. Introduction

The comprehensive implementation of the digital rural strategy has driven intelligent media

services to continuously expand from urban centers to grassroots rural regions. Smart phones, high-speed broadband, short video platforms, live streaming tools and intelligent information push services have achieved full coverage in most rural areas of China. The core goal of intelligent media service sinking is to remedy the shortcomings of rural digital infrastructure. Relevant authorities aim to realize the equalization of urban and rural public cultural services through technological popularization, so that rural residents can enjoy digital cultural resources equivalent to urban groups. In the traditional media era, television, newspapers and wired broadcasting served as the dominant communication carriers. Urban areas monopolized media resources, content production capacity and cultural communication discourse power. Rural residents could only passively accept mainstream cultural contents output from cities. The urban-rural cultural communication pattern showed a typical one-way feature of "urban output and rural reception". Lacking effective communication channels and display platforms, rural local culture stayed in a marginal and weak communication state for a long time. The popularization of intelligent media has overturned the centralized communication pattern of traditional media. Intelligent media greatly lowers the threshold for cultural content production and dissemination. In theory, rural users can independently create cultural works, spread local characteristic culture and participate in online cultural interactions. Urban and rural cultural communication is supposed to enter a new stage of two-way interaction and equal dialogue.

However, in practical communication scenarios, technological sinking has not completely bridged urban-rural cultural communication gaps. The popularization of hardware facilities does not equate to the equalization of cultural communication capabilities. Urban residents are proficient in using intelligent media to acquire diverse cultural information, create high-quality content and participate in cultural co-creation. Most rural users merely browse entertaining content passively and lack the ability of active creation and cultural expression. The traditional resource barrier gap has evolved into new disparities in media usage, digital literacy and content acquisition in the intelligent media era.

Current domestic academic studies have yielded abundant achievements on media sinking, urban-rural digital divide and rural cultural communication. Most existing researches focus on the positive values of technological popularization or simply discuss the dilemmas of rural cultural communication. Few studies systematically analyze the new differential characteristics of urban-rural cultural communication in the intelligent media context, and the internal correlation between technological sinking, capability disparity and cultural imbalance is not fully clarified. Based on the above research gaps, this paper systematically explores the specific differences, formation mechanism and social influences of urban-rural cultural communication under the background of intelligent media sinking, and puts forward targeted optimization strategies. The research results are expected to facilitate balanced urban-rural cultural development and support the practical implementation of the rural cultural revitalization strategy.

2. Core Concepts and Theoretical Basis

2.1 Definition of Core Concepts

2.1.1 Intelligent Media Service Sinking

As a core component of digital rural construction, intelligent media service sinking refers to the extension and coverage of emerging intelligent media technologies and supporting services from urban core areas to counties, towns and rural grassroots units, including artificial intelligence, big data, short video operation and algorithm push services. It is not a simple popularization of

hardware equipment, but an all-round sinking of network infrastructure, intelligent terminals, platform services, digital applications and public cultural digital services. Its fundamental purpose is to break the last-mile barrier of rural digital services and realize the full coverage of urban and rural digital infrastructure.

2.1.2 Urban-Rural Cultural Communication Differences

Urban-rural cultural communication differences are the specific embodiment of urban-rural development gaps in the communication field. They refer to the capability and effect disparities between urban and rural residents in cultural information acquisition, content production, communication interaction, cultural cognition shaping and cultural value output. In the intelligent media era, such differences are no longer limited to hardware equipment accessibility. They are mainly reflected in soft power gaps such as media application capability, content creation level, cultural discourse power and digital literacy.

2.1.3 Equalization of Cultural Communication

The equalization of cultural communication is the core goal of public cultural service construction. It means urban and rural residents can equally obtain high-quality cultural resources, participate in cultural communication activities and share cultural development achievements. It does not require complete consistency between urban and rural cultural content. It emphasizes equal communication opportunities, equal cultural rights and balanced development space, so as to realize complementary integration and coordinated development of urban and rural culture.

2.2 Theoretical Basis

2.2.1 Digital Divide Theory

The initial research of digital divide theory focused on the hardware access gap of digital devices and network resources. With the popularization of digital technology, the theory has evolved into secondary and tertiary digital divides. The secondary divide focuses on disparities in media usage capabilities, while the tertiary divide emphasizes gaps in digital information transformation, cognitive improvement and developmental benefits. This theory can well explain the core research problem of this paper. Intelligent media sinking has eliminated the hardware access gap in rural areas, but the capability and benefit divides still exist, ultimately forming differentiated urban-rural cultural communication patterns.

2.2.2 Cultural Communication Discourse Power Theory

Cultural communication discourse power includes the subject's right of expression, creation, interpretation and dominant power in cultural communication activities. Urban groups have long occupied the dominant position in mainstream cultural discourse, and urban culture has become the mainstream of online cultural communication. Rural culture lacks effective communication carriers and discourse platforms. Although intelligent media has the potential to decentralize cultural discourse power, the insufficient capability of rural users leads to persistent discourse imbalance and solidified urban-rural cultural communication differences.

2.2.3 Uses and Gratifications Theory

Uses and gratifications theory takes the audience as the core research perspective. It holds that audiences actively select media content according to their own needs to obtain psychological and practical satisfaction. Urban and rural audiences differ significantly in cognitive level, living needs and cultural literacy. Their motivations for using intelligent media, preferred cultural content and acquired communication effects are distinctly different, which constitutes an important micro mechanism for the formation of urban-rural cultural communication differences.

3. Current Situation of Intelligent Media Service Sinking

In recent years, China has continuously strengthened the construction of digital villages, accelerating the speed and coverage of intelligent media service sinking. The hardware infrastructure gap between urban and rural areas has been greatly narrowed. This paper sorts out the current situation of media sinking from three dimensions: infrastructure coverage, platform popularization and public service implementation, so as to lay a foundation for subsequent difference analysis.

3.1 Full Coverage of Digital Infrastructure and Elimination of Hardware Gaps

Rural broadband networks, 5G base stations and intelligent terminal devices have achieved large-scale coverage in China. Public data from the Ministry of Industry and Information Technology shows that the 5G coverage rate of administrative villages has exceeded 90%. The penetration rate of smart phones and smart TVs in rural areas is basically equivalent to that in cities. Almost all rural residents can access various online cultural platforms through mobile terminals. The hardware dilemmas of no network, no equipment and no communication channels in traditional rural areas have been completely solved, realizing the equalization of intelligent media hardware conditions between urban and rural areas.

3.2 Comprehensive Penetration of Public Intelligent Platforms in Rural Life

Short videos, live streaming, WeChat and other mainstream intelligent media platforms have become the main tools for rural residents to obtain information, entertain and conduct social interactions. Different from urban users' diversified platform usage, rural residents' media behavior is highly concentrated on short video and live streaming platforms. These platforms have simple operations and intuitive content with low usage thresholds, which fit the basic capability characteristics of rural users. The full penetration of intelligent platforms has completely changed the way rural residents acquire cultural information.

3.3 Continuous Implementation of Sinking Public Cultural Intelligent Services

Local governments have promoted the sinking of digital cultural museums, digital libraries, online cultural lectures and rural cultural tourism live streaming services. Grassroots towns and villages have built village-level digital cultural service stations. Official institutions push policy publicity, folk culture, popular science knowledge and recreational cultural content to rural areas through intelligent media. The sinking of public cultural intelligent services has enriched the supply channels of rural cultural resources. To intuitively present the complete system of intelligent media sinking, this paper constructs a multi-level system structure model.

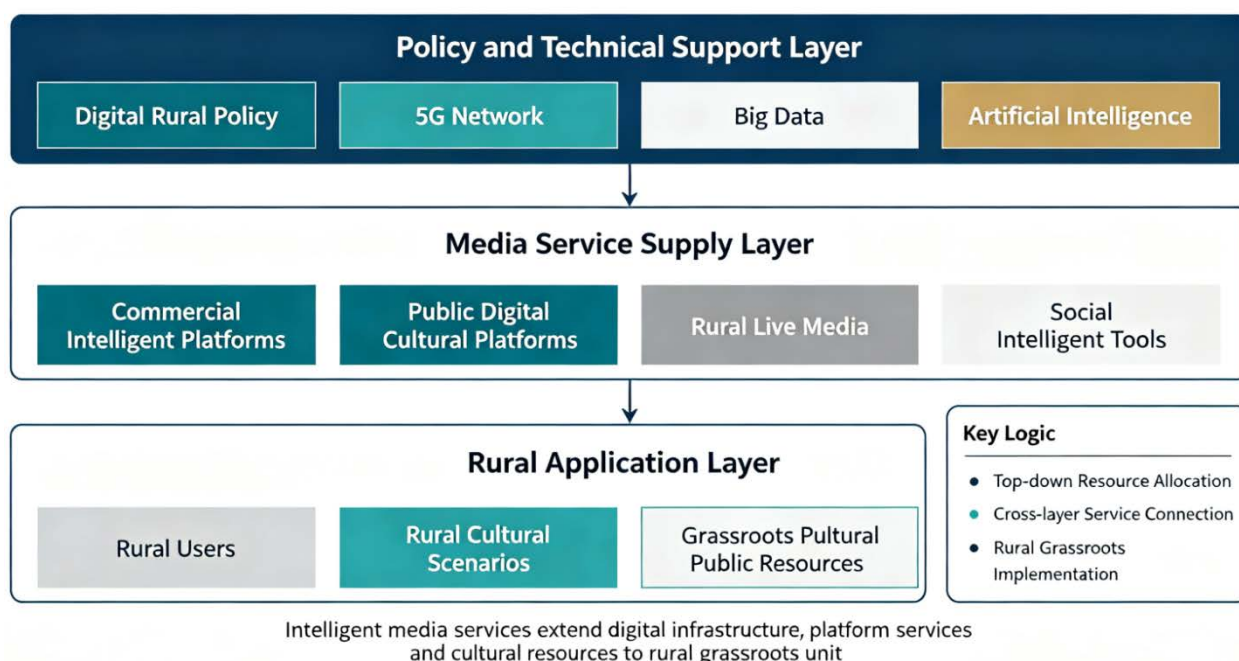


Figure 1 Multi-level System Structure of Intelligent Media Service Sinking in Rural Areas

4. Analysis on Core Differences of Urban-Rural Cultural Communication Under Intelligent Media Sinking

Table 1 Core Difference Comparison of Urban-Rural Cultural Communication in the Intelligent Media Era

Comparison Dimension	Urban Cultural Communication	Rural Cultural Communication
Communication Subject Characteristics	Diversified and professional subjects, including professional media, cultural institutions, self-media creators, urban residents and cultural and creative teams, with active creation and communication awareness	Single and scattered subjects, mainly passive browsing villagers, with few professional creators, lack of local cultural teams and weak communication initiative
Cultural Content Structure	Diversified and hierarchical content, covering high-end art, popular science, trend culture, folk culture and public welfare culture, with high quality and strong innovation	Single and entertainment-oriented content, dominated by short video entertainment and trivial daily content, with scarce local folk cultural resources and insufficient high-quality cultural supply
Media Usage Mode	Active and targeted usage, users screen and create content independently according to personal needs and participate in cultural co-creation	Passive and inertial usage, users browse content unconsciously, lacking initiative in content screening, creation and cultural expression
Cultural Discourse Power	Dominant mainstream discourse power, urban modern culture and trend culture lead the online communication field	Weak discourse power, local rural culture has narrow communication scope and low influence, easily covered by urban culture
Comprehensive Communication Effect	Continuous upgrading of cultural cognition, strong cultural creativity, dual development of cultural consumption and cultural output	Shallow cultural cognition, insufficient cultural innovation ability, only cultural input without effective local cultural output

The equalization of hardware facilities has not brought the equalization of cultural communication capabilities. In the context of intelligent media popularization, new differentiated patterns have formed in urban and rural cultural communication from four dimensions: communication subjects, content, modes and effects. The following table intuitively compares the core differential characteristics.

4.1 Subject Difference: Active Diversified Creation vs. Passive Scattered Reception

Urban cultural communication subjects present diversified, professional and active characteristics. Cities gather a large number of professional cultural institutions, new media teams, cultural creators and literary workers. Ordinary urban residents have higher overall media literacy and proficient operation skills of intelligent media tools. Urban users not only browse cultural content, but also create cultural works, interpret cultural hot topics and launch cultural discussions based on personal cognition and life experience, forming a benign communication pattern of professional guidance and public participation. Rural cultural communication faces prominent subject deficiencies. There are almost no professional cultural creation and communication teams in rural areas. Local literary and new media talents generally migrate to cities for development. Left-behind rural groups are mainly the elderly, women and children with limited intelligent media capabilities. Most rural users can only complete basic browsing, liking and forwarding operations. They lack the awareness and ability to create local cultural content and participate in cultural topic discussions. Rural cultural communication is in a passive, scattered and disorderly state.

4.2 Content Difference: Diversified High-quality Hierarchy vs. Single Shallow Entertainment

Urban areas have a complete cultural content supply system. In the intelligent media environment, urban cultural resources cover traditional culture, modern trend culture, popular science education, public welfare art and regional characteristic culture, which can meet the needs of different age groups and educational levels. Urban creators focus on content quality and cultural value, and high-quality and innovative in-depth cultural content occupies the dominant position of urban communication. Urban users can realize multiple cultural demands including learning, aesthetic appreciation, creation and consumption through intelligent media. Rural cultural content supply is structurally single. The cultural content contacted by rural users is mostly fragmented and entertaining short videos pushed by platform algorithms, such as funny clips, daily skits and novelty videos. The proportion of in-depth popular science, traditional culture and local folk culture is extremely low. The algorithm mechanism continuously pushes homogeneous entertainment content according to user browsing habits, narrowing rural users' cultural vision and keeping their cultural cognition at a shallow level for a long time.

4.3 Mode Difference: Active Targeted Adaptation vs. Passive Inertial Addiction

Urban users use intelligent media with clear purposes and precise orientation. They actively search, screen and subscribe to high-quality cultural content according to their study, aesthetic and work needs. They make full use of intelligent media for cultural learning, artistic creation and cultural exchanges. Urban users can get rid of algorithm constraints, independently control media usage rhythm and select content directions, realizing personalized cognitive improvement and capability appreciation. Rural users' media usage is dominated by inertia and passivity. Most rural residents have no clear usage goals, and they mainly use intelligent media to kill spare time. They passively accept algorithm-pushed content without active screening of high-quality cultural resources. Long-term passive browsing forms a solidified entertainment-oriented media habit. The

cultural empowerment value of intelligent media cannot be exerted, and intelligent media is reduced to a simple entertainment tool.

4.4 Discourse Difference: Mainstream Dominant Output vs. Local Cultural Aphasia

In the intelligent media communication field, urban culture always occupies a dominant position. Modern urban lifestyle culture and trend consumption culture constitute the mainstream of online communication. Urban groups master the interpretation and dominant power of public culture. Urban culture can realize full coverage dissemination relying on intelligent media and guide public cultural aesthetics and cognition in the long run. Rural local culture is in a long-term aphasic and weak state. Rural farming culture, folk custom culture and local characteristic culture have unique cultural value, but they lack effective communication subjects and dissemination channels. High-quality rural culture cannot achieve external output through intelligent media. On the contrary, vulgar entertainment and homogeneous online culture continuously infiltrate rural areas, squeezing the living space of local culture and further aggravating the imbalance of urban-rural cultural discourse power. To quantitatively reflect the urban-rural gap in media usage and cultural communication effects, this paper sorts out statistical data based on county rural research results.

Table 2 Quantitative Statistics of Urban-Rural Intelligent Media Cultural Communication Effect Differences

Indicator Dimension	Urban Group Average	Rural Group Average	Urban-Rural Gap Level
Active Cultural Creation Proportion	38.6%	7.2%	Extremely Large Gap
In-depth Cultural Browsing Duration Ratio	42.3%	11.5%	Extremely Large Gap
Local Cultural Cognition and Inheritance Score	78.5	52.3	Large Gap
Intelligent Media Cultural Empowerment Utilization Rate	65.8%	23.6%	Extremely Large Gap
Vulgar Entertainment Content Dependence	18.2%	67.4%	Extremely Large Gap

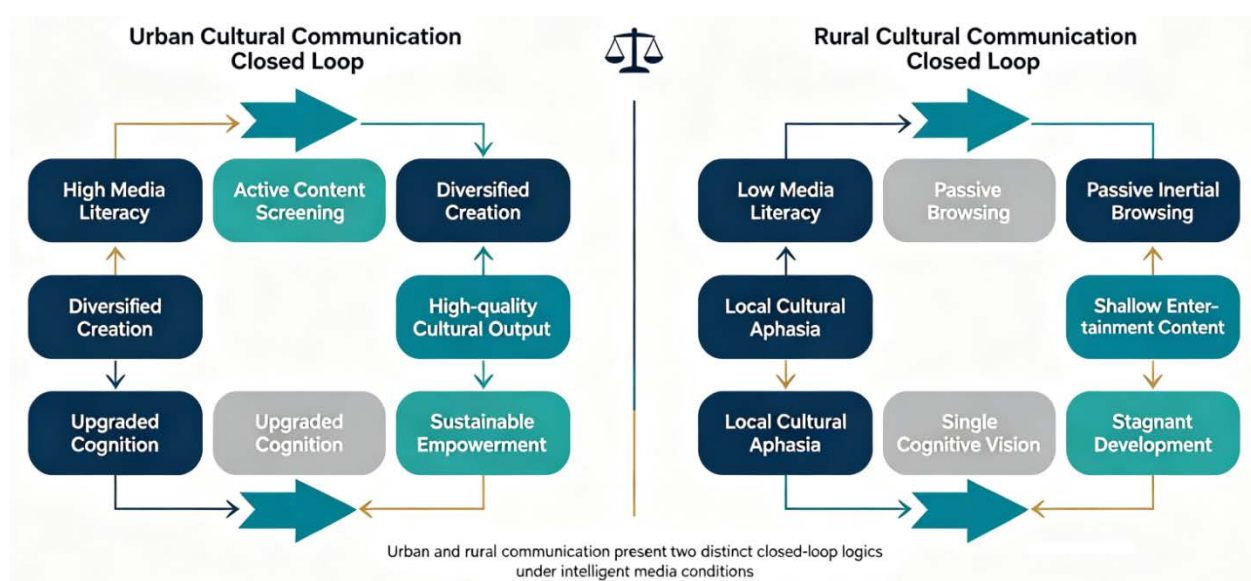


Figure 2 Differential Operation Mechanism Model of Urban-Rural Cultural Communication in the Intelligent Media Era

To visually display the differential operation logic of urban-rural cultural communication, this paper constructs a two-way comparison mechanism model.

5. Formation Causes of Urban-Rural Cultural Communication Differences

5.1 Individual Cause: Innate Urban-Rural Media Literacy Gap

Media literacy is the core individual factor determining cultural communication effects. Urban residents have higher overall educational level, cognitive ability and learning awareness. They are immersed in diversified digital scenarios for a long time and can quickly master multi-functional applications of intelligent media. Urban users can effectively distinguish high-quality and vulgar cultural content and take advantage of media resources for cultural learning and self-improvement. Rural residents generally have low media literacy. Most rural elderly users can only operate basic video browsing functions, lacking capabilities in content screening, account operation and cultural creation. They cannot effectively identify bad cultural information online. The low media literacy level makes rural users unable to exert the cultural empowerment value of intelligent media, directly leading to hierarchical differences in urban-rural cultural communication effects.

5.2 Content Cause: Urban-Rural Cultural Resource Reserves Gap

Cities have accumulated abundant cultural resources over a long period of time, including complete cultural carriers such as cultural centers, libraries, museums and cultural and creative parks. Urban areas can continuously produce, innovate and output high-quality modern cultural content. Intelligent media further amplifies urban content advantages and realizes large-scale dissemination of urban culture. Rural cultural resources are far from fully developed. Most rural areas are endowed with characteristic farming culture, folk customs and intangible cultural heritage, but lack professional teams to excavate, sort, package and disseminate these local resources. Rural cultural resources are scattered and idle for a long time. After the sinking of intelligent media, rural areas have no high-quality local content for external output and can only passively accept urban culture and online entertainment culture, solidifying the unbalanced pattern of urban-rural cultural communication.

5.3 Subject Cause: Urban-Rural Talent Reserve Gap

Professional talents are the basic support of cultural communication. Cities gather a large number of professionals engaged in new media operation, cultural creation, planning and short video production. Urban talent advantages ensure the continuous output of high-quality and innovative cultural works and maintain the vitality of urban cultural communication. Rural areas face serious talent outflow. Young laborers, cultural elites and new media talents generally choose to work and develop in cities. Left-behind rural groups have insufficient cultural creation and communication capabilities, and there is no stable local new media communication team. Grassroots cultural workers also have weak professional competence. The long-term talent shortage deprives rural cultural communication of core driving force and independent innovation capacity.

5.4 Technical Cause: Deviation of Algorithm Push Mechanism

The algorithm recommendation mechanism of intelligent media takes user browsing habits and interest preferences as the core push standard. Urban users have diversified and high-quality browsing behaviors, so the algorithm continuously pushes in-depth cultural and knowledge-based

content, forming a virtuous content circulation system. Rural users' initial browsing behaviors are dominated by entertainment content. The platform algorithm continuously pushes homogeneous entertainment content according to user habits, while actively pushing few resources of local rural culture, traditional culture and popular science knowledge. The technical mechanism solidifies rural users' single cultural vision and further widens the urban-rural cognitive gap.

5.5 Institutional Cause: Implementation Gap of Public Cultural Services

Urban public digital cultural service systems are complete, with abundant and timely updated resources, enabling urban residents to easily access free high-quality public cultural resources. Rural public digital cultural services have prominent problems such as formalization and lagging construction. Many rural digital cultural service stations have idle equipment and outdated content with slow update speed. Grassroots public cultural services fail to adapt to the actual cultural needs of rural residents and cannot effectively make up for rural cultural communication deficiencies.

6. Social Negative Impacts of Urban-Rural Cultural Communication Differences

6.1 Shallow Rural Cultural Cognition and Widening Public Literacy Gap

Long-term reception of shallow entertainment content keeps rural residents' cultural cognition at a superficial level. Rural users lack stable channels for in-depth cultural learning. The gaps in cultural vision, aesthetic ability and cognitive level between urban and rural residents continue to expand. Such cultural literacy gaps will further evolve into individual development capability gaps, restricting the comprehensive development of rural residents.

6.2 Local Cultural Aphasia and Gradual Disintegration of Rural Cultural Characteristics

The imbalance of urban-rural cultural communication makes urban modern culture dominate the rural cultural field for a long time. Rural residents gradually form excessive recognition of online fashion culture and urban culture, while their sense of identity with local farming culture and folk customs continues to weaken. Many traditional rural cultures lose inheritance and communication channels, gradually becoming marginalized and extinct. The loss of rural cultural uniqueness is not conducive to the long-term development of rural cultural revitalization.

6.3 Blocked Urban-Rural Cultural Integration and Lagging Equalization Construction

The core goal of intelligent media sinking is to promote the equalization of urban-rural public cultural services. However, cultural communication differences have formed a dual segmentation pattern of urban and rural culture. Urban high-quality culture cannot effectively empower rural development, and excellent rural local culture cannot realize external communication and exchange. The two-way interactive and integrated development pattern of urban-rural culture cannot be formed, hindering the progress of public cultural service equalization.

6.4 Chaotic Rural Network Cultural Ecology and Continuous Infiltration of Bad Culture

Rural cultural communication lacks the guidance of high-quality mainstream content. Vulgar jokes, novelty-seeking content, false information and excessive entertainment content occupy the rural online space for a long time. Bad network culture easily misleads rural residents' values and daily cognition. The overall rural network cultural ecology is disorderly and fails to form a positive and healthy cultural atmosphere.

7. Optimization Paths to Narrow Urban-Rural Cultural Communication Differences

7.1 Carry Out Hierarchical Literacy Training to Make Up for Rural Media Capability Deficiencies

Grassroots governments and village committees should normalize digital media literacy training for rural residents. Hierarchical training contents should be designed for the elderly, young and adolescent groups respectively. For rural elderly users, training focuses on content screening, bad information identification and the usage of high-quality cultural platforms. For rural young and middle-aged groups, training focuses on short video creation, local cultural shooting and new media operation skills to cultivate local rural cultural communication talents. Grassroots organizations can set up regular digital cultural classrooms relying on village-level cultural service stations. Simple and practical operation teaching can comprehensively improve rural residents' media application capabilities, transforming rural users from passive content browsers to active cultural learners and local cultural disseminators.

7.2 Tap Local Cultural Resources to Enrich Rural Cultural Content Supply

Local cultural and tourism departments and grassroots organizations should systematically excavate local characteristic resources including farming culture, folk intangible cultural heritage and rural stories. Functional departments can sort out local cultural materials and produce lightweight communication content such as short videos, pictures and live broadcasts suitable for intelligent media dissemination. All regions can build distinctive rural cultural IPs and continuously output high-quality local cultural content relying on mainstream platforms such as Douyin and WeChat Channels. High-quality local culture can hedge the influence of vulgar entertainment content, enrich rural cultural supply and reshape rural cultural discourse power.

7.3 Cultivate Local Communication Talents to Build Rural Communication Teams

Local governments should introduce supportive policies to attract returning youths, rural entrepreneurs and local literary talents to participate in rural cultural communication. Grassroots units can cultivate rural grassroots anchors, folk creators and rural cultural bloggers to build a professional local cultural communication team. Relevant departments can provide free professional training, traffic support and equipment assistance for local creators to lower the threshold of rural cultural creation. Talent cultivation can solve the core problems of missing communication subjects and insufficient creation capabilities, activating the endogenous power of rural cultural communication.

7.4 Optimize Algorithm Push Mechanism to Build a Benign Cultural Ecology

Network platforms should actively optimize algorithm logic and abandon the single traffic-oriented push mode. Platforms can set up targeted push mechanisms for rural users to increase the exposure of high-quality content such as local culture, traditional culture, popular science education and rural cultural tourism. Regulatory authorities should guide network platforms to undertake social responsibilities, increase traffic support for rural high-quality cultural content, and limit the dissemination of vulgar entertainment and false novelty content, so as to build a healthy, diversified and high-quality digital cultural ecology for rural users.

7.5 Improve Grassroots Public Cultural Services to Promote Balanced Urban-Rural Cultural Integration

Local authorities should upgrade rural public digital cultural service facilities and revitalize the resource value of village-level digital cultural service stations. Grassroots units need to update online cultural resources in a timely manner and push cultural and popular science content that meets rural residents' actual needs. Governments should build two-way urban-rural cultural exchange platforms to promote the sinking of urban high-quality cultural resources and the external dissemination of excellent rural local culture. A complementary and interactive urban-rural cultural pattern can be gradually formed to narrow cultural communication gaps and empower balanced urban-rural development and rural cultural revitalization.

8. Conclusion

The sinking of intelligent media services has completely eliminated the urban-rural digital hardware infrastructure gap and reconstructed the overall scenario of urban-rural cultural communication. Technological sinking brings opportunities for cultural communication equalization, but also breeds new soft-power communication disparities. The current urban-rural cultural communication gap is no longer a simple gap in equipment and channels, but a comprehensive disparity in media literacy, content supply, communication subjects, technical mechanisms and public services. Urban cultural communication maintains a development trend of initiative, diversification and high quality relying on multiple advantages in talents, resources, literacy and technology. Rural cultural communication is still plagued by missing communication subjects, shallow content, passive reception and local cultural aphasia. The long-term existence of the urban-rural cultural dual pattern exerts negative impacts on rural cultural inheritance, public literacy improvement and public cultural equalization construction. To solve this dilemma, all social sectors need to abandon the misunderstanding of "technology omnipotence". Multiple measures including literacy cultivation, content excavation, talent construction, technical optimization and service improvement should be jointly implemented to make up for the soft shortcomings of rural cultural communication. Only by activating the endogenous power of rural culture and balancing urban-rural cultural discourse power can two-way integration and balanced development of urban-rural culture be realized, providing solid support for rural cultural revitalization and the equalization of public cultural services.

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