

"Luxurious Flowers and Luxuriant Leaves" to "On the Way to Hope": The Narrative Transformation of Guizhou Poverty Alleviation TV Dramas

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ABSTRACT

The two TV series "Luxurious Flowers and Luxuriant Leaves" and "On the Way to Hope" respectively focus on the two major themes of "poverty alleviation" and "rural revitalization" in Guizhou. They have attracted the attention of audiences, experts and scholars for their vivid character descriptions, twists and turns storylines, and high-level ideological goals. On the whole, in terms of narrative transformation, the narrative theme has been promoted from "poverty alleviation" to "wisdom support", the image has been transformed from "collaboration of middle-aged and young people" to "group portraits of youth", and from "poverty alleviation in rural areas" to "integration of urban and rural areas". They typically present the progress of poverty alleviation in Guizhou and the experience of poverty alleviation in Guizhou, contributing wonderful content to the story of China's poverty alleviation.

Keywords: *Poverty alleviation, Rural revitalization, Guizhou poverty alleviation TV series, Narrative transformation.*

1. INTRODUCTION

In 2020, Guizhou completely tore off the label of absolute poverty for thousands of years. There have been countless touching and touching stories on the road of poverty alleviation. The creators represented by Ouyang Qiansen and others recorded it in the form of documentary literature on the basis of going deep into the grassroots level. In the field of film and television, the creators also recorded the hard and great struggles of cadres and the masses on the way out of poverty in the form of images, and composed songs of hard work. "Luxurious Flowers and Luxuriant Leaves" (2020), written by Ouyang Qiansen, chairman of the Guizhou Federation of Literary and Art Circles, and selected into 22 national key dramas for poverty alleviation, and "On the Way to Hope" (2021), written by screenwriter Rao Jun of Tongren City, these two TV dramas, which respectively focus on the two major themes of Guizhou's "poverty alleviation" and "rural revitalization", provide the audience with a viewing experience that is both watchable and profound with vivid character

depictions, twists and turns of the storylines, and high-level ideological purposes, showing the spirit of Guizhou and the experience of Guizhou to the whole country and the world.

2. THEME TRANSFORMATION: NARRATIVE THEME PROMOTES FROM "POVERTY ALLEVIATION" TO "WISDOM SUPPORT"

As the theme drama of "poverty alleviation", "Luxurious Flowers and Luxuriant Leaves" tells the story of the difficult poverty alleviation journey of several typical impoverished villages, such as Huamao Village, Zhifang Village and Dadifang Village in Fengxiang Town, Bozhou District, Zunyi City, Guizhou Province. [1] The drama takes Ouyang Caiwei, the first secretary of Huamao Village, Tang Wancai, director of Huamao Village, and other grass-roots cadres as the main narrative objects, showing the stories that under the guidance of the Party and the state's poverty alleviation policy, grass-roots cadres in poor villages in

southwest China, represented by Guizhou, gradually reversed villagers' backward attitudes and led villagers to achieve poverty alleviation and a happy life with wisdom and diligence. They develop agricultural sightseeing gardens, red tourism, pepper planting, bee breeding, farmhouse entertainment, ecological breeding and other industries. The advancement of these industries has greatly increased the economic income of Huamao Village and adjacent villages. Commercial streets have become prosperous, e-commerce has also developed, Huamao Village has become a well-known affluent village, and villages such as Zhifang Village and Dadi Village have also taken on a new look. Under the guidance of correct policies, local villagers have lived a prosperous and happy life, and their happiness index has also increased.

In the TV series "Luxurious Flowers and Luxuriant Leaves", the criteria for identifying poor households are: "The first is to look at the house, the second is to look at the grain, the third is to look at the strength of the labor force, and the fourth is to look at whether there is a scholar in the family." Judging from this identification method, material poverty can be assessed according to low economic income, housing that is not sheltered from wind and rain, the problem of food and clothing is still serious, and there are many old, weak, sick, disabled, and few laborers in the family. As for mental poverty, the overall level of education of a family, whether it has a strong will and a fighting spirit, whether it just wants to rely on the state's relief and refuses to fight, etc., the measurement standard of mental poverty is much more complicated and also much more difficult. In "Luxurious Flowers and Luxuriant Leaves", poverty alleviation is the most important task, but the grassroots cadres did not abandon their spiritual poverty alleviation, not only the grassroots education, but also the spiritual education of the villagers. If "Luxurious Flowers and Luxuriant Leaves" is to take into account "wisdom support" in the work of "poverty alleviation", then "On the Way to Hope" has realized the transformation of the narrative theme from "poverty alleviation" to "wisdom support", of which the basic education, vocational skills education, and spiritual and cultural construction in rural areas have all become the main points of the narrative.

The TV series "On the Way to Hope" tells the stories that Zhang Nan, who graduated with a master's degree, suddenly suffered from his mother's cancer. He was forced to give up his bright

future in Shanghai and returned to the native Baiguo Village to support the rural revitalization work. And finally, in the three years of working in the village, he untied the knot of childhood and found the value of life. In order to do a good job in mass work, Zhang Nan also has a deep research on various policies. In the series, he explained to the villagers what "rural revitalization" is and said, "My fellow villagers, our life today is hard-won. In the past, revolutionary martyrs led us to stand up, but now we must not only stand up, but also stand with dignity. At present, there are still several tasks in our village that need to be further implemented: first, to get rid of poverty by the end of the year; second, to let out-of-school children return to school. At present, the primary school part has been implemented almost, but the junior high school part is still far behind; ... Third, our spiritual and cultural work has achieved little at present. Our goal of literacy is to be able to write our own name, watch news, and read newspapers. However, there are still some gaps. In addition, the usual sanitation problems of each household have not been fundamentally improved... The country proposed the rural revitalization strategy to realize the modernization of agriculture and rural areas, that is, the modernization of countryside and villages. Is there a unified standard? What is the core? Is it to get rid of poverty today and create high income tomorrow? I don't think it's either, but decent..." In response to the question of "what is decency" raised by the villagers, Zhang Nan gave an easy-to-understand explanation: "I think it is that the guests who come to our village can feel very comfortable. This is the core of rural modernization." Some villagers think "comfortable" means "building tall buildings and building elevators", Zhang Nan explained patiently, "No, many places are unrealistic now. Building large buildings is actually very incompatible with our environment. It loses our local characteristics and looks very ugly... What is decency? What is people's impression of the countryside in the past? Apart from being poor, the other is dirty, messy, and poor... Next, we will be stationed in the village, focusing on making everyone live a decent life, and we will push forward several tasks... The first is to improve the basic public services that meet everyone's needs, such as the network cable entering the village, and the other is the health clinic entering the village. Next, the public order and good customs of Baiguo Village should be sorted out, that is, the township contract needs to be sorted out and everyone abides by it." Zhang Nan concluded, "So, to sum up, the current poverty alleviation work is only our first

part, and it is the most basic work of rural revitalization. The next step is to realize rural modernization, agricultural modernization requires efficiency, and rural modernization requires decency. When these two are combined, what is the situation? ... A group of people who are engaged in high-efficiency and high-return agriculture in the countryside live in a decent village. What I expect is that when everyone talks about agriculture, it is no longer primitive and backward, but green and environmentally friendly. When it comes to farmers, it is no longer contempt or disgust, but kindness and simplicity; when it comes to rural areas, it is no longer dirty, messy, and poor, but a paradise." This is the best explanation for the implementation goal of the rural revitalization strategy, which is to make the countryside rich, beautiful and livable. The drama's development of basic education, spiritual culture, and vocational skills is a vivid practice of the narrative theme of "wisdom support".

3. ROLE TRANSFORMATION: THE IMAGE CHANGE FROM "COLLABORATION OF YOUNG AND MIDDLE-AGED PEOPLE" TO "GROUP PORTRAITS OF YOUTH"

As excellent TV dramas that deeply depict the progress of poverty alleviation in Guizhou, "Luxurious Flowers and Luxuriant Leaves" and "On the Way to Hope" are both based on realistic creations and go deep into the daily life of local villagers. They reflect the earth-shaking changes brought about by the poverty alleviation practice in Guizhou with their down-to-earth and pyrotechnic storylines, vivid character design, and meticulous production of drama series, especially the vivid characters, which are of great significance to spread the spirit of Guizhou, the experience of poverty alleviation in Guizhou, and the will and belief of Guizhou people. In "Luxurious Flowers and Luxuriant Leaves", it starts with the work of the first secretary of Huamao Village, Ouyang Caiwei, and the village party secretary, Tang Wancai. It can be seen from the cast list that the protagonist of the story is Tang Wancai played by Wang Xun, and then Ouyang Caiwei played by Zhu Mo. Then there are Shi Xiaofeng (the town party secretary) played by Shao Feng, He Laoyao (the accountant of Huamao Village) played by Shang Daqing, the old party secretary played by Zhang Hongjie, Pan Mei played by Gao Beibei, and Zhao Ziqi (the first secretary of Zhifang Village) played by Ding

Guanzhong, etc. Ouyang Caiwei and Zhao Ziqi are the only young figures in the main characters. The main characters in "On the Way to Hope" are young people in the new era, such as Zhang Nan played by Cao Jun and Bian Xiaoyue played by An Yuexi (both are graduate students of famous universities in Shanghai), as well as Geng Yiming (the son who was born with the golden key) and Lin Qingqing (a graduate of the agricultural college), who are also members of the Baiguo Village Poverty Alleviation Team. The drama shows a youthful and upward atmosphere, and injects distinct vigor and vitality into the main theme TV series.

In "Luxurious Flowers and Luxuriant Leaves", the characters in the play are more brilliantly shaped mainly in the shaping of the images of middle-aged cadres such as Tang Wancai, the director of Huamao Village, He Laoyao, the accountant, and Shi Xiaofeng, the secretary of Fengxiang Town. Among them, the character image of Tang Wancai is very representative. This is a character image with a "bright heart and a pig face". He has a lot of ideas, loves to covet "cheap", is a bit stingy, acts witty and brags, advocates retaining talents but does not want his son to return to Huamao Village. However, he is also a good cadre who is down-to-earth and hardworking, has a strong sense of responsibility, can "fight wits and courage" with the villagers, and has a precise grasp of policies. He is a character with a complex image. He speaks pure "Guizhou mandarin", and he would often come up with a few classic local languages such as "跑得脱 (running away), 马脑壳 (can't run away)" and "搞哪样 (what are you doing)". His unique humor and "cunning", coupled with the accountant He Laoao, who is afraid of his wife, rural women represented by Xiaocui, Sister-in-law Sun, and Pan Mei, and Ma Laosan, who is striving to be a poor household, all made the audience laugh with their words and deeds that were "embarrassing" or "unusual" to a certain extent. The ridiculous scenes caused by coincidences or dislocations bring a lot of "comedy" to the narrative of the whole play. The shaping of Fengxiang Town Secretary Shi Xiaofeng also mainly highlights his accurate interpretation of the party and state policies, his support and practice for the party and the state's poverty alleviation, and his dedication to the area under the jurisdiction of Fengxiang Town. Shi Xiaofeng is a good cadre who is resourceful, honest, and has a foresight pattern. As for the image of Ouyang Caiwei, the first secretary of Huamao Village, the main focus is that as a fresh graduate,

she can use her knowledge to do a good job in the village, especially some innovative thinking. She brought new ideas and methods to the development of Huamao Village, and played a key role in "threading the needle" in various poverty alleviation projects in Huamao Village. However, such a newcomer who has just arrived in the countryside can do everything smoothly and successfully without even making a little mistake. She has a positive image of "great and upright", which has to make people suspect that she has a natural "protagonist aura". In short, in "Luxurious Flowers and Luxuriant Leaves", the shaping of the main characters mainly focuses on "collaboration of young and middle-aged people", highlighting the presentation of the grassroots work experience and poverty alleviation spirit of middle-aged cadres.

In "On the Way to Hope", a group of "youth group portraits" with the spirit of the new era are depicted. They have knowledge, culture and technology, and bring a new development model, new ideas, new measures, and new layouts to the countryside, making the whole drama have a distinct youthful narrative tendency. The drama was jointly produced by the Propaganda Department of Bijiang District Committee, Tongren City, Guizhou Province, and media companies such as Tencent Penguin Film Culture Communication Co., Ltd. With the real rural appearance, vivid youth group portraits and realistic focus, it has attracted much attention. "With warmth and inspiration as the background of the story, innovatively starting from the perspective of young party members, by depicting the group portraits of village cadres headed by Zhang Nan, combined with immersive rural life experience, the song of youth of contemporary rural revitalization has been played. In the drama, Zhang Nan, a college student who walked out of the mountains, made his life choice as going back to construct his hometown, which demonstrates the social responsibility of contemporary youth; the initiative of the village-residency group to carry out the rural 'spiritual and cultural revitalization' from education is closely related to the proposition of the era of education reform, which makes the play unique and forward-looking, and it also aroused discussion among the audience after the broadcast." [2] In the drama, Zhang Nan was not a hero who "leaved a small family for everyone", but had a dream and wants to make a career in Shanghai, but he was forced to return to Baiguo Village because he had to return to his hometown to take care of his family. It can be said that his ambition was not in Baiguo Village.

From this aspect, he is an ordinary individual with personal selfishness. However, after he took up his job, he, with his unyielding character, and together with the young comrades stationed in the village, found the crux of the rural problem and the way to revitalize the village, and actively practiced all kinds of fantastic ideas, greatly changed the local situation.

In addition to Zhang Nan, there is also Bian Xiaoyue, a graduate student who graduated from famous university in Shanghai. She was originally a good-looking girl born in a high-level intellectual family in Shanghai, but she went far away from home for love and served as a substitute teacher in Baiguo Village. At first, she was at a loss with the poor living and educational resources and environment of Baiguo Village, but she gradually accumulated experience and overcome difficulties, bringing knowledge and culture to the children of Baiguo Village, and even ran around to persuade the out-of-school children in Baiguo Village to return. Geng Yiming, born with a golden key, is a young man with a sloppy appearance but a great business acumen. He has solved the dilemma of "easy production but difficult sales" for the villagers many times through live broadcasts and resource linkage, found his self-worth in poverty alleviation work. Lin Qingqing, who graduated from the Agricultural College, is an expert at growing vegetables, fruits, and fish. She is optimistic, positive and enthusiastic, bringing a lot of laughter and laughter to the Baiguo Village Poverty Alleviation Team... The road to poverty alleviation is not easy, and it is not always joyful and successful, and even full of ups and downs. As newcomers to the "poverty alleviation" workplace, facing the closed-minded villagers and poor and backward villages in the local area, they are also confused and overwhelmed. They have made mistakes, caused losses, received bad reviews, and even suffered collective suspensions. For example, Lin Qingqing neglected to remind the villagers to reserve water, which led to the death of the cherries tree, and Zhang Nan "fought" and entered the police station... These "mistakes" made the images of these young people more grounded and convincing.

"Luxurious Flowers and Luxuriant Leaves", which was first broadcast on the Central Set, was also broadcast on the Bilibili video website. As an interactive website where young people gather, the score of the show is still as high as 9.5 points, and there are more than 45,000 barrages (data as of March 15, 2022). It can be seen that the drama is

deeply loved by young people. "On the Way to Hope", broadcast on Tencent Video platform, stands out in a realistic style among online dramas such as costumes, fantasy, sweet pets, suspense, urban love, etc., and has won the hot discussion of the majority of audiences, especially young audiences. At the same time, it also found new ideas and experiences for the broadcast paths and platforms of rural TV dramas.

4. BACKGROUND TRANSFORMATION: THE TRANSFORMATION FROM "RURAL POVERTY ALLEVIATION" TO COMPREHENSIVE REVITALIZATION AND DEVELOPMENT OF "URBAN- RURAL INTEGRATION"

In February 2018, the "Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Rural Revitalization Strategy" officially put forward the requirements for "organizing the implementation of the rural revitalization strategy and the battle against targeted poverty alleviation"[3]. In August 2018, the "Guiding Opinions of the Central Committee of the Communist Party of China and the State Council on the Three-Year Action to Win the Battle of Poverty Alleviation" once again put forward the requirement of "coordinating and linking poverty alleviation and rural revitalization"[4]. In September 2018, the Central Committee of the Communist Party of China and the State Council issued the "Strategic Plan for Rural Revitalization (2018-2022)", which further put forward the requirement of "promoting the organic combination of poverty alleviation and rural revitalization and mutual promotion"[5]. The connection strategy for the connection between poverty alleviation and rural revitalization has gradually become clear. Today, China has entered a stage of superimposed promotion of poverty alleviation and rural revitalization, and various tasks have intersected, but there is a certain degree of emphasis. Poverty alleviation, in general, focuses on "poverty alleviation", especially economic "poverty alleviation", while rural revitalization focuses on the overall situation of rural construction. Only when poverty alleviation is victorious can rural revitalization be fully promoted. With the advancement of the poverty alleviation work and

the rural revitalization strategy, the changes in China's rural areas can be described as amazing. The modernization of the rural areas has directly benefited the rural people. At the same time, with the continuous advancement of rural modernization, the integrated development of urban and rural areas has gradually become a trend, which is of great significance to the real realization of rural revitalization. The great victory in the poverty alleviation work urges people not to stop struggle, but to continue struggle, and make every effort to promote the comprehensive revitalization and modernization of the countryside. The rural revitalization theme film and television drama is a panoramic display of the construction scenes that took place in the vast rural areas of China against the background of this era.

In "Luxurious Flowers and Luxuriant Leaves", the economic poverty alleviation of Huamao Village and several neighboring villages has always been the most intriguing part of the narrative. In "On the Way to Hope", infrastructure construction such as education, rural culture (such as dam dance), rural health centers, and wireless networks are all put on work plans and put into practice. Zhang Nan's tutor even took his students to visit Baiguo Village and offered suggestions. "In terms of the ratio of country drama to urban drama, 'On the Way to Hope' has tried to make some new attempts since the beginning of the script. In the past rural dramas, there were many rural dramas, and it was difficult for some audiences to immerse themselves in the dramas because the life scenes in the dramas were far away from their own lives. Therefore, in the creation of the drama, the beginning of the plot entered from the countryside, but soon entered the role of the city. The scenes of the whole play are divided according to two ratios of 6:4: the first six episodes are based on the ratio of 6:4 between urban and rural dramas. In the seventh episode, the audience has basically entered the plot, and it is set according to the ratio of 6 to 4 between rural dramas and urban dramas, so as to break everyone's established impression of such dramas." [6] Compared with the film and television dramas on the theme of poverty alleviation, the film and television dramas on the theme of rural revitalization pay more attention to the linkage between the city and the countryside, and the city's feedback to the countryside. First, a large number of urban population began to pour into the countryside, and rural tourism, rural entertainment, and rural shopping have become new highlights. Second, the interaction between the city and the

countryside has become more frequent, and the countryside has gradually gained the right of speech. The rural revitalization theme film and television drama pays more attention to the performance of the linkage between the city and the countryside, aiming to highlight the modernity of the countryside, promote the exchange of urban and rural culture, and express the happy scenes of rural people's life against the background of the rural revitalization strategy, so as to realize the integrated development of urban and rural areas. "It is a must to implement the rural revitalization strategy, adhere to the priority development of agriculture and rural areas, establish and improve the urban-rural integrated development system, mechanism and policy system, accelerate the modernization of agriculture and rural areas, consolidate and improve the basic rural management system, deepen the reform of the rural land system, and improve the system of separating the three rights of contracted land, protect the property rights and interests of farmers, strengthen the collective economy, and meet the general requirements of industrial prosperity, ecological livability, civilized rural customs, effective governance, and a prosperous life." [7] The revitalization of the countryside is inseparable from the support of cities, including human and material support. The main manifestation of urban-rural interaction in rural revitalization-themed film and television dramas is that young people who were struggling in cities devote themselves to rural revitalization, introduce urban development methods, concepts, and technologies to the countryside, and help rural people build new countryside.

In "On the Way to Hope", poverty alleviation and rural revitalization are inherited and inseparable. The playwright Rao Jun is a native of Tongren, Guizhou. With his rich life experience, he deeply excavated the local characteristics of Tongren, Guizhou, and presented the hot scene of the promotion of the rural revitalization strategy under the background of the new era with the camera. "In order to show a new rural style with a more contemporary flavor, 'On the Way to Hope' adopts a realistic approach to present the rural style of Yunnan and Guizhou, which is full of fireworks, in a traditional image presentation method. In the play, the specific presentation of the production process of Yunnan-Guizhou specialties such as glutinous rice cake spicy chicken, sour soup fish, and rice tofu, as well as the unique local dialects of the characters in the drama, are very interesting and vividly depict a warm and moving rural pastoral

picture." [8] There is an overlap between poverty alleviation and rural revitalization, and they are also two inseparable tasks. Both are focused on overcoming China's agricultural, rural and peasant "three rural" issues, aiming to allow the vast number of peasants to fully enjoy the good life brought by the socialist system. Rural revitalization-themed film and television dramas should also closely follow the proposition of the times, reflect the changes and new look of the countryside under the implementation of various rural revitalization strategies and policies, and allow the audience to re-understand and get close to the countryside.

The rural revitalization-themed film and television dramas vividly reproduce the construction pictures of "prosperous industries, livable ecology, civilized rural customs, effective governance, and prosperous life" in China's vast rural areas against the background of the rural revitalization strategy. Compared with the poverty alleviation-themed film and television dramas that focus on the road to poverty alleviation in poor rural areas, the rural revitalization-themed film and television dramas pay more attention to the presentation of real events in the process of comprehensive rural revitalization and the presentation of rural modernization in the new era.

5. CONCLUSION

Rural revitalization-themed film and television dramas should highlight the achievements of rural revitalization to consolidate poverty alleviation, and use the achievements of poverty alleviation to boost rural revitalization, forming an effective connection and mutual promotion between poverty alleviation and rural revitalization, so as to build a story with the theme of making villages better and happier. There is a reason to believe that in the future, there will still be more excellent and high-quality film and television works on the theme of "poverty alleviation" and "rural revitalization", writing a new chapter for the great changes in rural areas in the new era, and presenting China's beautiful, upward, optimistic and exciting new rural landscape to the whole country and the world. The dream of a beautiful countryside will eventually become a reality. It is a must to be clear that whether it is a film and television drama about poverty alleviation or a film and television drama about rural revitalization, it is not just about praising virtues, but based on reality and presenting rural reality with artistic image expression. "The work should be

close to the reality of the countryside, the life of the villagers, and the public perception. Only plays with an earthy flavor can truly impress the audience." [9] In addition to showing the achievements of poverty alleviation and rural revitalization, there is also a must to pay attention to revealing the practical problems that have arisen in the process of advancing the work, so as to explore solutions to make Chinese rural construction more humanistic care, more in line with the living needs of the rural people, and more in line with the law of development of Chinese society.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Baobiao Du.

ACKNOWLEDGMENTS

This paper is a phased research result of the Humanities and Social Sciences Research Project of the Guizhou Provincial Department of Education, "Research on Poverty Alleviation and TV Dramas from the Perspective of 'New Guizhou Phenomenon'" (Project No.: 2021QN014).

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