

The Origin and stigmatization of the Image of "small Town Youth"

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Abstract. In recent years, "small town youth" has become a remarkable audience group in the field of culture, and the controversy over the stigmatization of small town youth has never stopped, which implies the dualistic differentiation within the city. The purpose of this paper is to clarify the image of the youth of the small town, explore the origin of the youth of the small town, and make a prospect of the debate about the youth of the small town by combing the narration of the youth of the small town from the new China to the contemporary society.

1. The Origin and Evolution of the Image of "small Town Youth" in Modern discourse Logic

The author takes the China News Network as the database, takes the small town youth as the keyword to carry on the retrieval, in the news which conforms to the small town youth concept which this article talks to point to, There is no lack of industrious and brave positive images, "with dreams, hard work" ^[1] "Youth Sunshine, willing to help others" ^[2] or more neutral only to evaluate the characters in Jia Zhangke's films and Lu Yao's books ^[3] ^[4]. In a report on the party in the Beijing News in March 2013, "imagine that for young people in a small town who watch TV and go to Internet cafes all the year round, there is occasionally such an elegant Reality Show party." It was a rare experience and memory anyway. ^[5] implying the other interpretation of the youth of the small town, separating the youth of the small town from the mainstream culture of the city. In November 2013, "Young people in small towns held up half the Sky of Chinese movies," as an earlier article depicting young people in small towns in the cultural field, portrayed young people in small towns as "untouchable" and "young people in small towns." Suddenly stood at the historical level of Chinese film. They do not worship Hollywood blockbusters, and they are not too picky about domestic films, because of this, "Fuchun Mountain Jutu", "Little Times" and other films have created box office miracles. ^[6]

It is no accident that the stigmatization of young people in small towns began in the film industry. with the continuous advancement of urbanization in China, films, as the most prominent standard in cultural facilities, have been highlighted, and the cinema construction in a large number of small towns has been gradually improved. It is bound to take the lead in showing a different cultural orientation from the urban elite culture. "another important trend in the Chinese film market is the high-speed development of second-and third-tier cities. But as new theaters are built in large numbers in small and medium-sized cities,. This has effectively spawned a whole new group of moviegoers, known in some media as "small town youth", who used to watch movies only on computers and mobile phones, but are now slowly getting into the habit of buying tickets to cinemas.

Their preferences also determine to some extent which types of films will be popular and which may not. ^[7]

Since then, the image outline of the young people in the small town in the urban discourse system of the stigma gradually clear. In the field of culture alone, the term "small town youth" is equivalent to vulgarity, superficiality and carnival. Under the non-professional discourse system, some people try to give a professional and concrete description of the young people in the small town. In 2010, "Youth in a small Town-a Survey of the Survival status of Young people in China's third and fourth tier cities", written by the Journal of Youth and published in the Urban Illustrated newspaper, is the first public online survey of young people in small and medium-sized cities. The report defines "young people in

small towns" as young people between the ages of 16 and 29, living in third-and fourth-tier cities, from high school students to young people who have just worked. ^[8] Yin Hong and Sun Yibin pointed out in the 2015 memo of China's Film Industry that "most of them are between the ages of 19 and 30, most of them have a college degree and earn less than 5000 yuan." They are more likely to accept approachable, simple narratives, related to their own growth experience; prefer to watch comedy movies, prefer domestic films. ^[9] Penguin Think tank's "2017 small Town Youth Pan-Entertainment White Paper" defines small town youth as 15 and 24 years old. People living in urban areas on the third to sixth lines (county-level) ^[10] "QuestMobile" small town youth "insight report" defines small town youth as. Post-90s groups in third-line, fourth-line and below cities. ^[11] in the 2018 White Paper on Youth Development in small towns in China, published jointly by PPDAl on the Southern weekend in July 2018, small towns are defined as counties, rural areas and rural areas born at the county level. Young people aged 18 or 35 now live in megacities and megacities, or in counties, townships and villages at the county level. ^[12] despite the regressive interpretation of the youth of small towns, their image remains irreversible in the field of culture.

Although the town youth has been stigmatized, it is still in this way into the vision of urban elitism. With the continuous development of urbanization and the success of the business models of companies such as pinduoduo and Kuaishou, the young people in small towns are also popular in business, and enterprises are competing to chase this growing group of people with basic consumption capacity that they ignored before. One after another put forward the idea of "sinking", that is, brand sales, publicity from large cities to small and medium-sized cities. As a result, in the urban discourse system, the young people in small towns have gone through three stages from being neglected to being discovered and then to being valued by commerce.

2. The Historical Evolution of the Image of "small Town Youth"

Fu Qiang and Sha Gui are divided into four stages: the beginning of the founding of the people's Republic of China, the 1960s, the 1980s and the 1990s, and the narrative evolution of the youth in the small town is divided into four stages. ^[13] the moral nobility given to the countryside, small towns and farmers under the narrative logic of socialist literature and art in the early days of the people's Republic of China, to a certain extent, balances the imbalance between urban and rural areas that may occur in the pursuit of modernization in New China. So the face of the town's youth is still positive.

In the 1960s, after the socialist transformation and the first five-year plan, China became increasingly modernized. to a certain extent, the vision of modern civilization and cities weakened the cultural advancement and cultural self-confidence of the young people in small towns. In the 1980s, with the steady development of urban economy and the flow of population from villages and towns to cities, modern consumerism discourse is gradually replacing the youth revolutionary discourse, and the small town youth who have not gone to the city have gradually become synonymous with backwardness. In the 1990s, the village and the small town were defined as the bottom floor, in this discourse system, the culture of the young people in the small town is the bottom culture, and their identity self-confidence and spiritual redemption have been completely dispelled.

The historical evolution of the image of young people in small towns is also the process of social and economic changes in urban and rural areas. After more than 40 years of rapid development and urbanization in China, the social stratum has been formed and fixed. The city's stigmatization of the term "small town youth" is no longer a reappearance of the dualistic opposition between urban and rural areas, but a dualistic division within the city, and the countryside no longer has the ability to compete with it in front of a huge city. The term "small town youth" is the prevention of the lower classes in the cultural field by the elite within the city.

3. The causes of the stigmatization of the Image of Contemporary "small Town Youth"

Network technology breaks the isolation of the region, but also integrates different strata of people into an Internet platform. And "the legitimate interest of society is always the taste of the ruling class"

[14], then occupying the mainstream of the social discourse system will certainly shift the perspective of a relatively weak culture. The stigmatization of small town youth in urban discourse system is actually a struggle for cultural leadership.

However, the young people in small towns are not satisfied with the culture forced by urban elitism in the past, the skilled use of the Internet and the basic satisfaction of the economy, so that this group takes the initiative to find content in line with their own field of life and spiritual orientation.

And in the combination of transmission and reception to achieve the output and absorption of self-culture. Such as the rise of Kuaishou, pinduoduo and other software, this spontaneous self-expression in the virtual world broke the clear and clear boundaries of urban and rural areas in the past, and "local" culture was absorbed into the existing system by urban culture. The emergence of this phenomenon is an unexpected resistance to the urban discourse system that completely ignored the small town youth in the past. this reverse cultural expression accelerates the stigmatization of the small town youth by the discourse system of urban elitism. And the indifference and prejudice to the lower class culture. But this does, in one way, lead to a limited peer-to-peer exchange with urban culture, empowered by the Internet, for young people in small towns who did not previously have the right to speak. In this process, the word "small town youth" is inevitably associated with the impression of "tuwei" and "shehui", which is stigmatized.

4. Conclusion

For the small town youth group, that is, we should not stand in the perspective of the superior to stigmatize their living habits and cultural orientation, and there is no need to give sympathy and pity to the small town youth. With the continuous advancement of urbanization in China, the material gap between developed cities and small towns will continue to narrow, small town youth need or only belong to their living conditions of entertainment. The young people in small towns are still taking the entertainment of the urban upper class as a reference, and there is no solid subculture that is very different from the urban upper class. neither the consistency of commercial consumption nor the interconnection of cyberspace will constitute a sufficiently closed environment. This seemingly fierce binary opposition contradiction, there will be no serious opposition, the cultural orientation of young people in small towns will be dissolved in the commercial integration and in the urban banter.

Now, however, young people in small towns are more proactive in expressing their views than the groups that used to bear the stigma of the bottom simply and passively. In the future, the self-expression of stigmatization and anti-stigmatization around the youth of small towns will continue, but the degree of confrontation will be controlled and will not lead to serious confrontation among the social strata.

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