西北农林科技大学
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《农业新质生产力视阈下新农人国际叙事传播实践——

美国受众观看新农人视频后的反馈访谈报告》

访谈报告

新农人国际叙事与传播实践项目组

New Farmers International Narrative and Communication Team

一、访谈背景与目的

（一）访谈背景

本项目以“农业新质生产力”为视角，选取田淑娴等典型新农人案例，从技术、市场、观念三个维度制作系列视频，旨在向国内外受众讲述中国新农人推动农业现代化的故事。

为初步检验上述叙事内容的传播效果，我们邀请了两名美国成年受访者观看视频，并进行半结构化访谈。其中一名受访者成长于加州中央山谷农业区，对传统农业有亲身体验；另一名受访者对中美农业差异有一定认知。

（二） 访谈目的

本次访谈旨在了解美国受众观看视频后的真实反馈，检验本项目新农人故事的叙事效果，包括受访者是否产生新的认知、态度变化或传播意愿，以及是否存在理解偏差。通过总结受访者的具体反应，为后续优化新农人故事的叙事策略和传播方法提供借鉴。

二、受访者：Teaj Alvarez

（一）访谈原文

观看视频前：

Q: When you hear the word "Chinese farmer", what's the first word that comes to your mind?

A: Um hard working. Because I know China they grow a lot of different crops. You guys grow lots of cabbages, lots of rice, potatoes too. So um I understood like you guys also use a lot of um it's called terracing, right? It's the layers of farmland where the water trickles down properly. Okay I know terracing is very very good solution. I do like the farming styles that they use over there.

Q: Do you think modern farming in China uses high technology?

A: Yeah yeah I'd say so. You guys are very technologically advanced as far as agriculture goes for sure.

Q: How do you imagine Chinese farmers usually sell what they grow?

A: Um is it because I'm guessing it's a lot of like local, like selling to people around the area. But um because it's so big, you guys have different provinces, you guys do a lot of exporting of foods and grows right as well. I'd say that it's probably pretty difficult to sell in a big market. But in a local market, where you have more communion and trust, I'm guessing that they do very well. Because in my mind, these Chinese farmers are usually super friendly, at least from what I've seen in western media. Yeah I'm guessing in the local market they do great. But as far as like big market, like selling to other provinces, maybe not as good.

Q: So they might need some middlemen?

A: Um well, at least like in America, the way that the agriculture system works is that we work with our government a lot. Because our government the FDA they regulate our food. So a lot of the times there's a lot of government available assistant options for farmers who want to produce their market. So they can sell to companies like Walmart, you know places where people tend to go more often. Yeah our government handles a lot of like getting connections, because our government works with a lot of food companies and a lot of agriculture, whether for personal government use where they make like the meals for the soldiers, or even just like places again like Walmart where they sell like canned products or stuff like that. They work with a lot of farmers to do that. But as far as farmers who don't work with the government, I really have no idea.

Q: Would a young person with a PhD go back to the rural countryside in your country or in China?

A: Yeah I'd say at least in California, there's a lot of people. Like the colleges will do tours, well that's take them to do projects out on the fields, and they'll take samples, and then they'll test them in the lab. So I guess it depends on what you go to school

for. Yeah I agree with you. And but they only do some experiment on the field but they don't really leave like a farmer, don't live on with the agriculture. Right? No they don't.

观看视频后：

Q: So how's the video?

A: I like the videos, they're really informative. So the first video I took notes, it was about the fermentation and the microorganisms for soil. So with the second one, was the issues with market prices fresh food, using social media to help push product, and people like to online order because it was directly from the farmer, so it was more fresh. And then the third video was the struggles with applying to research, like the evident the research was good and the knowledge is correct, it was just hard to apply it to the actual growing of the crops right? Yeah exactly.

Q: You mentioned before that you think China's agriculture is really using high technology, but I want to know whether the abstract impression becomes more specific?

A: Very vivid, it explained a lot for me personally at least. Like being able to see what she was talking about, and how they're trying to push for a more economically friendly way to produce product but still keep it profitable for the farmers, the ones who are doing all the work. And it's as far as like American versus Chinese agriculture, you guys are way more like, we still use a lot of pesticides and a lot of, they don't let the ground rest, so a lot of our food doesn't have a lot of nutrients. So using the microorganisms to help boost oxygen production and stuff, it's really cool. It's really awesome to see that technology, and I would hopefully like to see that implemented into American agriculture.

Q: How is this different from your idea of how farmers sell their products?

A: Well it's different but in a good way, because at least nowadays, at least in

American media and American culture, a lot of restaurants, they post videos online like on TikTok, Instagram, Snapchat, and a lot of people will see the videos, and then they'll actually make trips out to the restaurant, or people who live locally, if the video gets big enough, it'll help a lot of local customers come in too, because they didn't even know the place was there. So it's really cool to see that for agriculture, because I could see how it could be definitely an issue to sell a lot of product when you're a farmer, and you don't have social media to help push your stuff out there, because then it's a limited audience versus a larger audience. Yeah and it's a very good idea, especially for farmers who do a lot of hard work. I think it's fair, and it's a good idea that they're able to present the products that they put their love and care into. And as a consumer, as long as I know that the product I'm receiving was made with love and care, I'm gonna be happy. They put in a lot of good hard work and it should be appreciated. Yeah I know I eat every day and I have to thank the farmers for that.

Q: She has a PhD. After watching her story, can you notice the reason why she went back to rural countryside?

A: Uh yeah definitely. Because I mean it kind of goes back to what they were talking about in the video, of the problems that the new farmers are having and the problems that the old farmers are having. The new farmers are having trouble with experience, while the older farmers are having trouble with the modernity of the new climate that's being approached. So if they work together, they could get the best of both worlds. Yeah right yes precisely. Let's just say for farming for example, you can be a new farmer and you can have all the knowledge and you can produce good things, but a rural farmer who has been there for longer will always have more experience in that area, so they'll have more knowledge to give into why some things maybe like she was talking about in the video, she didn't know that getting rid of the topsoil limited the growth of the rice, but when the old farmers came to help, and then the ducks also help manage the rice as well, so it's the experiences the old farmer gave helped with the new techniques. If that makes sense.

Q: After watching her story, what do you think all the things she did, the

way she farms, the way she sells, and her choice to go back, what does it mean for agriculture in China?

A: Um I think it's very generational. It's almost like a breakthrough from the old to the new, because she wants to make everything more sustainable, you know better for the environment, which in turn is better for everyone of us. So I think it's very inspirational for sure for her to go back to her roots and try to, not try to but like, help everybody understand that this could be the new way to do it, so that we all can prosper. And I feel like that should be the goal of most people. Yeah and so it's very inspirational to see her do that, especially as a woman, you know, it's very inspirational for her to be doing that. I mean it can be more difficult for a woman to go to the countryside. I mean putting yourself out there in general, that already puts people's crosshairs on you, you know to belittle you or anything else like defame, discredit the actual person that she is. And for her to continue to be strong and smart and be actually out there, it's very again, very inspirational to see her doing that, and it makes me hopeful for the future.

Q: After watching this, what makes you think Chinese agriculture is really changing and it's really modern?

A: Well again for me personally, coming from an agricultural background in the US, our agricultural methods are not very economically friendly or efficient. And especially again the whole microorganism thing, it's really cool because discovering what kind of like, produces oxygen, there's good bacteria and bad bacteria. At least like in our bodies, your probiotic health is super important for your gut, like making sure you eat good like yogurt and stuff with good bacteria that help your body run better. It makes sense, you know the soil is a giant living thing as well, there's lots of organisms and stuff in there. It's really cool to see the transferring of what we have prior knowledge to something else that, you know, at least in America we've never really looked into. Like a lot of American farmers, I don't think many of them have looked into microorganisms for soil moderation and keeping the ground clean. We use

lots of chemicals, pesticides, and that's not good for long term. Even if you wash them away, like you're supposed to wash your veggies in the US or I guess most places, but even if you wash them, a lot of the trace chemicals are still there. So it's very modern and very awesome to see. And that's what's really awesome to see in the videos, you can tell she's very particular about which things she's growing, how the rice and the ducks support each other because it's more friendly for the environment, and then the crayfish they are at the bottom, it's because it's there, she does the different layers right? Like the different types of growing, and they all benefit each other, which is really good.

Q: If a friend asks you why should I watch this video, what would you say in one sentence?

A: You should watch this video because it makes me hopeful for the future. Oh and if you are hoping for the future you should watch it too. It's very inspiring to see what they're coming up with. I mean it's very new, I've never heard of them using microbiology to help regulate agriculture. It's really cool to see, and I feel like as a society, if we implement that moving forward, it would be beneficial for everybody.

（二）观点总结

1.技术维度

1.1“技术先进”的认知具象化

观看视频前 Teaj 已对中国农业有一定了解，提到了传统的农业智慧比如梯田。认为中国农业技术先进（“technologically advanced”），但没有具体细节。观看视频后，他高度认可自己从来没有听说的农业微生物技术：“using microorganisms to help boost oxygen production, it's really cool, really awesome.”，且与美国大量使用化肥的农业对比，认为这种新技术使中国农业非常“sustainable”，是一种突破性的成就，让自己感到未来更有希望，同时希望美国也能引入相关技术：“I would hopefully like to see that implemented into American agriculture.”

小结：视频成功将抽象的技术印象转化为具体内容，受访者能够主动记录和复述“发酵”“微生物”等关键词，并产生了跨文化推广意愿。他的认可基于对美国农业

弊端的切身认知(农药残留、土壤疲劳)，这说明技术叙事如果先建立“共同问题”，再展示中国方案，更容易引发共鸣。

2.市场维度

2.1 肯定社交媒体直销价值

观看视频前，Teaj 认为中国农民在本地市场卖得好(基于信任)，但跨省销售困难，可能需要中间商。观看视频后，他高度肯定了社交媒体直销这种方式：“Using social media to help push product. People like to online order because it's directly from the farmer, so more fresh.”并且用美国餐饮业相同的销售方式进行类比：“In America, restaurants post videos on TikTok, Instagram, and people make trips. It's really cool to see that for agriculture.”新农业通过社交媒体直销实现市场创新的逻辑，与食品产业是相通的，都是利用数字工具直接触达消费者，提升效益。

小结：受访者对社交媒体直销持正面态度，并用美国经验作类比，认为这是一个好主意。

2.2 对新市场模式的价值判断

Teaj 认为农民付出劳动应被看见和赞赏，社交媒体销售让这种价值传递成为可能，并且这也是消费者喜闻乐见的。

具体表述：

“I think it's fair, and it's a good idea that they're able to present the products that they put their love and care into. And as a consumer, as long as I know that the product I'm receiving was made with love and care, I'm gonna be happy. They put in a lot of good hard work and it should be appreciated. Yeah I know I eat every day and I have to thank the farmers for that.”

小结：他使用了“公平”“爱”“关怀”“尊敬”等情感词汇，说明市场叙事也可以承载情感价值。

3.观念维度

观看前：从身边经历出发，认为博士最多到田间做实验，不会真正像农民一样生活。

观看后：对返乡行为高度认可，并从多个角度表达了自己的理解。

3.1 代际合作：新技术与传统经验的结合

Teaj 认为新农民有知识但缺乏经验，老农民有经验但不熟悉新技术，两者合作可以取长补短。他还特别指出，新技术的落地必须经过实践检验——田淑娴一开始不知道去除表土会限制水稻生长，是老农民的经验帮助了她。

具体表述：

“New farmers have trouble with experience, older farmers have trouble with modernity. If they work together, they get the best of both worlds.”

（他举例说明：）“She didn't know that getting rid of the topsoil limited the growth of the rice, but when the old farmers came to help, and then the ducks also help manage the rice as well. So it's the experiences the old farmer gave helped with the new techniques.”

小结：Teaj 看到了返乡新农人的另一层价值：她不是单打独斗，而是成为连接新技术与传统经验的桥梁。他特别关注“新技术落地需要实践检验”这一关键问题——田淑娴的科研成果是在老农民的经验帮助下才真正在田间成功的。这说明视频成功传递了新技术是与经验相结合、在实践中被检验后成功落地的信息。

3.2 共同富裕：返乡是为了让所有人过得更好

Teaj 认为田淑娴返乡不是出于个人利益，而是想推广一种更可持续、更环保的新方式，让“我们所有人都能繁荣”。他特别强调“这应该是大多数人的目标”。

具体表述：

“She wants to make everything more sustainable, better for the environment, which in turn is better for everyone of us.”

“She's trying to help everybody understand that this could be the new way to do it, so that we all can prosper. And I feel like that should be the goal of most people.”

小结：Teaj 使用了“we all can prosper”和“better for everyone”这样的表述，说明他理解并认同视频中传递的“共同富裕”“可持续发展”的价值观念。他不仅把返乡看作个人选择，更看作一种可以惠及所有人的发展路径。这表明视频成功塑造了一位胸怀大义、希望惠及他人的新农人形象，也使得“共同富裕”这一中国价值理念得到了跨文化的自然呈现。

3.3 女性榜样：面对偏见与质疑的勇气

Teaj 特别关注了田淑娴作为女性的身份。他认为女性回到乡村本来就比男性更难，会面临别人的轻视、诋毁和不信任，但田淑娴坚持下来，用行动证明了自己。这种勇气让他感到鼓舞。

具体表述：

“It can be more difficult for a woman to go to the countryside. Putting yourself out there in general, that already puts people's crosshairs on you, you know to belittle you or defame, discredit the actual person that she is. And for her to continue to be strong and smart and be actually out there, it's very inspirational to see her doing that.”

小结：Teaj 明确感知到了视频中呈现的高学历新农人回乡后遇到的传统偏见和不信任这一困境，也看到了田淑娴用成果破局的方式。他没有回避这种困境，反而认为这正是她值得敬佩的原因。这说明视频在呈现新农人面临的真实挑战方面是成功的，而这种“克服困难”的叙事恰恰增强了故事的感染力。

二、受访者：Zachery Sager

（一）访谈原文

观看视频后：

Q: What do you think of the technique she adopted in agriculture?

A： I grew up in the Central Valley in California, typical traditional farming, very water heavy. I know, it takes a lot of effort from farmers to get the crops that they produce. Constantly I'm driving through the Central Valley, looking at all these fields and the acres and acres of fields, and I'm thinking like, you know so much time and energy has gone into making these crops come to fruition. Um is there a better way to make these crops come up faster? Um comparing those processes that I know they use, you know there's all this water and these chemicals and stuff. I think is there a better way that's maybe more environmentally friendly? Is there also a way that is more appealing to the general public? Not saying we're using chemicals on everything, but rather can we do something more natural? And going off the videos I saw, it sounds

like this lady she's come up with this method to use microorganisms to solve this problem, which I think is really inspiring. And I think it's a great method. I hope that it is widespread not just with her studies but also other people's studies, on using this technique to have more sustainable and efficient farming practices. And it sounds like she's also extremely passionate about what she's doing too. Yeah I find it's truly inspiring. And it seems like that by using social media and stuff, she can really take her message and spread it to everyone, and hopefully that this thing spread out more.

Q: When you picture a farmer, what do you think of?

A: When I picture a farmer I think of a person that's covered in dirt and soil, and they typically aren't surrounded with technologies trying to spread their market influence like that. But it seems like this person, she seems to be taking the approach of taking advantage of the technology and the internet and all these things to spread her message, which is so non-traditional. I think it's something that many people can adopt too. One of those revolutionary things is just taking advantage of the tools you have access to. Yeah it's completely different from I think stereotypes surrounding farmers, and it should be taken advantage of.

Q: Have you ever seen farmers in your country adopt those strategies on market or the technology?

A: I would say in my country not necessarily. I feel like there are, the people that do adopt technology like that to spread farming are not the farmers themselves, but the people are from marketing department. Right and so they can take more control over, they have more power to control, you know the price things and stuff like that. Because in the video she mentioned like she went to factories and stuff and she didn't like the prices and what she was getting. I was like, the farmers can take more control of prices by being able to adopt all the factors of production into their control. Rather than, oh there's a name for that, vertical market share versus horizontal market share or something like that. It's one of the vertical versus horizontal, which like controlling all the factors of production versus like all your competition. And so by doing that vertical market share, or I don't think it's market share, but by doing a vertical control

over your product and the prices that come from it.

Q: Do you find her goal to go back to the starting place meaningful?

A: Yeah, I find it meaningful. It makes me reflect on my personal goals. Once I finish my career and I get a high degree like a PhD or a Masters, I would probably similarly want to go back to my home in that rural environment and see if I can make a change there. Because while it's great having a big city job, I think that real change and real happiness and satisfaction comes from helping smaller civilizations and rural societies. You'll find more impact I think on your personal self and your personal mindset that way, and you'll be more satisfied with your work.

Q: What do you think about the thing that if you affect rural societies, you can start building a foundation for your new technology?

A: Now the thing about that too is, if you affect rural societies, then you can start building a nice foundation for your new technology. Because let's say you get a bunch of these rural places on board, now you have a bigger thing saying, oh look at all these rural places that we know we couldn't convince before, but now they seem so convinced and they seem so ready. And oftentimes these rural places are very difficult to convince to adopt new things, because they're so set in their standard traditional methods right. And so if you're able to convince people to adopt a technology, that's more of a persuasive point for these bigger cities. If we flip the roles for example, let's say I go to a big city and I come with this idea and they're like okay this is great, but then they try forcing it upon these smaller cities and they don't want to adopt it, well that's not gonna be as effective in the end. And so if we reverse the roles, then I think that can be effective in pushing out your study and improving the world around you. Hmm makes sense.

Q: After watching this video, what made you really feel that Chinese agriculture is really modern?

A: Okay considering that there is a person that is trying to modernize it, it makes me feel like there is a high effort trying to modernize it right. And so that means that if

there's an effort to modernize, that means it must be traditional in the first place. So it makes me happy to see there's an effort to modernize it. And of course with this modernization, there seems to be a lot of benefits that come with that, and that makes me happy to see. It makes me also ask: are there more people in China that are trying to modernize this as well? Could these people collaborate with each other to help modernize the system? Has this been a problem of trying to get to modernize it for years, or is she the pioneering person in this field? Right these are all questions I have. So every time that a problem is discovered and there is a solution that's proposed to it, it always makes you happy to see that there is something that's been trying to be done about this problem. But of course, there always needs to be a mindset of: is this really needed? What goodness is this gonna spread in the world? Are there any negatives that come from this? Right, because everything has pros and cons right. So I also question: are there any negatives that come with her processes as well? But yeah I think the overall modernization process with Chinese farming systems seems to be a good thing from these videos that I've watched.

（二）观点总结

1.技术维度

核心观点：

Zachery 不是被动认可技术，而是用自己的农业经历验证了技术必要性，并产生了跨文化推广意愿。

具体表述：“Growing up in Central Valley, typically it's very water heavy. Is there a better way that's more environmentally friendly? This lady has come up with this method to use microorganisms to solve this problem. I think it's really inspiring, a great method.”“I hope it is widespread not just with her studies but also other people's studies, to have more sustainable and efficient farming practices.”

小结：他的认可基于切身痛点(水资源消耗），而非抽象的技术崇拜。这说明技术叙事如果先建立“共同问题”(如土壤退化、农药残留），再展示解决方案，更容易引发跨文化共鸣。

他主动提出“推广到更多研究”和“跨国家应用”的美好愿景，表明视频成功将呈现了可迁移的技术解决方案，而不仅仅是中国特例。

2.市场维度

2.1 推广产品的主体不同(美国市场部 vs 中国新农人)

Zachery 观察到，在美国，利用技术进行市场推广的主体是市场部门而非农民本人，市场部门掌握定价权；而在视频中，新农人自己利用网络和社交媒体传播产品信息，直接对接消费者。

具体表述：

“In my country, the people that do adopt technology like that to spread farming are not the farmers themselves, but the people are from marketing department. Right and so they can take more control over, they have more power to control, you know the price things and stuff like that.”

小结：他的对比抓住了核心差异：谁在掌控市场推广。美国模式中农民不直接参与市场运营，定价权旁落；中国新农人自己使用社交媒体，实现了农民对产品信息和销售渠道的直接掌控。这种对比让外国受众更容易理解中国农业现代化的特点，也突出了“赋权农民”的价值。

2.2 理论解释农业产业创新

Zachery 用商业理论中的“生产要素”和“垂直控制”来理解新农人的全产业链实践：农民掌握所有生产要素(从生产到销售)，实现对整个产品链的垂直控制，从而自主定价。

具体表述：

“The farmers can take more control of prices by being able to adopt all the factors of production into their control. Rather than, oh there's a name for that, vertical market share versus horizontal market share or something like that. It's one of the vertical versus horizontal, which like controlling all the factors of production versus like all your competition. And so by doing that vertical market share, or I don't think it's market share, but by doing a vertical control over your product and the prices that come from it.”

小结：他使用了“factors of production”（生产要素）和“vertical control”（垂直控制）这两个术语，说明他看到了新农人实践的产业创新性——不是简单的种植或者直播卖货，而是从生产到销售的全链条整合。他区分了“垂直”（控制所有生产要素）和“水平”（与同行竞争），并用“垂直控制”来描述对产品和价格的掌控。虽然他用词略有犹豫（“I don't think it's market share”），但这恰恰反映了他试图用自己的商业知识去翻译一个不熟悉的农业模式。

3.3 对新市场模式的价值判断

Zachery 认为这种农民自己利用网络和社交媒体进行垂直控制的做法是“非传统的”“革命性的”，并且具有可复制性，应该被更多人利用。

具体表述：

“It's so non-traditional. I think it's something that many people can adopt too. One of those revolutionary things is just taking advantage of the tools you have access to. … It should be taken advantage of.”

小结：他认为核心在于“利用现有工具”（互联网、社交媒体），这种做法打破了传统农业销售的局限，且可以被广泛复制。他的态度是积极的、推崇的，说明市场叙事中突出“农民自主定价”“减少中间商”等价值点，能够获得国际受众的认可

3.观念维度

3.1 返乡的个人价值

Zachery 将返乡理解为一种个人满足感和真实改变的来源，而非奉献或牺牲。他认为回到农村做有意义的工作，比大城市的工作更能带来幸福感和自我价值实现。

具体表述：

“ Real change and real happiness and satisfaction comes from helping smaller civilizations and rural societies. You'll find more impact on your personal self and your personal mindset that way, and you'll be more satisfied with your work.”

“Once I finish my career and I get a high degree like a PhD or a Masters, I would probably similarly want to go back to my home in that rural environment and see if I can make a change there.”

小结：他完全没有使用“奉献”“牺牲”“乡村振兴”等集体主义或政策话语，而是从“个

人成长”“有意义的工作”“真实的满足感”角度来理解返乡。这说明对外传播返乡故事时，从“个人价值实现”而非“集体奉献”切入，更容易引发跨文化共鸣。他的反思具有可效仿性(“我也想这样做”)，说明视频成功将新农人塑造成了一个人生路径的参照。

3.2 自下而上的传播策略

Zachery 提出了一个逆向传播逻辑：先在农村做出成效，再用事实说服城市，比从城市强行推广到农村更有效。他认为农村是最难接受新事物的地方，一旦被说服，其说服力对城市更强。

具体表述：

“If you affect rural societies, then you can start building a nice foundation for your new technology. … Rural places are very difficult to convince to adopt new things … if you're able to convince them, that's more of a persuasive point for these bigger cities. If we flip the roles … let's say I go to a big city … they try forcing it upon smaller cities and they don't want to adopt it … that's not gonna be as effective. If we reverse the roles, then I think that can be effective.”

小结：他的核心逻辑是：返乡实践不仅仅是新农人个人的选择，更是一种有效的技术推广路径。农村地区对新事物的接受难度最大，但如果新农人先在乡村做出成功案例，让乡亲们亲眼看到成效，这些实践本身就变成了最有说服力的证据。相反，如果一个来自城市的专家或政策直接向农村推广新技术，农民往往会因为不信任或觉得不接地气而抵触。因此，返乡新农人的价值不仅在于自己成功，更在于用自己的成功去带动周边，实现技术和知识的自下而上扩散。这一观点验证了本项目的方法论：讲好新农人的个案故事，本身就是一种有说服力的呈现中国农业现代化强国的传播实践。

3.3 审慎乐观与追问

Zachery 对中国农业现代化努力持正面态度，但同时理性追问：是否有负面影响？是否已形成规模？是否有人合作？她是不是先驱？

具体表述：

“It makes me feel like there is a high effort trying to modernize it … it makes me happy to see.”

“It makes me also ask: are there more people in China that are trying to modernize this as well? Could these people collaborate with each other? … is she the pioneering person in this field?”

“Are there any negatives that come from her processes as well? … Everything has pros and cons.”

小结：他的追问不是质疑，而是理性受众的自然反应，说明视频成功激发了他的好奇心和进一步了解的意愿。他关注“规模化”“合作”“风险”等问题，提示我们在后续叙事中可以主动提及技术的局限性、推广的进展、以及新农人之间的协作，以增强故事的可信度和完整性。

三、阶段性综合启发

1.技术叙事需从“共同问题”切入，而非直接展示先进性

两位受访者对中国农业技术的认可，都不是基于“中国技术很先进”这一抽象判断，而是源于他们自身对本国农业问题的切身感受。Teaj 对比美国农药残留和土壤疲劳，Zachery 对比加州中央山谷的水资源消耗和化学品使用。他们用中国技术来回答自己心中的问题：“有没有更环保、更可持续的方法？”

这启示我们在对外传播技术故事时，不应直接说“我们有先进技术”，而应先用受众可能共有的痛点建立共鸣（如“你们是否也面临土壤退化、农药残留？”），再呈现中国方案。这样技术叙事就从中国炫耀变成了共同问题的中国答案，更容易被接受和传播。

2.市场叙事需突出“直接连接”，避免专业术语

Teaj 从消费者角度理解社交媒体直销的价值（新鲜、直接、公平），并用美国餐饮业类比，没有使用任何专业术语。Zachery 则用“垂直控制”“生产要素”等商业理论来翻译，虽然肯定其价值，但术语本身可能触发不同联想。两位受访者共同认可的核心是：农民自己掌握销售渠道和定价权，减少中间环节。所以在国际叙述市场故事时，可以首先使用“农民直接卖给消费者”“减少中间商”“农民获得合理

收入”等易理解的表述，而非“全产业链”“垂直整合”“产业融合”等专业概念。后者在跨文化传播中可能被误读为“垄断控制”，即使受访者给予正面评价，也存在风险。

3.返乡叙事需强调“个人价值实现”，更易情感共鸣

两人都被返乡故事打动。Teaj 表示自己也愿意毕业后回农村，并观察到“新旧农民合作”的价值。Zachery 则从个人满足感角度理解返乡，认为回到农村做有意义的工作比大城市工作更能带来幸福感。两人都没有使用“奉献”“牺牲”等道德化语言。返乡故事不应只呈现“高学历人才放弃城市工作回乡务农”的牺牲叙事，而应可以通过展现个人价值实现（返乡是获得真实满足感和有意义工作的路径）来实现共鸣。这比集体主义宣传更能打动国际受众。

4.受众的理性追问是信任建立的前提，应主动回应

Zachery 主动追问：“还有更多人在做吗？”“他们能合作吗？”“有没有负面影响？”Teaj 虽然没有直接问，但也提到了“新技术落地需要实践检验”。这些追问不是质疑，而是理性受众的自然反应。这启示我们，在叙事中主动提及技术的局限性、推广的难度、尚未解决的问题，反而能增强故事的可信度。例如，可以在视频中安排新农人自己回答：“这个方法目前还有哪些挑战？”“是不是所有地方都适用？”这种“自我暴露”会让受众觉得这不只是在宣传，而是在真诚探讨问题。同时，回应“规模”和“合作”问题（如提及还有其他类似案例、新农人之间的交流平台等），可以打消“这只是个例”的疑虑。