

## The ingredients of China's food vloggers' success

A modern view of ancient China

Another vlogger Li Ziqi, 29, has also tapped into the appeal of rural settings. She has more than 18 million followers on Sina Weibo, and more than six million subscribers on YouTube. These numbers make Li the second most influential vlogger from China on international video-sharing platforms.

She started shooting short videos in 2016, inspired by the self-sufficient lifestyle of ancient Chinese people. A young woman of the post-1990 generation, Li looks elegant with long braids in her hair, always **clad** in **exquisite** traditional dresses. In her short videos, she has picked **ripe** cherries to make jam and harvested peaches to make sweet wine.

clad 穿着

exquisite 精致的；优美的

ripe 熟的

Most viewers found that the lifestyle depicted and the picturesque landscapes displayed in Li's videos help them find inner peace and give them a psychological break from their stressful and busy urban routine.

One subscriber, Liam Lowentha, comments: "I have **insurmountable** respect and admiration for this woman. Not just from what I see in the videos, but the fact she's bringing back to life an **archaic** way of doing things. Because of her I've learned a lot about culture, process and reaction. I've also gained several new skills."

insurmountable 不能克服的；不能超越的

archaic 古代的；古老的

Apart from showcasing how to cook, Li has even demonstrated other ancient skills, such as embroidery, movable-type printing, **dyeing** cloth and making furniture. She has impressed her viewers with her manual **dexterity** and the charm of China's traditional **handicrafts** and techniques. She has spent two years making paper from tree bark, brushes out of rabbit hair, and other stationery with natural materials.

dye 染色

dexterity 灵巧；敏捷

handicraft 手工艺

Li says: "As an increasingly influential vlogger, I hope I can show the world the *wondrous* cultural *heritage* of China."

wondrous 奇妙的; 非常的

heritage 遗产; 传统