

Research on the Communication Mechanism of Excellent Traditional Culture in the Short Video Era

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ABSTRACT

Short videos refer to short films and videos spread on various digital media platforms, with the length ranging from a few seconds to less than a few tens of seconds. They are a new social language based on the Internet, and the "speech rules" of video communication have been redefined by these short video social apps, opening up the era of short videos calculated in seconds. Excellent traditional culture is rooted in the hearts of the Chinese people and is the soul of a country or a nation. The reason for this has been vigorously spread and promoted. The communication of excellent traditional culture should follow the trend of the times, and short videos can be used as communication carriers. Innovative thinking can be used to combine modern technology and cultural dissemination, and various dissemination mechanisms of excellent traditional culture can be innovated. Taking the social app Tiktok platform as an example, this paper discusses the communication mechanism of excellent traditional culture in the short video era, and puts forward some innovative ideas on the future communication mechanism of short video traditional culture.

Keywords: Short videos, Excellent traditional culture, Communication mechanism.

1. INTRODUCTION

In today's era, the comprehensive cultural ability of a country is increasingly prominent in national competition, and the culture from which spiritual power originates, according to the Maxism principle, can be transformed into material power in the process of public understanding and transforming the world. This power can have a profound impact on social development. The characteristics of traditional culture such as "stillness" and "passivity" are extremely unfavorable for its inheritance and communication. However, short videos are now very in line with the overall development of the Internet, and their basic characteristics such as "interactivity" and "immediacy" are more in line with the pace of contemporary life. By spreading short videos and innovating their research mechanisms, this problem can be effectively alleviated.

2. THE CHALLENGE OF SPREADING TRADITIONAL CULTURE ON THE INTERNET

Chinese traditional culture is rooted in the essence of the country and the accumulation of Chinese civilization over the past five thousand years. Spreading and inheriting Chinese traditional culture is beneficial for consolidating the centripetal force of the Chinese nation. Therefore, in order to spread and inherit Chinese traditional culture and achieve the connotation and value of excellent Chinese traditional culture, it is necessary to rely on dissemination and excavation. However, currently, this social communication environment has also brought many challenges to the dissemination of traditional culture.

2.1 The Impact of Western Culture on Traditional Chinese Culture

The culture, politics, and economy of various countries are developing rapidly, and the trend of the integration of Chinese and Western cultures is becoming increasingly fierce. Although many

important traditional festivals in China still affect every aspect of public life, the communication of traditional festivals is still in an empty window state, and the communication of various media mostly stays at the evening party level of satellite TV. Some Western traditional festivals, such as Christmas, Halloween, Easter, Valentine's Day, etc., have diverse ways of spreading their holiday content and a wide variety of holiday carriers. The public has a wide range of exposure to the content of the festival, which is more popular among young people. As a result, young people are gradually neglecting the inheritance and communication of traditional Chinese culture, and are more willing to accept Western culture instead.

2.2 The Limitations of Traditional Culture's "Being Too High to Be Popular"

"Elegance" and "vulgarity" were hot topics of discussion in the West in the 1960s. They broke the boundary between elegance and vulgarity through a pop movement, and mass consumption emerged accordingly. And traditional Chinese culture, far from the public's life up to now, is gradually fading out of the public's sight. For the new generation of young people, it is even more difficult to attract their attention. Traditional culture, related cultural relics, historical stories, and art books are difficult to establish themselves under the impact of mobile phones, televisions, and computers, and are favored by few people.

2.3 The Imbalance in the Communication of Traditional Culture

With the rapid development of economy, culture, and technology, traditional culture has presented its diversification, but its dissemination and inheritance in regional space are not balanced. In remote mountain villages, many traditional cultures and customs are still prevalent in various aspects of people's lives. However, due to the remoteness of the area, the communication of traditional culture lacks technical support, making it difficult for this unique traditional culture to spread on a large scale. In addition, older adults have a more severe tendency to solidify their thinking, and their ability to accept new things is worse than young people. With the massive resources on the Internet, they do not know how to use or are unwilling to use them, which exacerbates the difficulty of inheriting traditional culture to the next or younger generation. [1]

2.4 Traditional Culture Lacks Certain Innovation in the Process of Digital Communication

Communication is carried out through certain means, tools, or media. Before the advent of the digital communication era, the communication of traditional Chinese culture mainly went through the following periods: the era of oral communication, the era of written communication, and the era of printed communication. This is a sequential process, with a focus on group communication, interpersonal communication, and organizational communication.

Nowadays, people live in an era of mass communication. Unlike the previous oral, written, and printing eras, modern communication media permeates every aspect of public life, whether it is people's food, clothing, housing, and transportation, or national politics, economy, and culture. Undoubtedly, this mechanism has broken the original communication mode of traditional culture. Modern people live in mass media, and the communication of traditional culture currently requires the use of digital technology.

At present, the main forms of communication are apps and websites. In the new VR technology, there have been no innovative forms of cultural communication. The majority of communication content is to "copy" traditional cultural content or information onto electronic communication media, copying information without any innovation. The content is just like drawing a tiger with a cat as a model, and no corresponding innovation has been made for digital communication.

3. THE UNIQUE ADVANTAGES OF SHORT VIDEO COMMUNICATION OF TRADITIONAL CULTURE ON THE INTERNET

As a new dynamic social language that integrates visual, auditory, production, and sharing, short videos provide more innovative expression methods and a greater space for the communication of traditional culture. The unique advantages of short video communication make it an important carrier of cultural communication today.

3.1 Informal "Colloquialism"

A more everyday setting and colloquial expression brings a sense of familiarity and realism

to the audience. The essence of videos as a communication medium is "audio-visual integration". In the global context of 4G and 5G of the Internet, compared to the more traditional form of text, images and videos are the preferred reading channels for the public. Chinese traditional culture has a profound foundation and rich connotations, which make it difficult to enter the scope of public dissemination and have certain limitations. This has led to more and more excellent traditional culture fading out of the public's sight, and the situation of traditional culture being "The Spring Snow" is becoming more serious. Compared to the combination of images and text, short videos are more straightforward and have stronger expressive power in spreading traditional culture. They use more straightforward and popular language, and traditional culture is more closely related to the public's life in a new way, solving the dullness of the text itself and attracting readers' reading interest. Therefore, short videos are also an important way of cultural communication in the context of the Internet.

3.2 Catering to a Fast-paced Lifestyle

The straightforward expression of content is one of the characteristics of short videos, and the playback time is limited. Therefore, generally speaking, it directly reflects the most prominent or important factors of the entire event, meeting the needs of the public to use fragmented time for learning or entertainment, and also in line with the current fast-paced lifestyle; The playing duration of Tiktok is designed to be 15 seconds. Its psychological analysis of design is just the time when people are most focused, which will also lead to the idea of watching one item first, then another; Secondly, Tiktok has used the fragmented time of 15 seconds appropriately, making the public's information sources not only in the same places indoors and outdoors, but also in the subway, bus, bathroom and even on the road.

3.3 Low Shooting Cost

Previously, shooting videos required facilities, equipment, or relevant staff, resulting in higher costs and slower upload speeds to the internet, making it difficult to spread on a large scale. The popularity of smartphones has made shooting videos convenient for the public to take photos, reducing the time it takes. At the same time, the improvement of camera pixels in mobile phones has improved the overall quality of short videos,

and can easily be transmitted to the internet. The shooting cost is lower, and more cultural craftsmen have the opportunity to participate. Since the 5G era, according to relevant statistics, the market penetration rate of Tiktok short video has reached 14.34% in 2018, and is still growing at a scale of 970,000 per day.

3.4 Meeting Personalized Needs

Because of intelligent algorithm push, taking Tiktok as an example, users on the Tiktok platform can click and select their favorite videos from a large number of videos. They may like or collect videos, which saves some users' time in selecting videos. In fact, when they watch short videos, the computer has started its algorithm and completed the program of pushing videos. In this case, the personalized needs of the audience can be met. [3] Taking Tiktok as an example, Tiktok is actually an algorithm platform. It recognizes big data through big data intelligent AI, analyzes what each video content is, and identifies what each user's interest tag is through likes, stops, comments, forwards, fans and other actions. Then it labels the content and users with a large number of tags, accurately matching the relevant content to the users. For example, when people search for the traditional culture they are interested in in Tiktok, select some popular video accounts and start to play videos. During this period, they can selectively like, comment on, and follow some popular works. After a certain period of time, they don't need to search again. The system will look for and identify relevant tweets from tens of millions of levels of content.

3.5 Multi-center New Fission Communication

The communication pattern has been deeply rewritten with the rise of the Internet, opening the door to the "fission" of knowledge and information. In the current 5G era of the Internet, in fact, everyone can become a video publisher. If people want to publish video content related to traditional culture, they only need to use their phones to collect video elements, record, edit, and finally publish videos. Then, users can watch, like, bookmark, forward, and comment on the platform, completing the first communication process of short videos. Meanwhile, if some viewers are interested in this video, they may also share it. If this cycle continues, traditional culture will spread from multiple centers, and traditional culture will

be widely spread due to the crack effect generated by this multi-center communication method. This "fission" communication method can improve the audience's proficiency in video communication and utilize their interpersonal relationships for wider dissemination. [6]

4. THE COMMUNICATION EFFECT OF TRADITIONAL CULTURE IN SHORT VIDEOS

Many traditional Chinese cultures that have been passed down from ancient times to the present are classics in the history of human art research and miracles in the history of human art. In ancient China, Li Shangyin, a famous poet, once praised the art of paper cuttings in Yangzhou with the line "Yangzhou's gold carving craftsmanship is so well done, it is a custom inherited from Jingzhou; The Paper Cuttings technique in Yangzhou is so commendable. It's a style handed down from the Jin Dynasty". In 2019, Tiktok opened a new entry point for the spread of these traditional cultures, allowing the traditional culture to be recognized, inherited and recorded by the new generation.

4.1 Short Videos Bring Intangible Cultural Heritage to Life

Sichuan brocade, oil paper umbrella craftsmanship, iron picture, and other intangible cultural heritage handicrafts that have been passed down for hundreds or thousands of years, are difficult to enter the public's view and are increasingly far from public life, facing the dilemma of being forgotten or lost. Behind this, a large number of intangible cultural heritage craftsmen are also neglected by the mass. As of June 11, 2021, Tiktok social app released the "Tiktok Intangible Cultural Heritage Data Report", among the more than 1,000 intangible cultural heritage projects announced by the State Council, relevant videos on the Tiktok platform have been covered 97% of them, and the number of videos broadcast on intangible cultural heritage projects has exceeded 150 million. Tiktok app has become the largest platform for disseminating intangible cultural heritage projects, and still remains popular. For example, Chu Tieyi, the master of iron picture, displays many of his works on Tiktok, and many netizens were shocked and said: Are these all made of iron? This incomparable craft of iron picture is unique to Chinese civilization. It is hoped that more people will love iron picture, give it a new era story, and stimulate the understanding interest of a new

generation of young people. In fact, this is one of the reasons why Chu Tieyi plays Tiktok. The electronic digital communication of traditional Chinese intangible cultural heritage is a very large project, and intangible cultural heritage should be combined with the times to showcase the brilliance of Chinese traditional culture.

4.2 Traditional Opera Tune, Promoting the Quintessence of Chinese Culture

Five "post-00s" female students from Shanghai Theatre Academy have continuously released short videos of daily singing of Peking Opera on the Tiktok app. Occasionally, they also show some gestures, costumes, makeup, and appearances of Peking Opera in their dorms. While recording their lives, they also popularize the knowledge of Peking Opera for the younger generation of netizens, and gradually gain a batch of audiences. With the songs sung by Peking Opera tunes, they topped the hot search list of Tiktok for several days in a row. The song, "Tan Chuang", has been broadcast more than 50 million times in Tiktok, and has been forwarded and broadcast by China National Radio, huanqiu.com, etc. These well-known opera classics of the older generation are disseminated among the new generation, relying on the power of mass communication to enable the audience to learn and inherit traditional culture spontaneously.

4.3 Letting Traditional Culture "Going Global"

The communication of traditional Chinese culture should not only be limited to China, but should also go global, establish cultural confidence, spread the Chinese voice, and allow the 5,000 year old culture of China to spread throughout the country. Since the development of short videos to this day, audiences have inevitably experienced aesthetic fatigue from various short videos, while Li Ziqi's Chinese food short videos have continued to become popular. China's beautiful scenery, quiet rural life, and healing shooting techniques make people yearn for them immensely. It is precisely this unique video shooting theme and the shooting techniques, as well as Li Ziqi's cultural heritage, that make Li Ziqi's videos popular not only in China but also overseas. Li Ziqi uses a silent and vocal approach to export traditional Chinese culture to foreigners.

5. INNOVATION OF TRADITIONAL CULTURE COMMUNICATION MECHANISM IN SHORT VIDEOS

The revival of the "Chinese Dream" is necessary, and traditional culture plays an important role here. However, traditional culture faces many challenges in the context of short videos on the Internet, and it is necessary to reform and innovate the dissemination mechanism to revitalize traditional culture.

5.1 Utilizing the Social Functions of Short Video Platforms to Evoke Emotional Resonance Among the Audience

If China's excellent traditional culture wants to break free from the current situation and regain its fresh blood, it must break the boundary between "elegance" and "vulgarity", expand its scope to the actions of the majority of people, and become popular among the public. Different from the traditional media communication mechanism, the short video platforms represented by Tiktok social app, as a novel media communication mechanism, win from their own sociability: when Tiktok sees the scenes people are familiar with or things they like, pays attention to the publishers, and establishes a certain relationship, people will have more communication with the publishers when the publishers upload some videos. For example, some popular videos gather a large number of user comments, and users or authors will discuss or reply to content related to the video, causing or enhancing emotional resonance among users, and then sharing or imitating the video. [7] And this social function can enable the multi-center new fission communication of traditional culture, and also enable the continuous expansion of the short video team that produces traditional culture. This way, video authors and audiences can participate in traditional culture, solving the limitations of traditional culture's "being too high to be popular".

5.2 Using Emerging Technologies to Present Communication Paths

When science and technology continue to advance, and when more emerging technologies are used in short video creation, the communication of traditional culture can use short videos to bridge the gap between traditional culture and users, making the relationship between the two closer, increasing the sense of closeness between traditional culture and short videos, and reducing the sense of distance.

The museums give people a sense of seriousness and solemnity, and young people are more distant from it. However, the Tiktok short video once launched the "Museum Tiktok Creativity Competition" with the National Museum of China, Nanjing Museum, Hunan Museum, Zhejiang Museum, Shaanxi History Museum, Guangdong Museum, and Shanxi History Museum. "The First Cultural Relics Show" is an important play jointly planned and launched by the seven museums and Tiktok. The national key cultural relics are vivid in the video, and full of dynamic sense. Tiktok uses short videos to redesign cultural relics and uses a series of emerging technologies and new media to match and combine the dynamic poses and popular elements loved by young people with cultural relics, making the cultural relics that have been stationary for thousands of years in the museums "move". The other is that Tiktok, together with the National Museum of China and the Nanjing Museum, uses high-tech technology to show the audience a new cultural scene of the museum. Users can not only watch Hall 18 of the National Museum through their mobile phones, and have a real visiting experience. At the same time, they can also capture the images and information of cultural relics through the camera, establish a three-dimensional space, and change the size and location of traditional cultural relics through their mobile phones, truly experiencing bringing national treasures home and utilizing high-tech to innovate the communication of traditional culture, so as to achieve the common progress of culture and technology. [8]

5.3 Presenting the Humanistic Sentiment in Traditional Culture While Paying Attention to the Integration of Trendy Elements

Due to the emergence of short video social apps, homogenization and entertainment have become the norm in mass social activities, which can easily cause aesthetic fatigue for the audience. Therefore, the communication of short videos with humanistic sentiments is the trend. However, the development of society, the strength of the country, and the integration of traditional culture into fresh blood require communication with other countries and ethnic groups, which is impossible to remain independent. The integration of culture, the emergence of trendy elements, and the increasing use of online language are also increasing day by day. In the process of internet communication, there is a wide range of entertainment oriented

information in various communication links. Traditional culture wants to revitalize and improve the creative content expression of videos. However, in such an online communication environment, the connotation of traditional culture communication is inevitably weakened, making the quality of traditional culture content uncertain. Therefore, in addition to incorporating trendy elements into traditional culture, it is important to maintain its original ecological identity. It is also important to focus on how to adhere to the essence of excellent traditional culture, delve deeper into the contemporary connotation of traditional culture in short videos, and carry out deeper communication, showcasing the unique charm and vibrant life of traditional culture in contemporary times.

5.4 Enhancing the Intensity of Traditional Cultural Communication Through Visual Scene Presentation

The scenes originally referred to the professional term for performances such as traditional Chinese opera, mainly referring to the physical movements of performers in a specific spatial and temporal context. In the form of mobile internet, scenes are based on high-tech technologies such as mobile users, sensors, and big data to provide users with a real scene in front of them. Uploaders can also use virtual technologies such as VR to immerse users in traditional culture, achieving a sense of true reproduction through autonomous experience and interaction. For example, the Forbidden City has uploaded various short videos on WeChat, allowing audiences to understand the culture and history of the Forbidden City, immersing users in the shock brought by traditional culture, and enhancing the dissemination of traditional culture. [8]

5.5 Increasing the Transformation of the Times and Encouraging the Cross-border Induction of Traditional Culture

Before the maturity of internet technology in China, the form of traditional cultural communication was relatively simple and fixed. This simple form of communication requires significant costs and requires a certain level of knowledge reserve for the audience. In the current digital era, dull written media, simple forms of communication, and ordinary cultural content can no longer meet the needs of the audience.

Diversified forms are the key to expressing the inheritance and development of traditional culture. For some relatively backward activities, the media should play its role, actively promote socialist core values, and integrate the era connotation of traditional culture. Being harmonious but different is the attitude that culture should have.

6. CONCLUSION

Traditional culture has strong vitality and should be shared with the people. The traditional culture of "being too high to be popular" and being "The Spring Snow" will inevitably come to an end. Therefore, in today's thriving traditional culture, for better communication effects, it is a must to rely on the wave of short videos, innovate the communication mechanism of traditional culture, promote the development of traditional culture, and while adhering to the essence of culture, make traditional culture attract more people's attention, so that traditional culture can be rooted in the inner and spiritual world of viewers in a more interesting way. But under the new communication mechanism, there will also be a series of challenges, and the communication of traditional culture still has a long way to go.

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