

# Research on Strategy of "Telling Anhui Stories Well" Using Short Video Platform

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## Abstract

In order to explore the promotion path of "telling Anhui stories well" using short video platform, this paper analyzes the realistic dilemma based on the analysis of the role of short video. Based on the media environment of "four omnimedia", the author constructs the background, starting from the four aspects of full staff, holographic, full process and full effect, and seeks the way to break the game of short video communication of Anhui image.

## Keywords

Short video, Tell Anhui story well, Regional publicity, Promotion path.

## 1. Introduction

With the development of mobile short video platforms and the arrival of a new round of audio-visual revolution, short video has rapidly developed into an emerging media carrier, becoming the most frequently used media form in the daily life of the audience, which has also brought significant changes to regional publicity. More and more audiences increase their cognition of other regions through short video platforms, and splice new images of other provinces through fragmented short video communication. Short video communication has played an indispensable role in improving the soft power of Anhui culture, and played a fundamental role in delivering the Voice of Anhui and "telling Anhui stories". In this context, Anhui province is in urgent need of research and application of short video platform "tell Anhui stories" strategy, fully tap its own resources to do a top-level strategy design for telling Anhui stories.

## 2. The role and practical dilemma of short video platform "Telling Anhui Stories Well"

### 2.1. The role of short video

Short videos generally refer to videos that are transmitted within five minutes on new media platforms, featuring heavy fragmentation, high interactivity, fast transmission speed, visual effects and outstanding personalization.

#### 2.1.1. Heavy fragmentation

In today's fast-paced era, the centralized time of users is greatly reduced, and the fragmented time is increasing, which requires media platforms to quickly attract users' eyes with high-quality content in a very short time. Occupying the fragmented time of users has become the development trend of major media platforms. Short video platforms make full use of this feature, put forward the "rational use of fragmented time", enable more users to participate in short video watching, to meet people's needs of fragmented information acceptance, entertainment and relaxation.

#### 2.1.2. High interaction

Interactivity refers to the short video more emphasis on the bidirectional interaction between the transmitter and the audience, compared with the passive viewing of the traditional media,

resulting in the problem of audience inattention, short video is relatively more initiative, attention and adhesion. In addition, one-way information acquisition and simple thumbs up and comments have been unable to meet the interactive needs of consumers, and more and more audiences emphasize the linkage role in the content.

### **2.1.3. Fast dissemination speed**

With the explosive growth of users of short video platforms and their convenient forms of sharing, short video content has become viral. A certain video content is highly circulating in the platform, which makes the transmission of information more rapid, convenient, real-time reception, real-time feedback.

### **2.1.4. Effect visualization**

Compared with other traditional communication methods, short video communication has an obvious advantage, that is the visualization of the communication effect. The visualization content includes how much attention, how much browsing, how much reprinting, how much comment, how much interaction and so on. Through the data analysis and adjustment of the above short video content, the communicator can optimize in time to achieve better communication effect.

### **2.1.5. Highlight individuation**

With the development of big data technology, short videos can be accurately pushed according to user preferences. The system will process the obtained user information in the background, and give priority to the content that users want to see. Through this kind of customized and intelligent information dissemination system, it can more conveniently meet people's diversified and personalized needs.

## **2.2. The reality dilemma of short video platform "Telling Anhui Stories Well"**

### **2.2.1. Single content**

At present, in short video platforms, "Tell Anhui stories well" mostly focus on economic construction, political power, urban planning, news events and other aspects. Undeniably, this kind of theme can promote Anhui's comprehensive strength, but it has certain limitations for telling Anhui stories in the era of mobile short video. First of all, such single content is too official. In the past, the external presentation of Anhui image mostly relied on official documentaries or micro films, which showed Anhui style to people from an all-knowing perspective. The content also stayed in the superficial narrative stage and scenery display, lacking narrative novelty. Secondly, this kind of single content lacks of attraction. Anhui is never short of stories, just eyes that are good at finding them. As an important birthplace of Chinese prehistoric civilization, Anhui is subdivided into three parts: North Anhui, middle Anhui and South Anhui. One side of the soil nourishes the other side of the people, and the huge difference in living environment also creates different group characters and colorful bottom styles. Northern Anhui is enthusiastic, central Anhui is casual, and southern Anhui is delicate. Small Anhui concentrates the cultural brand of the whole China. The exploration of these characteristics and charm is the magic wand to "tell Anhui stories well".

### **2.2.2. Backward form**

In the era of traditional media, "Tell Anhui Stories Well" mainly relies on radio, television, newspapers, magazines and other relatively single solidifiable media carriers. In terms of communication, it is still mainly in the form of traditional text, text or short video. With the development of the Internet, short video communication continues to give play to the advantages of diversity and openness, and Anhui has been on the road of new media communication exploration. The author believes that although Anhui province has changed the form of external communication, most of them simply convert the text from paper version to electronic version, without really making use of new media for multi-dimensional

communication, nor giving full play to the advantages of short video to mobilize users' multiple senses, and the form still lacks innovation and creativity.

### **2.2.3. Confusion in communication orientation**

With the development of UGC (user-generated content) model, regional publicity is no longer completely dependent on official media, and more and more ordinary users participate in regional publicity. Everyone is a "we media". Everyone can shoot short videos from the first perspective and show their hometown or city on the platform, which further causes new problems. Users who participate in regional publicity may not always form good guidance for short video communication. Due to the low threshold for short video release and poor review mechanism, some users will shoot malicious and discredit videos or take out of context videos driven by capital. This requires the correct guidance of relevant departments to carry out the diversified publicity of "tell the story of Anhui well".

## **3. Ways to improve the effect of short video platform "Telling good Anhui Stories"**

"Tell the Story of Anhui Well" can start from four aspects: full staff, holographic, full process and full effect, and seek a way to break the game by spreading the image of Anhui in short video.

### **3.1. All staff members work together to innovate the situation**

With the development of mobile Internet, the stories of more and more provinces are presented from the perspective of ordinary people through short video platforms, getting rid of the previous macro and lofty official themes and narrowing the distance with ordinary people. For example, Tiktok's popular entry # Hunan Beautiful recommender has been played 5.91 billion times by January 25, 2023. Juzizhou head, Xiangjiang Lake, that person that scene that fireworks gas, in Hunan this land is staged every day. Whether urban prosperity, or small town life; Whether it is Hunan cuisine or landscape scenery, the beauty of Hunan is waiting for every ordinary people who love this land to tell. Since the publication of the entry, creators have flocked to Hunan's local food, tourism, life records, agriculture, rural areas and other categories, using the lens to record the beauty of Hunan can not live up to, but also broaden the subject field. The stone of the mountains can attack jade, Anhui can learn from the development model of Hunan, and combined with their own characteristics to make corresponding innovation, such as the launch of Anhui exclusive hot entries, Anhui scenic spots hot BGM, the formation of their own brand symbol.

### **3.2. Holographic symbolic construction**

Symbolic construction aims to build Anhui's identity on the Internet, show Anhui's image through text, pictures, images and other ways, and create exclusive IP. The most important thing in this process is to reconstruct Anhui cultural brand. "The Five Mountains will not see the mountains, and the Huangshan Mountains will not see the mountains". Huangshan is well-known at home and abroad, and Anhui also uses Huangshan Greeting pine to show its advantages in building the city brand, conveying Anhui's warm, inclusive and peaceful image, but this advantage has not been shown in the Internet era. From this point of view, the brand positioning of Anhui still needs to be condensed, and the prominent representative symbols in the short video narration also need to be explored.

### **3.3. Innovative communication throughout the whole process**

The whole process of innovative communication requires the three-dimensional and diversified presentation of "Anhui story". The author believes that innovative communication can start from expanding "short video +". First of all, it can build "short video + media matrix". Different from the era of traditional media, the communication mode in the era of mobile short

video is gradually increasing. Content producers can release their created content to different short video platforms, and build a multi-platform matrix to work together, so as to maximize the impact of communication content. Secondly, "short video + technology" can be created. On the one hand, the main media can make use of 5G and VR technology, so that users can have the experience of being in Anhui when they contact the story. On the other hand, it can rely on Internet technology to support interactive video playback in the short video platform, that is, users can participate in the interaction while watching the video, and decide the direction of the video content independently.

### **3.4. Full-effect integration promotion**

Integration promotion should be promoted on the basis of integrating regional resources to expand the effectiveness of communication. It is not only necessary to create a multimedia communication matrix, but also to establish a content communication matrix under official guidance. Users can participate in a variety of theme activities, exhibition and broadcast activities, give play to their own advantages and create rich content, to establish a characteristic UGC, PGC communication matrix. Nowadays, Anhui traditional mainstream media has begun to step on the integration of resources process, trying to build UGC, PGC content production mechanism to strengthen Anhui brand shaping, but the efforts need to be strengthened, also need to increase the mainstream media organization efforts, the formation of a powerful communication matrix.

## **4. Summary**

Short video platform is an important carrier of "Telling Anhui Stories well". Aiming at the existing difficulties of "telling Anhui stories well", it puts forward improvement strategies. On the one hand, it can spread the image of Anhui city and improve the soft power of Anhui culture; on the other hand, it can promote the development of urban economy and tourism, and export Anhui culture brand.

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