

Research on the Characteristics, Problems, and Strategies of Dayu Culture Short Video Creation

Ying Zhu

School of Art, Anhui University of Finance and Economics, Beng bu, Anhui, 233032, China.

Abstract

Short videos have become the main channel for the dissemination of intangible cultural heritage in China under the new media environment. The short video with the theme of Dayu Culture showcases the thousands of years long history of Dayu Culture. While enhancing the popularity and influence of Dayu Culture, it also exposes issues such as difficulty in making content popular, single dissemination channels and subjects, and entertaining topics. To this end, it is necessary to strengthen attention to the culture of Dayu, explore the cultural connotations and social values of intangible cultural heritage, innovate the narrative methods and expression techniques of short videos, and improve the quality of Dayu's cultural short video creation.

Keywords

Intangible Cultural Heritage; Short Video; Dayu Culture; New Media.

1. Introduction

New media is a broad concept compared with Old media. By utilizing digital and network technologies, information and entertainment services are provided to users through channels such as the Internet, broadband local area networks, wireless communication networks, satellites, as well as terminals such as computers, mobile phones, and digital televisions. In the context of new media, China's intangible cultural heritage short videos are showing a thriving trend. Taking Tiktok short video platform as an example, Tiktok 2022 Intangible Cultural Heritage Data Report shows that from June 1, 2021 to May 31, 2022, Tiktok's videos related to national intangible cultural heritage projects will be played 372.6 billion times, and the total number of praise will be 9.4 billion. Tiktok's videos cover 99.74% of national intangible cultural heritage projects. The interactive characteristics are consistent and have become a new form and path for the dissemination of intangible cultural heritage in China. Short videos of traditional culture represented by intangible cultural heritage have become a new carrier for showcasing the essence of Chinese excellent traditional culture, promoting the spirit of Chinese aesthetics, and interpreting, disseminating, and inheriting Chinese excellent traditional culture.

2. The Current Situation of Traditional Culture Communication in the Context of New Media

Dayu culture is the treasure of China's Intangible cultural heritage, the spirit of the Chinese nation, and the crystallization of the wisdom of the Chinese nation. The Dayu culture has a long history and has formed a unique spiritual style during its development: the spirit of taking responsibility for the common people, the enterprising spirit of never moving forward, the entrepreneurial spirit of hard work and perseverance, the scientific spirit of respecting nature and guiding according to the situation, the spirit of selflessness and dedication to the country and the people, the spirit of national integration, and the unity of the Kyushu family. With the widespread application of new media technology, the means of cultural dissemination are also undergoing significant changes. Many traditional cultures find it difficult to adapt to the

flourishing development of contemporary new media technology, resulting in difficulties in dissemination, reduced audience, and the dilemma of being on the brink of extinction. The progress of society and the development of the times have constantly updated the minds of the audience, and new entertainment models have taken away a large number of potential audience groups, leading to a gap in the audience group. In addition, in terms of communication mode, due to the aging of the inheritance group, the thinking mode and communication method are limited, unable to keep up with society, resulting in a gap in the audience of Dayu culture.

In recent years, the rise of short videos as an emerging media form has brought new possibilities for the dissemination of Dayu culture. As the most popular short video platform in China at present, Tiktok has nearly 700 million active users every day. Tiktok has successively launched "intangible cultural heritage partner plan", "daily ingenuity" and other activities to build a platform for the spread of intangible cultural heritage. With the support of new media communication technologies such as short videos, Dayu culture has ushered in a spring of development.

3. Advantages of New Media Platform Communication

Compared with Old media, the advantages of short video communication lie in its fast speed and wide range of communication, which is conducive to improving the anti risk ability of Intangible cultural heritage. Short video can help Dayu culture go further.

3.1. Concrete intangible cultural heritage content.

Short videos can combine audiovisual methods with intangible cultural heritage content, allowing intangible cultural heritage to be disseminated in more diverse forms. At the same time, they can also insert scene narratives, making intangible cultural heritage techniques more concrete. Compared with traditional communication methods, short video marketing is more innovative. Intangible cultural heritage operators innovate video forms, create content and promote content appropriately, making the presentation and marketing methods more flexible. In addition, short videos can bring the seemingly serious and distant content of intangible cultural heritage closer to life, bridging the gap between intangible cultural heritage and consumers.

3.2. Low cost consumption.

Compared with offline communication methods, short videos are more cost-effective in promoting intangible cultural heritage, with less investment in online operations, a wide range of dissemination, and a large audience. You can also create and upload videos, operate your store at zero cost, and in addition to recording videos, you can also generate revenue through live video sales.

3.3. Breaking the regional nature of intangible cultural heritage dissemination.

Intangible cultural heritage is a traditional form of cultural expression closely related to local production and life. It is usually disseminated and passed down through oral and personal education, and is a typical local cultural symbol with distinct regional characteristics. Short videos are a new form of video dissemination that is spread through internet new media platforms and suitable for viewing on the go. In recent years, with the explosive development of mobile short videos, the audience's demand for their content has also increased. The dissemination form of "short videos+intangible cultural heritage" has broken the regional nature of intangible cultural heritage dissemination and inheritance, and expanded the audience and user group of intangible cultural heritage dissemination. Intangible cultural heritage can be presented to a wider user group, and users from different regions can also

watch it through internet platforms, thereby stimulating the enthusiasm for learning and inheriting intangible cultural heritage culture.

4. The problems of short videos in the dissemination of Dayu culture

With the continuous integration of Dayu culture into the lives of the people, promoting the recognition and recognition of Dayu culture through new media platforms has become an urgent cultural need in reality, enriching the spiritual life of the people and enhancing the influence of Dayu culture dissemination. However, by comparing the current development status and policy expectations of short videos, it is not difficult to find that short videos of Dayu Culture still face problems such as "hot" and difficult to publish, single communication channels and subjects, and extensive entertainment content in their dissemination.

4.1. Difficult to register as 'popular'

Whether short videos are seen by more users depends on the personalized recommendation mechanism of Tiktok, that is, the distribution mode of accurately pushing content to users based on Big data information. To be recommended, one must possess the attribute of "popular", not only creating high-quality content but also innovating in form. These effects are not achievable by ordinary users, and the difference between communication needs and innovation capabilities reduces the creative enthusiasm of inheritors of intangible cultural heritage, leading to a loss of fans. Although there are many video blockbuster passwords, these methods are not applicable to all content. The blockbuster mechanism is closely related to Tiktok traffic recommendations, striking titles, creative covers, and content blockbusters.

In addition, the integrity of the content of Dayu culture is constrained by the fragmentation of short videos. The narrative presentation of short videos with "seconds" as the Unit of time inevitably conflicts with the cultural accumulation of Dayu culture with "decades" and "hundreds of years" as the Unit of time. In order to cater to the fragmented dissemination of short videos, inheritors or MCN institutions cut, dismantle, and reorganize intangible cultural heritage projects, making it impossible to fully present the core values of some intangible cultural heritage projects. At the same time, the lack of creativity in short videos is also hindering the rise of Dayu culture to a hot topic. At present, some Dayu culture lacks momentum in its development, and there is little innovation in its content and creativity. After some inheritors have been active on short video platforms for a period of time, they have had to fall into a stalemate of account "stop watch". Some inheritors, in pursuit of traffic and attention, use content unrelated to Dayu culture to fill the gap, which undermines the connotation of Dayu culture dissemination and leads to blurred account images.

4.2. Single communication channel and subject

The Dayu culture is passed down from generation to generation by people of all ethnic groups and is considered an important component of cultural heritage. It is a tangible and place related to traditional cultural expressions. When the new media environment had not yet developed well, people's understanding of Dayu culture was mostly found in compulsory education textbooks, extracurricular books, and cartoons. Through the analysis of the communication channels of Dayu culture, the current Dayu culture relies on interpersonal communication, organizational communication and some Old media reports. The single dissemination channel and main body have made it difficult for Dayu culture to truly enter people's lives, and it is also difficult to break free from the dilemma of "going out" of Dayu culture. At present, there is no official media Tiktok account of "Dayu Culture" in China, and the new media account urgently needs to develop and create output content. The inheritors of Dayu culture are important members of the dissemination of Dayu culture. They possess the knowledge, skills, and techniques of Dayu culture, and occupy a mainstream position in the dissemination of Dayu

culture with the highest level, recognized representativeness, authority, and influence. Representative figures such as Wang Jihuai and Ge Shijing. According to the search, there are currently no accounts on the platform that use the cultural heritage of Dayu as the main body of dissemination. Most of the inheritors of intangible cultural heritage come from the public and are older, which means that they are very likely not familiar with the hardware facilities of mobile phones and computers, and will not be able to use them, or even shoot and produce short videos. In addition, due to limitations in profession, personality, and growth environment, it may be difficult to create short videos solely by oneself, lacking ideas and creativity, unable to capture hot topics, and unable to combine with current popular elements, making it difficult to attract the love of young people. Nowadays, there are also some MCN companies that help intangible cultural heritage inheritors operate their accounts, and they can complete everything from copywriting to filming, editing, and uploading in one go. For example, after Beijing Opera actress Wang Mengting created her own personal account, her daily makeup and rehearsal performances attracted a large number of young people's love and pursuit. A group of fans came from other places to watch her performances offline, and Wang Mengting's box office increased by 20%. However, there are currently not many such MCN institutions, and their likes are in the single digits.

4.3. Extensive entertainment of content

Based on the investigation of the Tiktok platform, this paper finds that the protection and inheritance of the Dayu culture in China mostly stay in the surface digital recording and copying, specifically, the narrative techniques of Dayu's stories appear "patterned" drawbacks. For example, Tiktok accounts such as "listening to books before bed" and "ancient divine drama" used the narrative technique of "picture+Third-person pronoun explanation" when telling stories about Dayu's flood control and going through his house for three times. First, shoot and edit according to the copywriting script, and then record the video. The duration is usually around 15-20 minutes. This type of commentary style can also be applied in film and television dramas, animations, movies, and variety shows, which can be synchronized with or without sound and picture, resulting in low production costs, short production time, and high mass production. Although the number of short videos of Dayu culture has increased, the threshold for dissemination has been lowered. Unlike the deep cultivation of Dayu culture by inheritors of intangible cultural heritage and researchers, ordinary users' understanding of Dayu culture content remains superficial, and the limitations of consciousness make the videos highly similar. At the same time, there are a lot of pan entertainment content on the Tiktok short video platform. Short video platforms have also resorted to joking about history and playing pranks on red classics and Chinese national heroes in order to gain traffic and attract attention. These videos dispel the connotation and connotation of Chinese culture and squeeze the Lebensraum of mainstream culture. The dissemination of Dayu culture is difficult to break away from the trend of pan entertainment, maintain the purity and depth of culture, and affect the transmission of cultural values. The Dayu culture is a huge system that requires professional talents to inherit, interpret, and promote, but currently there is a shortage of talents in this area.

5. Communication strategies

5.1. Create high-quality content that is popular

Each intangible cultural heritage project has its own unique Artistic language, but due to time constraints, short videos are difficult to support a complete story. If you want to attract users' attention in a short time, you must create an impact and dramatic boutique content. In form, you should match the characteristics of intangible cultural heritage as much as possible, so that

you can have close emotional ties with users, and then close the distance between each other, Ultimately triggering emotional resonance among users.

In the field of "content is king" short videos, high-quality content is the core factor in obtaining audiences. To avoid blindly catering to the preferences of the audience while neglecting the loss of cultural attributes and spiritual core, let alone aiming to attract attention and earn traffic, in order to avoid causing the content to stay superficial and the entertainment color to be too heavy. We must strictly control the content, deeply interpret cultural connotations, and adhere to the position and principles of creators. The original content of Dayu culture can be combined with regional culture, and experts in Dayu culture research are invited to tell intangible cultural heritage stories in different regional scenes. Short videos of intangible cultural heritage can be shot against the backgrounds of "Zhanggongshan Scenic Area", "Yuhui Village Site Excavation", "Tushan Temple Fair Festival", and "Tushan Scenic Area", with distinct and strong regional colors. In addition, video creators can also apply popular elements to their videos, keeping up with the hot topics and achieving a fusion of tradition and modernity. Dayu Culture can collaborate and collaborate with relevant institutions, individuals, experts, etc. in the field, strengthen resource integration and collaborative creation, and jointly create more high-quality and influential original content. With the continuous integration of new media platforms, Dayu Culture can engage in cross-border cooperation with other cultural brands, carry out joint marketing and collaborative development, achieve multi-party win-win, strengthen international communication and exchange, expand overseas markets, and enhance international influence. In short, we should strive to create high-quality "intangible cultural heritage" content and spread it with dedication.

The creation of intangible cultural heritage short videos should not only provide aesthetic enjoyment for the audience, but also convey rich cultural connotations and ideological enlightenment, showcasing the long and brilliant traditional Chinese culture. As a short-lived audio-visual media with rich symbolic meanings, short videos attract the audience's attention from their short and straightforward "hot entertainment" symbolic interpretation, but lack of profound reflection and interpretation, which is likely to lead to the elimination of the intellectual and scientific nature of intangible cultural heritage [4]. The connotation of the culture of the Great Yu has multiple levels: stories related to the legend of the Great Yu, movies, TV dramas, dramas, etc. related to the Great Yu, as well as buildings commemorating the Great Yu by future generations, as well as calligraphy, inscriptions, paintings, etc. with the theme of the Great Yu throughout history. The spirit of the Great Yu includes his outlook on life, values, worldview, ethics, etc., all of which construct multiple cultural attributes of the Great Yu. As a creator in the field of short videos, it is necessary to improve one's self cultivation quality, learn more relevant knowledge in the field, and continuously improve one's aesthetic standards.

5.2. Multichannel communication

The theory of use and satisfaction holds that the audience is an individual with specific "needs", and their media contact activities are viewed as a process of "using" the media based on specific needs and motivations, in order to "satisfy" these needs. To gain attention, the short video of "Da Yu Culture" must be carefully researched in terms of content. At present, the channels for young people to contact the intangible cultural heritage are relatively diverse, such as Tiktok, Kwai and other short video platforms, which have intangible cultural heritage inheritors to promote. Adding intangible cultural heritage elements to variety shows, national comics, and games can stimulate the interest of young people. According to the "innovation and diffusion" path of short videos, after experiencing the folk culture stage with self-expression as the main demand and the commercial operation stage of Personal media, the short videos of intangible cultural heritage are forming a normal expression and communication mode, transforming to the stage of public communication and popularization [5]. Currently, mainstream media,

intangible cultural heritage protection agencies, and online platforms are all laying out short videos.

Collaborate with universities to cultivate young people's learning and inheritance of Dayu culture. Encourage schools to carry out "Dayu Culture" activities, allowing students to learn new knowledge, which can be interest oriented and assisted by competitions, guiding students to actively participate in relevant competitions. Combine practical operations with competition activities to stimulate students' enthusiasm for learning the culture of Dayu. Schools should support young people in inheriting Dayu culture, fully utilize relevant resources, build effective platforms, combine interests, hobbies, and skills, link intangible cultural heritage with career planning, and better inherit Dayu culture.

Live streaming assists in the inheritance of intangible cultural heritage. On December 8, 2022, Tsinghua University and the School of Journalism and Communication jointly released the Research Report on Live Inheritance - Live Appreciation and Communication of Intangible Cultural Heritage by Tiktok. The report points out that practitioners of intangible cultural heritage conduct cultural performances through live streaming rooms and short videos, expand income generation channels, and gain audience recognition; The public uses rewards for cultural consumption to help intangible cultural heritage achieve "live inheritance". Now, Tiktok live broadcast has broadened the communication channels of Dayu culture and increased the enthusiasm of the audience to participate in Dayu cultural communication. Rewards and live streaming can unleash the vitality of the dissemination of Dayu culture. From March 1 to March 8, 2023, the School of Arts of Anhui University of Finance and Economics held the "Online Anchor Competition for Intangible Cultural Heritage Digital Heritage", which aims to spread Dayu culture through interactive live broadcast, while seeking new business opportunities through online live broadcast. The competition adopts a phased approach, divided into two stages: preliminary and final. In the end, a total of 5 contestants entered the finals. The contestants were all from college students, and they told the story of Da Yu culture in the live broadcast room. Fans asked questions in front of the screen, forming a good interaction. In the future, the Tiktok account of "Dayu Culture" can also explore live broadcast with goods, and launch peripheral products, such as T-shirts, cultural and creative products, so that the anchors can bring goods. With the brand IP blessing, users' consumption desire can be more stimulated, the market value of intangible cultural heritage can be tapped, and intuitive commercial realization can be obtained.

5.3. Explore the depth of short video content

With the development and popularization of digitalization and internet dissemination of information, intangible cultural heritage can be passed down and developed through short videos. But today, the breadth and depth of short video content also affect people's views on intangible cultural heritage. High quality content has always been the key to success in the The Internet Age [7]. The innovation of video content is not only in editing techniques or script writing, but also in collaborating with some major IPs to achieve linkage between IP and intangible cultural heritage, which can quickly attract fans and achieve subsequent interaction. In addition to innovating editing methods and realizing interaction with big IP, the short video transmission of intangible cultural heritage should continue to explore new video forms, create the possibility of combining VR, AR technology and short video, so that users can Close encounter with intangible cultural heritage at home, and can also build a video form of multi person interaction, realize online communication and exchange of multi person, so as to promote the inheritance and development of intangible cultural heritage. At present, short video platforms such as Tiktok, Kwai, and WeChat video account have also opened VR live broadcast, and users can see panoramic live broadcast by shaking or rotating their mobile phones from left to right. VR technology is superior to other dissemination methods in

enhancing user immersive and interactive experiences, and the use of VR technology can promote the protection and dissemination of intangible cultural heritage.

6. Conclusion

Dayu culture is a treasure of Chinese culture. As a new media, Tiktok short video can inject new vitality into Dayu culture, and also enable more young people to see, like and accept intangible cultural heritage. In the context of intangible cultural heritage inheritance, we can adopt some methods and means to promote the dissemination and development of Dayu culture, but inheritance is still a difficult and lengthy task. Spreading the Dayu culture with new media Technical communication is only a means, and inheriting the Dayu culture is our ultimate goal. Professionals and enthusiasts of Dayu culture should persist in innovation and continuously output content, shoot more and better professional short videos to showcase Dayu culture, and achieve better inheritance and dissemination.

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