Research on Short Video Content and Communication--Taking Li ziqi as an example

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ABSTRACT. The development of new media has greatly enhanced the speed and effectiveness of information transmission, cultural transmission, and emotional communication. The characteristics of short video duration and sophisticated content are in line with modern people's living rhythms and consumption habits, and have gradually become one of the most important information dissemination styles. The development of the market makes the content of short videos more and more rich, and the vertical segmentation of video content in different categories is more and more specific. The ancient style gourmet short video is the product of vertical segmentation of content and categories under the market, in order to enrich the Chinese tradition Characteristic gourmet cooking is the main content, telling about the origin of food and diet culture, and awakening the audience's yearning and desire for poetic pastoral life in the transmission and interaction, which makes them obtain short-term spiritual satisfaction and attract a wide audience. This article takes “Li Ziqi” as an example to analyze the brand value by exploring its video content, brand characteristics, and communication methods.

KEYWORDS: Li ziqi, Short gourmet video, Dissemination content

1. Short video of ancient cuisine

1.1 Concept and Differentiation

Mobile short video has gradually risen since 2011. With the development of mobile terminals and communication services and the emergence of short video application tools, a large number of outstanding original content bloggers have appeared, and the short video industry has shown a trend of popularity. [1] Gourmet short videos, by shaping the aesthetics of real life and the state of a beautiful life, have awakened people's new perceptions and new expectations of life, attracted a large number of audiences, and became a major force in the short video market. The diversified demands of market audiences have made the vertical segmentation of the content of high-quality short videos clearer and clearer. The emergence of Gufeng gourmet short videos is a typical case. Content producers use stories as a carrier to break the past presentation style of food videos, integrate scenes, props, content, and values, and use the traditional Chinese food culture to bring audiences a unique perception experience.

1.2 Self-Media Representative Brand

Li Ziqi, a blogger in Mianyang, Sichuan, is a self-media brand signed by Sina Microblog and an outstanding creative brand of Ancient gourmet short videos. In 2016, Li Ziqi filmed and created short videos for the first time, and posted videos on platforms such as Meipai, Sina Microblog, Second Shot, B Station, and NetEase Cloud. The lens language of the video is simple, the pictures are colorful and soft, and the soundtrack is mostly pure music of Chinese instruments. The content of the topic is mainly Chinese culture and Chinese cuisine. The plate [2] has a natural and delicate artistic style of poetic romance. Li ziqi has a high degree of recognition, attention, praise among the target audience, is a highly representative of the ancient style food brand.

2. The Content Production of the “Li Ziqi” Brand

2.1 A Personalized Ip Brand

In recent years, the popular food short video brands on the market include Eclipse, Office Ono and so on. These successful gourmet short video cases have been heavily subdivided and set up scenes in terms of content.
The short video content of the eclipse is made of Japanese-style food. The video content emphasizes the use of simple lens language and narratives to create a warm and delicate living atmosphere, build a harmonious, peaceful, comfortable corner of the city and a simple and exquisite lifestyle. [3] The short video of the office Ono is extraordinary and unique. The shooting location is the daily work office, and the cooking props are not home cooking utensils, but office related office appliances such as water dispensers, irons, and computer hosts. [4] Extending the unique cooking to the psychological space, and made the audience actively participate and pay attention.

The subdivision and scene construction of Li Ziqi’s short video are very different in video style, video content, audiovisual language, and value transmission. The shooting scenes of his videos are all in the mountainous countryside of Mianyang, Sichuan. The mountains are full of wild flowers in spring, the boundless green lotus in summer, the hazelnuts falling in the autumn, and the faint fragrant red plums in winter. The lens poetically transforms the beauty of rural China Audiovisual language is presented in front of the audience, showing a natural and fresh, rustic and authentic pastoral life. The rich cultural connotation and unique content positioning have made the Li ziqi brand highly sought after, gaining widespread recognition and reputation.

2.2 Poetic Audiovisual Language

The short video of Li Ziqi has very distinctive features in the use of audiovisual language. Scenery, sound, and light color all pursue an artistic reality above the reality of life. In terms of the use of scenes, Li Ziqi's short videos are mainly medium, close, and close-ups, and rarely use long-range panoramas to present the picture content. For Li Ziqi's production process, the lens uses a large number of medium shots to show the relationship between the activities of the characters and the environment. The lens focuses on the characters, and the environment as a secondary element only serves to modify the characters. It aims to portray the character of Li Ziqi to attract the audience.

In the use of human voice, sound, and music, the short video style is unique and distinctive. There are not many characters dialogues in the video, but the simple dialogues have made life scenes full and vivid. The parents of Li Ziqi and Grandma showed sincere affection from life. The natural and friendly vocal contemporaneous voice of the Sichuan dialect brought the audience into rural life and the simplest affection. distance. [5] These daily original ecological sounds are also integrated into the video, which enriches the shaping of the scene's layering, and truly shows the true meaning of the beauty of rural life, making the video picture real three-dimensional. In music, Li Ziqi's short video is mainly classical pure music, using Guqin, flute, lute and other instruments for music, and using the compiled antique songs, light music. Use simple expressions to enhance the picture, create a simple and peaceful environment, and allow the audience to obtain an immersive audiovisual experience.

The processing of light and color plays an important role in the presentation of video style. The light in the picture is natural light, which completely abandons artificial light decoration, so as to restore the life atmosphere of the real scene and enhance the immersion and realism of the audience watching the video. Therefore, when adjusting the color later, the saturation, brightness, and contrast are reduced, so that the picture is clean and delicate, the color is full, and the scenery is natural and vivid.

2.3 High-Quality Topics

The topic of Li Ziqi's short video focuses his attention on daily clothing and food. The elements of pastoral colors such as mountain streams, wild flowers and wild fruits, cooking smoke, dog barking and chicken bark are integrated with the farmer's livelihood and work to realize the simulation presentation and spread of traditional Chinese culture. Longing for and pursuit. Video producers' selection of topics is a construction of symbolic meaning in the context of consumer culture. The first phase of making a silk quilt restores the traditional textile skills of raising silkworms from China. From silkworm collection, cooking to silk drawing, and sewing, the labor process of manual labor is shown one by one. The down-to-earth hands in rural daily life have largely satisfied the audience's imagination of living away from urban life. At this time, hand-made textile is no longer a simple agricultural labor, but presents a new symbolic meaning. It is intended to inherit and express the ancient Chinese traditional skills, and to record and transfer the memory of Chinese traditional textile culture. The video constructs the meaning of its own symbol, and the emotional virtual space transmitted through the narrative technique enables the audience to obtain a differentiated and immersive inner experience, thereby narrowing the emotional distance with the audience. The communication strategy of the "Li ziqi" brand
2.4 Emotional Resonance Caused by Plot Narrative

Everyday knowledge in various stages of social division of labor will continue to 'abandon' those who are no longer useful ingredients [6], but always need to render expression in the arts and culture. The acceleration of the pace of life has made people bear more and more pressure. In the face of the diverse and fast urban living environment, people urgently need a channel to soothe the mind and body and relax themselves. Therefore, the rural life that is naturally quiet and far from the city has become a longing of many people. The reality makes this desire difficult to achieve, and movie viewing has become the most convenient choice for a short leisure experience and relaxation. A short video by Li Ziqi led the audience into the depths of the mountains, experienced rural life, and experienced a beautiful experience of self-sufficiency and adequate clothing. In this world of scenes, there is no hustle and bustle of city life and work, complicated interpersonal communication, but the most simple pay and harvest, labor and reward. This kind of abundance relying on one's own labor frees the machinery and numbness of urban work, is full of natural and humanistic atmosphere, and awakens the audience's deep desire for nature through the subtle way. The scene space constructed by the video cleverly blends the past with the surreal, and through the way of watching sound and picture images, the audience can be healed in the immersive experience, thus triggering emotional resonance in their hearts.

3. The Communication Strategy of the “Li Ziqi” Brand

3.1 Launch of Short Video Multimedia Platform

Rich media resources have attracted huge customer traffic, and the volume and exposure of information dissemination have reached unprecedented heights. The short video of Li Ziqi through the multimedia platform has greatly improved the effect of video dissemination. Its ancient style gourmet short videos have been launched on multiple video platforms such as NetEase Cloud, B Station, Meipai, YouTube, and WeChat public account, Sina Microblog and other social media platforms. The platforms interact with each other to form a matrix of information dissemination, which greatly improves the dissemination effect. [7] Unlike many current short video bloggers, in addition to the domestic video and publicity platforms, Li ziqi's ancient gourmet short videos are also placed and promoted on overseas platforms. Since 2017, Li Ziqi's short video has begun to experiment with the overseas video market. As of now, there are millions of fans in more than 200 countries and regions on YouTube and Facebook. The average number of short video playbacks exceeds 2.5 million.

3.2 E-Commerce Platform Product Output

Li Ziqi's ancient style gourmet short video has achieved huge traffic and successfully realized commercial realization, creating a commercial brand that integrates short video and physical products. In August 2018, the “Li Ziqi” brand opened its flagship store on Taobao. Five days after its launch, five products in the store exceeded 10 million sales. The store's style is very similar to the short video style. It uses antiques and nature as the store style, and uses wood grain, stone, bamboo baskets, etc. as matching elements on the plane publicity to complete the scene-based construction of the product. Each draw of the planned topical event draws audience interaction, which increases the stickiness between fans and brands, and enables fans to continue to pay attention to the brand. The shops on the e-commerce platform carry out product promotion and cultural promotion daily. They not only introduce how to eat the products and the materials of the products, but also promote the content of Chinese culture and products with short history, such as bamboo weaving, porcelain, and solar terms. Complement each other, and at the same time enhance the interaction with the audience, and realize the information communication of multiple channels on the e-commerce platform.

4. Summary

In the era of consumption, people's definition of the meaning of life is no longer a conception of the status quo life, but a surreal symbol based on art and beauty. It is the simplest and simplest desire for authentic life due to the pressure of life. People urgently need to use the scene construction and emotional construction in the short video to spread the content, shortly avoid the complicated and numb life in daily life, rely on the illusion to perceive and experience the beautiful things, and release the dissatisfaction in the busy stereotyped life. [8] Li Ziqi’s ancient style gourmet short video just meets this need. Through high-quality content, multimedia platform communication methods and marketing strategies, combined with the communication characteristics of different platform channels, it conveys the beauty of life that returns to nature and simplicity, and promotes it. Excellent
Chinese traditional culture has finally attracted a large number of audiences and successfully realized commercial realization, which has become a successful model and path for the development of video brands.

References