

Research on the Fusion Strategy of Traditional Arts and Crafts Communication and Short Video

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Abstract: *With the development of the times, people's pursuit of art has also changed, and it is no longer limited to ordinary traditional arts and crafts, so researchers have followed the trend of the times and started to combine traditional arts and crafts with modern creative ideas. Traditional arts and crafts, as an important part of traditional arts and crafts, reflect the material production level and spiritual aesthetic characteristics in a specific era. The short video media, represented by Aauto Quicker and Tik Tok, with its vivid presentation, transforms the oral traditional handicrafts into short videos, spreads the traditional handicraft culture visually, makes the traditional handicrafts "visible" and "tangible", and reverses the social stereotype of traditional handicrafts, so that more people, especially teenagers, can re-recognize and accept traditional handicrafts. Based on this, the author takes Tiktok as the research object, and makes a specific analysis of the spread of traditional technology in Tiktok short video platform. Propose specific optimization path, including craftsmen should start from the production, dissemination and account operation of traditional craft content; The short video platform should take the initiative to activate the traditional process content and industrial vitality.*

Keywords: *Traditional arts and crafts; Short video; Integration strategy; Spread*

1. Introduction

Before human beings entered the information age, the importance of information had been reflected. In the history of human cultural development, many things were born to adapt to information and developed with information. The development of art is also influenced by this trend, and the new media art comes into being with the explosion of information [1]. Since the advent of the vibrato short video platform in 2016, short video in less than five years has become the backbone of the Internet in China, and the expansion trend has become more and more intense, with no intention of taking a break. According to the data, by the end of last year, there were 927 million video users among Internet users in China, of which Super Eight became short video users, with a scale of 873 million. The usage time of users in the short video industry jumped to the first place in the whole network. With the development of science and technology, people's lifestyle has changed dramatically, and the living environment of traditional arts and crafts has become severe [2]. How to carry on the traditional arts and crafts carrying excellent culture with the changes of people's production and life is an inevitable challenge for its sustainable development. Traditional handicraft, as an important part of Chinese excellent traditional culture, can spread culture through the new media form of "traditional handicraft+short video", and realize the creative transformation and innovative development of cultural elements of traditional handicraft in cultural spread, so as to make traditional handicraft really "come alive" and realize sustainable development in modern context [3].

The fragmented creation mode, fission transmission mode, shallow acceptance mode, and flow feedback mode of traditional craft documentary short video have eroded the authenticity, integrity and inheritance of traditional culture by consumerist culture. The Chinese nation's ideological wisdom, practical experience, craftsmanship spirit and other cultural concepts have been constantly sublated, misunderstood, and transmuted in the process of symbol processing, transmission, and cognition. Facing the danger of losing the inheritance value [4]. This paper analyzes on the advantages of Tiktok short video to spread the traditional handicraft culture, and on this basis, puts forward the transmission strategy of the traditional handicraft culture using Tiktok short video, in order to better display the charm of the traditional handicraft and highlight the style of the traditional handicraft. At present, the academic circle still takes intangible cultural heritage as the overall research object, and there are few

studies focusing on the transmission value and realization path of short video culture from the perspective of "traditional handicrafts" [5]. However, the lack of social attention, adherence to the conventional protection idea, and the lack of assistance funds make the protection and inheritance of traditional craft culture face the loss of different degrees. Intangible cultural heritage is a precious heritage passed down from ancestors to future generations. Intangible cultural heritage not only reflects the spiritual will of ancestors, but also condenses the efforts of workers [6].

According to the analysis of the Zhongyan Puhua Research Report "Prediction Report on the Market Competition Pattern and Development Prospect of China's Short Video Industry from 2020 to 2025", as of March 2020, the number of short video users in China is 773 million, accounting for 85.6% of the overall Internet users. Exploring a new path for the effective dissemination of traditional arts and crafts in the context of short videos is of practical significance for building a new style of traditional culture in the information age [7]. This paper focuses on the concept of "traditional handicraft+short video" to explore the innovative value and strategies of short video in traditional handicraft cultural communication, so as to explore the cultural communication value of short video.

2. Inheritance Status and Communication Mode of Traditional Arts and Crafts

2.1. Development of traditional arts and crafts

Chinese traditional arts and crafts are an important part of human intangible cultural heritage and human spiritual wealth. However, not all the development of traditional crafts can adapt to the trend of the times, and it is urgent to make necessary changes [8]. The representative traditional arts and crafts are one of the design carriers with historical and cultural significance and handicrafts, known as jade carving art, brocade art, embroidery art, ceramic design, clay sculpture culture, wood carving art, etc. There are also many famous art names, such as cloisonne, Weifang kite, willow youth painting, Suzhou embroidery, blue printed cloth, Weixian paper-cut, Thangka, etc. These art forms often appear in daily life are the inheritance and expression of traditional art [9]. In a narrow sense, traditional arts and crafts are the universal expression of painting art. In a broad sense, traditional arts and crafts are the artistic culture summarized by the working people in their social life. Traditional arts and crafts are characterized by flexibility and freedom, presenting a warm and free expression image. Through the research on the traditional craft, we can inherit the traditional craft, combine the creativity of the new era, improve the traditional craft, and make the traditional culture play a better role. In China, the historical development foundation of traditional arts and crafts is very deep. After the founding of the People's Republic of China, it has gone through three stages: recovery, reform and innovation [10].

With the efficient and low-cost machine production replacing manual labor, the practical value of handicrafts is decreasing. However, the disadvantages of single production mode of industrial civilization and serious ecological damage are highlighted, which makes people more and more aware of the value of manual labor and natural materials behind handmade products. The symbolic value and emotional value of traditional handicrafts accumulated over a long period of time have been taken seriously, and gradually become the cultural capital to compete with lower-cost handicraft products. It is this symbolization of documentary images that discourages young people from the traditional culture of China. It is very important to break the empty label of traditional craft, reproduce the connotation of traditional culture in a more intuitive, perceptual and comprehensive way, and increase its contact with young people. Therefore, with the intervention of consumer culture, artistic acceptance plays an increasingly important role in the cultural field, showing the characteristics of openness, life and sensibility. Archiving, maintaining and communicating in the form of video images, and using audio-visual media to spread to the public is another form of communication of traditional crafts. Many traditional crafts that are on the verge of extinction are recorded and preserved in the form of images, which have important reference value for historical research and modern craft creation, such as Handmade China and Treasures of China Crafts. The new media communication platform can quickly realize information transmission, reception and feedback, comments, likes, forwards, downloads and other operations can reflect the communication effect in time, and the increasingly mature big data technology also promotes the integration of traditional process information technology.

2.2. Communication Strategy of Traditional Arts and Crafts Based on Short Video

The advantages of short video driven by social media environment are obvious. Users can not only be video receivers, but also be creators and disseminators. There are many views on traditional crafts in

the academic and business circles, including the view that the combination of traditional crafts and modern design is the way to revitalize and develop traditional culture, and the view that whether the intervention of modern design will change the "gene" of traditional crafts. Take the "intangible cultural heritage" representative project as an example. It contains the excellent traditional culture of the Chinese nation, and has its own vitality and vitality. It does not have to be combined with other forms (modern design) to survive. The excellent Chinese traditional culture provides profound cultural nourishment and abundant design source for contemporary design. The development of short video has triggered a landmark change in the contemporary Internet industry, which has profoundly changed the daily life style of contemporary people. There is a lot of literature on short video, but there is a lack of data to systematically study traditional craft short video. In terms of content, various social production practices, performances, skills, customs and related items, tools and places are all the components of intangible cultural heritage. The intangible cultural heritage handed down from generation to generation has a profound impact on the development of cultural diversity and the stimulation of human creativity. If historical things cannot keep pace with the times and adjust their own development inheritance methods according to the development needs of the times, they may face the awkward situation of being eliminated by the society and difficult to continue the traditional craft culture inheritance.

The perfect combination of information technology and media has created the new media today. If the new media technology is integrated into the traditional art form, whether it is painting art that is almost the same age as human civilization or literary stories that people are familiar with, as long as it is combined with digital technology, it can be included as new media. Thinking about the society in the form of artistic feeling, while science and technology constantly explore and provide powerful possibilities to transform the society, which also includes the revolution of artistic creation mode and even thinking mode. The progress of science and technology always provides great changes for artistic creation. Standardizing the production and design of traditional arts and crafts products can not only promote the research and development of enterprises' products, but also take advantage of advanced technology to occupy market share. While improving the quality of their own products, enterprises can also improve production efficiency, which is necessary to protect and inherit traditional arts and crafts, protect intellectual property rights and form strict market norms. For example, in the production of embroidery, hand embroidery is popular with the public, but the cost is relatively high and the production cycle is long, which cannot meet the needs of modern society. In the face of the enormous communication potential of intangible cultural heritage, Tik Tok began to set up a traditional culture operation group and launched the "Non-legacy Partner Program" to help spread traditional handicraft culture, which enabled short videos of traditional crafts such as bamboo weaving, oiled paper umbrella, Shu embroidery and batik to be spread through short video platforms, and made some traditional handicraft cultures that were far away from modern life glow with new vitality. To sum up, from the perspective of cultural communication time, "traditional handicraft+short video" has developed rapidly in short video platforms such as Aauto Quicker and Tik Tok. After just a few years, short video platform has developed into the main position of traditional handicraft cultural communication; From the form of cultural communication, the ancient traditional handicrafts show new vigor and vitality through short video communication, thus opening up a new path for protecting, inheriting and developing traditional handicrafts; From the perspective of the purpose of cultural communication, the craftspeople's production and dissemination of "traditional handicraft+short video" has changed from the original expansion of influence to seeking the realization of traffic and increasing income.

3. Recipient Transformation of Traditional Arts and Crafts Short Video

3.1. Tracing to the Theory of "AIINDAS" Model

The essence of traditional arts and crafts is the product of people's life, production and practice, which plays a role in beautifying life. On the one hand, traditional arts and crafts are necessities of life and play an important role in life tools. On the other hand, these practical items also have a strong decorative effect, providing good assistance for the decoration of the family environment. Nowadays, with the popularization of mechanized manufacturing, the traditional handicraft industry has gradually been replaced, and the enthusiasm for manual creation has gradually disappeared. In order to protect the original design, in the development of the times, creators should constantly strengthen innovation, adhere to moderate manual creation, guard the development of handicrafts, and make them exude unique charm. Therefore, combining the distance cycle theory and the AIDA model, we introduce communication variables into cultural consumption, which has the dual role of communicating

information and guiding consumption, and is called the "AIINDAS" model. If the traditional handicraft culture wants to better meet the communication needs of the current short video, the creators must use the functions of the short video platform to express creatively and interestingly, so that the traditional handicraft culture can be transformed into "dynamic aesthetics" and the audience can get a better sensory experience. For example, traditional handicraft videos such as sculpture and embroidery have a long production cycle, complex processes, and are restricted by venues and tools, which makes it difficult to show the audience in all aspects. At this time, the creators can make reasonable use of the video processing function to accurately convey the technical and cultural connotation of traditional handicrafts to the audience.

To sum up, from the perspective of propagation time, the traditional craft short video platform has developed rapidly in Tik Tok. After only about three years of development, the vibrato short video platform has become an important propagation position of the traditional craft. From the communication content, the traditional craft short video published on the short video platform is more suitable for the characteristics of virtual and public, interactive and syndrome, openness and freedom of information dissemination on the platform; From the perspective of communication purpose, craftsmen publish traditional craft short videos on short video platforms from simply seeking to expand communication power to seeking income realization. This may lead to the difference between the intention to convey and the interpretation to receive, that is, the cultural discount, and the communicator needs to find out and continuously reduce the cultural discount in the process of bilateral circulation again and again. In order to effectively convey information, the sender must be familiar with the identity of the receiver and its understandable code category and system. As shown in Figure 1.

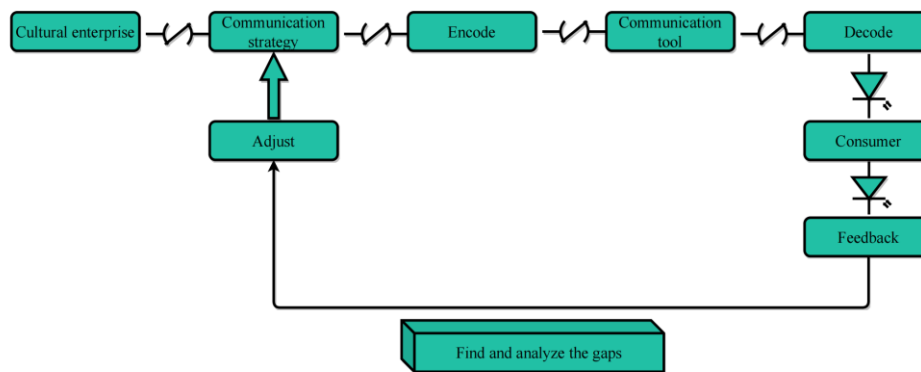


Figure 1: Information communication process of cultural enterprises

Besides communicating information, communication also has the function of guiding consumption. Therefore, the "AIINDAS" model can cope with the transformation of communication recipients to cultural consumers. On the one hand, it can convey the cultural concepts contained in traditional crafts to the target audience, on the other hand, it can understand the needs of the target audience, and adjust more effective and appropriate information transmission ways by analyzing the gaps in information understanding.

3.2. Market Inheritance of Traditional Arts and Crafts Short Video

Under the background of media reform, traditional crafts have experienced the changes of oral media transmitting traditional skills, material media transmitting handicrafts, and video media transmitting short videos of traditional crafts. The above three communication modes are included in the four-dimensional evaluation system constructed by "inheritor oriented audience oriented" and "material production symbol production" for evaluation, which can produce two different traditional craft market-oriented inheritance paths of "materialization" and "symbolization", and jointly lead to traditional craft cultural creative design, as shown in Figure 2.

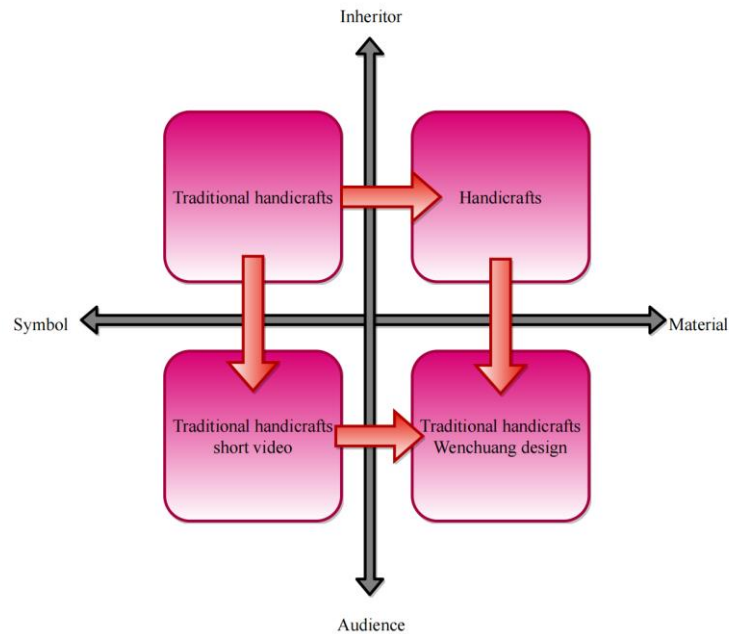


Figure 2: Inheritance path of traditional craft short video market painting

At first, the traditional skills can only be passed on from master to apprentice within the inheritor through oral communication and heart-to-heart instruction, which has a strong intergenerational gap and regional limitation, and is in the quadrant of symbol production and inheritor orientation, and has not achieved market-oriented inheritance. In the process of innovation and development of traditional arts and crafts, it is very important to grasp the degree of enterprise reform and innovation, which cannot be divorced from the essence of traditional culture and subverted from values and moral feelings. Creators should give full play to their strengths, make up for their shortcomings, and create artistic beauty adapted to modern life. Arts and crafts is a comprehensive plastic arts, which must follow the law of artistic development and integrate traditional arts and crafts design into life. Some local handicraft processing units have achieved great success in their own artistic transformation. For example, after more than ten years of development, Huangyan handicraft has gradually realized the effective combination of traditional technology and modern technology. Of course, this point of view is not judged here, just to show that there are such urgent problems to be solved in middle school education and art education in middle schools. New media art itself is an art sublimated from technology and practice, which not only shows that art comes from life, but also shows that new media art itself exists for practice. Before the popularization of digital technology, there was little demand for art from social production, and it was precisely because of this that art became a minority. However, when new media art is gradually popularized and developed, it is closely related to it from all industries to every social individual. It is just like that people who are used to food can hardly accept it if they eat chaff again. With the progress of human civilization, new media art has gradually penetrated into people's consciousness. Therefore, in today's society, in the process of the popularization of new media art, more and more people will be forced to learn this technology, and more and more people will create better works. For middle school art, what we need to do is to enable students to have basic new media art knowledge, aesthetic and creative ability. It can be said that, in essence, the practical trend in new media art teaching comes from social needs.

4. Conclusions

The traditional handicraft culture of the people must eventually be shared with the people, and the traditional handicraft of "self admiration" and "high above" will only end in the end. The key to the inheritance and development of traditional arts and crafts is to adapt to and explore the appropriate information dissemination channels. As a new media, short video can penetrate the cultural value contained in traditional arts and crafts into people's lives with its strong transmissibility and appeal, relying on content, platform and technology. To sum up, the development and innovation of traditional arts and crafts is an inevitable requirement of the development of the times. Traditional arts and crafts itself is a kind of creation, which needs continuous improvement and accumulation by later generations. Through innovation and development and continuous improvement of arts and crafts, higher

requirements have been put forward for product design. Only by combining traditional handicrafts with modern marketing concepts can we better practice the modern concept of "new era, new discovery". Short video has the innovative value of visual expression path, social content production, immersive scene context and industrialized channel link in traditional handicraft cultural communication, and has established a brand-new cultural symbol and discourse system, thus providing a new path for the intangible "living" including traditional handicraft to realize its inheritance and development at present.

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