

# Prototype Development, Transmutation and Value of Folk Web Celebrity-Take Folk Web Celebrity Weng Jiana as an Example

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**ABSTRACT.** *In recent years, “Internet celebrities” have been widely infiltrated into people's online life under the promotion of new media industry. The value of web celebrity was originally concentrated in business rather than traditional cultural communication. However, Weng Jiana's “folk web celebrity” phenomenon, which became popular overnight from folk performance activities, made the audience's anima prototype huge appeal. This paper analyzes the feedback from video audiences and video adaptation of Weng Jiana, and explores the development effect of anima prototype in the process of web celebrity shaping and its evolution process, which is of enlightenment significance for the prototype theory to optimize the transmission mechanism of web celebrity's traditional cultural value.*

**KEYWORDS:** *Folklore; web celebrity; archetype; communication*

## 1. Introduction

At the end of 2018, the annual ritual in Dongming village, Gurao town, Chaoshan district, Guangdong province, China, became famous for its “Dongming No. 1”, Weng Jiana “bully screen” and fame. Weng Jiana's face is soft, with typical oriental little daughter's dignified and beautiful, in the activity, she is pale and charming, wearing red gongs and drums, and a pair of smart small gongs on her hand, she blends the festive atmosphere of the festival with her beautiful image, and becomes a shaken voice bully screen net red overnight. Weng Jiana was a cymbal player in many Gong and drum teams, on december 21, 2018, she took part in the activities of recording video detonation shaking and other short video platforms, which quickly became popular. From Weng Jiana's video creation to the comments and feedbacks of the Internet audience, we can see her changing demands and attempts from the prototype development of the early “Dongming girl” to the change of “fashion online Red”, so as to explore the development effect, fetters and evolution process of anima prototype in the process of its online Red molding.

## **2. Prototype development and freeze frame: Weng Jiana's traditional heart image of “girl in dream”**

Jung thinks that anima prototype is an eternal female mental image carried by men. When it is projected, anima always has a female form with clear characteristics, which is developed into a specific female image and becomes a “girl in a dream” in men's dreams or fantasies. Weng Jiana is obviously the “dream girl” of many male short video users, and is the development and freeze frame of anima prototype. As soon as the image of red dress, the annual ancestor worship activity of Dongming in Chaoshan, has been spread, it has attracted the support of many audiences. It can be said that she fits the eternal imprint of many men's deep soul on women, which is the “girl in dream” that they have either hidden or obviously found. The ritual rules and religious colors of the annual sacrifice set off a rural girl image that is implicit, simple and lovely, classical and able to communicate with the male audience. She is beautiful and generous, which makes people happy. She grins and makes people intoxicated. She is fond of her eyes, which seems to break through the restrictions of the screen and the male audience. Like Cuicui in Shen Congwen's ‘Border Town’ and Shi Qinzi and Xizhu in Fei Ming's ‘Bridge’, she is the reflection of male Anima Archetype on women in real society and the result of the embodiment of Anima archetype. Weng Jiana's hegemony fully demonstrates the deep recognition of traditional female beauty by male audiences in turbulent modern society, so that Weng Jiana is dressed in fashion, live broadcasting was questioned by male short video users whether it was the same person as the red-shirt image of the annual sacrificial activities, calling “False Na” directly. Later, when Weng Jiana wore a red-shirt with classical connotations and participated in a series of commercial activities, these doubts were reduced. In the later live broadcast, Weng Jiana's personality characteristics, such as beauty, quiet, tranquility, understanding and friendship, deepen the worship of “shaking friends”. Some “Shake Friends” have songs to express admiration for Weng Jiana's photos or video screenshots, which confirms the appearance of the Anima prototype.

“Every man has an eternal female image in his heart. This is not a specific female image, but the exact female image. This image is not conscious at all. It is the genetic element engraved in the original origin of male organic tissue. It is the imprint or prototype of all the experiences of our ancestors about women. It seems to be the accumulation of all the impressions that women have ever given... Because this kind of mind seems to be unconscious, it is often unconsciously projected to a dear person, which is one of the main reasons for the attraction and rejection of eroticism. “Weng Jiana's road to fame is based on a large number of fans' subconscious experience in the fragmentation of happy life, beautiful tradition, beautiful women and so on. The construction process starts from the shaking sound of “home in Chaoshan”, “home in Chaoshan” is absorbed in the shooting and sharing of ethnic activities in Chaoshan area, and her recorded video creation feelings and ethnic activities and traditional women are full of speechless feelings for her hometown. Watch the love. His pure and persistent creation and communication style successfully put Weng Jiana into a pure and intentional atmosphere of folk activities. Folk Customs show tradition, red clothes set off red

faces, smiles show gentleness and dedication, thick prototype energy attaches to Weng Jiana's beautiful face, and erupts abruptly through sacrifice ceremony. Weng Jiana's "girl in dream" prototype of Chaoshan hand in hand is chased in the imagination of fans. Weng Jiana's success in traditional culture and women's appreciation of beauty shows her head in the field of online red.

### **3. Prototype bondage and stripping: "dream girl" Weng Jiana breakthrough**

Once the male audience accepts Weng Jiana as their "girl in the dream", they will try to externalize their imaginary girl through Weng Jiana. When the concrete form of Weng Jiana cannot completely coincide with the imaginary form projected by the audience, this expectation is broken and transformed into loss. Given that Weng Jiana can't satisfy everyone's imagination, if she wants to maintain the archetype image of "girl in dream", the best way is to disappear in the public vision and make "girl in dream" become fond dream, but this goes against the purpose of Weng Jiana's debut.

The anima prototype helps Weng Jiana get the impression of "girl in the dream" from the public. The public's imagination of girl in the dream comes from the public's desire for women, which can also explain why in Weng Jiana's fan portraits, men account for 93.11% of the total fans. The short video time and length can convey vague and single figures to the short video products. The audience can't accurately grasp them at a glance. The precise expression of demeanor, dress temperament and traditional activities in the portraits activate the audience's cognition of the traditional cultural prototype of "Chaoshan sister". The audience's implicit vague and beautiful female cognition experience is inspired by the precise scenes. Activated and full of reverie, eventually create a clear detail, the overall blurred "Dongming Woman No. 1 Weng Jiana" prototype color image. When Weng Jiana further provides more and more fashionable video works, the audience is surprised at the huge deviation of the original image of the "girl in the dream" in the imagination. Weng Jiana tries to gradually peel off the influence of the prototype of "girl in the dream", and fills in the gap after the prototype peeling through the "true" image in real life, and smoothly completes the identity transformation from "folk custom online Red" to "business online Red". Weng Jiana is establishing her status as a network celebrity, and constantly updating her videos to maintain her network influence. Before the interaction stage started on 24 , 2018, Weng Jiana's team's decision was to pretend to passively accept the prototype attachment, and to explore the audience's imagination space as much as possible. The interactive live broadcast of water test between 25 and 31 days is just to prevent the prototype from condensing into "prototype solidification". One week after new year's day in 2019, Weng Jiana, who wants to get rid of the influence of the prototype of "Dongming female No. 1", transforms to play with the conventional playing method of shaking sound, and uses video to record the daily life dynamics in the platform, but can only maintain the basic popularity to a certain extent.

#### **4. Prototype return and evolution: the fusion and resonance of tradition and fashion prototype in the innovation of folk net red**

Grass-roots net-red is a consumer product of mass entertainment consumption under the network environment. Net-red smashes its time and personality and forms a fragmented information module for the audience to consume, so that the audience's prototype expectations can be placed and projected. The birth of a net-red often coincides with the public's inner demand for a prototype symbol, but the public's emotional demand is ignorant, jumbled and changeable, or even contradictory. The prototype image created by net-red for the minority meets the demands of a small part of the audience and gets widely spread rewards, but it also causes great pressure on the transformation of net-red's mass media, which is composed of three aspects: audience, capital and business. Under the heavy effect, it will make the grass root net red unable to see the essence of its prototype, abandon itself and lose its direction. From the current tracking text, Weng Jiana's attempt to break away from the shackles of the prototype is killing her development prospects. After she chose to return to folk performance training, the voice wave of audience support rose rapidly. "Ongjiana No. 1 of Dongming Female" with prototype connotation is her unique resource. Therefore, relying on prototype relationship is a reliable way to keep her net red vigor for a long time.

Weng Jiana, who has lost the support of archetype, is in a bottleneck. If she wants to break away from the shackles of the audience's archetype cognition, the result may be to "lose everyone". On January 8, 2019, Weng Jiana, the "Dongming female No.1" was redone. Through stock videos and videos of previous years, she focused on promoting traditional culture and successfully awakened part of her enthusiasm. In Baidu Index and feigua index, her popularity has rebounded. After that, Weng Jiana took on the advertising and started her new transformation, endorsing lujiaoxiang milk tea, herbal partner skin care products and Xiduo group, highlighting the labels of fashion, laughter, caring, struggle, nature, sweetness, family management and children love in the short video, and using her remaining popularity to cash in. According to the feedback of heat map, prototype video and life record video are both popular.

One or more of netred's own characteristics, which are different from ordinary people's, attract attention in the network after being IP based, and form a central cluster of netred effect in a huge fan group. The shaping and maintenance of netred's own IP is the key to its survival. From the perspective of archetypal symbols, self IP is to combine itself with all kinds of symbols, relying on the power of collective unconsciousness, to shape itself into a beloved "concrete prototype". In this event, we saw Weng Jiana's efforts to maintain her high spirit and become popular by virtue of the prototype effect of "girl in the traditional dream". The value core of "folk net red" closely coincides with the aesthetic of traditional Chinese culture. The growth of such net red can bring the interaction and integration of traditional Chinese culture and the aesthetic of the times, forming a complementary construction trend.

Weng Jiana's growth path is long and obstructed, the prototype structure of

“Chaoshan sister” in the early video is the combination of her beautiful and dignified figure and Chaoshan sacrificial culture, the combination of net red beauty and traditional culture makes her elegant and flexible. The Anima prototype is wrapped in the traditional aesthetic creation and prescribes the way of Onjana's Internet Revolution. Weng Jiana's breakthrough and return prove once again that only by embracing the excellent traditional culture, relying on the aesthetic prototype with Chinese cultural virtues, can the folk net red have long-term vitality, and injecting the connotation of traditional culture can it have a breathtaking charm.

### **Acknowledgements**

The Innovation and Entrepreneurship Training Program for Nanjing University of Information Science and Technology: Development and Design of Game System Based on Augmented Reality Technology for Nanjing Cultural, Project No: 201910300151.

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