

Reconstruction and Innovation of Cultural Communication from the Perspective of Short Video

Li Jiasheng

*Faculty of Arts, Jiujiang University, Jiujiang, China
18298840348@163.com*

Abstract: *With the arrival of the era of integrated media, the booming development of short videos provides new ways and means for cultural communication. Cultural communication in the short video field of vision makes the communication content audiovisual, making it infectious; with its unique memory storage space, it shapes a new memory landscape of media communication, and at the same time, it also stimulates the audience's cultural identity and national emotions, and carries out the transmission of emotions, which, to a certain extent, provides the value of emotional identity. However, cultural communication in this context also faces multiple limitations such as entertainment content, fragmentation of information, and algorithmization of pushing in the process of short video communication. In order to break this dilemma, cultural communication in the field of short video should construct and innovate a new form of cultural communication in the field of today's short video through storytelling, value embodiment and the full use of platform algorithmic recommendation.*

Keywords: *Short videos; Cultural dissemination; cultural value*

1. Introduction

With the change of media communication methods and the arrival of the era of integrated media, short video has become one of the important ways to disseminate information nowadays. Short video has become an important form of media for people to obtain information nowadays by virtue of its fast and convenient, audio-visual, rich content and other characteristics. Meanwhile, short video platforms have gradually evolved into a digital platform with the dual functions of information dissemination and social interaction by virtue of their large user base and wide coverage of users^[1]. This also provides new ways and means of disseminating culture. In the short video perspective, cultural communication has multiple advantages but also faces multiple challenges. In order to make cultural communication more broad, deep and precise, it is necessary to pay attention to the storytelling narrative, modernized narrative and value narrative in the process of communication, and to construct and innovate a new form of cultural communication in the view of short videos today.

2. Advantages of cultural communication in the field of short videos

With the advent of the new media era, short video platforms play an important role in information dissemination. Cultural short videos are becoming increasingly popular on social media platforms and are loved by the public. Cultural communication in the field of short video has a unique advantage: audiovisualization of communication content, memory storage value, and provide emotional identity value, so that culture in the way of communication to find a new breakthrough, but also make culture shine again.

2.1. Audiovisualization of communication content

“People get information mainly through the visual and auditory sensory systems, and the visual sensory system is much more important than the auditory sensory system; 80% of the symbolic information people receive comes from the visual sensory system.” In traditional media such as newspapers and broadcasting, the unitary way of communication allows the audience to use a single organ to receive for a long time, which is easy to make the audience mentally exhausted, and to a certain extent, makes the effect of communication greatly reduced. Short videos, on the other hand, rely on new media technology to combine visual and auditory sensations. The short video relies on new

media technology to combine visual, auditory and other organ senses, compared with which, it enables the public to receive more comprehensive and diversified information, making cultural dissemination more extensive. Cultural short videos can make cultural content more accessible when the communication is audiovisualized. By decoding and supplementing the cultural content, some cultural short videos help the audience to break through the inherent abstruseness of the cultural content, so that the video smoothly conveys the intrinsic meaning and values of culture, and successfully accomplishes the mission of cultural communication.

Today, the global popularity of short videos, from poetic depictions of idyllic life to the anthropomorphic storytelling of Chinese cultural relics, highlights their impact. Additionally, brief clips from audience-favorite cultural programs frequently go viral on short video platforms. These short videos leverage modern audiovisual communication modes to showcase the deep heritage of cultural traditions and their enduring value. By capitalizing on the efficiency of short video communication and overcoming time and space limitations, they enable all-weather and widespread cultural dissemination, making the content more accessible and engaging for the public. Users produce and put vivid short video content, vivid video content coupled with clear and gripping sound unification, so that the communication content is more vivid, the communication effect is more infectious.

2.2. Cultural short videos have memory storage value

In the new media era, the development of the Internet and new media provides audiences with more space to store their memories. With its low-threshold characteristics, short video has become an important tool for Internet users to record their lives, assuming the important role of storing people's memories. In the process of cultural dissemination, traditional media mostly describe the overall situation from a macroscopic point of view, but are unable to describe the detailed features in detail, which is not enough to leave a long-lasting memory for the audience. And people's use of short cultural videos has greatly compensated for aspects of the media that have been missed in the storage of popular memory. Cultural short videos are often vivid and vivid reports and detailed descriptions of cultural subjects, and the audience can often store them in their mind's library through fragmented time, which has the value of memory storage incomparable to that of traditional media communication.

Today, many short videos are used for cultural communication, capturing various media memories and reflecting the historical and nostalgic aspects of the times amid ongoing social transformations. These videos serve as a powerful tool for combating forgetfulness by anthropomorphizing and presenting culture comprehensively, thereby helping to preserve and enrich collective memory. For example, the cultural and musical short videos, which frequently explode on the Internet, change Chinese traditional excellent cultural poems into songs and match them with vivid and vivid images, so that the culture is disseminated in a subtle way, and at the same time, its unique audio-visual effect makes the poems and culture firmly imprinted in the minds of the audience, which efficiently completes the activities of cultural dissemination, and realizes the value of memory storage.

2.3. Stimulating the audience's cultural identity and national sentiments for emotional communication

The rapid changes in media technology and the arrival of the post-truth communication narrative era have triggered continuous changes in the context of social information dissemination, reception, feedback, and presentation, and the virtual, transient, and open characteristics of cyberspace continue to enhance the acuity of the user's emotional perception^[2]. Cultural short videos take culture as the theme of communication, take cultural value as the cornerstone, and take cultural dissemination as the goal of communication, expanding the boundary of communication with the help of short videos and enhancing the effectiveness of communication. More and more excellent cultural short videos in the dissemination of cultural content at the same time often can bring the audience intangible cultural inculcation, so that the audience from the enlightenment, and further realize the ultimate educational function.

Nowadays, a group of cultural short videos that express and disseminate traditional cultural relics have appeared vigorously, and through anthropomorphic communication methods, the content of the communication is vividly displayed, and this kind of specific "character" substitution makes it easier for audiences to resonate with their hearts and make the more complex and far-reaching content easier to understand, and at the same time guides audiences to feel the splendor and cultural value of Chinese traditional relics through anthropomorphic body movements and speech. At the same time, it guides the

audience to feel the splendor of Chinese traditional cultural relics and the cultural value they contain through anthropomorphic body movements and speech. While disseminating cultural content, it conveys special emotions to the audience, stimulates the audience's identification with their own cultural identity, awakens the audience's emotional resonance and cultural consensus, has distinctive cultural value and national emotional value, realizes the communication goal and communication value, and forms a mediated ceremonial landscape through the new media platform.

3. Multiple challenges to cultural communication in the context of short videos

In the new media era, short videos have opened up new ways in the way culture is disseminated, making it shine again. However, while short videos boost communication power in cultural dissemination, they also face inherent shortcomings. Issues such as emphasizing entertainment content, fragmented information, and algorithm-driven recommendations can compromise communication's depth, accuracy, and breadth. These challenges highlight several underlying problems that need to be urgently addressed to improve the effectiveness of cultural dissemination.

3.1. Short video content entertainment leads to weakening of the depth of communication

In the increasingly fierce competition in the market, some short video content creators began to cater to the market consumption and commercial interests of the route, so there is a short video "pan-entertainment" phenomenon, so that the overall style of the short video is biased towards commercial consumption and entertainment attributes, the general public is susceptible to the influence of the dissemination of the content. If the general public is immersed in such short videos for a long period of time, they will lose their acceptance of short videos that ignore culture, and they will also lose their patience and concentration easily in content that requires deep understanding and rational thinking. The pan-entertainment and commercial consumption attributes of short-video content put cultural communication at risk of being marginalized, which to a certain extent affects the depth of cultural short-video communication.

3.2. Fragmentation of short-video information leads to a reduction in the accuracy of communication

With the change of media communication methods and the arrival of the era of integrated media, all kinds of information show explosive growth. As the public is keen to use fragmented time to read information in their fast-paced life, cultural short videos also show a tendency of fragmentation. For example, in the process of creating cultural short videos, short video creators break down culture into videos of a few seconds or tens of seconds and disseminate them in order to cater to the market reading characteristics of the general public. Such practices not only greatly increase the incompleteness of the dissemination of cultural content, but also make it difficult for the audience to recognize useful information in the fragmented information^[3]. At the same time, it also affects the accuracy of cultural communication to a certain extent, especially the fragmented and entertaining short videos are constantly pushed, which makes the cultural short videos gradually "marginalized", and then the efficiency and accuracy of cultural communication is greatly reduced.

3.3. Algorithmic pushing of short videos narrows the breadth of cultural communication

The algorithmic recommendation mechanism of the short video platform affects the scope of content distribution to a certain extent. The push algorithm mechanism used in short videos will be accurate according to the personalized preferences of the public. The principle is that the platform collects the information of the public with the help of big data technology and analyzes their preferences and habits, and then the short videos in the platform are accurately pushed to them after algorithmic screening^[4]. However, if a user is defined as an interested user by the algorithmic technology, he/she will check the videos related to this genre, and if he/she is not defined as an interested user, this will lead to the public being easily trapped in the "information cocoon". Then, in the long run, the public will easily form a unique personal culture circle. Due to the short video push algorithm mechanism, if the cultural short video fails to gain popularity among the public, the platform will reduce the frequency of pushing such videos to the public. This will result in the mass of people who have access to short cultural videos becoming relatively small, which to some extent affects the breadth of the scope of cultural communication.

4. Reconstruction and Innovation of Cultural Communication in the Perspective of Short Video

In recent years, cultural short videos have faced numerous challenges. To adapt to contemporary trends, creators actively seek solutions and continuously innovate their communication methods. By leveraging the storytelling potential of short videos and the synergistic effect of cultural content, they aim to enhance the value and impact of these videos. Utilizing platform algorithms for recommendations and expanding dissemination methods, they are exploring new ways to integrate and innovate cultural communication, thereby finding fresh avenues for broader reach and engagement. It has integrated and innovated the form of cultural communication and found a new way to get out of the circle. The integration and innovation of short video cultural communication forms revitalize and energize cultural communication. This process also paves a new path for cultural dissemination in the competitive short-video market.

4.1. Cultural transmission in storytelling narratives

Excellent stories often bring people deep feelings and memories, leaving an indelible impression on the audience. Nowadays, a number of cultural short videos with vivid plots frequently come out of the circle, and their unique charm lies in the fact that short video creators are able to transform the textual symbols of the story into audio-visual symbols, convey the story vein, and thus show the cultural connotations, realize the cultural value, and realize the cultural dissemination. This kind of short video usually relies on situational storytelling in the narrative process of the text, and demonstrates the value and charm of culture through figurative symbols, which is deeply concerned and favored by people.

Nowadays, the way conveyed in some colorful cultural short videos is to anthropomorphize the communication content on the basis of the story, with the help of imagination, emotion and other elements, invisibly telling the history and culture, spreading the value and charm of culture. At present, a number of short videos that tell cultural stories in the "scene reproduction" have also come out of the circle. For example, short videos depicting ancient Chinese people's poetic, idyllic life have become popular. Similarly, highlights from theater stage performances featured on short video platforms offer high-quality content. These videos provide a more comprehensive understanding of outstanding cultural heritage. Therefore, cultural short video creators should start from the periphery, constantly digging out good stories and inspiration from the basis of daily life and culture, and constantly innovating the expression to make the expression closer to life, so that culture can shine again at present.

4.2. Cultural short videos focus on value dissemination

The arrival of the era of integrated media, the communication environment presents a diversified scene, the audience's awareness of information reception and cultural literacy is very different compared with the previous. Therefore, the content and manner of communication should also closely match and follow the trend. Nowadays, some works with themes close to the pulse of the times, into life and close to the crowd are loved by more and more audiences. In the midst of fragmented information, we still need to enlighten the audience in a subtle way through art works to continue to pass on the valuable canonical wealth left behind in the long history of culture and to fulfill the ultimate purpose of the works.

Excellent culture is the crystallization of the wisdom of civilization for thousands of years, cultural short videos usually in the fun at the same time shoulder the heavy responsibility of value guidance. Previously, some excellent cultural TV programs in the short-video platform frequently fire out of the circle were put into the short-video platform, and their inner multi-dimensional emotional expression and deep cultural value attracted a lot of people's attention and love. This type of short video, objectively, plays an incomparable role in the dissemination of culture, in a subtle enlightenment of the audience to continue to pass on the valuable wealth left behind in the long river of cultural history, completing the ultimate goal of cultural dissemination. Therefore, creators should always adhere to the principle that the value of the first should be greater than the flow of the first, really produce or publish a good work close to the pulse of the times, into the life of the people, close to the crowd, with the enlightenment of the audience, spreading the cultural value of the good works.

4.3. Utilizing the platform's algorithmic recommendations to expand dissemination

In short video platforms, there is a meaningful correlation between the extent of information

dissemination and the platform's algorithmic recommendations. Algorithmic recommendation techniques influence the ability of symbols to reach a wider group of users so that the matching audience group is thus received and the communication campaign is finalized. The basic logic of the algorithm lies in intelligently capturing content keywords and matching them with users of corresponding interests to achieve personalized information distribution. If the content is positively correlated with the interest of the audience through the algorithmic technology, the video will be presented accordingly accurate push; if the content is negatively correlated with the interest of the audience through the algorithmic technology, the video will be reduced accordingly to the change of the user's push, the algorithmic recommendation mechanism of the short video platform, to a certain extent, affects the scope of the dissemination of the content.

Therefore, the user body of short video dissemination should make full use of the platform's algorithmic recommendation mechanism to realize accurate pushing of cultural short videos and expand the scope and influence of dissemination. On the one hand, it is necessary to thoroughly study the characteristics and laws of platform algorithms, develop differentiated communication strategies according to the user profiles and preferences of different platforms, optimize the title, cover, label and other key elements of short videos, and improve the exposure rate and click rate of short videos. On the other hand, it is also necessary to establish a long-term and stable cooperative relationship with the platform, strive for the platform's resource tilt and recommendation support, through the platform's homepage recommendation, hot topics, channel selection, etc., to push the high-quality cultural short videos to more potential audiences, and to realize the precise dissemination^[5]. At the same time, the mainstream media also need to use big data analysis technology to monitor the dissemination data and user feedback of short videos in real time, dynamically adjust the dissemination strategy and content orientation, and constantly optimize the effect of cultural dissemination, so that the platform's algorithmic recommendation mechanism, to help cultural dissemination.

5. Conclusions

From the short-video perspective, cultural communication offers several advantages. First, it enhances content through audiovisual elements, making it more engaging. Second, it creates a new memory landscape through its unique storage space. Third, it stimulates the audience's cultural identity and national emotions, contributing to emotional connection and identity. At the same time, cultural communication in the field of short video also has multiple limitations, such as entertainment, information fragmentation, and algorithmization of pushing, which are characteristic of short video. Cultural communication should integrate closely with internet technology and short video platforms to address this challenge. It must align with the trends in mass information consumption. Mainstream media and users should enhance the impact of cultural communication through storytelling narratives. This approach will help highlight the value of cultural short videos and expand their influence. Additionally, leveraging platform algorithms for recommendations can broaden dissemination. Innovating within the short video field will create new forms of cultural communication. This approach holds significant reference and research value for other communication fields today.

References

- [1] Chang Xin, Du Lin. *Analysis of short video communication mode and trend thinking under micro-language*[J]. *Television Research*, 2017(8):4.
- [2] Deng Jianguo, Zhang Qi. *Innovation, Diffusion and Challenges of Mobile Short Video*[J]. *News and Writing*, 2018(5):6.
- [3] Xie Yan. *Short video innovation: Content leads the new model of net red economy--Taking papi sauce as an example*[J]. *Television Research*, 2017(6):3.
- [4] Wang Wenbin. *To be short to be long--an analysis of the current situation and trend of domestic short video development*[J]. *Television Research*, 2017(5):4.
- [5] J. W. Hong, Y. Wang. *Research on the factors affecting algorithmic fatigue of mobile new media users* [J]. *Modern Communication: Journal of Communication University of China*, 2023, 45(1): 133-142.