

Research on the International Communication of Short Videos for Chinese Traditional Culture in the Visual Culture Context

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Abstract: As an emerging form of culture, visual culture not only brings visual impact to the public, but also enriches their forms of entertainment. This also makes up for the shortcomings of traditional language and culture, achieving a modern transformation of cultural forms. In recent years, with the rapid development of modern information technology in China, the era of network communication relying on Internet technology has arrived. Especially the visual culture dominated by short videos has penetrated into every aspect of people's lives, achieving innovation in communication methods and content. This endows visual culture with unique value and has become a powerful measure to export traditional Chinese culture and highlight the image of China as a great power. In this context, this paper takes short videos in visual culture as the starting point, and analyses the visual characteristics and construction of traditional Chinese culture in short videos. The paper particularly delves into the international dissemination path of traditional Chinese culture with short videos.

Keywords: Visual Cultural Context; Chinese Traditional Culture; Short Videos; International Communication

1. Introduction

Chinese traditional culture has a long and profound history. This is the wisdom crystallization of the Chinese nation for thousands of years, with distinct Chinese characteristics and style. The dissemination and promotion of traditional Chinese culture in the new era, as well as the creative transformation and development of traditional Chinese culture, are important guarantees for the long-term standing of Chinese civilization in the world. This is also an effective tool to promote Chinese culture to the world and showcase a

trustworthy, lovely, and respectable image of China to countries around the world. Therefore, in the context of visual culture, utilizing short videos to achieve international dissemination of traditional Chinese culture and continuously increasing the breadth and depth of its external dissemination is an inevitable trend in the construction and development of national modernization.

2. The International Communication and Expression of Chinese Traditional Culture Short Videos

With the arrival of the era of intelligence and globalization, a new international communication pattern dominated by Internet technology has been established; The rise of short videos has brought new opportunities for the international dissemination of traditional Chinese culture. With the goal of highlighting and showcasing the characteristics of Chinese culture, utilizing traditional Chinese cultural elements as resources, and utilizing the rich audio-visual expression of short videos, we have created a diverse media dissemination matrix and created a rich and colorful short video content. This also broadens the dissemination breadth of traditional Chinese culture, presenting the profound connotation of Chinese traditional culture to international audiences in a more down-to-earth way and with enjoyable content.

2.1 Traditional Cultural Elements of Short Videos

The international dissemination of Chinese traditional culture short videos mainly relies on short videos as carriers. By deeply exploring the elements of Chinese traditional culture and using them as an important basis and source for creating short video content, Chinese traditional culture is contextualized and dynamic, in order to bridge the gap between international audiences and traditional culture. Firstly, its subject matter

selection highlights traditional Chinese culture in an intuitive form. The selection of themes is the core of creating short video content, as well as the key to expressing and disseminating traditional Chinese culture, which determines the creation and style of short video content. On the one hand, the selection of short video themes is mainly based on traditional Chinese culture elements such as poetry, music, drama, costumes, and cuisine. This can showcase the ethnic characteristics and style contained in traditional Chinese culture in the form of short videos. On the other hand, the theme of short videos also emphasizes the transmission of national spirit and values in traditional Chinese culture, presenting a multifaceted image of China to international audiences from within and outside. This can encourage the audience to deepen their perception of traditional Chinese culture and feel the essence of Chinese culture unconsciously. As a major representative figure in the field of short video production, Li Ziqi focuses on the dissemination of traditional Chinese culture, incorporating national values such as "craftsmanship spirit", "benevolence spirit", and "natural harmony concept" into the culinary culture of traditional Chinese culture, creating unique Chinese stories; Subsequently, it achieved a comprehensive output of the connotation and value of traditional Chinese culture in the form of short videos, triggering emotional resonance among international audiences. Secondly, the creation of short video content has achieved the integration and utilization of traditional Chinese cultural elements. This type of short video will present representative symbols of traditional Chinese culture in the form of storytelling, character landscape display, and anime, to international audiences in a comprehensive, full process, and three-dimensional manner. [1] As planned by People's Daily Online, it will launch a short video feature called *Tales of Cities* on cultural imagery, featuring experiential visits by foreign experts from People's Daily Online. Combining interviews with typical characters and scenes, it will present the unique images and cultural history of different cities in China on domestic and foreign platforms in the form of short videos. This is committed to creating integrated media works that overseas audiences can understand and enjoy, shaping a unique image of Chinese cities with profound historical and cultural significance. The use of traditional Chinese

cultural symbols such as handicrafts, embroidery techniques, and Chinese cuisine in Li Ziqi's short videos, as well as the use of Chinese clothing and decorations to create her character image, are all special symbols of Chinese image and style. This strengthens the effectiveness of international short video dissemination in enhancing China's image.

2.2 The Audiovisual Narrative Expression of Short Videos

The audio-visual narrative expression of short videos is based on the theme framework of short videos, achieving dynamic presentation of short video stories. By relying on the short and powerful narrative style of short videos, we enhance the audience's sense of experience and participation through temporal and spatial narratives, bringing an immersive viewing experience to the audience. In the international dissemination of short videos, the visual and auditory narrative expression of traditional Chinese culture is mainly presented through lens language, sound, music, and scene changes. One is the presentation of sound and visuals. The high coordination of sound and painting helps to enhance the dissemination effect of short videos and enhance the emotional resonance of international audiences. On the one hand, the application of music symbols can bring international audiences into storytelling, enrich the content of short videos, and add the charm of short videos. In the process of creating short videos of traditional Chinese culture, integrating traditional music culture and traditional instrumental music culture can promote the application of music symbols to be more in line with the creation of theme themes. On the other hand, attention should also be paid to the inclusion and application of simultaneous sound in daily life scenes, in order to enhance the realism of short video production. Natural sounds such as wind, rain, and laughter from crowds can all enhance the realism of short videos, thus achieving a healing effect. The application of camera language, that is, the presentation of images, is an important way to showcase traditional Chinese culture. Based on the overall production requirements of short videos, the narrative structure is achieved with the help of long-range shooting, mid-range shooting, and close-up shots to achieve fluency and

aesthetics. This can encourage international users to enhance their immersive viewing experience from a first-person perspective, enhance their sense of gaze, and enable them to objectively and realistically experience the charm of traditional Chinese culture through short videos.

2.3 Construction of Dissemination Channels for Short Videos

The construction of international communication channels for short videos is mainly achieved through national professional authoritative media, international social media, and multimedia matrices to effectively spread and promote traditional Chinese culture. One is to give full play to the leading role of professional authority. We should focus on forming a series of media reports based on the historical development and existing achievements of traditional Chinese culture, actively building the national image of a cultural power, and showcasing the profound heritage and unique style of traditional Chinese culture to overseas audiences. The second is to use social media to achieve the multi-faceted dissemination of traditional Chinese culture. Global social media should be fully utilized to upload video content with traditional Chinese culture as the theme, striving to generate a wider range of public opinion and dissemination effects. The third is to build a media matrix of WeChat, microblog and Tiktok short videos in the context of the era of media integration, and give play to the communication advantage that everyone is the We Media. This can continuously improve the dissemination coverage, and create content based on the traditional Chinese culture in the eyes of both the Chinese people themselves and international friends. Under the video content that has attracted a lot of attention, short video creators seize the opportunity of the topic, form a traffic effect, and thus form a three-dimensional communication channel.

3. Strategies for the Internationalization of Chinese Traditional Culture Short Videos

3.1 To Create an International Media Matrix by Government Coordinated Planning

The international dissemination of short videos of traditional Chinese culture is a systematic task. Firstly, the government should play a guiding and coordinating role, achieve comprehensive

integration and high allocation of resources from all parties, and provide macro guidance for the dissemination of traditional Chinese culture. By providing policy guarantees and ideological guidance, we ensure the positivity of the dissemination content and the orderliness of the dissemination process. Secondly, it is necessary to strengthen the promotion and promotion of traditional Chinese culture, and effectively enhance the attention of short video production personnel to traditional Chinese culture. We should strengthen the historical and cultural literacy of short video workers and enhance their cultural confidence. Through this, traditional Chinese culture can be presented to international audiences in a rich and colorful manner, showcasing a true, three-dimensional, and comprehensive image of China. Secondly, the government should actively build a media matrix, facilitate the dissemination of short videos, and fully leverage the role of new media in the international dissemination of traditional Chinese culture. By strengthening the cooperation between official and unofficial media, a good interaction between official and unofficial media can be formed; the dissemination effect of traditional culture internationalization can be enhanced. [2] On the one hand, it is necessary to innovate the creative concepts of official mainstream media. Create a positive image of China through short videos on international social media, and promote excellent traditional culture with Chinese characteristics and spirit to the world. On the other hand, we should also actively rely on the power of non-governmental media. It can encourage more high-quality media talents to participate in the international dissemination of traditional culture, and present Chinese traditional culture to international audiences in a rich and profound manner.

3.2 To Enhance Content Construction and Fully Showcase the Characteristics of Traditional Culture

Content as king is the core element of international dissemination of short videos. The guarantee of content quality is an inevitable factor in the international dissemination of short videos such as *Tales of Cities*, Li Ziqi's rural culture short video, Dianxi Xiaoge's deep cultivation of food

culture, and Chinese dancer Yang Liu's dance video launched by People's Daily Online. One is to conduct in-depth exploration of traditional Chinese culture. This is not just a superficial presentation and simple stacking of traditional culture, but also a deep understanding of the significance and historical background of traditional cultural values, integrating the cultural and spiritual values of traditional culture into the content creation of short videos. This tells the story of traditional Chinese culture in a more natural, pure, and authentic way, encouraging foreign audiences to naturally accept the influence of traditional Chinese culture in a relaxed and enjoyable atmosphere. Therefore, it is necessary to take root in daily life, integrate traditional culture into the daily life of the Chinese nation, narrow the distance with international audiences, and stimulate their interest in learning and understanding traditional Chinese culture. The second is to conduct cultural screening. Creators should select the essence of traditional Chinese culture to showcase, ensuring the positive shaping of the international dissemination image of traditional Chinese culture, and allowing truly excellent traditional culture to shine on the international stage. At the same time, we must actively meet the diverse needs of international audiences, fully considering the entertainment, aesthetic, cultural, psychological, and other needs of different audiences. Through this, the audience is encouraged to experience the powerful charm of traditional Chinese culture while relaxing

their mindset, soothing their emotions, and enjoying leisure time. [3]

4. Conclusion

The emergence of short video visual culture has broken traditional forms of communication and created more vivid and authentic communication scenes for the audience. In this context, actively promoting the international dissemination of traditional Chinese culture through short videos not only helps to achieve innovative development and creative transformation of traditional Chinese culture in the new era, but also helps to showcase the image of China as a cultural powerhouse to the world. This can promote China to better enter the world and enable the world to better understand China.

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