

# Analysis of the Development Path of New Guochao Animated Short Films from the Perspective of Revitalization of Excellent Traditional Culture- Taking "Yao-Chinese Folktales" as an Example

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**Abstract:** Based on the era background of globalization and digitalization, China is entering a new stage of cultural consciousness and cultural self-confidence, and the national level attaches great importance to and actively promotes the development of Chinese excellent traditional culture. In this context, New Guochao animation short films, as an important carrier of contemporary cultural and creative industries, carry the cultural mission of connecting the past and the future, tradition and modernity. However, the New Guochao animation short film has encountered challenges in the tide of revitalizing traditional culture, mainly due to the problems of single character shaping and lack of plot innovation, such as the weak main story line and the insufficient reflection of the traditional cultural core, the animation expression sticking to the tradition, the development of surrounding commodities lagging behind, restricting the release of market potential. These problems have become the constraints of the development of this type of short film. By deconstructing the successful case of the New Guochao animation short film "Yao-Chinese Folktales", it vividly reveals how the work realizes the organic unity of the inheritance of traditional cultural spirit and modern expression through multiple strategies such as artistic material selection, exquisite story connotation transmission, and creative integration into excellent traditional culture. In the context of the revitalization of excellent traditional culture, in order to seek a sustainable development path, New Guochao animation short films need to adapt to the development characteristics of the context of the revitalization of excellent traditional culture, covering content creation,

dissemination channels and target audience positioning.

**Keywords:** New Guochao Animation Short Film; Chinese Excellent Traditional Culture; "Yao-Chinese Folktales"; Development Path

## 1. Presentation of the Issue

### 1.1 Background of the Study

At present, the trend of globalization is accelerating, the global cultural competition is becoming more and more intense, cultural soft power is an important part of the comprehensive national power, China vigorously promote the revitalization of excellent traditional culture, and constantly enhance the influence of the connotation and essence of excellent traditional culture. The Ministry of Culture and Tourism released the "14th Five-Year Plan" for the development of cultural industries, pointing out that we should promote the innovative development of cultural industries, and we should use animation to tell China's story[1]. And the rapid development of China's economy, after the material conditions continue to affluent, people's spiritual and cultural needs gradually appeared, more and more young people began to pay attention to traditional culture, and actively participate in the inheritance of traditional culture, the sense of cultural identity continues to improve, which also promotes the revitalization and development of traditional culture in the context of the new era.

In this context, animation has become an important carrier for the promotion and dissemination of traditional culture. In particular, the "New Guochao" animation works have come to the forefront and are loved by audiences of all ages. Among them, as a model of new guochao animated short films, Yao-Chinese Folktales,

with its excellent production, profound theme and distinctive Chinese style, has triggered a warm response from the society and a deep concern from the academia. An in-depth study on the development path of new guochao animated short films under the perspective of revitalization of excellent traditional culture, "Yao-Chinese Folktales" can effectively activate traditional cultural resources, give them new vitality, and provide a successful case for the modern expression and dissemination of traditional culture.

## 1.2 Research Significance

The New guochao animated short films combines traditional historical stories, myths and legends with modernized creation and expression methods, which is more in line with the communication characteristics of the new era and helps the inheritance and innovative development of excellent traditional culture. It helps to meet the needs of the audience, especially the young group, for diversified and personalized content, promotes humanistic education for the audience, pushes the animation production industry forward, promotes the prosperity of the related industry chain as well as the transformation and upgrading of the animation industry, and strengthens the competitiveness of the new guochao animated short films in the market.

With the advantages of the Internet and new media platforms in the new era, the new national tide animation can be conveniently disseminated among various channels, carry out cross-media integration, and make good use of the advantages of various network platforms. The innovative development of new guochao animated short films can activate the traditional cultural vitality it contains, expand the influence of excellent traditional culture in society, help the excellent Chinese culture spread to the world, and expand the influence of Chinese culture in the world.

## 1.3 Research Methods

### 1.3.1 Literature research method

After confirming the research objectives, we collect the information related to the new guochao animated short films through the library of Jiangxi Normal University and other channels, design key words, including "new guochao animated short films", "traditional culture" and so on, and select the appropriate academic

reports, Select appropriate academic reports, databases and other literature sources. Confirm the definition and scope of New National Wave animated short films, and inquire the current development status, and sort out the history of the development of new guochao animated short films.

### 1.3.2 Case study method

analyze the example of the new guochao animated short films "Yao-Chinese Folktales" as a research object, collect the relevant information of this work, including character settings, story background, etc., so as to deeply analyze the creative style and narrative structure of the work, as well as the positive impact on the dissemination of traditional culture and the innovative development of the short film after broadcasting.

### 1.3.3 Interdisciplinary research method

Combine theoretical knowledge of communication, art, psychology, philosophy and other disciplines to build an interdisciplinary research framework and analyze what methods should be used to jointly analyze the development path of the new guochao animated short films and its relationship with the revitalization of traditional culture from the perspective of various disciplines. We will also conduct in-depth analysis from a multidisciplinary perspective, for example, by exploring the innovation of the new national wave animation clips in styling design, the deep philosophical connotations of traditional culture in the animation clips, and the impact of the animation clips on the audience's values. Through interdisciplinary research methods can be more comprehensive understanding of the development mode of the new guochao animated short films, help traditional culture revitalization.

## 1.4 Core Concept Definition

The characteristics of the new guochao animated short film include short, flat and fast, highlighting novel creativity and innovative artistic expression, with profound thematic connotation. Compared with ordinary national wave animation, it is not only confined to integrating traditional culture into it. Firstly, in the visual presentation, the traditional folk customs, classical architecture, regional dialects and other traditional features are combined with modern living environment and popular elements; secondly, the characteristics of

excellent traditional Chinese culture are fully reflected in the animation plot, animation connotation and animation expression, and the emotional resonance of different viewers is triggered by diversified aesthetic experience in the short film. Finally, the new guochao animated short film meets the characteristics of young groups, and can also extend a series of industrial chain to promote the development of cultural consumer goods market.

"Yao-Chinese Folktales" mainly tells eight stories based on traditional Chinese culture, each with its own story line but adapted in animation. The eight short films cover traditional Chinese culture, folk customs, regional specialties, and ethical and moral education, and the contents are full of wild imagination<sup>[2]</sup>.

### 1.5 Literature Review

In recent years, the development of China's cultural industry has shown a prosperous trend, and the new national wave animation has attracted much attention with its unique artistic style and deep cultural heritage. In recent years' research, scholars have deeply analyzed the development of new guochao animated short films under the background of revitalization of excellent traditional culture, and put forward many valuable insights and opinions. Specifically, the academic research mainly focuses on the following aspects:

Firstly, in terms of the development lineage of new national wave animation, scholars represented by Wu Weihua and Zhang Fangyuan combed the development of Chinese TV and network animation in 2022, explored and analyzed the national policy, industrial integration and other aspects to promote the development of China's animation industry, and proposed that Chinese animation is actively exploring the optimal combination of modern craftsmanship and traditional art, and striving to tell a good Chinese story. Secondly, in the relationship between new national wave animation and the development of traditional culture, taking Xu Shouyi's (2023) study as an example, it is pointed out that the rise of "new national wave" animation represents a shift in the concept of contemporary animation creation, which is based on inheriting and carrying forward the excellent traditional Chinese culture, and integrating oriental aesthetics into the process of creation, while the short films take into account the aesthetic preferences of viewers

of all ages. At the same time, the short films take into account the aesthetic preferences and viewing demands of viewers of all ages, arousing the emotional resonance and value recognition of different groups of viewers. Wang Zhiyu (2021) analyzes the domestic film market from 2012 to 2021, pointing out that the quality of the domestic animation industry is rising, some excellent high-grossing works are constantly raising the height of the domestic animation film market, and the box office situation of domestic animation films overseas is developing positively. Finally, in the relationship between the new national trend animation and marketing, Zheng Mengxia (2022) pointed out that during this decade, the domestic animation industry has been continuously developed, however, in the process of the rise of the current national cartoon, due to the production team did not analyze the situation of the user audience, resulting in the existence of the adhesion with the user weakened and so on, the domestic animation in the market promotion is difficult to reach the audience, should choose a good operation and maintenance methods, in order to achieve a good publicity effect. should choose a good operation and maintenance method in order to achieve good publicity effect. Wang Yuye (2023) on the optimization of the film industry path research, put forward the development of China's film industry still exists in the lack of talent, broken file, a single means of publicity, animation content is not high quality and other issues, should be deeply excavated traditional cultural connotation, innovation and dissemination mode and strengthen the connection and communication with the user, to promote the prosperity of the animation industry.

Comprehensive above research results can be seen, the new guochao animated short film in the revitalization of traditional culture plays an important role, but also faces the challenges of short film innovation is not enough. Based on this, this paper analyzes the development dilemma of the new guochao animated short film, and combines the development characteristics under the background of the revitalization of the excellent traditional culture, to further dig deep into the traditional cultural resources, to strengthen the integration of cultural innovation, and to provide more inspiration and support for the sustainable development of the new guochao animated short

film.

## **2. The Development Dilemma of New Guochao Animated Short Film under the Background of Excellent Traditional Culture Revitalization**

### **2.1 Flat Character Image Characteristics, Lack of Novelty in Storyline**

In animation character image portrayal, an animation short film in a number of animation character traits are relatively single, mobility is insufficient, ignoring the embodiment of the character growth and change experience, character portrayal is not full<sup>[3]</sup>. For example, the anime "Shalen" in the later part of the story, many years later, the protagonist gradually grows older, in addition to appearance changes, the protagonist's strength and other aspects of the progress is not obvious. The story is limited to traditional myths and ancient folklore, on the basis of which it is retold and adapted<sup>[4]</sup>. The story is limited to traditional myths and ancient folklore, and is retold and adapted on the basis of them. The over-emphasis on traditional storylines leads to a lack of novelty, and there is no good integration of modernity and tradition, and no tight integration of modern life situations, habits, and the aesthetics of the modern viewer with the animation itself. Animation is only to do heritage, not on this basis to create a new idea, the audience is very familiar with the traditional storyline, weakening the attraction of animation to the audience.

### **2.2 Theme Content of the Story is Thin, and Traditional Cultural Connotation Is Missing.**

Animation art form, with the expression of cultural values and ideology of cultural communication function, and the new guochao animated short films, is carrying the inheritance and carry forward the mission of the excellent traditional Chinese culture, but some of the new guochao animated short film in the narrative only focuses on the surface of the aesthetic characteristics of the presentation of the cultural core of the elaboration and excavation is not deep enough.

Most of the animation themes and subjects are martial arts, fantasy, love, etc., in which there are a large number of martial arts and battle scenes, it is undeniable that these clips can give the audience a momentary sensory stimulation,

but the follow-up will still bring visual and psychological fatigue, weakening the effectiveness of communication. The core point of animated short films that can really touch people's hearts lies not only in the splendid visual effects, but also in the story connotation and cultural depth.

### **2.3 Traditional Animation Broadcasting Channels, Poor Communication Effect**

Initially, the new guochao animated short films were promoted through offline theaters, TV, film festivals and other forms, and after the continuous development of new media, it began to change to the Internet media channels, mainly through the network platforms such as Aqiyi, Tencent, Youku and so on, and there is a reliance on a single on-line platform, and there is no use of diversified broadcasting channels, such as short video platforms or live broadcasting platforms, and the traditional single broadcasting channel leads to a limited audience group to watch animation, and the audience group is mainly restricted. The audience group is also restricted, mainly to the young people, can not be conveyed to a broader group, limiting the possibility of spreading the work to all types of audiences.

Currently, science and technology are developing rapidly, and all kinds of information technology and scientific and technological achievements have ushered in an outpouring of development. The concept of meta-universe, VR (Virtual Reality) technology, AI (Artificial Intelligence) technology, AR (Augmented Reality) technology, particle ink animation and other concepts are endless, and the production level of many domestic animations has reached the world's forefront level<sup>[5]</sup>. However, the current animation means of expression lacks innovation, basically adopts 2D plane technology, fewer will adopt 3D technology, the broadcasting method is limited to the physical screen, no novel way of viewing, not good use of advanced animation technology to tell a good story of China, the animation ornamental and artistic enhancement, the audience's sense of interactivity and immersive feeling is far from enough.

### **2.4 Insufficient Derivation of Animation IP and Limited Exploitation of Market Potentials**

The new guochao animated short films are

mostly adapted from the classics, with high artistic value and rich in Chinese characteristics and culture, but such animation short films are often limited to the animation broadcasting itself, and do not create differences compared with the ordinary national tide animation, and do not make good use of their IP popularity to seize the characteristics of the new guochao, for example, linkage with hand travel, film and television, and the extension of the peripheral industry chain development is limited. Due to the imperfect cross-media cooperation mechanism, although some new guochao animated short films have high-quality storylines and character settings, they lack efficient interactive means or media, or are limited by technical means, resources and other constraints, making it difficult for them to interlink with some high-quality network products, and lack of interaction with these digital products.

The current market size is also limited, although the state's support policies are increasing to help revitalize the excellent traditional culture, many companies and individuals are still afraid to easily get involved in this emerging field, the business model of the new guochao animated short films is not mature enough and perfect. And currently in the context of globalization, the new guochao animated short films but basically limited to the domestic market, due to the existence of language barriers, cultural differences and other issues and challenges, domestic animation in the overseas market has expanded, but the overall animation theme type is relatively single, frequent fluctuations in the overseas box office market, the influence of overseas needs to be improved, the development of the potential market is limited<sup>[6]</sup>.

## **2.5 High Production Cost of Short Films and Limited Talents of Production Teams**

In order to create a successful work, these short films are well produced, with high artistic pursuit, and often incorporate a large number of traditional art elements, such as paper-cutting, Chinese painting, watercolor and so on. Combined with the characteristics of the new guochao, the short film also added modern animation technology, these features have greatly increased the difficulty and technical threshold, resulting in a huge investment in preliminary costs<sup>[7]</sup>. The form of new guochao animated short film is still in the stage of emerging development, lack of attraction to

investors, difficult to get enough investment sponsorship.

High-quality new guochao animated short film needs professional and complete team production, covering music composition, post-production editing, special effects rendering, script design and other aspects, however, the current production of short films are mostly produced by independent studios or small companies, such a team exists in the small size of the personnel, composite professionals are limited in the process of animation short films are often one person working in a number of jobs, in such limited resources, work intensity In such a limited resources, work intensity is too high, animation production team production cycle is long, affecting the animation project post-production and update speed, resulting in the impact of investor confidence, interrupt the supply of funds, and further affect the speed of the animation output, so it will produce a vicious circle in the industry.

## **3. Exploring the Case of "Yao-Chinese Folktales" in the Context of the Revitalization of Excellent Traditional Culture**

### **3.1 Artistic Selection of Story Themes**

The seventh episode "Commissary" uses the story of old Beijing hutongs as an entry point to highlight the nostalgia buried deep in people's hearts after the conflict between the old and new societies change. Mr. Yang in the hutong is about to move to his son's big house in the city, but he is fond of everything here. By chance, all the antiques that Mr. Yang used to take care of one night come to life, and these old objects, though worn out. But at this point in time, but they all showed a glittering light. At the end of the story, the kind moncler jackets sale Yang because he did not want to let go of these old friends, although he moved away, but still come back from time to time to see these old friends.

The unpacked bags that Mr. Yang told his son on the phone, the stone lions that he wipes with a rag every day, all these objects reflect his nostalgia for the hutongs. The most special design of this episode is the ending egg, showing the most realistic photos of a hutong in Beijing, indicating that the story is based on reality, that small hutongs full of human feelings, a metaphor for the life of each of us, it is the selection of real life, the most resonant to the audience.

### 3.2 The Clever Conveyance of Animation Connotation

The first episode of the animation, "The Summer of the Little Demon", tells the story of the Tang Monk and his disciples crossing the Lion's Camel Ridge in the four famous novels "Journey to the West", but the monsters are depicted with anthropomorphic techniques. The big demon is assigned the onerous task of chopping a thousand pounds of firewood a night, the little demon is forced to use his body to brush the pot, and the little pig demon in Wave Wave Mountain tells the story from the perspective of a supporting character, mapping the images of the lives of contemporary young people, and the sorrows of the little people are integrated into the story of the Journey to the West.

"I want to leave Wave Wave Mountain". These are the words that the little piggy demon said to his mother when he returned home after working hard every day but encountering suppression from the leaders, not knowing how many people's hearts were also spoken. Since then the little demon's state of mind has changed, he defied the risk of being hunted down and killed to the Tang Monk teacher and disciples to report, just as soon as he opened his mouth by the Great Sage a stick down, can not help but let people sigh, the Great Sage story supporting characters die like flying ashes of the destiny of the audience on this show in front. And the animation of the final ending is completely sublimated this episode of the story, the Great Sage has long heard the piggy demon's report, he knocked down the little demon is just a trick, better to subdue the demon, this moment of the Great Sage of Qi Tian Da Sheng image of the tall, the memories of the past in the hearts of the audience was evoked, the original our memory of the fiery-eyed and golden-eyed Great Sage has never changed. This is exactly what this animation episode conveys, using the psychological changes of the supporting characters, the reversal of the end of the story, the role of traditional mythological characters, silently conveying the connotation of the story, the audience has an educational significance, especially for children to convey to the correct understanding of the concept of right and wrong, the values of life to distinguish right from wrong, and goodness of people are also constantly rooted and sprouted<sup>[8]</sup>.

### 3.3 Modernization of Cultural Education

In the animation at the end of the production team introduction, in addition to the director, producer, but also covers the consultant copyright support, IP development and operation, IP cooperation center, content operation, marketing and other responsible departments, as well as by the Shanghai Fine Arts Film Studio and Shanghai Kuanyu digital technology limited company, the bilibili broadcasting platform of the cooperation of the production, but also it is the multi-departmental professionals, the full plate process coverage Ltd. and bilibili broadcasting platform. Multi-party efforts have contributed to the integration and innovation of traditional culture in this animated short film.

The fifth episode of "small full", the whole episode by the paper-cutting painting frame by frame collage dynamic video, which scene layout of the classical screen, porcelain fish tank, red tile fence, including the character modeling wearing a red bib child singing nursery rhymes, everything is rich in traditional Chinese cultural colors. The storyline changes from Xiao Man's fear of the big catfish at the beginning to his fixing the catfish portrait later on, to feeling the catfish monster's meekness towards him in his dream. What is highlighted is that children are prone to fear and give themselves psychological hints about all unknown things when they are young, as well as the curiosity, wild imagination and desire to explore the world that they possess at an early age<sup>[9]</sup>. And in the process of continuous growth, due to the deepening of the understanding of the world, this kind of imagination slowly disappears. This episode of the short film is very good for young children to play an enlightening role, so that they understand more about the laws of the world's operation, but also evokes the memories of adults, revealing the experience of having been self-confused in their childhood.

## 4. Analysis of the Development Path of New Guochao Animated Short Films under the Background of Revitalization of Excellent Traditional Culture

### 4.1 Development Characteristics of new Guochao Animated Short Films

Against the background of accelerating globalization and rapidly changing emerging technologies, the strategic significance of revitalization of Chinese excellent traditional

culture is becoming more and more prominent. The development of culture is of great practical significance to the progress of a country, and the state level actively promotes the construction of a strong cultural country, attaches great importance to the activation of the cultural genes embedded in the long history, and brings them to life in the new era<sup>[10]</sup>. New media art creations such as the new guochao animated short film carry the important mission of inheriting and developing excellent traditional culture, and show unique and diversified development characteristics under the background of revitalization of excellent traditional culture.

#### 4.1.1 Strategy-driven universality

The state attaches great importance to the development of Chinese excellent traditional culture, especially the animation industry, based on which a series of documents and laws and regulations have been issued, these policy support not only guides a clear direction for the development of the new guochao animated short films at the macro level, but also helps to deepen the people's knowledge of traditional culture, accelerate the awakening of the people's cultural awareness, and promote cultural self-confidence. People pay more attention to the local excellent traditional culture, inspire people's love and interest in traditional culture, enhance the sense of cultural identity, and take the initiative to assume the responsibility of inheriting and developing traditional culture<sup>[11]</sup>.

At the policy level, in constantly guiding all parties to participate in the production of new guochao animated short films, this process, in addition to the animation company as the producer, the masses have more opportunities to participate in the production of animation practice, such as being able to through the network of common fund-raising, open call for creativity, people have realized the change from the identity of the consumer to the creator, driven by the policy, the participation of all the people to form a benign cycle, and realize a picture of A prosperous picture of universal co-construction and sharing has been realized.

#### 4.1.2 Creativity through deep excavation

Under the background of revitalization of excellent traditional culture, Chinese excellent traditional culture has been deeply excavated, not only in the surface form and external shape, but also in the essence of the spiritual concepts and philosophical thinking to refine and re-create. For example, traditional culture with

unique art forms, such as traditional opera art, calligraphy art, ceramic culture, etc., are integrated with modern national trend aesthetics. In mining traditional cultural values, the new guochao animated short film pays special attention to the deep meaning of the interpretation and interpretation, for example, will pay attention to the interpretation of the traditional ethical concepts contained in the spirit of humanism, etc., the audience in the process of watching the animation can also feel from the traditional culture of the inculcation. In addition, the new guochao animated short film also integrates modern popular cultural elements, combines with modern aesthetics, and uses modern artistic concepts to inherit and reshape traditional culture. Innovative forms of expression wrap the core of excellent traditional culture, enhance the competitiveness of the new guochao animated short films in the market, and win the audience's favor<sup>[12]</sup>.

#### 4.1.3 Integration under the empowerment of science and technology

In today's era, science and technology can give a new vitality to the new guochao animated short film, science and technology empowerment in the excellent traditional culture science and technology empowerment in the development of the new guochao animated short film plays a very important role. With the help of modern high-tech technology means of animation rendering simulation and other operations, not only can make the traditional art form vividly reproduced on the screen, but also can broaden the boundaries of traditional art. For example, the use of digital modeling technology shows the ancient architectural heritage for scanning, re-presented in the screen. Technology can realize a new interpretation of traditional culture, breaking through the limitations of two-dimensional space.

In the new media environment, the new guochao animated short film can be integrated with the new media technology through diversified interactive methods to enhance the user's sense of participation, and the user can feel the unprecedented immersive, feel the classic images and scenes of traditional culture. Technological empowerment for the new guochao animated short films is the innovation of its technical level.

## 4.2 Content Creation--Traveling Through the Time and Space Tunnel, and Reshaping the

## **Traditional Story from a Modern Perspective**

### **4.2.1 Dialogue across time and space**

Through the character relationship and plot conflict in the new guochao animated short film, the story is re-structured with the modern social context, which can build a storyline across time and space, combined with the modern environment and lifestyle, emphasizing the cross-time dialogue, and constructing a bridge across time and space, so that the traditional characters intersect with the modern characters, and the characters start a dialogue with each other, and the exchange of language embodies the conceptual collision and fusion, which reveals the traditional characters in the narrative level, and the traditional characters in the modern world, which is the most important factor in the storytelling. It reveals the connection between traditional culture and modern life at the narrative level, and the visual effect is more pleasing to the eyes and enhances the audience's sense of participation, so that they can feel the profound heritage of traditional culture while enjoying modern animation<sup>[13]</sup>.

### **4.2.2 Modernization elaboration**

Chinese traditional culture is vast and has a long history, it can be deeply organized and classified research, select some classic stories with wide recognition and deep cultural value, and carry out secondary creation to explore the values. And analyze the classic successful cases, give new meaning to the times on the basis of the ancient traditional stories, and combine the classical concepts with the modern concepts. For example, setting traditional characters crossing into the modern society and other plots, and strive to respect the traditional culture on the basis of the new national trend of animation as a carrier, so that more people will recognize and understand the traditional culture, and achieve a double harvest of market reputation.

## **4.3 Communication Channels - Create a Full Range of Communication, Three Dimensional Presentation of Diversified Content Experience**

### **4.3.1 Full Media Matrix**

Construct a media matrix covering multiple platforms such as movie theaters, network broadcasting platforms, and social media to broaden the communication channels and achieve a multi-pronged approach to content dissemination. Set up a special area for updating the content of the new guochao animated short

films on mainstream video websites such as Aiqiyi, Youku, Tencent, etc., and set up regular updating times. On short video platforms, such as Jittery, Weibo and other social media tools, create trailers, etc., to ensure the ease of viewing for the users and to form a stable sense of anticipation. Utilizing the intelligent algorithm recommendation of major platforms, the short films are pushed to users with the intention of watching, strengthening the stickiness with potential users and maintaining the topic heat<sup>[14]</sup>.

### **4.3.2 Three-dimensional dissemination**

Link online and offline, online held a behind-the-scenes demystification, invited the director or actors, for the audience to reveal the filming process of the movie highlights of the story. Setting up activities such as audience interactive voting allows the audience to actively express their opinions, increasing audience participation and attracting them to watch the movie. Offline, the company conducts special screenings, exclusive screenings, and the National Tide Film Festival, and cooperates with libraries and schools to conduct screenings. Co-branding activities with famous e-commerce companies or major brands to increase the impact of the event.

## **4.4 Audience Groups - Focus on User Characteristics and Pinpoint the Bullseye of Niche Communication.**

### **4.4.1 Customized experience**

Due to the deepening of the connotation and diversification of the subject matter, the audience of national style animated short films is not only oriented to young children, but also begins to expand to teenagers and adults. Therefore, in the process of promoting animation, it is necessary to formulate communication and promotion strategies for different age groups, including children, youth, adults and the elderly, to explore the interests and viewing needs of people of different age groups and to create a better viewing experience<sup>[15]</sup>. Different types of users also have different needs for aesthetic types, the use of technical means to produce different styles of animation, such as ink painting or paper-cutting style, to increase the user's sense of immersive experience, or with the help of VR and other new media technology, the design of plot-type games to provide users with a rich sense of participation so that they can be involved in the animation story.



#### 4.4.2 Focused communication

Users' cultural preferences affect their preferences for story plots, animation character images and other elements, according to the characteristics of potential users for market segmentation, according to cultural preferences, educational backgrounds and other factors, to facilitate the construction of a more detailed user profile, set up a suitable user population communication strategy, strategy and precise placement of matching animation content. Characteristic regional culture is an important part of the excellent traditional culture, in the process of animation content creation and dissemination, on the basis of retaining the traditional culture, skillfully integrated with regional characteristics of culture, so that it retains the essence of traditional culture on the basis of the resonance of users in different regions<sup>[16]</sup>. Ensure that the premise of touching the psychology of local users, but also the use of regional resources, expanding the influence to attract more regional users.

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