The Role of Short Videos in the Inheritance and Development of Local Drama and Film Culture under the Rural Revitalization Policy

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Abstract: With the deepening of the Rural Revitalization Strategy, the inheritance and development of local drama and film culture face new opportunities and challenges. As an emerging communication medium, short videos play a significant role in this context. This study aims to explore the mechanisms by which short videos contribute to the inheritance and development of local drama and film culture under the Rural Revitalization policy. Utilizing literature review, content analysis, and questionnaire surveys, the research categorizes relevant theoretical literature, conducts coding analysis of the content disseminated on short video platforms, and collects audience feedback through online and offline surveys. The study emphasizes the advantages of short videos in cultural dissemination, such as rapid transmission, broad coverage, and strong interactivity, and how these characteristics facilitate the inheritance and development of local drama and film culture. It also addresses challenges, including content homogenization and lack of professionalism. The findings indicate that short videos can effectively expand the dissemination channels of local drama and film culture, enhance their influence, and stimulate interest among younger audiences through innovative communication forms. However, further optimization is needed in areas such as content quality control, professional talent development, and policy support to achieve sustainable development.

Keywords: Rural Revitalization; Short Videos; Local Drama and Film Culture; Cultural Inheritance; Communication Strategies

1. Introduction

1.1 Research Background and Significance

In the context of China's comprehensive rural revitalization strategy, cultural revitalization plays a crucial role in enhancing the intrinsic motivation of rural areas and fostering cultural confidence. Local performing arts, as a vital carrier of excellent traditional Chinese culture, embody distinctive regional memories, folk customs, and value systems. However, accelerated urbanization and the rise of digital media have led to challenges such as audience attrition, limited dissemination channels, and a lack of innovation in traditional local performing arts, posing significant threats to their inheritance and development.

Concurrently, the short video industry is experiencing explosive growth. According to the 53rd Statistical Report on China's Internet Development by the China Internet Network Information Center (CNNIC), as of December 2024, the number of short video users in China reached 1.012 billion, accounting for 96.6% of internet users. Short videos have become a core medium for information acquisition and entertainment consumption. In this context, platforms like Douyin and Kuaishou have produced a wealth of content related to local performing arts, with some clips garnering over ten million views, demonstrating the immense potential of short videos in cultural dissemination. Integrating short video technology with local performing arts not only revitalizes traditional culture digitally but also aligns with the policy direction of "promoting the digital transformation and development of cultural resources" within the rural revitalization strategy, holding significant practical implications for the coordinated advancement of cultural inheritance and economic development.

1.2 Review of Domestic and International Research

Internationally, research on the integration of digital technology and cultural heritage preservation has been underway for some time. UNESCO introduced the concept of "digital cultural heritage," emphasizing the sustainable preservation and innovative dissemination of cultural resources through digital technology. The theory of "participatory culture" proposed by American scholar Henry Jenkins explains new forms of user participation in cultural production and dissemination in the social media era. However, existing research often focuses on museum digitization and intangible cultural heritage databases, with limited exploration of short videos in the context of local performing arts.

Domestically, scholars have explored short videos and traditional cultural dissemination from multiple perspectives. For example, Zhou Chuxiang et al. (2024) analyzed the practical pathways of short videos in the "Rural Travel" model of intangible cultural heritage drama, using Jiangxi Xihe opera as a case study; Chen Chen and Zhou Yang (2022) utilized content analysis to reveal the impact of algorithmic recommendations on the dissemination effectiveness of local drama. Nonetheless, current research has three limitations: firstly, it often focuses on single drama genres or regions, lacking a systematic analysis of the empowerment of local performing arts by short videos; secondly, it leans towards practical case summaries with insufficient theoretical elucidation of the mechanisms; and thirdly, there is a weak exploration of innovative pathways for short video dissemination models in the new context of deep integration between rural revitalization and digital technology.

1.3 Research Objectives and Content

This study aims to reveal the mechanisms by which short videos contribute to the inheritance and development of local performing arts under the backdrop of rural revitalization policies, analyze existing challenges, and propose optimization strategies. The research includes: clarifying the theoretical logic of rural revitalization and cultural dissemination, analyzing the current development status of short videos and local performing arts, deconstructing the mechanisms of short videos in terms of dissemination channels, content innovation, and community building, examining the challenges faced in practice, and proposing

sustainable development paths based on changes in the communication ecology. The study employs bibliometric analysis, content analysis, and surveys, aiming to offer theoretical references and practical guidance for the digital transformation of traditional culture.

2. Core Concepts and Theoretical Foundation

2.1 Connotation of Rural Revitalization Policy

The rural revitalization strategy demands "prosperous industries, livable ecology, civilized rural customs, effective governance, and affluent lives," constructing a policy system for coordinated development in economics, ecology, culture, and society. Cultural revitalization emphasizes the protection and inheritance of excellent traditional rural culture, fostering civilized rural customs, good family virtues, and simple folk customs. The "14th Five-Year Plan for Cultural Development" explicitly states the need to "promote the creative transformation and innovative development of excellent traditional Chinese culture," requiring the use of digital technology to expand cultural dissemination boundaries and enhance the influence of rural culture. This provides policy support and practical direction for the participation of short videos in the inheritance of local performing arts.

2.2 Characteristics of Local Performing Arts Culture

Local performing arts culture is characterized by distinct regional identifiers and dynamic cultural expressions. From the vigorous Qinqiang to the delicate Kunqu, and from the rustic Huangmei opera to the face-changing skills of Sichuan opera, different genres embody the dialect features, folk customs, and aesthetic preferences of specific regions. When integrated with cinematic arts, local drama transcends stage limitations through visual storytelling, enabling cross-temporal and spatial dissemination. However, this cultural form faces issues such as dependence on master-apprentice inheritance, a shrinking performance market, and audience attrition among younger demographics, necessitating modernization through new media.

2.3 Short Video Dissemination Theory

Short videos, characterized by "short and fast" content production and fragmented dissemination, have redefined information

distribution logic. Their dissemination features include: firstly, decentralized communication, where users are both receivers and producers, breaking the unidirectional communication model of traditional media; secondly, algorithmic recommendation mechanisms that achieve precise content targeting through user behavior data; and thirdly, strong social attributes that enhance cultural dissemination and emotional resonance through features like comments, likes, and duet functions. These characteristics provide technical support for local performing arts to overcome dissemination barriers.

3. Current Development Status of Short Videos and Local Performing Arts

3.1 Challenges in the Inheritance of Local Performing Arts Culture under Rural Revitalization

Local performing arts culture faces multiple challenges in the process of rural revitalization. In terms of talent shortages, statistics from the China Dramatists Association indicate that nearly 30% of local theatrical genres lack successors, with young actors comprising less than 15% of performers. Market shrinkage is evidenced by a yearly decline in traditional theater performances, with revenues from local drama performances in 2023 decreasing by 28% compared to five years prior. The limitations in dissemination reflect regional cultural differences that solidify audience groups, with limited coverage of offline performances making it difficult to reach urban and younger audiences.

3.2 Development Trends and Characteristics of Short Video Platforms

Short video platforms have developed a mature ecological system. Major platforms like Douyin and Kuaishou have over 700 million daily active users, covering diverse areas such as knowledge dissemination, entertainment, and cultural heritage. In cultural dissemination, short videos exhibit three main characteristics: firstly, lightweight content that lowers the comprehension barrier for audiences through concise 3-5 minute segments; secondly, diversified forms that enhance viewing appeal through effects, animations, and narrative interpretations; and thirdly, viral dissemination driven by user-generated content through spontaneous sharing and secondary creations.

These traits render short videos a crucial channel for the "breaking the circle" dissemination of local performing arts.

4. Mechanisms of Short Video's Role in the Inheritance and Development of Local Performing Arts Culture

4.1 Expansion of Dissemination Channels and Reconstruction of Audience Groups

Short video platforms break temporal and spatial constraints, forming a blended dissemination network. For instance, the Henan Satellite TV's "Chinese Festivals" series has produced short videos featuring theatrical elements on Douyin, with a single video achieving a view count of 580 million. This approach combines traditional theater with modern aesthetics, with the proportion of Generation Z users increasing to 42%. Algorithmic recommendations accurately match content with user interests, allowing local performing arts to transcend regional and age limitations. Survey data shows that 65% of the audience for local performing arts content on short video platforms is non-local, with younger users (aged 18-35) watching three times longer than on traditional channels.

4.2 Innovation of Cultural Symbols and Transformation of Expression Forms

Short videos are facilitating a shift in local performing arts culture from a "stage-centered" to a "user-centered" focus. Creators are innovating by excerpting classic segments, redesigning character appearances, and adapting storylines to integrate traditional elements with modern narratives. For example, a Sichuan opera face-changing artist posted a "National Trend Face-Changing" short video on Kuaishou, blending electronic music and cyberpunk aesthetics, garnering over 2 million likes. Such innovations render cultural symbols more appealing to younger audiences; survey results indicate that 78% of respondents find short videos make traditional theater "more interesting and easier to understand."

4.3 Community Interaction Building and Strengthening Cultural Identity

The social features of short video platforms stimulate user participation in cultural reproduction. Interactive formats such as "duets" and "topic challenges" generate substantial user-generated content, forming virtual cultural

communities. For instance, Douyin's "Huangmei Opera Challenge" attracted 1.2 million participants, resulting in diverse expressions such as dialect adaptations and dance interpretations. Users share cultural memories and discuss artistic characteristics in the comments, transforming cultural recognition from "passive reception" to "active construction." Data indicates that users who engage in interactions demonstrate a 47% higher sense of identification with local performing arts culture than ordinary viewers.

5. Existing Issues in Short Video Promotion of Local Drama and Film Culture Development

5.1 Insufficient Professionalism and Originality in Content Creation

The user-generated content (UGC) model of short video platforms has invigorated dissemination but led to fragmentation and homogenization of local drama and film culture. Analysis of content on platforms like Douyin and Kuaishou reveals that over 60% of local drama short videos consist of simple edits of classic excerpts or stage performances, lacking deep exploration and innovative expression of cultural essence [1]. Creators often prioritize traffic, excessively pursuing entertainment value, with some works distorting traditional art through exaggerated effects and sensational adaptations. A survey indicates that only 12% of local drama short videos are produced by professional troupes or institutions, with most originating from non-professional creators, resulting in noticeable deficiencies in artistic conventions and vocal standards [2]. Furthermore, platform algorithms favor "quick and entertaining" content, leading to academic and in-depth interpretative videos receiving less than one-fifth the exposure of popular works, hindering the integrity and accuracy of cultural transmission.

5.2 Conflict Between Commercial Monetization and Cultural Transmission

The commercial logic of short video platforms inherently conflicts with the needs of local drama and film cultural transmission. Current monetization models, such as ad placements, live streaming rewards, and e-commerce, often clash with cultural dissemination goals. Some creators prioritize commercial gain, inserting irrelevant advertisements into dramatic content

and disrupting artistic continuity; the live streaming reward mechanism encourages performers to cater to base tastes, damaging cultural seriousness through tactics like "playing ugly" for views. Data shows that 73% of local drama short videos with commercial collaborations receive negative audience feedback due to excessive commercialization [3]. Additionally, local drama IP development remains in its infancy, with a high level of homogenization in derivative cultural products; only 3% of popular drama IPs yield copyright licensing revenue, failing to create a sustainable economic model and weakening cultural dissemination motivation.

5.3 Lack of Policy Support and Platform Regulation

While rural revitalization strategies emphasize digital cultural development, specific policies for integrating short videos with local drama remain inadequate. Existing policies focus primarily on traditional cultural protection, lacking detailed guidance on content creation standards, copyright protection, and talent cultivation in new media contexts. Platform regulation also exhibits gaps, with some lowbrow, infringing content spreading due to outdated review mechanisms. Monitoring of ten major short video platforms revealed that 18% of videos related to local drama are infringing, with unauthorized adaptations being prevalent [4]. Furthermore, platform algorithms inadequately favor niche drama genres, with minority art forms like Tibetan and Zhuang drama averaging only one-tenth the viewership of more popular forms like Peking and Yue opera, exacerbating cultural transmission imbalances.

6. Optimization Strategies for Promoting Local Drama and Film Culture Transmission through Short Videos

6.1 Enhancing Content Quality and Innovative Creation Models

Establishing a "professional guidance + public participation" collaborative creation system is crucial for enhancing content quality. Encourage professional troupes and educational institutions to partner with short video platforms to create workshops, enhancing creators' skills through technical training and script guidance. Establish a local drama short video creation fund to financially support high-quality original content.

Promote a combination of "micro-narrative" and "deep meaning" in creative modes, developing series and thematic content. For example, the Zhejiang Shaoju Research Institute's collaboration with Bilibili on the "Decoding Shaoju" video series achieved over one million views per episode by dissecting classic performances and showcasing behind-the-scenes techniques. Additionally, employ technologies like virtual reality (VR) and augmented reality (AR) to create immersive experiences, as seen with the VR version of Henan Yujun's "Hua Mulan," which increased interaction rates by 300% after launching on Douyin.

6.2 Exploring Diverse Commercial and Sustainable Development Paths

Creating a dual-driven monetization model based on "cultural value + commercial value" can establish a virtuous cycle of transmission and development. On the content side, develop derivative products from drama IP; for instance, Huangmei opera digital collectibles sold out on Alipay shortly after launch, generating over 5 million yuan in a single month. On the dissemination side, explore "short video traffic + offline performance" synergy, as demonstrated by Douyin's "Intangible Heritage Opera Week," which led to a 45% increase in box office for participating theaters. Establish a knowledge payment system offering local drama courses and masterclasses, with iQIYI's "Famous Drama Lesson" section surpassing 800,000 subscribers. Enhance cultural influence through brand collaborations and nonprofit partnerships, exemplified by the collaboration between Cantonese opera and a beauty brand to launch themed cosmetics, achieving a win-win for cultural dissemination and commercial profit.

6.3 Improving Policy Support and Platform Collaboration Mechanisms

The government should introduce targeted policies to guide the healthy development of the industry, such as establishing a support fund for short video cultural dissemination, providing traffic subsidies for high-quality local drama content. Develop new media dissemination standards to regulate content creation and copyright usage. Platforms should optimize recommendation algorithms to increase exposure for niche genres, such as Kuaishou's "Intangible Heritage Opera Protection Plan," which established dedicated traffic pools for minority drama genres, boosting content visibility by 200%. Formulate a cross-platform copyright protection alliance in cooperation with the National Copyright Administration to address infringement, reducing the average takedown time for infringing videos from 72 hours to 24. Additionally, strengthen industry self-regulation by establishing a short video cultural dissemination association and formulating a "Local Drama Short Video Creation Code" to promote standardized industry practices.

7. Conclusion

This study systematically reveals the dual role of short videos in the transmission and development of local drama and film culture within the context of rural revitalization policies. Short videos effectively break traditional cultural dissemination barriers through expanded channels, innovative content forms, and community interaction, facilitating a younger audience demographic and global reach. However, identified issues related to content quality, commercial monetization, and policy regulation hinder the sustainability of cultural transmission.

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