Multi-modal Genre Analysis of Short Video for Brand Promotion of State-owned Enterprises——Taking China Post,China High Speed Rail,and China Metro as Examples

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Abstract: With the development of multimedia technology,short video has become an increasingly popular communication channel,among which,Bilibili(B station)has also become an important platform to publicize enterprises and achieve specific communication goals.In contrast,due to the single brand,poor marketing strategy,inaccurate target market positioning and other reasons,most of the state-owned enterprises brand low public recognition is particularly prominent.In order to solve the difficulties of low public stickiness and poor brand image,some state-owned enterprises have optimized them with the help of we-media platforms,but most of the implementation effects of the strategies are still mixed.Under this background,this paper uses the theoretical framework of multimodal genre analysis,respectively,to China post,China and China subway theme bi li bi li(B)UP main created video of state-owned enterprises as a research corpus,discusses the communication purpose,discourse construction,multimodal use features,discusses the applicable method of brand discourse construction and situation,study how the state-owned enterprises to use video to improve the brand image,brand value.

Keywords: Multi-modal genre analysis;Social media video;State-owned enterprise;Brand discourse construction

1. Introduction

In today's new media era,social media platforms provide brand construction with new channels,development concepts and operating models,which provides a good opportunity for soes that once paid little attention to publicity or lacked a publicity strategy to rebuild their image.At present,some domestic brands have realized the problem,tried new media communication,and built a new dialogue mode of equality and integration with the public[10],so as to realize the rejuvenation of brand value.In this study,13 Bilibili(B Station)UP videos themed as China Post,6 Bilibili(B Station)UP videos themed as China High Speed Rail and 4 Bilibili(B Station) UP videos themed as China Metros explaining state-owned enterprises as research corpus were used as the research corpus to explore the characteristics of communicative purpose,discourse construction and multi-modal use,and to summarize the genre structure of discourse construction of short video brands.

B Station is one of the most influential video websites in China[9].With its unique content creation mode and user experience mode,it has attracted a large number of users and has become an important platform for promoting enterprises and achieving specific communication goals.As a large state-owned enterprise,China Post,high-speed rail and metro have a long history and strong strength,but due to problems such as image solidification,the masses stickiness is relatively low.Therefore,in order to develop in a highly competitive market,such enterprises can use short videos to create a matching brand image.

2. The discourse construction of enterprise brand

Enterprises use advertising to convey brand value and build a close relationship with the audience[12].Existing studies focus on the discourse construction of corporate brand from various perspectives,including the construction of brand stories that arouse consumers'emotional involvement[15],the construction of slogans that improve consumers'brand awareness[5],and the discourse construction of social media that emphasizes brand engagement[4].

In the study of corporate brand discourse,multimodal discourse analysis plays an important role.Most of the existing literature

discusses the theoretical framework of discourse analysis in combination with cases.By analyzing static or dynamic brand discourse,it explains the influence of graphic symbols in constructing the meaning of advertising discourse and exerting advertising functions,and proposes a multi-modal analysis model conducive to brand construction.Research perspectives include:(1)Explore the overall meaning construction of multimodal discourse in commercial advertising,for example,Yi Peng and Haiyan Yang's(2010)"Verify the Interactive Relationship between Various Symbols by Using Advertising"[13].(2)Analyze the meaning expression of multi-modal discourse in advertising from specific aspects,such as Dezhi Li's(2013)Visual Grammar Analysis of Advertising Text[14]and Dezheng Feng's"(2011)Modal Metaphor Research on Automobile Advertising"[6].

The current academic research on brand promotion through social media mainly covers Weibo,Tiktok and other platforms,and the research content includes a summary of the current development status of these platforms[8].The research results mainly focus on the technology and discourse of social media and how to use multi-symbols to realize identity,activity and ideology in the digital world[7].

All in all,existing studies have examined the theories of multimodal visual grammar and critical discourse,but few studies have examined how traditional Chinese brands construct brand images through short videos.From the perspective,there are still certain deficiencies in the discussion of the specific application of multimodal genres.

3. Genre structure analysis framework

The core theory of this study is Swales'(1990)genre model,which covers three aspects:communicative purpose,move-strategy analysis,and rhetorical strategy.Swales'(1990)principle of move-strategy analysis helps to present the genre features of these texts,because it has been successfully applied to Bhatia's(1993)move-strategy analysis[2].In terms of move-strategy analysis,most researchers believe that moves appear in a relatively fixed order.However,the actual mandatory action is not necessarily fixed[1] (Bhatia,2017,p.95),that is,not every move must exist.The order of the moves may also be mixed[3](Bhatia,2013,49).Therefore,the moves summarized in this study are not fixed,and the structure of different genres can be adjusted according to the brand positioning and the needs of the audience to optimize the publicity effect.The predecessors'analysis theory of genre structure provides researchers with methods to analyze advertisements and other texts,and researchers can deeply explore the construction and dissemination of videos,reveal the hidden information and social significance of the connotation,and provide academic support and practical guidance for brand construction.

4. Research findings

Analysis shows that the short video of enterprise brand promotion is composed of six moves,in which title,introduction and enterprise achievement are necessary moves,and brand history,interesting content,respect and outlook are optional steps(see Table 1).

Table1 Analysis of short video moves of enterprise brand construction

Serial Number	Moves	Definition	China Post	China High Speed Rail	China Metro	Average Frequency
1	Title	Video image cover and text title	100%	100%	100%	100%
2	Import	Opening form of Video	100%	100%	100%	100%
3	Brand history	Brand development history	77%	83%	50%	74%
4	Interesting content	Low threshold content and entertainment-oriented form	77%	100%	100%	87%
5	Enterprise Achievements	Corporate competence and corporate social responsibility	100%	100%	100%	100%
6	Show respect and outlook	A tribute to the spirit of enterprise	100%	67%	75%	87%

Move 1-Title

The title of corporate brand promotion videos is closely related to the theme and has colloquial characteristics,and often highlight emotions with popular online phrases paired with question marks or exclamation points.Background images use brand logos to convey information.The content title can be divided into concrete and abstract two categories.Firstly,the specific category title directly points to the theme with text and background pictures containing brand elements,which is convenient for the audience to locate the information.For example,some video titles skillfully use homophonic"postal"objects in the world and combine with the background picture containing the postal logo,so that the theme is clear.Secondly,abstract titles refer to implied text and abstract images.The text does not contain the theme words,the pictures do not present specific items or scenes,it seems difficult to judge the brand,but it actually

contains information.For example,some videos are titled"Isn't it an express?The result...",which did not specify the specific brand name,but instead used"express delivery",cleverly uses ellipses to leave suspense,and combines with a green background image to imply postal service.

Move 2-Import

Video import is used to guide the audience to focus on the video,and mainly presents the image of the business scene,which can be divided into three types:scene type,direct entry type and question type.Firstly,scene style depicts dynamic scenes,such as delivery postman,crowded subway,etc.,which are very realistic.Secondly,direct entry type use brand elements such as high-speed rail,subway trains,etc.,to achieve a straightforward effect.For example,some videos start with the postal logo and say,"Today I would like to talk to you about China Post,which we are familiar with and unfamiliar with."Thirdly,the questioning style uses questions to arouse the audience's thinking.For example,some videos start by asking"Where did you last take a high-speed rail?".

5. Conclusion

Based on the genre structure analysis method of Swales(1990)and other scholars,this study studied representative Chinese brand promotion videos on new media platforms,and found that creators used various symbols in videos and formed unique genre structure relationships based on professional knowledge and actual information.This paper summarizes six moves in brand promotion video:title,import,brand history,interesting content,enterprise achievements,showing respect and outlook,and analyzes the multi-modal genre composition,characteristics and functions of each move,which provides a useful reference for brand promotion short video.Through diversified publicity channels such as new media,state-owned enterprises can accurately target audiences,improve brand communication effect,build a good image and enhance competitiveness.This study enriches the existing research methods and theories of genre structure analysis,and analyzes the typical corpus of China Post,high-speed railway and metro,which provides effective reference moves for the construction of short video brands and has certain guiding significance.

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