

Research on Creative Transformation of Chinese Excellent Traditional Culture under Short Video Platform

Jiixin Liu, Yan Zhao

University of Science and Technology Liaoning Shenyang Liaoning Province, 110325, China

Abstract: In the information developed society, short video has become the media known by the public, network awareness has become an important proportion of cultural cognition. Based on the analysis of creative transformation methods of Chinese excellent traditional culture, this paper discusses the strategies of creative transformation of Chinese excellent traditional culture under short video platform.

Keywords: Short video; Spread; Creative transformation

Fund Project: This paper is the result of Liaoning Social Science Planning Fund Project "Research on the Creative Transformation and Innovative Development of Chinese Excellent Traditional Culture under the Platform of Short Video" Project number: L22BXW015.

In the era of rapid media development, short video breaks into our life. Nowadays, in the way of cultural communication, the short video platform has become the leader of the media. This new way of communication has brought about great changes in people's cognition of culture. It is an important part of spreading and tracking Chinese culture to study the significance, problems and strategies of creating good traditional Chinese culture on short video platform.

1. The importance of the dissemination of fine traditional Chinese culture

China has stood firm in the world despite all the hardships because of the great vitality and resilience of Chinese culture. All countries need to contribute excellent culture to build civilization for the community of shared future for mankind. The real wealth we can contribute is our original and excellent traditional culture from ancient times until now. Only by exploring the root of the source, can we spread excellent Chinese culture to make contributions to the world. These original and excellent cultures are selected and optimized by China itself. So spreading these cultures not only contributes to the development of the country itself, but also contributes to the development of the community of shared future for mankind.

2. Significance and value of creative transformation of excellent traditional Chinese culture under short video platform

2.1 The current situation of short video communication is the driving force for the integration of excellent traditional Chinese literature into the development

With the development of Chinese excellent traditional culture, traditional culture gradually forms a synergistic relationship with the expansion of short video and digital content industry. Short videos create interactive rhythms with traditional culture. For example, a popular animated film *That Year The Rabbit Story* is created with the historical revolution as the material, which opens the door of a new world to the public. This new way of spreading culture is a kind of creative transformation. Excellent traditional culture is becoming more and more proficient in the process of creative transformation, and the response is very good.

2.2 Expand the scope of communication and promote the development of fine traditional culture

Short videos can contribute to a cultural identity shift. The transformation of identity has "centrality" and "interactivity". The transformation of identity enables more people to participate in communication activities, promotes the birth of more creative and

interesting elements in the process of cultural communication, deepens the degree of public participation, strengthens the public's consciousness of subject and responsibility, inspires the audience to explore traditional culture, and actively participates in the inheritance and protection of culture.

2.3 Enrich the channels of cultural transmission and improve the efficiency of cultural transmission

Zhou Xing, dean of the College of Arts and Media at Beijing Normal University, said that "Cultural communication in the era of omnimedia is actually very important from creation to planning, communication and acceptance, as well as creators and receivers behind omnimedia." It shows culture to the public in innovative forms such as motion pictures, anime and manga, rather than single words. The emergence of these forms of cultural communication is accompanied by cultural innovation. The combination of different cultural elements and innovative forms of communication provides greater space for cultural innovation. For example, the beauty industry is combined with Chinese traditional ancient clothes and costumes, cultural aesthetics and Chinese beauty products are integrated, with the help of modern expression techniques, the traditional culture is elaborated in a new way, and the contemporary aesthetic elements are used to innovate the traditional culture, so as to tell new content and new experience of the female stories in the traditional culture. Nowadays, short videos only need to broadcast cultural collection in fragments. While collecting culture, they can also combine with other cultures to generate new cultures for transmission, which improves the efficiency of cultural transmission.

3. Current status of transformation of Chinese traditional culture

3.1 Rich in form and content

In contemporary society, the way people understand culture has been changed by science and technology. The development of short video is more and more prominent, and the way is more and more innovative. It uses listening books, dynamic pictures, the combination of products and culture or the cultural scenes made by the use of scientific and technological special effects to infect the audience. Some content that we don't know at ordinary times is displayed to the public in an interesting way on short videos, and the transformation is very rich.

3.2 New forms of communication appear

This kind of communication is the creators and performers behind each video, although these are also presented in the video, but this is the state of human-centered communication, because the emergence of short videos has a new term "Internet celebrities", Internet celebrities make videos through their own understanding of culture. Of course, each Internet celebrity has a different understanding of the video content. This is the cultural communication centered on people's understanding. Different viewers' understanding of the video will lead to another new view, so this is a potential new type of communication that is not easy to be discovered.

4. The advantages and disadvantages of the current transformation of Chinese traditional culture

4.1 Questions

(1) The phenomenon of following the trend is serious

When a cultural propaganda video appears, there will be many similar videos, there is the phenomenon of plagiarism. There is only one possible culture propagated by the same video, which invisibly limits people's understanding of culture and imprisons people's thoughts into this video.

(2) Homogenization of works

In modern society, most of the traditional cultural crafts are only known by the older generation, but these craftspeople will not use video, even if the techniques are similar and the technology production methods are similar, which is a problem to be improved in the future.

4.2 Advantages

(1) Be creative

At present, the content of traditional culture transformation is more combined with modern science and technology or modern product industry. When two different things are combined together, it means that there will be innovation.

(2) The diversity of cultural communication is specific, visualized and visualized

Short video is the product of science and technology. The combination of various special effects and culture will produce unexpected pictures, and the cultural transmission will be more vivid, concrete and visual, allowing the public to see rather than imagine.

4.3 Disadvantages

(1) Low video threshold and mixed quality

Everyone is keen on playing videos. Most of the exquisite cultural videos with positive appeal are operated by professional teams. Of course, there are also personal videos that are positive. Due to cultural diversity and social differences, a large number of short videos with traffic flow are produced, but most of them are nutrient-free videos and even full of vulgar violence. However, many people like them very much. For the general public, especially young people, it will seriously affect their minds and even imitate the trend.

(2) Short time is easy to cause the audience to be impetuous

Short videos are about 2 minutes long and 15 seconds short. In this era of fast food, short videos are also fast food. Although they can promote cultural diversity and create cultural diversity, they are still too short for the audience to understand culture seriously in a few minutes. Potentially causing the public to culture “fickleness.

5. Strategies and methods for creative transformation of Chinese fine traditional culture

5.1 Find empathy with your audience

At present, the communication of some cultural videos only blindly spreads cultural information, and some audiences are not interested in certain cultures. At this time, it is necessary to find the common voice of the audience and find the potential emotional points of the audience in this culture, so as to arouse the audience's resonance and attract their attention to the culture and enhance their memory. The Dragon Boat Festival wonderful tour in the “Pray” has caused a potential resonance of the audience that is the resonance of beauty and water, everyone loves beauty, especially the Chinese classical beauty is particularly fond of, to meet people’s yearning and curiosity for beauty and water.

5.2 Transform traditional culture from traditional to intelligent

Faced with the rise of new media, traditional culture should make full use of new media to fully spread traditional culture. Visualizing traditional culture, which has already been done by many cultures through music, films, etc. To bring the audience immersive enjoyment of culture, more careful understanding of culture.

6. Summary

In this era of science and technology, we should not forget the existence of traditional culture. On the contrary, we should publicize traditional culture more vigorously. To increase the soft power of national culture, we should combine traditional culture with science and technology for creative transformation and innovation culture. The emergence of short video has injected new development elements into traditional culture, opened up new ways of development, and dared to try new technologies and create new scenes to build a standard and innovative cultural framework to enliven traditional culture. However, while integrating modern interesting elements, we must adhere to the foundation of traditional culture, grasp the essence of traditional culture, and publicize the correct and guiding traditional culture.

References:

- [1] Guo Haipeng. On the importance of inheriting and carrying forward excellent traditional Chinese culture [J]. Practice and Theory of Special Zones.2017 (02) : 45-52.
- [2] Yang Bin. Application Status and Strategy of Chinese Traditional Culture on Short Video Platform. Journal of Heihe University.2021. (02) : 148-150.
- [3] Yu Shuping. Research on the Communication Strategy of “Short video +” Traditional Culture in the We-Media Era -- A case study of Guqin communication in Northern Guangxi [J]. Media Today.2022 (10) : 91-93
- [4] He Yunqian, Yuan Dan, Ren Yuhang, Tian Ziyue. Current Situation, Problems and Countermeasures of Short Video Cultural Creative Diffusion [J]. Communication and Copyright.2022. No. 108:61-63.
- [5] Liu Tang. The Communication Strategy and Effect Analysis of Short Video in the New Media Era. Reference Net.2020 (03)